

WANTED

WANTED—FEMALE

GOOD WAGES FOR HOME WORK.
We need you to make socks on the fast, easily learned Auto Knitter; experience unnecessary; distance immaterial; positively no canvassing; yarn supplied; particulars, 8c. stamp. Dept. 24-C, Auto Knitter Co., Toronto.

WANTED—EXPERIENCED
female bookkeeper to assist as clerk—Louis Green, 38 Charlotte St.

WANTED—FIRST CLASS COAT-
maker, highest wages paid—Apply 122 Charlotte St., Also learner.

WANTED—WOMAN TO HELP
with work—32 Germain St., third floor.

WANTED—TEACHER TO GIVE
special lessons to Grade Ten Pupils—Address Box D 92, Times Office.

WANTED—EXPERIENCED STENO-
grapher desires position—Apply Box 106, Times.

WANTED—A WOMAN FOR SCRUB-
bing and cleaning by the week—Bos-ton Restaurant.

WANTED—A YOUNG LADY TO
operate passenger elevator—Apply Royal Hotel.

COOKS AND MAIDS

WANTED—MAID FOR GENERAL
house work, no washing—Phone Main 4681.

WANTED—GIRL FOR GENERAL
house work—Apply Mrs. Basen, 99 Elliott Row.

WANTED—BRIGHT INTELLIGENT
girl for house—Mrs. Aronovitch, 261 A St. East.

WANTED—EXPERIENCED WASH-
ing. References. Apply Miss Britton, 146 Germain, between 9 and 8 p. m.

WANTED—GIRL FOR GENERAL
house work—Apply Mrs. L. J. Mc-Donald, 2 Exmouth St.

WANTED—GENERAL MAID TO
go immediately to Boston. References required, high wages—171 Princess St.

WANTED—GIRL FOR GENERAL
house work—Mrs. E. R. Mullin, 159 Adelaide St.

WANTED—MAID. REFERENCES.
family two. Good wages—78 Char-lotte.

WANTED—MAID FOR GENERAL
house work—Apply 88 Summer street, Phone 2861.

WANTED—MAID. APPLY ST. JOHN
County Hospital.

SITUATIONS WANTED

WANTED—MAN WANTS WORK,
house cleaning or anything—Tele-Phone Main 4666.

EXPERIENCED MALE BOOKKEEP-
er with good references, desires pos-sition—Box D 81, Times.

WANTED—MAN WANTS WORK,
house cleaning or anything—Tele-Phone Main 4666.

WANTED—POSITION AS CHAUF-
four, also best class mechanic. Can supply references; truck for touring—14 Frederick St., J. B. Kincaid.

WANTED—POSITION AS NIGHT
watchman or fireman. Best references. Box D 89, Times.

BUSINESS WANTED

WANTED—AM DESIROUS OF BUY-
ing reliable business with good pros-pects for a live party with necessary qualifications—Address communications Times Office Box D 85.

AUCTIONS

BAILEY SALE
There will be sold at Public Auction at 10 o'clock Wednesday, April 12th, at 274 Germain street, the fol-lowing goods. Parlor set, carpets, beds, dining table and chairs, sideboard, gas range, 1 6-cylinder engine, differential gear and other goods, the same having been seized for rent.

ESTATE SALE, VALUABLE 57

ACRE FARM, MORE OR LESS,
with good house, 2 barns, fine spring, farm well watered.

BY AUCTION
I am instructed by the executors of the estate of the late Herbert E. Creighton to sell by Public Auction at Chubb's Corner, on SATURDAY Morn-ing, the 15th day of April, at 12 o'clock noon, that very valuable farm at Silver Falls containing 57 acres more or less, with good house, 2 barns, fine spring and farm well watered. This is an excep-tional opportunity to buy a farm close to the city, and is sold to close estate.

NOTICE TO MARINERS.

Notice is hereby given that the gas and bell buoy to the eastward of Par-tridge Island is gone from position. Will be replaced at first opportunity.

J. C. CHESLEY,
Agent, Marine Department.

WANTED

WANTED—MALE HELP

WANTED—BOY TO LEARN THE
wholesale dry goods business. Apply in own writing to Box D 90, Times.

WANTED—SINGLE MAN FOR
farm work, one who can milk—John Purdy, Lakeside.

CAPABLE MAN WANTED TO
take charge gasoline service station. Resident of Fairville preferred. Good salary. Apply Box D 84, Times.

MAKE MONEY AT HOME—\$10 TO
\$50 paid weekly for your spare time writing show cards for us. No can-vassing. We instruct and supply you with work. Western Showcard Ser-vices, 37 Colborne Bldg., Toronto.

WANTED

WANTED—WOMAN, ANY KIND
of work, in evenings—Box D 79, Times.

WANTED—SHOW CASE, 6 FEET
long—Apply Box D 88, Times.

WANTED—IN CENTRAL LOCAL-
ity, by business girl, room and board in private family—Box D 70, Times.

ROOMS WANTED

WANTED—COUPLE DESIRES
board and room, private family—Box D 97, Times.

WANTED—TWO OR THREE FURN-
ished or unfurnished rooms near Fair-ville—Phone M. 4321-21.

TO PURCHASE

WANTED—TO PURCHASE SECOND
Hand Cash Register—Phone 750-21.

FINDLAY JOINS

McKIM'S



The advertising agency of A. McKim, Limited, announces that William Findlay, business manager of The Toronto Globe, will join their organization on May 1, as a member of their executive board, which now consists of W. B. Somerset, C. T. Pearce and H. E. Stephenson.

The firm of A. McKim, Limited, founded by the late Angus McKim, thirty-two years ago, is the pioneer advertising agency in Canada. Its offices are located in Montreal, Toronto, Win-nipeg, Hamilton and London, England. In the development of general advertising for more than a generation it has been in the forefront at all times, but at no time more than at the present. Through its complete knowledge of all phases of marketing in Canada and its long ex-perience with advertising problems of all kinds, the McKim agency numbers among its clients many of the leaders in Canadian industry and trade.

The policy of A. McKim, Limited, always has been to keep pace in their own organization with developments in advertising as the most potent force in building business for those who have commodities or service to sell. In pur-suance of this policy, the addition of Mr. Findlay to the executive board has been made. He will bring added strength and experience to an organization al-ready strong and widely experienced.

An outstanding figure among news-paper business managers not only in Canada but in the United States, Mr. Findlay became known as vice-president and manager of The Ottawa Free Press. The amalgamation of the business of that newspaper with The Toronto Journal was carried out by him with con-spicuous success.

During the past three years, while he has been business manager of The Toronto Globe, the advertising and cir-culation of Canada's national newspaper attained a new high-water mark. De-spite other business responsibilities, Mr. Findlay has always remained closely in touch with general advertising, and is recognized as an authority, not only on newspaper practice, but upon the many phases of securing the maximum results for advertisers through harmonious co-operation of the jobbing and retail trades.

Mr. Findlay has occupied many offices in newspaper and other associations. At the present time he is one of the com-mittee in charge of the bureau of ad-vertising of the American Newspaper Publishers' Association and is chairman of the Canadian advisory committee of the Canadian Good Roads Association and a director of the Ontario Motor League for many years. Mr. Findlay has been closely identified with the develop-ment of highway transportation and the building of permanent roads in Canada.

SHOPS YOU OUGHT TO KNOW

Designed to place before Our Readers the Merchandise, Crafts-manship and Service Offered by Shops and Specialty Stores.

ACCOUNTANTS

FIRMS NOT EMPLOYING A PER-
manent accountant will find this service convenient and economical. Income Tax Returns a specialty. First class refer-ences—Box D 10, Times Office.

AUTO STORAGE

WIRED STALLS TO LET. CARS
washed and repaired at Thompson's, 55 Sydney St., Phone 663.

BABY CLOTHING

BABY'S BEAUTIFUL LONG
Clothes, daintily made of the finest material; everything required; ten dol-lars, complete. Send for catalogue. Mrs. Wolfson, 672 Yonge street, Toronto.

BARGAINS

WALL PAPER AND BLINDS, OIL
cloths and Curtain goods—At Wel-more's, Garden street.

CONTRACTORS

J. H. DOCKERTY, CARPENTER
and Building Contractor in all branches. Alterations and store work promptly attended to. Office, 169 Mil-lidge Ave., Phone M. 470.

DYERS

NOTICE TO MOURNERS—FAST
black returned in 24 hours. Phone 4700, New System Dry Works.

ENGRAVERS

WEDDING INVITATIONS, AN-
nouncements and Cards. For correct forms and styles see A. G. Plummer, 7 Charlotte street, upstairs.

FURNITURE MOVING

FURNITURE MOVING DONE AT A
most reduced rate by large Air Tire Motor Truck. Great care taken. Phone 3818.

IRON FOUNDERS

UNION FOUNDRY AND MACHINE
Works, Limited. George H. Waring, manager, West St. John, N. B. En-gineers and Machinists, Iron and Brass Foundry.

LADIES' TAILORING

EVERYTHING IN LADIES' AND
Gents' Tailoring and Fur. Made to order—A. Morris, Artist Tailor, 82 Ger-main.

MARRIAGE LICENSES

MARRIAGE LICENSES ISSUED, 3.50
a. m. to 10.30 p. m. daily—Wassons, 711 Main St. and 19 Sydney St.

MATTRESS REPAIRING

ALL KINDS OF MATTRESSES AND
Cushions made and repaired. Wire Mattresses re-stretched. Feather beds made, twenty-five years' experience—Walter J. Lamb, 32 Britain street, T. 697.

PAINTS

H. B. BRAND PAINTS, \$3.00 TO
\$4.00 per Gallon. Send for Color Card.—Haley Bros., Ltd.

PIANO MOVING

PIANOS MOVED BY EXPERI-
enced men, up-to-date gear, at reason-able prices—W. Yeoman, 7 Rebecca St., Phone M. 1738.

PIANO MOVING BY EXPERIENCED

men at reasonable rates. Orders
taken for May 1st. A. Springer, Phone M. 4763.

PIANO TUNING

PIANO AND ORGAN TUNING AND
repairing. All work guaranteed, reason-able rates—John Halsall, Phone Main 4421.

PICTURE FRAMING

PICTURES FRAMED AND EN-
larged at lowest prices at Kerr's, 222 Union (opposite Opera), Main 3644.

PIPE ORGAN TUNING

PIPE ORGAN REPAIRER AND
Tuner. All work guaranteed; reason-able rates—L. P. Morin, Phone M. 1611-11.

PLUMBING

C. R. MURRAY, PRACTICAL
Plumber, Steam and Hot Water Heat-ing a specialty. Repair work promptly attended to. Satisfaction guaranteed. Address 22 Clarence St., Phone 4501.

PROFESSIONAL

BELVIA AND MacNEICE, CHART-
tered Accountants and Auditors. Ex-pert assistance in compiling all income tax returns—42 Princess St., Barnhill Bldg., Phone Main 4268.

ROOFING

TAR AND GRAVEL ROOF, GAL-
Iron and Copper work—J. E. Wilson, Ltd., 17 Sydney St., Phone Main 356.

SECOND-HAND GOODS

WE BUY ALL KINDS OF SECOND
hand goods at 10 Waterloo St. Call or write.

SHOE REPAIRING

SHOE REPAIR, TO SMYTHE ST.—
Shoe and leather while work. Work guaranteed. Done cheap.

SILVER-PLATERS

GOLD, SILVER, NICKEL, BRASS
and Copper Plating. Automobile parts made as good as new—24 Waterloo street, J. Grondines.

WATCH REPAIRERS

FINE WATCH REPAIRING, A
specialty. Watches, Clocks, and Jew-elry. Ernest Law, Est. 1885, 3 Coburg street.

WELDING

ACETYLENE WELDING OF AUTO
and Machinery Parts—J. H. McPar-land & Son, 106 Water street.

WHITEWASHING

WHITE-WASHING AND PAPER-
hanging, etc. For quotations and ap-pointment call Phone M. 2714-31.

WOOD AND COAL

Queen Coal
A SLENDID KITCHEN COAL
Per ton of 2000 lbs

QUEEN COAL \$11.75
VICTORIA NUT 9.75
BROAD COVE 13.50
VICTORIA SCREENED 11.25

BEST SOFT COAL, delivered in
small lots
3 bags \$1.75; 5 bags \$2.75; 6 bags \$3.25

McGIVERN COAL CO.
12 DRURY LANE
Phone Main 42 and Main 3666

BOW - ARROW
(Real Indian Make)
FREE WITH ORDER

3 bags N. S. SOFT COAL \$1.95
6 bags N. S. SOFT COAL 3.50
9 bags N. S. SOFT COAL 4.50
10 bags N. S. SOFT COAL 5.00

AMERICAN CHESTNUT, 3 bags \$2.75
(Delivered and put in)
DOMESTIC SELECTED \$13.00
DOMESTIC SELECTED—Best Soft
DOMESTIC COAL CO.
Phone 2554. 698 Main St.

FOR SALE—DRY CUT WOOD,
large truck load, \$2.25—Main 4471.

BOUND COVE COAL, 1/2 TON \$8.15,
ground floor; 6 bags, \$8; 3 bags \$1.65.
Call M. 8808, North End Coal Yard, 118 Harrison St.

FOR SALE—DRY HARDWOOD
Slabs, sawed, \$3.75 per load, quarter cord, delivered—Gibson & Co., Ltd., Phone Main 2636.

FOR SALE—SAWED AND SPLIT
hardwood, \$3; soft wood, \$2 per load. Phone Main 2441-43, Little River.

FOR SALE—ONE CAR DRY HARD-
wood slabs and edgings in stove and furnace lengths from car at Sullivan Siding—Phone 1292-11, 7 to 9 evenings, C. I. Kuth.

FOR SALE—DRY CUT WOOD, \$2.50
large truck—W. P. Turner, Hasen Street Extension, Phone 4710.

FOR SALE—DRY SLAB WOOD, C.
A. Price, corner Stanley-City Road Main 4682.

THE BUSINESS COLUMN

Bennett's Sale Plan.

A great deal of being said nowadays about "Suggestive Selling" as an accel-erant of turn-over in retail establish-ments, but at the seven highly successful men's wear stores of the R. W. Bennett Company, in the Brooklyn section of New York, a species of salesmanship which goes suggestive selling one better is being used with very constructive re-sults, according to Elmer H. Van Name, general manager of the Bennett firm, who even outside of the men's furnishing trade, is looked upon as one of the country's foremost authorities on retail selling.

"The kind of salesmanship that we have introduced at our stores is known as 'Positive Selling,'" Van Name de-clared. "Our salesmen have been taught the psychological advantages of saying to a customer, 'But that!' Instead of 'You ought to buy that!' Results to date have proven that there is a great deal of difference between these two ways of handling a prospective customer. Many a sale is lost in my opinion, be-cause the salesman is not positive enough in his manner and speech. Polite-ness, of course, is an essential of retail merchandising, but it is possible to be both firm and polite at the same time, and we are training our sales organiza-tion to be assertive without being dis-courteous or obnoxious."

As a case in point, Van Name men-tioned what happens at the Bennett stores when a man comes in to buy a collar. Instantly, he is pointed out that more sales are made and lost at the collar counter than in any other depart-ment of the men's wear shop. "You can't estimate what else has gone out of the door when a collar customer leaves dissatisfied," he remarked.

"Of the greatest mistakes a sales-man can make is to ask the customer, 'Do you want one collar?' and even to inquire, 'How many can you use?' It is al-most as bad. At our stores the salesmen are instructed to make the visitor feel that he is regarded as the type of man who buys his collars by the box. If ad-mittedly done, the customer is satisfied and the sale of a box of collars instead of one or two frequently results."

Of course, positive selling cannot be used successfully with all classes of cus-tomers, as the general manager of the Bennett stores readily concedes. There are some strong-minded men who know what they want when they get foot in a store and who are apt to be irritated if the salesman attempts to take the in-itiative. A knowledge of this human fact is the ability to size up the disposition of the individual is necessary in order to make positive selling an asset instead of a liability. But without the posses-sion of this knowledge a retail salesman isn't worth his salt, anyway. Moreover, Van Name believes that the customer who isn't susceptible to positive selling is so much in the minority that he does not constitute a serious obstacle to the selling methods in force at the seven Bennett shops.

"One Cent Sales Are Still Effective"
"It takes unusual appeals to get un-usual results in unusual times," said Warren P. Chaney, advertising manager for Auerbach & Guttel, the Police Clothing Company, of Kansas City, Mo., when asked what prompted him to try and penny-sell ideas on shirts and shoes and silk hose and ties, etc.

"Of course, there's nothing particu-larly new or unusual about a penny-sell," continued Chaney.

People have not yet experienced the novel sensation of buying a shirt or a pair of shoes for a cent. We just thought we'd give them the opportunity, and they took it. Apparently they took it very gladly."

In analyzing the success of the series of one-cent sales, the advertiser re-soned that the public mind is now turned to the idea of a low price and that they responded naturally to the thought of buying a shirt for a cent. "If they had been looking for a low price," he explained, "they certainly could not have realized that they had found it when they saw that they could buy any shirt in the advertised lot for a single penny."

"No, they didn't lose sight of the fact that they had to pay the regular price for the first article. But neither did they overlook the fact that they could buy a shirt for a cent. 'Think of it! A whole good shirt for a single cent!'"

"Don't people recognize the penny-sell as virtually a half-price sale in which they have to buy two articles to get the benefit of the cent?" Chaney was asked.

"We doubt they do," was the reply. "I think it is largely the unusualness of the one-cent sale that has made our effort effective. People have seen half-price sales until they have become con-fused to them. They have seen the half fraction in figures big enough to cover half the store front. The magic of the half price has largely disappeared."

"But the idea of low price is abso-lutely ripe. A half price is a low price—there's no question about that. Yet it isn't half price that people are in-terested in just now, so much as low price."

that Sweden is the key to the dry situa-tion in the whole of the Scandinavian peninsula.

WOOD AND COAL

Queen Coal
A SLENDID KITCHEN COAL
Per ton of 2000 lbs

QUEEN COAL \$11.75
VICTORIA NUT 9.75
BROAD COVE 13.50
VICTORIA SCREENED 11.25

BEST SOFT COAL, delivered in
small lots
3 bags \$1.75; 5 bags \$2.75; 6 bags \$3.25

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FOR SALE—DRY SLAB WOOD, C.
A. Price, corner Stanley-City Road Main 4682.

WOOD AND COAL

A Better Summer Coal
For Less Money

For a quick, even fire for Summer cooking, you'll be de-lighted with

FUNDY SOFT COAL,
a ton of which goes farther than a ton of ordinary soft coal at the same money.

Phone Main 3938.

Emmerson Fuel Co. Ltd.

115 CITY ROAD.

Splendid Kitchen Coal

Good quality, well screened, \$10.50 per ton dumped, \$11.00 in bags. Broad Cove Coal carefully screen-ed, \$13.50 dumped, \$14.00 in bags.

D. W. LAND
Corner Erin and Hanover Streets, Phone Main 1185.

Branch Office, 140 City Road. Open evenings M. 574.

HARD COAL

Ex Sheds. Free burning, thor-oughly screened. Clean Coal.

BEST OF QUALITY.
Telephone or Write for Prices.

Maritime Coal Co., Limited.
COAL DEPT. T. 1.

COAL

AMERICAN ANTHRACITE
All Sizes

SPRINGHILL RESERVE
GEORGE'S CREEK BLACKSMITH KENTUCKY CANNEL

R. P. & W. F. STARR LIMITED
49 Smythe St. 159 Union St.

DRY WOOD

We have some choice hard wood for a quick fire in a kitchen range. Also hard wood for the grate, and nice dry kindling.

Also heavy soft wood.

City Fuel Co.
257 Gity Road 'Phone 468