

POOR DOCUMENT

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THE EVENING TIMES AND STAR, ST. JOHN, N.B., WEDNESDAY, MAY 18, 1921



Id Garage Made

cellent Bookstore.

When his lease on a building on the west block in Wichita, a city of 500 inhabitants, expired and he was told he would have to move in thirty days, the Goldsmith, of the Goldsmith and stationery Co., had a vision of a temporary location, feeling that it would build up his trade in a new town.

Days passed and he was unable to find a location near the building he occupied, his worry increased. Only two days before his lease expired he was able to get a suitable location. Then he closed for a building on the street three blocks away, almost of the retail business district. He was desperate and he took the building as a temporary location, feeling that it would build up his trade in a new town.

It was arranged more or less happily because every one thought it was a move would come soon. Business was predicted that the store could pull business to a side street, and the Goldsmith believed them. But he did not find another location.

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the rush season, in case she is wanted, and these facts are carefully recorded. Nine times out of ten it happens that the prospective bride is willing to make some "pin money" by working as an "extra." Therefore, when the Christmas season rolls around, or a special sale makes it necessary for the store to reinforce its regular sales force, the employment manager has only to turn to his card index to solve his problem of obtaining the right kind of extra help.

If he wants three extra salespeople in the glove department he refers to his records, grabs his telephone or summons his stenographer, and the next day his three extra salespeople are at work. And they are seasoned, experienced, trained and capable salespeople instead of the inexperienced kind who are not worth the room they take up. If it is extra people in the underwear, hosiery, notions or any other department that are required, they can be obtained just as easily by referring to the classified card index.

This store has found that a great proportion of its former workers who have left to get married are not only willing but able to come back at stated seasons and the year to "help out" for a week or so. If they are unable to come one year, they may be available the next. Or they may skip two or three years and still come back.

Florist Adds Candy

to His Flowers.

A gift which comes from the heart, which carries with it the good taste of the sender, which serves equally well the entire year, has been evolved by George Prokos, general manager for Blackstone, Inc., florists, in Washington, D. C.

Mr. Prokos has made a study of the needs of the particular public for a gift which cannot be duplicated elsewhere than in the store of which he is general manager. Having behind him years of experience with customers who desire to make their gifts at once distinctive and dainty, he has finally developed a plan which is taking the city by storm.

Blackstone's, having more space in the store than was really needed by the florist department, last October opened the Rosemary Candy Shop, using a part of the extra space for that purpose and making their own candies.

Their flowers have been known for years in Washington and their customers include the highest class trade of the city.

Prokos noticed that many customers of the flower shop went from there to the Rosemary Candy Shop to purchase candy. He inquired casually until he learned that the most part of the business was quick to see the advantage of such an idea, and gave him a free hand in his development of the plan.

The first boxes which contained both candy and flowers under one cover were placed in the florist's display. The demand for the popular-priced boxes far exceeded the greatest expectations, and they were mailed all over the country as the Valentine gift.

The response of Washington itself was gratifying, and the "Remembrance Box," has come to be one of the features of Blackstone's and its fame has spread to all parts of the United States.

Two sizes are put up—one which sells for \$5 and one which sells for \$10. Delivery in the city is free, made by messenger and handled in satisfactory manner. Each box is made up as ordered, thus assuring only the freshest and best, both of flowers and of candies.

The candy consists of a corsage bouquet made up of violets, orchids and a mixture of small white flowers, but should the customer designate any particular flowers, Blackstone's make the bouquet to suit the individual taste.

The flowers are tied with white silk ribbon and the entire bouquet is one with which any woman would be delighted.

The candy consists of the best grade made by Blackstone, and this, too, will be made up to suit the individual taste. The \$5 box contains one pound of candy, while the \$10 box contains a two-pound box, while the size of the corsage bouquet is much larger for the \$10 box than for the \$5, but they are both of the highest class of flowers.

Average Clothier

Spends Little on Ads.

The average retail clothier spends less than 2 per cent of net sales on advertising, declared Horace Secrist, director of the research of business research at Northwestern University School of Commerce, at a recent meeting of the western council of the American Association of Advertising Agencies.

Prof. Secrist declared the fact that the clothier's work already done in collecting merchandising statistics, the vast

bulk of business enterprises "are built upon guesswork. We will never have a science of business until this is eliminated. Of course, business cannot be made as scientific as the study of natural phenomena, but it can be improved far beyond the trial-and-error stage."

Secrist's figures on the advertising appropriations of clothing were taken from the investigations being made by his department with the assistance of the National Association of Retail Clothiers.

Larger stores, he declared, spend about 3 per cent.

ROUTINE BUSINESS

was transacted at the monthly meeting of the garage servants held last evening in the armories.

Naturalization papers have been issued to the following residents of this city: Maurice Louis Selig, merchant, native of Russia; Maxwell Martin King, manufacturer, native of Poland; and Mathew King, manufacturer, native of Poland.

The anti-tuberculosis clinic, which was forced to vacate its quarters in the water and sewerage building, Leinster street, has secured quarters in the former government offices, Prince William street, and will move to the latter address today.

At a meeting of the school trustees of Fairville held last night it was decided that today would be declared a half-day to celebrate the landing of the Loyolists. It was also decided that the Fairville schools would be run on Daylight saving time from May 22 to conform with the city.

The Windsor Chapter of the I.O.B.E. held its last meeting of the season last night at the residence of Miss Helen Dinean in Guilford street, west end, with French Miss Gertrude Lawson, presiding. Plans were made for the summer work to be undertaken in connection with the tea and sale to be held in the fall.

The members of the Last Car Club met last evening at the home of Mr. and Mrs. Charles McCafferty, 202 Metcalfe street. Twenty members were present and an enjoyable evening was spent. A wheel drive was held in connection with the tea and sale to be held in the fall.

"School Days," an enterprising comedy, was very well presented last night by members of the Sunday school of Knox church in Knox hall under the direction of Miss Heffer. A large audience thoroughly enjoyed the entertainment.

Misses Jean Sewell, Greta Clayton, Marjorie MacCallum, Mona Sewell, Jean Babcock, Greta Wetmore, French, Eleanor Smith, Jean MacCallum, Celia McHarg and Amy French and Bertram Sewell and David Legate.

In Chancery yesterday afternoon before Mr. Justice Jack Dempsey plans to begin serious training this week for his world's championship bout with Georges Carpentier.

Physically for what he regards as the most severe test he has ever been subjected to during his career in the ring. Dempsey considers the impending clash with the French heavyweight champion of Europe as an even greater task than that which confronted him at Toledo when he dethroned Jess Willard.

The bout with Carpentier may prove to be a hard fight, but Dempsey believes that Georges will make him extend himself to the limit to retain his crown. Jack Dempsey, the champion, is not a man who is easily defeated.

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