POOR DOCUMENT

THE EVENING TIMES AND STAR, ST. JOHN, N. B., MONDAY, JULY 16, 1923

WHAT'S DOING IN THE MONEY AND STOCK MARKETS TODAY

MORE SNAP IN

Expert Gives Advice to Retail Merchants Seeking to Fill Places Behind Their Am Beet Sugar .. 811/4 Allied Chem 671/ Counters.

(By Clarice Hickman, formerly director of personnel, The Fair, Chicago.)

(Color health the state of the fair, Chicago.) tor of personnel, The Fair, Chicago.)
Going back through the musty newspapers of decades I have not found the retail merchant changing the character of a want ad in the slightest degree. He still words the ad to appeal to the type that we all admit has disappeared. The type has changed from the smallest to the larger display, but otherwise the ad is the same as it was forty and offty years ago.

Am Smelters

27%
Anaconda
39%
Balt & Ohio
46½
Bald Loco
118
Beth Steel B
45½
Cohie
Can
88½
Can
98½
Chile
255%
Calif Pete
21%

SALESMEN and SALESWOMEN
WANTED for various departments.
There is sometimes a reference to experience, sometimes salary—and that is all. An opportunity for the future is never mentioned in the copy, and rarely in the employment office. That is where many employment managers (socalled) fall down. They do not preach the gospel of the opportunities of the business to the applicants for positions.
Another fact that research discloses is that the merchant is the only employer who never advertises for the class of help that he needs. He never clearly defines what he wants, unless it is for elevator operators or help of that kind. He seemingly takes it for granted that his sales help ad will be answered by the class of people he would like to have work in his store.

It is so unfair to the retail búsiness, so manifestly unfair to the young people, that retail salesmanship, the livest job in the world, with the greatest variety of opportunities for the future, should get the deadest type of advertisement that has ever been set up.
Take a look at your ad for salespeople in the morning papers.

Does it carry any appeal to the am-Take a look at your at 10 sales people in the morning papers.

Does it carry any appeal to the ambilition?

Sinclair Oil ... 28%
Southern Pac ... 96½
Southern Ry ... 32%

Does it hint at an opportunity to Studebaker climb to bigger things? It does not:
Do you think you can sell a job to Tex Pac C & Oil.

an ambitious, intelligent, wide-awake young person with an ad like yours?

If you do, you're sadly mistaken.

The young people regard your, ad with the same degree of enthusiasm that they show for an inscription on a west of the control of the co

tomb.

I think you will agree that in this one thing the merchant is the very poorest salesman in the world. He also is the weakest competitor in the labor market.

Westinghouse

Sterling 4.60%.

On the other hand, look at the copy used by the manufacturers, the industrial concerns, the mail order houses, the telephone company and a multitude of other business houses. They have learned to define the class of help they want and say the rest in opportunity.

What the Copy Brought.

I followed up one of the manufacturer's ads mentioned in this article. It was just after the graduation of several hundred young people from the Chicago public high schools. When I looked over the fine, sensible, worth-while young people who were making out applications in the waiting rooms, and I thought of the needs of the retail stores, the department stores particularly, I felt discouraged for the future of retail salesmanship. The young people who should have been applying for positions behind the counter were over the fire industrial concerns waiting 1923 Victory Loans—100.44 positions behind the counter were over at these industrial concerns waiting their turns to be interviewed for a job their turn their turns to be interviewed for a job that promised a future. They followed ads that beckoned to all of the talent that they possessed, eager to labor at any pob because the ad carried a promise for the future that the employment office backed up. The adspecified qualities belonging to worthy people and the worthy kind of people answered the call.

1924 Victory Loans—100.60.

CHICAGO GRAIN MAR Chicago, Journal Open History Company C

answered the call.

The time is ripe for an extensive campaign on the "opportunities" of retain salesmanship, but we can never start the wheels in motion until the merchant realizes that he should never put his name under an ad that he would not answer if he were a young person leaking for a job

would not answer if he were a young person looking for a job.

When the merchant considers the psychology of the ad he will change it. When he does first things first he will realize that his help wanted ad must challenge something within the individual and he will write his come with a contract of the contract of th

Threatens to spoil Japan's monopoly and the government had a scare thrown into it last month when the returns of imports showed that German cigarettes were being dumped here and being sold at a price below that charged by the monopoly.

A cry immediately arose for a further increase in the import duty or alternatively that the government should purchase the German cigarettes or to-bacco and retail them through the usual ources. Imported cigars and cigarettes are sold in Japan at almost prohibitive prices.

Tokio, June 10—(Associated Press by market and Poincare's speech was not regarded as encouraging. Until the British note to Germany is published however, and the French reaction thereto is known, little definite can be said. The domestic situation for the time being seems to have lost power as a bearish factor. All kinds of bearish trade news was disregarded by the market last week, indicating that prices have already discounted the let-up in business. And, while it would seem to us that more than the ordinary fall business would be necessary for a large upward movement in prices, we believe we can have a fair technical reaction from these levels even in the face of poor demand for manufactured goods and some commodity price declines.

At the same time there are a few more optimistic signs in the present in the face of poor demand for manufactured goods and some commodity price declines.

PLACED ABOARD SHIP.

Sydney, Australia, July 16.—Two
Irish Republicans, Father Michael
O'Flanagan and John J. O'Kelly, arrested here in April on charges of engaging in seditious activities, were regaging in seditious activities, were removed from jail yesterday and escortnoved from jail yesterday and escortney and the steamer Mongolia, a litwhile before it sailed. while before it sailed.

Ten days ago they were offered their release on provision that they agree not to address public meetings and later declined another offer to leave the country voluntarily.

Am Car & Fdry .. 1521/2

118 45¹/₄

81%

148 88½

89 265/8

116

. 65½ . 70½

471/4

83½ 48/8 585/8

71 7½ 12¼

...1023/4

MONTREAL MARKET.

CHICAGO GRAIN MARKET.

WINNIPEG GRAIN MARKET.

Chicago, July 16.

LIVINGSTON & CO.

Texas Company .. 42%

11½ 18½

71 71/2

LOWER AS THE NEW YORK MARKET.

direct private wire to McDougall & Cowans, 28 Kings street, city.) New York, July 16. Stocks to twelve noon. real Exchange.

New York, July 16.—Prices opened somewhat lower in today's stock market, professional traders launching immediately into short selling as a result of the failure of the public to participate in the improved market on Saturday. Losses of I point each were recorded by Dupont, Gulf States Steel, Baldwin and Famous Players while practically all of the oils were fractionally lower. 1521/2 1513/4 1471/4 tionally lower.

New York, July 16—With speculative sentiment unfavorably affected by Premier Poincare's statement replying to Premier Baldwin's suggestion for settling the Rúhr tangle, little effort was made to sustain prices during the forenoon. Continued high money rates also discouraged buying, while the vulnerability of leading industrials shares to pressure encouraged renewed short selling by bear speculators. Several score stocks were pushed down one to three points. Buying of Studebaker, which rallied a point, induced a better tone into the market at midday: Baldwin, U. S. S. Gulf States Steel, American Can, Corn Products and other favorites recoverin ghalf a point or more. Call money opened at five per cent.

Montreal Exchange.

New York, July 16—Bank clerks who were left behind in the post war scuffle to make wages meet living to make wages meet living comparing to make wages meet living to make wages meet living countries, will be given large increases in pay if plans under discussion by financial institutions become effective, so hank officials have announced. Upwards of 20,000 men and women will be benefitted.

Other types of "white collar" workone thanking field. The rank and file workers in most banking institutions, it was said, average approximately \$100 a month for men and \$75 for women. Elimination of the Christmas bonus system, bank executive said would be made.

Montreal Exchange. Noon Report.

Montreal, July 16.

nounced strength."

Houseman & Co.—"Without a degree of trade 21/4 it is quite possible for the market to 1151/2 better present prices and we expect

it to do so."

Bache & Co.—"Chances are excellent for continued strength, and fur-ther short-coyering while the street carefully weighs the foreign situation and grasps at various straws which may lead to some indication as to fall

THE CROP OUTLOOK. I the Bank of Montreal says the state ive Service Department of July wheat106½ 106½ 106

July oats44½ 43½

MORNING STOCK LETTER.

(McDougall & Cowans.)

New York, July 16— We see no (McDougall & Cowans.)
New York, July 16 — We see no

From British Columbia

Douglas Fir, Clear stock, up to 6 inches thick. Red Cedar clear boards and 3-8 sheathing. Douglas Fir sheathing, flooring, mouldings and gutters. Two and threee-inch White Pine.

'Phone Main 1893.

THE CHRISTIE WOOD WORKING CO. Ltd.

Silver Producers To Confer For **More Production**

Washington, July 16 .- A conference of silver producers of the U.S., Canada, Mexico and Latin America, to meet at Reno, Nevada, on Sept. 4, has been MARKET OPENS at Reno, Nevada, on Sept. 4, has been called by Senator Oddie, of Nevada, sheirman of the special senate commitshort Selling by Professionals—Very Dull on Montization of a silver export association to stimulate the production and order-ly market of silver of this hemisphere

CUSTOMS SALE BY TENDER

Tenders will be received until the 31st July, 1923, by the unbusiness."

Block Maloney:—"We have entered a constructive period and stocks should do better by degrees."

J. A. Fayne:—"Regardless of the day to day fluctuations we think the important thing to bear in mind is that upward trend which was confidently expected for July and early August is being definitely established."

Business."

the 31st July, 1923, by the undersigned for one Seven Passenger Twin Six Packard Automobile, 1916 Model, Serial No. 81737, in condition as at time of sale. The car is at present in the public garage of J. W. Comeau, 96 Marsh Road, St. John, N. B., and may be examined there. and may be examined there. ive Service, Department of

Customs and Excise, Ottawa, Ont. 21990-7-18

When he does first things first he will realize that his help wanted ad must challenge something within the indicated hand have that end in view. When this is done, he will have a sales force that will have a sales force that will lenges ambition, ambition always wins.

GERMAN TOBACCO

THREATENS TO SPOIL

JAPAN'S MONOPOLY

Tokio, June 10—(Associated Press by Tokio, June 10—(Associated Pr

TENDERS

EVANGELINE L. CORAM

Sealed Tenders will be received by H. E. Wardroper Esq., Common Clerk, City Hall, marked "Tender for Coal," until Monday the twenty-third instant at 11 a.m. (Daylight) for Bituminous coal required by the Ferry Department. The approximate amount being 3,000 tons, and delivery to be made as required.

Delivery point must be named as the

Ferry Department does the carting.
Sydney or Pictou Run of the Mine will be only considered. Price to be for ton of 2,000 pounds.

Coal to be weighed on the scales required by the Commissioner of the deartment. The lowest or any tender ot necessarily accepted. St John, N.B., July 14, 1923. T. H. BULLOCK,

LAVAILLA ELIF

Your valuable's areat all times available if a

placed in our strong boxes

in our safe deposit vaults they are at all times available, but only acces-

sible to yourself or authorized agent

who must have your key. Safety

first and last should be your motto.

CANADA CERMANENT

TRUST COMPARY

ST.JOHUN.B.

When you place your valuables

Seed of the foreign experience of the control of the seed of the control of the c

BY STEAMSHIP AND RAIL

Go West the Wonder Way See the Canadian Pacific Rockies

> SUMMER TOURIST RATES NOW IN EFFECT

to VANCOUVER VICTORIA \$163.25 PORTLAND

^{to}BANFF \$141.50 REACHED ONLY VIA CANADIAN PACIFIC **LAKE LOUISE** \$143.00 REACHED ONLY VIA CANADIAN PACIFIC

RETURN LIMIT OCTOBER 315 - STOPOVERS ALLOWED -

FOR YOUR SUMMER VACATION The Canadian Pacific issues a number of very attract ive and interesting booklets which will help you greatly in planning your summer vacation. Copies of these, rates, SHIPPING

ALMANAC FOR ST JOHN, JULY 16 A.M. P.M. High Tide... 1.44 Low Tide ... 8.26 Sun Rises... 5.51 Sun Sets ... 9.09 (Time used is daylight saving.)

PORT OF ST. JOHN.
Arrived Today.
Dorothy, 758, Trynor, from Philadelphia.
Coastwise—Gas sch. Citizen, 47, Follette, from Port Greville; gas sch. J. A. H., 38, Hill, from Walton; gus sch. Enid Hazel, 31, Guptil, from Seal

Cleared Today.

Coastwise—Str. Connors Bros., 64,
Warnock, for Chance Harbor; gas sch.
J. A. H., 38, Hill, for Halls Harbor;
gas sch. Enid Hazel, 31, Guptill, for
Grand Harbor.

BRITISH PORTS.
Glasgow, July 14.—Ard str Athenia, Montreal.

Plymouth, July 15.—Ard str President Roosevelt, New York, from Bre-

Queenstown, July 15.—Ard str Adriatic, New York for Liverpool. Southampton, July 15.—Ard str Homeric, New York; 14th, str Athenia Montreal.

Avonmouth, July 13.—Ard str
Welshman, Montreal.
Clyde, July 14.—Sld strs Marloch,
Montreal; Montcalm, Montreal.
Liverpool, July 13.—Sld str Corserco,
Montreal.

FOREIGN PORTS. New York, July 14.—Ard str Paris, Havre; sld str Steel Exporter, Van-

Couver.

Baltimore, July 15.—Ard strs Kamouraska, Montreal; Wabana, Montreal.

Cherbourg, July 14.—Sld str Aquitania, New York.

Milasso, July 8.—Ard str Empard,
Montreal.

Kobe, July 11.—Sld str President
Wilson, San Francisco.

In stock and to arrive: AMERICAN ANTHRACITE—all sizes: SCOTCH ANTHRACITE—all MARINE NOTES.

\$5.00 Per Ton CONSUMERS

THRIFTY COAL **\$9.50** Per Ton

McBEAN PICTOU, QUEEN, SPRING HILL AND SYDNEY COAL. DRY HARD AND SOFT WOOD. H. A. FOSHAY

Dry Wood Heavy Soft Wood, Hard Wood for grate, Choice Kindlins Wood range is better than coal.

City Fuel Co. 257 City Road 'Phone 468

HARD COKE FOR FEEDERS.

RANGES, AND FURNACES Chestnut and Egg Sizes Costs Less Than Hard Coal Makes More Heat and

J. S. Gibbon & Co.,

Phone Main 2636-No. 1 Union St Phone Main 594-61-2 Charlotte St.

American Hard Coal now on way here. Pietou Soft Coal

—Dry Hard and Soft Wood on hand. Colwell Fuel Co., Ltd.

'Phone West 17 or 90

FOR SALE-Hard coke, chestnut size

WOOD AND COAL

----but winter's coming and a full coal bin places uncertain supply beyond chance or question. Place your orders with us now

EMMERSON SPECIAL FUNDY and ACADIA NUT 'Phone Main 3938. EMMERSON FUEL CO.

LIMITED.

115 City Road.

0000000000000000

EXCELLENT QUALITY Double Screened. Prompt Delivery.

D. W. LAND Hanover Street Siding.

Phone 4055, or Evening 874.

49 Smythe St. 159 Union St. COAL

LIMITED

In stock, all sizes American Hard and Soft SERVICE

Our Uptown Office recently open-ed for your convenience, 30 Charlotte Street MARITIME (Nail) COAL SERVICE

When you buy coal consider Quality. You will find it in **RADIO**

COAL CO., LIMITED 68 PRINCE WILLIAM ST

TELEPHONE MAIN 1913 **SUN COAL &**

WOOD CO HIGH GRADE SOFT COALS ACADIA PICTOU PEERLESS LUMP DRY HARD and SOFT WOOD-Quarter Gord Loads,

Prompt delivery
78 St. David Street Phone M. el 344 **BUSH COAL** \$11.00 PER TON

For grate, Choice Kindlins Wood
Spool Hard Wood for kitchen
Spool Hard Wood for kitchen Delivered and put in on ground floor, C. O. D. Also NO. 1 BROAD COVE -- PICTOU QUEEN - VICTORIA

McGivern Coal Co. 12 Portland Street Phone Main 42 CARSON COAL CO. Coal by Bag, Barrel or Ton. Wood \$1,50 & \$2.25 a Load.

WITHIN REACH OF THE 'PHONE you can have COAL at Bag, Barrel or Ton. L. S. DAVIDSON

27 Clarence St. KINDLING WOOD—\$8 per load south of Union street. Haley Bros., Ltd., City.

In Stock—McBean Pictou, Vic-toria Nut and Reserve Syd-ney Soft Coals Also DRY HARD WOOD. Good goods, promptly delivered.
A. E. WHELPLEY.
226-240 Paradise Row
Tel. Main 1227.

FOR SALE—Dry Cut Wood, \$2.50 large truck. W. P. Turner, Hazen Street Extension. 'Phone 4710.

Clean and good for range use. Try a sample bag at 75 cents.—J. S. Gib-FOR SALE—Dry Slab Wood. C. A. bon & Co., Ltd., Phone Main 2686 or Price, Corner Stanley Street and 21988—7—20 City Road. Main 462. 8-7-1922

FINANCIAL NOTES.

Montreal, July 16.—Cables \$4.73.

London, July 16.—Bar silver 80 8-4d.

New York, July 16—Bar silver, 62%. itineraries, time tables, etc. will be gladly furnished by 65 ERIN STREET 21967-7-19 G. BRUCE BURPEE. District Passenger Agent, St. John, N. B. 594. ADAM P. MACINTYRE,