



THE BUSINESS COLUMN

EDITED BY MANSFIELD F. HOUSE

Helps Women to Get Men's Patronage.

How big a percentage of the sales in men's wear are directly affected by women? It is 25 per cent, 50 per cent, or 75 per cent?

The Patterson-Fletcher Company, of Fort Wayne, Ind., figures that 75 per cent of all the sales it makes are directly influenced by women.

And because the Patterson-Fletcher Company feels that such a big percentage of its sales is directly influenced by women, it is perfectly natural for the concern to go out of its way to make a good impression with the women of the city and with the women of the surrounding towns and farms whose men come to the store to shop.

The plans used by the store for the purpose of gaining prestige with women and for the purpose of making a big number of all the women within a shopping radius of the store suggest to their men that they patronize the Patterson-Fletcher institution as varied and interesting.

One of the most noteworthy is that of selling a certain few special articles of women's wear at cost or less. This attracts women and makes them feel something at home in the store and builds feminine good will.

The store's efforts at bringing the women to the establishment by offering these two articles at practically cost are very successful.

The store has a large, constant women's trade, and, of course, when these women are in the market for any men's wearing apparel for use as birthday presents or Christmas gifts, they quite naturally come to Patterson-Fletcher to buy the articles.

Life-size Dancing Doll Will Lure Children.

In the toy and doll section of L. S. Ayres & Co., in Indianapolis, the children and their parents will be entertained in a most unusual manner during the holiday season this year.

A dancing doll, representing a seven-year-old girl with almost human eyes and lovely real hair, will be the source of amusement. This stands life-size upon a platform under which electrical apparatus is installed.

A special feature of the doll is that it can be dressed in the latest fashion of the stage and a spotlight is thrown upon the doll dancer. The doll is beautifully dressed in dancing frock and stands upon her toes in the true toe-dancer style, tripping from one end of the stage to the other.

The mechanical device which produces the action for the dance is in the body of the doll and by means of gears underneath the stage floor. The doll is seen to lift her skirt with one hand, kick forward and backward and move her head all the while.

She was created by John R. Patton, display manager of L. S. Ayres & Co., who has made many scenic effects for window and floor displays in both retail and wholesale stores. The "act" has been tried out and will entertain Indianapolis children, beginning this month and continuing until Christmas.

Makes Notebook Pay Big Dividends.

Eighteen months ago C. M. Herington, twenty-two years old, opened a grocery store in Herington, Kansas. He didn't have much capital, but he got together a stock of around \$2,000 worth of groceries after a while.

Today he is doing a gross business of around \$50,000 a year, and he has just opened a new grocery at Florence, which he expects to double his volume.

Herington has built up his business largely through advertising. He has tested out various publicity methods and he has found one that brings results. Then he is a bit different from the rest, he has cashed in on that.

It is customary for merchants in small towns to present to their customers a calendar bearing the store's advertisement. Not so with Herington. He wanted something different that would attract more attention. So he originated the plan of presenting to every customer a half-pound box of sliced bacon or a Christmas box of equal value. These gifts cost no more than the calendars. But they were different and eminently practical.

The result was that Herington made a hit with his customers and they told him so. During a period of high cost of living come Herington with a practical gift that helped reduce expense. Did he get business from it?

Look at his volume. Weekly papers only are available to Herington as advertising media. Therefore his methods are somewhat different than if he had been located in a town with a daily. The cost is relatively small considering the results that can be obtained.

Herington always advertises a sale. His system is always to have something special to offer every week. He doesn't believe this system would work well in a daily newspaper. Cut and dried copy, Herington says, is wasted effort in advertising. He put into his advertisements a large number of interesting pieces and some "snappy comment. The ads are set in appropriate type and are arranged to attract attention.

"My ads are planned weeks ahead," says Herington. "I decide what I am going to offer as a special every week. Then I prepare the copy. I write my advertisements the week before they are used and then make changes as I think of ways to improve them.

"I am always looking for bargains in quality merchandise and I carry a little book in which I list prices from the different wholesale houses. When I have a good price quoted me I jot it down in my book. When I want goods for a sale I refer to my book and buy at the lowest possible price."

21 Stores Ask "Who Is Your Service Grocer?"

"Your Service Grocer—What Is He?" That is the question the Topoka, Kan., public is asked in one of the most novel co-operative advertising campaigns ever put on in this section.

The whole idea of the campaign is to impress on the public that the good grocer sells something besides groceries—he sells service, something that the public has found to be a necessity. The copy used is designed to offset criticism that prices are still too high and to build up the confidence in retailers that has been partly broken down by false accusations.

The advertisement answers the question it asks in these words: "He is the man who gives you back your money when you are not satisfied with what you have bought."

"He is the man who meets you at the door with a handshake and lets you out with a message to 'the kids' and a real 'come again' good-bye."

"He is the man who pays heavy taxes to help support the schools, build and maintain streets, police and fire departments and other public institutions."

"The service grocer truly appreciates your trade and doesn't hesitate to show it; he gives the children the same consideration he gives you. He is always ready to extend to you every store age commodity, he guarantees quality merchandise and extends to you the most reasonable prices he is able to offer."

When you sum up these advantages you will find yourself justified in giving to your service grocer all of your patronage."

The advertisement is signed by twenty-one retail grocers of the city. These grocers are co-operating together to make service mean something in Wichita, and they already are getting results. As a result of identifying each member of this co-operative organization carries a label in his window which reads: "This Store is a Retail Service Grocer."

Card Worth \$5 Gets the Newlywed Trade.

Seventy-five per cent of the newly-married couples within a radius of fifteen miles of Cunningham, Kan., do their trading at the Brown Mercantile Company store regularly. The other twenty-five per cent trade there a while and drift away, but some of them always come back. So, over a period of years, Brown gets more than three-quarters of the business of the newly-weds.

A small card with an appropriate greeting printed on it and good for \$5 worth of merchandise is responsible for Brown's pull with the brides and grooms. The card is carried about a year, and it has proved very successful in building up both trade and good will. The fact that the store gives away these cards to newly-married people is advertised. It always reaches the newlyweds as a surprise and it is pleasant one, because it actually is a couple buys more than that amount of goods.

No strings are tied to it. The card isn't dated, and it is good when ever presented to the store, even a year later. And that makes a hit with the newlyweds.

With only one exception every card sent out by the Brown Mercantile Company has been redeemed by the recipients. A few have used the credit to purchase goods worth \$5, but most of them apply the credit to a larger purchase. Besides, in ten the newlyweds buy additional merchandise.

"Marriage is one of the truly important events in the life of any person," says Brown, "and it seems that a merchant makes no mistake in offering his congratulations. He is bound to please the persons concerned and their relatives, and they will say many nice things about the store. Besides, just starting out in life, they are in need of much merchandise and they are likely to buy it of the retailer who thinks enough of them to send a wedding present. That is only human. A present of \$5 certainly is a good investment."

Outside Window Gets Inside Trade in Smokers.

Because the men who rush in for a smoke are to be seen to be coming through the store to buy, druggists have made it their common policy to have their cigar counters as near the front door as possible.

Spohr's Pharmacy, of Glendale, Calif., goes a step further. Where one of the store's display windows would be located otherwise this drug store has an "open-face" cigar department. The front of the counter and department window to the sidewalk, thanks to a window that can be raised or lowered. With the window slid up the men who pass along can buy right from the sidewalk, as the counter display is at the inner edge of the sidewalk. In the back there is a display of cigarettes and tobaccos. So much of an advantage is this arrangement that the store has a girl in the booth at all times.

The inner side of the booth faces the soda fountain for inside selling. The weather in Southern California permits the window to be up almost every day in the year. Spohr says that after a trial he would not use an inside cigar department again if he had to.

This Library Brings in Lots of Trade.

A circulating library containing many hundreds of the newest volumes of fiction is one branch of service by which the Ville de Paris in Los Angeles is securing many new customers and keeping its old ones.

Two experienced librarians cheerfully assist in the selection and care for the books that are loaned out to members who pay a nominal yearly fee of \$1. Non-residents of the city are charged \$1.50, which is less than the price of one new book; and for this sum they can read all the new books, exchanging them as often as desired during the hours when the store is open.

It is easy to understand why the customer eagerly welcomes the opportunity to read fifty or more books for the price of one, especially when she can exchange the books while shopping, but how does the store make it pay?

The librarian at the Ville de Paris declares that a smaller store would succeed better than a city store. A thousand members should be secured to put the library on a paying basis. Seldom does a member fail to return a book and always it has been a non-resident that has

EFFECT OF IRISH SETTLEMENT

See Better Relations of Britain and U. S.

Sir Robert Borden Expresses His Pleasure—The Duke of Northumberland Pessimistic—Australia Rejoices.

(Canadian Press) Washington, Dec. 8.—Profound effects on both British and United States affairs and better relations between Great Britain and the United States are foreseen here by reason of the settlement of the Irish question.

Comment here in the most intelligent quarters is that the settlement will quiet a large element of voters in this country who have tried persistently to involve the United States and England over the Irish question and the Irish problem will cease to be a factor in the United States politics. The United States and Great Britain will be better enabled to work together as to many phases of world affairs. The settlement is widely viewed here as a great piece of statesmanship on the part of Lloyd George.

Far-seeing authorities here express the view, too, that if London succeeds in helping Germany get on her feet removal of Irish hostility in the United States to Great Britain will be followed by much the same thing in the case of German-Americans, who have always been anti-English.

Sir Robert Borden made the following statement in regard to a solution of the Irish problem to the Canadian Press: "We all rejoice that an agreement has been reached respecting the settlement of Ireland to the empire and we earnestly hope that it may soon be worked out to a successful and happy conclusion."

Archbishop of Canterbury.

London, Dec. 8.—The Archbishop of Canterbury writes: "Ten thousands of Christian folk today are thanking God for the nearer approach of peace and good will among the people of the world which has still to be examined and tested ere we reach firm ground, and we ask for the spirit of wise compromise to prevail in the settlement of one of the most vexing and difficult of the world's problems."

The Duke of Northumberland says: "I remain of the opinion that the settlement will be a great benefit to the British Empire and to the world."

The Bishop of Clogher in an interview said: "It seems to be an excellent settlement. I hope the northern counties will throw in their lot with the rest of Ireland."

Australia Rejoices.

Melbourne, Australia, Dec. 8.—"Australia rejoices," declared the Premier, Hughes, in a message to the House of Representatives today on the success of the negotiations in Ireland. Cheers were raised by the members of the House of Representatives when the cablegram from Lloyd George was read announcing the Irish settlement. The British national anthem was sung by visitors in the galleries joining. The cheering was renewed when Mr. Hughes described Ireland as "our new sister dominion, whom we heartily welcome and to whom we wish prosperity."

The newspaper editorials in a chorus of jubilation. In the senate there were scenes of enthusiasm similar to those enacted in the House of Representatives. German Expressions.

Berlin, Dec. 8.—The successful issue of the Irish peace negotiations created a profound impression here. The Tagblatt says every friend of humanity must heartily congratulate both the British and the Irish. The newspaper considers that Premier Lloyd George won a great personal triumph. The Tagblatt describes the agreement as a great step forward in the solution of Great Britain's most difficult domestic problems.

SHIPS IN TROUBLE OFF SHIPPGAN

The Bethlehem, from Sydney, Loses Rudder—In Danger if Southeast Storm Comes.

Moncton, N. B., Dec. 8.—A despatch from Bathurst to the Transcript says:—The steamer Bethlehem, with a cargo of coal from Sydney for Campbellton, lost her rudder while off Shipigan, and was compelled to anchor and send for assistance. The vessel is lying about six miles off Shipigan Island and is in no danger unless a southeast storm should blow her ashore.

The ship met with the accident on Monday and the captain landed a party to seek assistance, but on account of lack of knowledge of the locality, and the distance from telephone or telegraph lines, it was Tuesday before the vessel's difficulty was reported. The party sent ashore suffered severely from exposure. Assistance of a tug to tow the ship to a safe anchorage has been asked for and it is expected that the government tug Stanley will be sent. The weather outlook is rather threatening and the vessel would undoubtedly be lost if a storm should arise while she is in her present position.

slipped silently away. However, the losses are few and far between. When a book has been selected the librarian quickly adjusts a temporary paper cover and stamps the date on this cover—thus keeping the inside page of the book free from stamp marks. The sides keeping the outside of the volume clean while being read, the cover serves as an additional advertisement, since it bears the store's name and address.

"The natural inference," said the librarian as she deftly covered a book and smilingly handed it to a waiting customer, "is that the book store would flourish upon a circulating library conducted by a dry goods store. But, as a matter of fact, many of our patrons have been sent to us by the book stores."

USE The Want Ad Way

SHOT ON WEDDING EVE DEFENDING FINANCEE

Paperhanger Wounded in Lung by One of Two Men Who Demanded \$2 From Woman, Police Say.

(New York Times.) While defending his fiancée, to whom he was to have been married today, against the extortion of two men, Samuel Cohen, forty years old, a paper-hanger of 83 East Eleventh street, was shot through the right lung by one of the men

some conversation Cronin shot him in the right chest, according to Mrs. Mandel's story. Cohen, although badly wounded, ran after the men for a block before he fell unconscious to the sidewalk. An ambulance was summoned and the wounded man was taken to St. Vincent's Hospital, where Dr. V. P. Butler said that Cohen, while in serious condition, had a good chance for recovery.

Hearing the argument which followed Mrs. Mandel told the police that they had terrorized her often into giving them money.

Detectives of the Charles street station trailed the two men to Cronin's room at 335 West Eleventh street. They admitted the shooting, according to de-

tectives. Both prisoners are under pressure from prison sentences for the shooting of George Roswell at the City Hotel, 308 West street, in February, 1919, according to the detectives. They had over two years yet to serve. Mrs. Mandel is a widow. Cohen is a widower and has two children.

USE The Want Ad Way

Shoes at Less Than it Cost to Make Them!

EATON'S BOOTERY OFFERS FOR LIGHTNING CLEARANCE

The Bankrupt Stock of Walter's Boot Shop, Montreal

NOW GONE BANKRUPT

A Firm in Business Only 5 Months, Handling Only Highest Grade Men's and Women's Footwear, Meaning that There's Not an Old Style Model in the Entire Lot.

Bought at 55c. on the Dollar

FIGURED ON RECENT LOWERED WHOLESALE PRICES

To be passed on to the St. John Public without one penny extra profit. Think of the loss to the Creditors! Think of your loss if you miss this chance!

Bankrupt Sale

<p>FOR MEN</p> <p>Broadcloth Spats in four colors. \$3.50 values</p> <p>\$1.45</p>	<p>STARTS TOMORROW MORNING</p> <p>At 9 o'clock</p> <p>An early attendance may mean much greater bargains for you.</p> <p>Extra Salesmen Wanted.</p>	<p>FOR WOMEN</p> <p>Hand turned patent and kid pumps, with French heels; all sizes and widths. Values to \$8.00</p> <p>\$2.85</p>
<p>FOR MEN</p> <p>Goodyear welt boots, in all styles and leathers. Values to \$8.00</p> <p>\$4.85</p>	<p>FOR WOMEN</p> <p>Finest quality kid and calf skin boots, mostly Goodyear welts, in all leathers and shades. Walters prices up to \$12.00. Bankrupt sale price</p> <p>\$4.85</p>	
<p>FOR MEN</p> <p>Heavy grain work shoes with double soles; plain toe or tip; all solid. Value to \$7.50.</p> <p>Now \$3.85</p>	<p>SPECIAL</p> <p>Ladies' gaiters and boot tops. Value to \$4.00</p> <p>Now \$2.00</p> <p>Ladies' felt slippers 69c. and up</p> <p>Rubber Boots, Overshoes and Gum Rubbers at half price.</p>	<p>FOR WOMEN</p> <p>Brown calf brogue oxfords and black kid strap oxfords. Walters price \$6.50. Bankrupt sale price</p> <p>\$2.85</p> 

Space will not permit us to describe to you all these wonderful bargains, but we can assure you that never have we been able to offer such wonderful values. Amongst this stock are all the new styles of novelty pumps, oxfords and boots for women and all the newest styles for men. Take a look at our window display and see all shoes plainly marked and that will give you an idea of how cheap you can buy the highest grade footwear for at this great sale. We have arranged this stock on racks so that you can help yourself to whatever style or priced shoe you want. Price cards are plainly marked on each rack and plenty of salesmen to help you as always. The only stipulation we make is, be sure you get your right sizes, as there are no exchanges or refunds during this GREATEST OF ALL GREAT SALES.

Eaton's Bootery

207 Union Street

Opera House Block

USE The Want Ad Way