POOR DOCUMENT

MC 2035

Window Charts Help Customers Decide.

The Paul H. Krauss Co., of Indianapolis, like other dealers in men's clothing, believes that price tags on clothing shown in its windows detract somewhat from the merits of the display, adding a touch which might cause a seeker of high-grade garments to pass by.

Nevertheless, the company realizes that there is a certain advantage to the price tag, which tells the prospective buyer just how much he has to pay and enables him to avoid the embarrassment of looking at a $60 suit, when he has just $40 in his pocket. The average man, the company believes, doesn't like to "shop," as many women do, but goes into a store to buy. If he finds that the clothing he has his eye on costs more than he expected, he is unpleasantly surprised and usually leaves rather awkwardly, probably not to return.

The Krauss company finally has decided on a compromise between two methods. Its windows are still guiltless of price tags, but the man on the floor usually near the entrance so he can direct patrons to the proper department of the men's wear establishment, has near at hand a chart of each window showing the position of every garment displayed and its price.

If a man points to a suit or an overcoat and asks the price, the floorman is able to tell him on a moment's notice by simple reference to the chart, which is made by the window trimmers every time the display in the window is changed.

Chinese Death Rate Boosts Hair Nets.

Add to the list of famines that of hair nets. Stores handling this feminine necessity are almost down to the last net, and there's no relief in sight.

According to wholesalers, the shortage is caused by the decline in the death rate in China. Nets sold in America are virtually all made from Chinese hair, a bulk of which is obtained from the heads of dead Chinese. The big shortage is in dark brown and black nets. Women have been forced to buy white or gray hair nets and dye them.

"Courtesy." Says Jones, "Pays Big Dividends."

Courtesy costs less than anything else in L. C. Jones' clothing store in Ottawa, Kan. There is a sign over the desk which reads:

"I am busy today, but no matter who you are or what your business is, I have time to talk to you."

This sign "goes" for traveling men as well as anybody else.

Mr. Jones, who is probably selling as much clothing as any other clothier in Kansas located in a town of 10,000 inhabitants, believes in instructing his salesmen and frequently gives them a lesson in the art of selling goods, making friends and putting the store ahead. Here is a summary of some of Jones' business-getting advice and suggestions:

"The first lesson my salesmen get in salesmanship is to learn to smile. The man who can't smile can't work for me.

"Know your stock and its chief selling points.

"Spread more merchandise on the counter and less of yourself.

"Approach the customer instead of having the customer approach the salesman.

"A customer is our guest and must be treated as such."

About advertising, Mr. Jones says:

"I do not spend my money for space in a telephone directory, hotel register, church cook book, menu card or any other advertising graft. I am a firm believer in newspaper advertising, personal letters, good window displays and personal attention to my customers."

Rest Room Brings Women Into Hardware Store.

Realization that women arer the largest buyers, even of hardware, has made many thousands of dollars for the Powell Hardware Co., of El Dorado, Kan.

When J. C. Powell planned a new store building a year or so ago he made provision for a woman's rest room. It was finished and furnished comfortably with wicker chairs and couches upholstered in tapestry. There was a phonograph for entertainment if the visitors desired, for Powell handles phonographs and records, so this room makes an ideal salesroom as well as rest room.

When ready Powell began to invite the women of the town and surrounding territory to make this rest room their meeting place down town. He played it up as the best place to have a comfortable visit, and the women accepted his invitation.

Now nearly every day this rest room is the place women name when arranging to meet their friends. It opens on a prominent street, so that a visitor can watch for friends in cars. But best of all from the merchant's standpoint, the room is directly opposite his rather unique display of household utensils. It is the most natural thing in the world for a woman waiting to stroll through the aisles separating these racks and pick out something she needs. Powell says the rest room has been a tremendous drawing card to bring women to his store. Once they are in the habit of coming he gets their business.

The Question Is— Which Sign Was True?

There is a yarn going the rounds in London regarding a certain retail grocer of profiteering tendencies who fired an assistant one day when he caught him winking at the local village belle instead of getting on with the window trim. This employer went into the sign-writing game and a few moons later got the job of fixing up his former employer's premises.

Among other things the grocer wanted the following notice printed on slips and pasted on his store window:—

FOR THE PRESENT
WE ARE RELUCTANTLY
COMPELLED TO
INCREASE THE PRICE OF CERTAIN ARTICLES.
WE SHALL ENDEAVOR TO
SELL THEM AT A LOWER PRICE
AS SOON AS POSSIBLE.

The notice was done in strips and pasted up in due course. Very soon after there was such a hulabaloo outside the store that the grocer guy thought his place must be on fire. He rushed out to find a huge crowd preparing to bombard his home with old cans, bricks and dirt.

"Whatinel," he began. Then stopped. "You miserabale mattress-faced leech," yelled the crowd. "What do you mean by that?" And it waved divers fingers at the grocer's new notice. The grocer's eyes goggled as he read:—

WE SHALL ENDEAVOR TO
INCREASE THE PRICE OF CERTAIN ARTICLES
AS SOON AS POSSIBLE.
FOR THE PRESENT
WE ARE RELUCTANTLY COMPELLED TO
SELL THEM AT A LOWER PRICE.

FINANCIAL

NEW YORK STOCK MARKET.

(J. M. Robinson & Sons, Members Montreal Stock Exchange.)

New York, Dec. 20.

	Prev. Close.	Open.	Noon.
Am Sumatra	96½	....	....
Am Car & Fdy	138	....	....
Am Locomotive	95⅞	....	....
Am Beet Sugar	95½	95½	95½
Am Can	54⅜	54¾	54¾
Am Int Corp	....	109¾	110⅞
Am Smelters	69	68¾	68¾
Am Tel & Tel	....	98⅝	98½
Am Woolens	127⅛	....	....
Anaconda Mining	58¼	58½	58⅛
Atch, T & S Fe	84⅛	....	....
Brooklyn R T	13¾	....	....
Balt & Ohio	31¾	32	32
Baldwin Loco	110¼	110½	110½
Beth Steel—"B"	95¼	95⅞	95⅞
Chino Copper	36	....	....
Chesa & Ohio	58½	....	....
Colorado Fuel	40¾	....	....
Canadian Pacific	134¼	....	....
Central Leather	95	95	95
Crucible Steel	215	213½	213½
Erie	13	....	....
Great North Pfd	78½	78¾	79
General Motors	336¾	335¼	337⅞
Inspiration	52⅞	52¼	52¼
Intl Marine Com	49½	49¾	49¾
Intl Marine Pfd	108	108¼	108
Industrial Alcohol	105½	106	106
Kennecott Copper	28½	28⅜	28⅜
Midvale Steel	49⅜	....	....
Maxwell Motors	34½	....	....
Mex Petroleum	220¾	223	219⅝
Northern Pacific	81	81½	81½
N Y Central	69⅛	....	....
New Haven	26¾	27	27
Pennsylvania	40⅛	....	....
Pierce Arrow	77¾	77⅞	77⅞
Pan-Am Petroleum	107⅛	106¾	106¾
Reading	76⅞	77¼	77¼
Republic I & S	112½	113¼	113½
St. Paul	38	....	....
Southern Ry	22	....	....
Southern Pacific	104¾	105⅛	104¼
Studebaker	104⅞	105	104⅛
Union Pacific	124	124	123½
U S Steel	105⅜	105¼	105⅛
U S Rubber	125⅞	126¼	125⅞
Utah Copper	73⅛	72	72
West Electric	53⅞	53¾	53¾
Willys Overland	28⅝	....	....

MONTREAL TRANSACTIONS

(J. M. Robinson & Sons, Members Montreal Stock Exchange.)

Montreal, Dec. 20.

Brazil—50 at 50¾.
Canada Car—60 at 57½.
Cement—25 at 73½, 200 at 73⅜.
Asbestos—110 at 88, 25 at 87½.
McDonald—25 at 39.
Power—6 at 90½, 25 at 90¼, 18 at 90.
Lyall—50 at 88½.
Fish—25 at 61¾.
Riorden—25 at 159½.
Wayagamack—200 at 81.
Brew.—50 at 180¼, 25 at 180.
Spanish—25 at 85¼, 115 at 85, 190 at 84½.
Steel Co.—105 at 86¼, 175 at 86⅛, 25 at 85¾, 210 at 86, 10 at 85⅞.
Sugar—100 at 69¼.
Quebec—25 at 30, 25 at 29⅞.
St. Lawrence Flour—125 at 146.
Cement Pfd—20 at 98¾.

Trade With the Orient

With correspondents of the highest standing in China, Japan, India and other countries of the Orient, and branches in all the principal ports on the Pacific coast of North America, namely:

Prince Rupert — Portland, Ore.
Victoria — Seattle
Vancouver — San Francisco

this Bank is excellently equipped to serve the interests of Canada's growing trade with the Orient.

THE CANADIAN BANK OF COMMERCE

PAID-UP CAPITAL - - $15,000,000
RESERVE FUND - - $15,000,000

28A

DUNLOP RUBBER WILL ENTER THE UNITED STATES

Canadian Company Expands —New Factory in Toronto to Cost Two Million.

Concurrent with the announcement of an unprecedented programme of expansion the world over by the Dunlop rubber interests, England, comes the news of particular concern to Canadian and American motorists—the launching of Dunlop America, Ltd., in the United States.

This new Dunlop company will operate on a huge scale—one calculated to put Dunlop in the front ranks of American rubber companies—just as Dunlop is in the front ranks in every other part of the world where automobile tires are used.

Go to Great Britain, Australia, South Africa, India, Japan, France, South America, Denmark, Italy, Spain, Sweden, Norway, and ask: "Which is the dominant name in tiredom?" The answer is universally the same—Dunlop.

Dunlop in Canada.

To Canadians particular significance is attached to the great strides of Dunlop Rubber. The Dunlop Tire & Rubber Goods Co., Ltd., with headquarters in Toronto and branches in the fourteen leading cities of Canada, have working arrangements not only with Dunlop in England, but Dunlop in France, Japan, etc. These arrangements constitute interchange of formulae, scientific research, processes and methods. Such arrangements will now likewise be made between Dunlop in Canada and Dunlop in the United States.

Building Expansion.

As indicating the growth of the Dunlop idea in Canada, plans have been consummated to commence production of tires on a greatly increased scale. An appropriation of $1,500,000 has been set apart for building and equipping another factory in Toronto. The new building, which is now well under way—and being rushed to completion—is 400 feet long, 80 feet wide, with four storeys and basement. It faces on three streets—Queen, Booth and Natalia. This latest factory will be devoted especially to the manufacture of Dunlop cord tires—"Traction" and "Ribbed," the success of the present Dunlop cord tire having been so instantaneous.

Our Christmas Neckwear

display shows some of the handsomest conceits in cravats that have been brought out this season.

If your men folk enjoy tying and wearing a rich scarf, they'll certainly appreciate the style and effect of these. Better not put off buying any longer for although the selection is large the demand is great.

Neckties, .. 75 cts. to $3.50.
Mufflers, ... $1.50 to $6.75

GILMOUR'S, 68 King St.

THE IDEAL CHRISTMAS GIFT.

Folks, who have reached the eyeglass age, have been given about everything givable. Why not give them a Pair of New Glasses?

Will test your eyes at your home by appointment.

K. W. EPSTEIN & CO.
Optometrists,
193 UNION STREET.
Open Evenings. M. 3554

A committee composed of delegates from the several organizations interested in the establishment of a juvenile court and probation officer for the city and county of St. John held a meeting yesterday afternoon in the board of trade rooms, A. R. Crookshanks in the chair. It was decided to petition the city council for their active support in bringing the matter before the provincial government and the municipal council for the guarantee of the necessary salaries.

Trunks, Bags, Suit Cases and Coats

AT BARGAIN PRICES

In order to reduce our large stock of Trunks, Bags and Suit Cases before stock-taking, we are offering for this month only, 10 per cent. Special Discount.

All New Goods—Best Value In City

Here is Your Opportunity to Get Coats at Cost Price!

One Lot Sheepskin-lined Coats—Worth $17.00 ..... Now $13.75
One Lot Sheepskin-lined Coats—52in.; worth $30.00 ..... Now $23.00
One Lot Corduroy Coats—Worth $14.00 ..... Now $10.50

Also One Lot Mackinaw Coats To Clear
AT VERY LOW PRICES

We manufacture a complete line of all styles of Driving and Working Harness, Collars and Horse Blankets.

H. HORTON & SON, LTD. 9 and 11 Market Sq.
12—21.

LOCAL NEWS

Have the Victor Gift Certificates explained at Kerrett's, 222 Union street. Open every night. 12-24

You can get a Curtis-Aeronola on very easy payments at Kerrett's, 222 Union street. It plays any record on the market. 12-24

The recent cold spell is the best argument for a Victrolla in your home this winter. Get easy terms at Kerrett's, 222 Union, and have yours in time for Christmas. 12-24

NOTICE.

We shall run three days only Christmas week. Please help the drivers by having your wash ready and 'phone your call early Monday or Tuesday. Calls taken until 10 o'clock Wednesday morning. Thank you. New System Laundry, Ltd. 12-29

SEAMEN'S CONCERT.

Seamen's Institute, next door post office, Prince William street. Empress of France concert party, Monday, Dec. 22, 7.45. Admission 20c.

We thank donators and workers of the successful bazaar at St. Philip's church the 11th and 12th inst.

McMILLAN'S STORE

Will be open every evening until Christmas. 12-25

Try Crescent Candy Co.'s popular lines. t.f.

HEALTH OFFICIALS WARN THE PUBLIC

PROMPT TREATMENT OF EVERY CASE OF COLD IS ADVISED.

When the 'flu epidemic swept the country last year it was generally agreed by medical men that there would be a recurrence of the attack this winter. So far it has not swept with the violence of last year but there is hardly any large community in which it is not present to some degree.

In view of the ever present danger of the disease breaking out health authorities are everywhere advising the public to observe extraordinary precautions. One of their first advises is to treat all cases of colds as dangerous, the conditions in such cases being similar to those in the first stages of 'flu.

For the treatment of colds there is no preparation equal to Grip Fix, which may be secured at any drug store. It is not a patent medicine but a treatment which would be approved by your family physician. The drugs it contains are stated on every box and cover just the drugs needed in such cases. Grip Fix is not a new preparation as it has been in use for many years, doing wonderful work during last year's 'flu epidemic. It comes in convenient capsule form and when buying it be sure to get Reid's Grip Fix as there is nothing "just as good." It sells for 35 cents per box and is worth its price over and over when a cold appears. On sale at all druggists.

TWO KILLED IN A FIGHT WITH SMUGGLERS.

El Paso, Tex., Dec. 20—An American provost guard and a Mexican civilian were killed during a pitched battle last night between American soldiers and police and Mexican smugglers at the international boundary line near here.

Make The Home Attractive

Rooms can be made beautiful with Beaver Board nicely panelled. Beamed ceilings and Beaver Board add to the richness.

Send for sample or 'phone Main 1893.

The Christie Woodworking Co. Limited,
65 ERIN STREET.

The Progressive School

If our courses had not been the kind that you should have, we won't, not, within two months after establishing our school, have been forced to acquire larger premises to accommodate the large number of young people wishing to take Modern training.

Modern training pays. Get it now.

MODERN BUSINESS COLLEGE
Corner Mill and Union Sts.
St. John, N. B.

For Team Work Between Canada and England

While it lasted the unmitigated evils of the war were uppermost to our minds.

On taking a dispassionate view of the war at a receding distance we find that it brought in its trail to Canada some benefits.

The lack of sea transport forced her to become more self dependent industrially. Shipbuilding and coal mining are only two out of many industries that received an incentive.

The excessive demand for raw materials in Europe caused Canada's natural resources to be exploited to the full.

Europe is now engaged in reconstruction problems surpassing any that Canada is engaged upon.

She requires and will require for many years the help of Canada industrially to re-equip her own industries, and her help agriculturally to feed her still starving population.

The close connection that existed between Canada and Europe during the war is likely to be perpetuated and even increased.

It is therefore essential to be accurately informed as to conditions in Europe.

The Manchester Guardian
Weekly Edition

supplies to Canada accurate data on European affairs.

Week by week it gives direct and reliable information about market and business conditions in Europe.

Special sections are also devoted to questions affecting the Empire.

The close connection between movements in Canada and elsewhere is shown by the analogy between the result of the Ontario and the London Municipal elections; the agitation for the nationalisation of English railways and mines, and the taking over by the Canadian Government of the Grand Trunk Railway.

Influences outside react on Canada in politics, trade, and commerce.

The Guardian through its unbiassed information and its independence of judgment will therefore prove invaluable to all thinking Canadians in supplying data wherewith they can shape their policies in trade or politics.

Use the Coupon Below

To THE MANCHESTER GUARDIAN, Dept. S.J. 26-56 Adelaide street, West, Toronto. Canada:

I enclose three dollars for a year's subscription to The Manchester Guardian WEEKLY, to be mailed to me direct from Mancehester, England, commencing with the next issue.

Name .....

Address .....

.....

Trial subscription—three months for one dollar.

NEW DRUG CO. FORMED HERE

Puts "Live-rite Remedies" on Market — Already Huge Success For Different Ailments.

Much interest will be aroused in the announcement of the formation of a new drug company in St. John, the "Maritime Drug Co.", with offices at 108 Prince William street, where they have now opened for business. They have placed on the market their products known as "Live-rite Remedies" which have been specially prepared for them by a skillful chemist from carefully and well tried formulae. Prior to these remedies being offered for sale to the public they have been tested in genuine cases of illness, for various disorders of the internal organs, the liver and stomach particularly, and have been found of incalculable value, invariably making a complete cure.

Reliable druggists throughout the province have been supplied with company's "Live-rite Tonic", which is especially recommended to sufferers from liver and stomach trouble, but should it not be possible to secure this preparation from their druggist, an order enclosing the purchase price of one dollar sent to the company's office, 108 Prince William street will cause it to be sent immediately to the address mentioned. It is a new blood food, a laxative, a body strengthener, which will work wonders in a run-down system—try it and be convinced.

Other "Live-rite Remedies" will soon be offered for sale, and will ensure relief to many who have long been ailing. "Ask your druggist for "Live-rite" goods.

H. A. POWELL INJURED.

Moncton Transcript: Proceeding to the Hotel Brunswick after his arrival from St. John on the 9.15 express Tuesday evening, H. A. Powell, K. C., tripped over a wire extended along the Main street frontage of the C. N. R. lawn and received quite serious injuries. Mr. Powell could not discern the wire and fell heavily to the sidewalk. He was assisted to the hotel, suffering from a severe pain in his side and a sprained wrist. Medical attention was necessary.

RED BALL BRAND TRADE MARK GUARANTEED

Christmas is Not Complete Without

Red Ball

that whets the appetite, giving true zest to the Christmas dinner meal.

To avoid disappointment, ORDER NOW, from

Geo. W. C. Oland
Sole Maker—'Phone M. 125

Here's A Ready List of Suggestions

A few brief suggestions to help dispel the gift-making problem—every one of which is decidedly practical.

Men
Street Boots
Storm Shoes
Military Boots
Slippers
Romeos
Felt Boots
Dress Shoes, Etc.

Women
Dress Pumps
Boudoir Slippers
Felt Slippers
Juliets
Silk Hosiery
Dancing Pumps
Rubbers (Tan, white, grey and black), Etc.

Children
School Shoes
Slippers
Rubbers
Overshoes
Hockey Boots
Rubber Boots
Gum Rubbers
Leggins, Etc.

Baby
Soft Sole Boots
Soft Moccasins
Felt Slippers
Felt Boots
Nature Shaped Shoes
Hosiery
Rubbers (White or black)

WIEZEL'S CASH STORE
St. John 243-247 Union — Halifax 517 Barrington