

WHAT'S DOING IN THE MONEY AND STOCK MARKETS TODAY

SOCIAL EVENINGS OF WILMINGTON STORE PAY WELL

begun for instruction, maintained for morale

business is finally ousted from programme—"Guest Apiece" Policy Solves the Problem of Cheerful Attendance.

This is the story of how a series of business evenings started by Wilmington, Del., store for the purpose of teaching more efficient selling and service methods in an established institution of social evenings, at which virtually no business is discussed, but which are of more value to the store, possibly in morale, good fellowship, and prestige, than the store business ever were.

The store is that of the Kennard-Phillips, the publicity manager of a company, when the store took the opportunity to present to its employees a series of films designed to be of educational value to store workers in selling and service efficiency.

A hall was secured and arrangements made for the showing of the films, and just to make the affair more attractive, a supper was provided.

The employees responded, but not with the wholehearted enthusiasm. Investigation revealed the fact that after seeing the films in the store, all day long, they were loath to forego the amusement and entertainment of the evening, even for one evening of instruction.

Many of the employees were young, and they had friends who came to the store. Some of them were engaged and others were drifting in that direction. They didn't want to give up their company.

The store adopted a new policy and a slogan in connection with these evening affairs, "Bring a friend." It was apparently did not dampen the business of the invited guests, but seemed to interest them, and business was up to them, and business was up to them, and business was up to them.

FINANCIAL NEW YORK MARKET

Table with columns: Stocks to twelve noon, Open, High, Low. Includes entries for Am Ice, Am Smelters, Am Int Corp, etc.

New York, July 3. Stocks to twelve noon. Open High Low. Am Ice 92 92 92. Am Smelters 85 85 85.

A FIRM TONE IN WALL STREET

Pivotal Stocks All Opened a Fraction Higher in Market This Morning.

New York, July 3.—Stock prices exhibited a firm tone in today's opening dealing. The so-called pivot stocks, C. S. Steel, Baldwin, Studebaker and American Can, all opened fractionally higher.

When you place your valuables in our safe deposit vaults they are at all times available, but only accessible to yourself or authorized agent who must have your key. Safety first and last should be your motto.

NEWS NOTES OF STOCK INTEREST

(McDougal & Cowan's Private Wire) New York, July 3.—Flaherty Body Corporation declared regular quarterly dividend 2 1/2 per cent. payable Aug. 1, record July 30.

MONTREAL MARKET

Table with columns: Stocks to twelve noon, Open, High, Low. Includes entries for Abitibi Com, Asbestos Corp, Atlantic Sugar, etc.

OPINIONS ON THE STOCK MARKET

(McDougal & Cowan's Private Wire) New York, July 3.—J. X. Bache—"It is our belief that we are near enough to a countrywide turn in general business and low enough as to securities price levels to predict the end of the decline this week."

AVAILABLE Your valuables are at all times available... THE CANADA PERMANENT TRUST COMPANY ST. JOHN, N.B.

NEW ENGLAND MILLS CURTAIL PRODUCTION; DUE TO FAILURE OF RETAILERS TO ORDER GOODS

General Slump in Textile Business Noted in Every Corner, Foreign and Domestic; British Await Lancashire Revival.

(Boston Herald.) The Pacific Mills of Lawrence, Mass., have announced a curtailment of production. The announcement does not come as a surprise to those who have been in touch with the situation in the cotton market, for it is well known among them that the mills have been overproducing for many weeks and have been increasing their stocks to a point almost beyond the capacity of their warehouses.

Further on any recovery than the industrial and we would prefer being very cheap for a year or two and South Pac should advance from current levels. The large earnings of Atlantic Coastline and possibility of increased dividend make it attractive for speculation.

BY STEAMSHIP AND RAIL

Go West the Wonder Way See the Canadian Pacific Rockies

ESTATE OF Frederick Herbert McKiel to VANCOUVER VICTORIA SEATTLE PORTLAND

ESTATE SALE In order to close the estate of the late Olivia J. McAfee it is necessary to sell the boarding house which she conducted for some years on the corner of Princess and Sydney streets.

Automobile Owners!

Little Girl Hit By Motor Truck Badly Injured

AGED MAN HIT BY MOTOR CAR AND IS INJURED

Several Injured When Motor Car Hits Another

The above recent clippings from St. John papers show the need for Public Liability and Property Damage Insurance. Apply for rates for your car.

WROOM & ARNOLD, Ltd.

Insurance of Every Description 65 PRINCE WILLIAM ST.

CLASS AND COALITION CON-

Le Canada draws from the Ontario results a double lesson: Class government is to be considered as annihilated; secondly, the people by their vote have shown that what they want is a well-defined programme and that what they do not like is coalition, whether it is real or merely apparent.

FRESH FRAGRANT CIGARETTES FOR LESS THAN 15 CENTS

That's what you get when you roll your own with ORINOCO. It's easy to learn to "roll your own"...

Roll your own with ORINOCO - It's easy 43 Cigarettes for 15¢

SUMMER TOURIST RATES NOW IN EFFECT to VANCOUVER VICTORIA SEATTLE PORTLAND

to BANFF LAKE LOUISE RETURN LIMIT OCTOBER 31ST - STOPOVERS ALLOWED FOR YOUR SUMMER VACATION