

POOR DOCUMENT M C 2 0 3 5

THE EVENING TIMES AND STAR, ST. JOHN, N. B., MONDAY, FEBRUARY 6, 1922

SHOPS YOU OUGHT TO KNOW

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

AUTO STORAGE

AUTO STORAGE FOR 20 CARS not running for winter months. "At reduced rates," centrally located. Phone Thompson, 1868-11.

BABY CLOTHING

BABY'S BEAUTIFUL LONG Clothes, daintily made of the finest materials, complete. Send for catalogue. Mrs. Hamilton, 672 Young street, Toronto. L-1-1921.

BARGAINS

PRETTY PLAID GINGHAMS AND Galatea Stripes, New Prints and Cottons at Wetmore's, Garden street.

BARGAINS IN READY-TO-WEAR and made to measure overcoats and suits, this month—W. J. Higgins & Co., 182 Union St.

BUSINESS CARDS

MURPHY, FISHER, SHERWOOD, Clark & Robertson—Hon. Charles Murphy, K. C., M. P., Harold Fisher, K. C., L. P. Sherwood, Stanley M. Clark, James A. Robertson—Barristers, Solicitors, Departmental Agents, 46 Sign St., Ottawa, Ont. 19478-2-29.

DANCING

PRIVATE DANCING LESSONS, Main 4282. H. S. Seale. 19774-3-3.

DYERS

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

ENGRAVERS

F. C. WESLEY & CO., ARTISTS and engravers, 50 Water street. Telephone M. 924.

IRON FOUNDERS

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

JACKSCREWS

JACKSCREWS FOR HIRE AT reasonable rates, per day or otherwise. 50 Smythe street. Phone Main 1284. 2-10-1922.

LADIES' TAILORING

HIGH CLASS LADIES' AND GENTS' Tailor, we refine and remodel fur, trim suits with fur—Moen, 32 German.

MARRIAGE LICENSES

MARRIAGE LICENSES ISSUED 8.30 a. m. to 10.30 p. m. daily—Watsons, 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 into mattresses. Upholstering neatly done. Twenty-five years' experience—Walter J. Lamb, 82 Britain street, Main 887.

MEN'S CLOTHING

MEN'S CLOTHING, OVERCOATS—We have in stock some very fine Overcoats, well made and trimmed and selling at a low price from \$20 up. W. J. Higgins & Co., Custom and Ready-to-Weave Clothing, 182 Union street.

MONEY ORDERS

SEND A DOMINION EXPRESS Money Order. Five dollars costs three cents.

PIANO MOVING

PIANO MOVING BY EXPERIENCED MAN AT REASONABLE RATES—J. A. Springer, Phone M. 4788.

HAVE YOUR PIANO MOVED BY Auto, modern gear, no jolts or jars. Furniture moved to the country and general cartage. Reasonable rates—Arthur Stackhouse, Phone M. 4481.

PLUMBING

G. W. NOBLE, PLUMBER AND Gas Fitter, Jobbing promptly attended to. 55 St. Paul street, M. 3092.

PAINTS

H. B. BRAND PAINTS, \$3.00 TO \$4.00 per Gallon. Send for Color Card. Haley Bros., Ltd. 6-9-1922.

SECOND-HAND GOODS

WILL PAY MORE FOR SECOND Hand Clothing, etc.—People's Second Hand Store, 873 Main street. Main 4460.

WANTED TO PURCHASE GENTLEMEN'S cast off clothing, fur coats, jewelry, diamonds, old gold and silver, musical instruments, records, guns, revolvers, tools, etc. Best prices paid. Call or write H. Gilbert, 14 Mill street, Phone 2292-11.

WANTED TO PURCHASE—LADIES' and Gentlemen's cast off clothing, boots, highest cash prices paid. Call or write Lempert Bros., 256 Main street. Phone Main 4483.

FINANCIAL

NEW YORK MARKET.
(By Direct Private Wire to McDougall & Cowan, 38 Prince William street, etc.)

Am Can	37 1/2	38 1/2	37 1/2
Am Locomotive	108 1/2	108 1/2	107 1/2
Am Int Corp	42 1/2	42 1/2	42 1/2
Am Sugar	66 1/2	66 1/2	66 1/2
Am Wool	83 1/2	83 1/2	83 1/2
Am Sunbeam	29 1/2	29 1/2	29 1/2
Am Car & Fdry	146 1/2	146 1/2	146 1/2
Alphal	60 1/2	61 1/2	60 1/2
Atchafalpa	96 1/2	96 1/2	96 1/2
Am Telephone	118 1/2	118 1/2	118 1/2
Anacostia	49 1/2	49 1/2	49 1/2
Atlantic	28 1/2	28 1/2	28 1/2
Beth Steel	62 1/2	62 1/2	62 1/2
Bald Locomotive	102 1/2	102 1/2	101 1/2
Chandler	35 1/2	35 1/2	35 1/2
Can Pacific	125 1/2	125 1/2	125 1/2
Corn Products	104 1/2	104 1/2	104 1/2
Ches & Ohio	28 1/2	28 1/2	28 1/2
Chino	26 1/2	26 1/2	26 1/2
Crucible	63 1/2	63 1/2	62 1/2
Chandler	64 1/2	64 1/2	64 1/2
Can Leather	32 1/2	32 1/2	32 1/2
Cuban Cane	10 1/2	10 1/2	10 1/2
Domestic	81 1/2	81 1/2	81 1/2
Gen Motors	9 1/2	9 1/2	9 1/2
Gigat Nor Fdy	74 1/2	74 1/2	74 1/2
Houston	70 1/2	70 1/2	70 1/2
Indus Paper	60 1/2	60 1/2	60 1/2
Indus Alcohol	44 1/2	44 1/2	44 1/2
Kendall	28 1/2	28 1/2	28 1/2
Kennecott	28 1/2	28 1/2	28 1/2
Lack Steel	47 1/2	47 1/2	47 1/2
Midvale	30 1/2	30 1/2	30 1/2
Mid States Oil	12 1/2	12 1/2	12 1/2
Mex Pete	110 1/2	110 1/2	110 1/2
Mo Pacific	17 1/2	17 1/2	17 1/2
N. Y. N. H. & H.	17 1/2	17 1/2	17 1/2
North Am Co	55 1/2	55 1/2	55 1/2
Northern Pacific	84 1/2	84 1/2	84 1/2
Pennsylvania	34 1/2	34 1/2	34 1/2
Pan Am	82 1/2	82 1/2	82 1/2
Punta Sugar	37 1/2	37 1/2	37 1/2
Pacific Oil	46 1/2	46 1/2	46 1/2
Reading	73 1/2	73 1/2	73 1/2
Retail Store	66 1/2	66 1/2	66 1/2
Rock Island	33 1/2	33 1/2	33 1/2
Rep I & Steel	52 1/2	52 1/2	52 1/2
Rep Dutch N. Y.	21 1/2	21 1/2	21 1/2
St. Paul	19 1/2	19 1/2	19 1/2
Southern Pacific	82 1/2	82 1/2	82 1/2
Studebaker	92 1/2	92 1/2	92 1/2
Sinclair Oil	20 1/2	20 1/2	20 1/2
Southern Ry	18 1/2	18 1/2	18 1/2
Texas Co	63 1/2	63 1/2	63 1/2
Utah Copper	63 1/2	63 1/2	63 1/2
Union Oil	19 1/2	19 1/2	19 1/2
Union Pacific	104 1/2	104 1/2	104 1/2
United Drug	69 1/2	69 1/2	69 1/2
U S Steel	87 1/2	87 1/2	87 1/2
U S Rubber	95 1/2	95 1/2	95 1/2
U S Rubber Fdy	99 1/2	99 1/2	99 1/2
Westinghouse	53 1/2	53 1/2	53 1/2
Windsor	33 1/2	33 1/2	33 1/2
N Y Funds—4 1/2 per cent.			

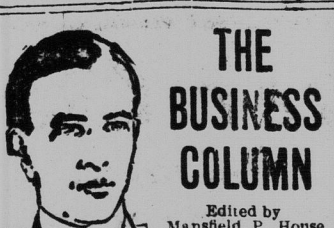
MONTREAL MARKETS

Abtills—150 at 30 1/2.
Asbestos Common—100 at 48 1/2.
McDonald's—5 at 12.
Bromont—50 at 18 1/2.
Brazilian—50 at 22.
Bell Telephone—5 at 108.
Dominion Glass Fdy—50 at 95 1/2.
Montreal Power—15 at 87 1/2 at 80 1/2.
Not Brevets—100 at 85 1/2.
Montreal Tram—50 at 150 1/2 at 146.
Quebec Railway—10 at 21 1/2.
Bordier—80 at 4 1/2.
Penmans Fdy—10 at 66.
Shawinigan—50 at 40 at 65 1/2.
Toronto Industrial—50 at 33.
Winnipeg Electric—10 at 33.
1987 War Loan—102.50.

STATE OF TRADE IN THE DOMINION

(Bank of Commerce Letter).
The reports presented at the annual meetings of all kinds of commercial organizations during January have been of a reassuring character. In the case of most financial institutions, the result of the year's business has been up to the average, and they have paid the usual dividends. On the other hand industrial corporations have presented statements on the whole better than anticipated. In the case of the latter, the balance sheets indicate that a policy of caution is being generally followed, and that strong cash resources are being maintained. Traders and manufacturers have apparently realized that trade is only possible when people are willing to buy, and that to bring this about prices will have to be lowered. Important reductions in price have already been made, and others may be expected as a result of the adjustment in wages now taking place. Railway employees have formally withdrawn their protest against the reduction made in 1921. The building trades are giving serious consideration to the best means of reviving business this spring, and it is significant that the federal minister of labor has advised employers and workers engaged in this industry to enter into all agreements for the current year by March.

The casualties among manufacturing concerns in 1921 were serious, as to both number and extent of liability, and although this is not conducive to optimism as to the near future, there is ground for hope in the fact that the necessity for lowering the cost of production is now frankly acknowledged, while to bring this about both employers and employees are now co-operating more effectively. In the meantime stocks of merchandise are being liquidated by consumption, and a demand is being created by the need of replenishing empty shelves. Tangible evidence of this may be found in boot and shoe factories, textile mills and various wholesale warehouses. As yet, however, buying continues to be of a day-to-day character, and few will venture to place orders for the summer or fall trade until the prices of agricultural produce become steeper and the goods required by the farmer reach a price level more in accordance with the value of what he has to sell. About half the population of Canada derives its income from the land, and this income has contracted during the past six months at an unprecedented rate. Farmers have therefore had to limit their purchases to actual necessities, and even then have reluctantly asked for renewals and for extensions of credit.



THE BUSINESS COLUMN

Edited by Mansfield F. House (Copyright)

"Advertising Made Me." Admits Paul Rogers.

Starting business four years and a half ago in a fifteen-foot front establishment, with a \$17 stock of cigars, cigarettes and tobaccos, his location far off the beaten track of downtown trade and with little or no knowledge of the smoke-shop business, Paul Rogers today has two retail tobacco stores in Los Angeles, sells Sunday cigarettes every day and maintains what is probably the most successful mail-order tobacco business in the country.

Rogers, known throughout the Pacific southwest as "Oh, Boy," left a railroad job with the Southern Pacific to buy out the diminutive tobacco shop of a bankrupt merchant whose place on South Main street he took over. Though he didn't know the tobacco business, Rogers was "sold" on advertising. He had been watching it work in connection with many products and he believed that if he advertised his shop, telling the public he was working on a small-profit, quick-turn-over basis, he could make it pay.

Many argue that in a large city, where the rates of a metropolitan daily are necessarily rather high because of large circulation, it is not profitable, nor can it be profitable for small dealers, drawing from a neighborhood territory, to use the newspapers. Rogers didn't believe that. He appropriated a sum from his savings for a six months' campaign in the largest morning paper, using ten years' gross profits of the average Los Angeles tobacco shop to pay for the fixtures in Rogers' two places of business. He would take the daily gross receipts of seven of the same average shops to pay his daily advertising appropriation.

Rogers sells one widely advertised cigarette at the rate of 50,000 a week. He sells half the paid and humidified tobacco sold in the City of Los Angeles, and five times more pipes than the next largest dealer. He has ordered a regular supply from as far away as India and Alaska, Kansas City, North Dakota, and, in fact, all over the United States.

Cramped for Space, Claps Ceiling.
A little over a year ago the idea of adding toys to his business presented itself to R. F. Clapp, Jr., known in Albany, N. Y., for eight years as book and stationery merchant, but he looked disappointedly through his store room, which is one of the long and narrow spaces common in business blocks. There was no room for the toys. Still he did not give up the idea.

"If only," he contemplated, looking upward toward his ceiling, "I could have some of that unused space down below," he said. Clapp was not deterred why he had been so stupid as to try to do it before. Many offices were built upon main floors and he was determined to do the same thing, only, instead of making an office of the space, he would convert it into a toy salesroom and playroom combined.

So this mezzanine of toys was built. Stairs ran up from the front, carefully built so as not to be too steep for careless feet, and this half-floor covers one third the area. A sign painted on the reading "Children's Room" is hung upon the balustrade that serves as a finish, and it is remarkable to note the observation of the youngsters, for regardless of how well they have been drilled in remaining by "mother's side" before leaving home, they spy this sign and a toy or so hanging over the balcony—and well, the mother shopper either takes to the stairs to go to the youngsters or to bring him down.

Clapp has arranged his merchandise, which consists of books, stationery and toys, with consideration. The office stationery is in the rear, where the proper goods may be purchased without interruption, and the gift goods are in the front of the store with the most attractive items also in the front. People in the gift department and in many instances stop to buy.

pense of a certain amount of printing, some inexpensive novelties and very little trouble. He hires no canvassers to collect the data, and wastes the time of no clerks in writing out the cards for his index file. The cards just come to him and he sticks them in the file.

This is the method. He has a large quantity of scratch pads prepared, each one mounted on an index card, so that when the pad is turned over the holder is confronted with a simple questionnaire. The pads he distributes among the teachers of the public schools, who in turn give them to the youngsters in their classes.

The children read the card, and see that they are offered a present if they just fill in the cards and take them to the Hinges store. And they do it, by the hundreds. The questions on the card are:

"Your name and full street address?"
"Date of your birth?"
"Your father's name, if living?"
"Where is he employed?"
"Your mother's name, if living?"
"Have you any brothers or sisters attending school? If so, please give their names in full?"

None of these are questions which the youngsters to whom the pads are distributed cannot answer. They have to ask no questions at home, and even where they do, parents are quick to recognize that Hedges is not asking something for nothing in this questionnaire, but is paying the youngsters for it in the "free gifts" he distributes.

Thus the store secures the names and addresses of men, women and children and the ages of the youngsters, three distinct classes for profitable circulation of such a mailing list does not cost him more than a twelfth of his annual advertising budget.

DRIVE HERE TO HELP RUSSIANS

Committee Makes Offer to Premier King—So far \$50,000.

Winnipeg, Feb. 6.—The Canadian famine relief committee for the drought stricken in Soviet Russia last night forwarded by telegram to Premier Mackenzie King an offer to launch a dominion-wide drive for relief to Soviet Russia in co-operation with the Russian government. The committee is an authorized branch of the Soviet Russian Red Cross, which is affiliated with the International Red Cross committee of Geneva.

The committee, in the message, states that it will gladly handle through the Soviet Red Cross any relief supplies "you would donate or any funds appropriated for that purpose, and trusts that the dominion government will make immediately a liberal grant for this purpose."

Fifty thousand dollars in money, grain and clothing is the result of six months operation by the committee in the dominion, the telegram states.

CHOOSE NEW LEADER OF THE OPPOSITION HERE THIS WEEK

Chatham World.—A meeting for the purpose of considering the advisability of holding a provincial convention to select a leader of the local opposition party to the province, also the manner of selecting a leader in the legislative assembly for the coming session, will be held in St. John, at the Seaman's Institute, on Thursday, February 9th, 1922, at eight o'clock p. m.

NEW GOVERNMENT IN PORTUGAL IN THE SADDLE

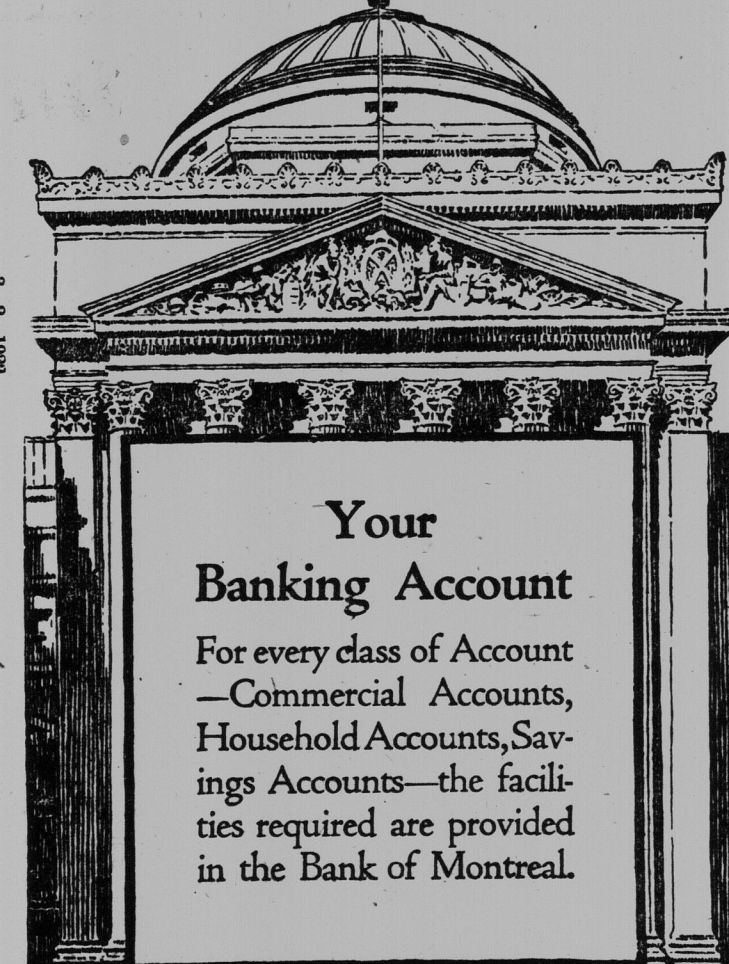
Lisbon, Feb. 6.—Portugal's eighth government since February 24, 1921, assumed authority here today. It was led by Antonio Maria Silva, who headed a ministry for a brief period in 1920, and was minister of finance in the Machado government, which resigned May 21 last. Carlos de Magalhães, who was minister of justice in 1914 and 1915, was given the portfolio of foreign minister.

THE HERRING FISHERY.

St. John's, Nfld., Feb. 6.—In order to assist the development of the herring fishery, the creation of a Newfoundland Fishing Board, non-political and having functions and powers similar to the Fisheries Board of Scotland, is being advocated by the St. John's Board of Trade. This board would encourage the more general adoption of the "Scotch Cure" and other "improved methods" of preserving fish and would see that the herrings exported were of a standard quality.

FREDERICTON MARKET.

(Gleaner, Saturday).
The market at Phoenix Square this morning was the largest assembled for some weeks and a good supply of farm produce was offered for sale. Butter was offered freely at thirty-five cents per pound, while a few held out for forty cents; eggs were offered at sixty cents, while potatoes took a slight upward



Your Banking Account
For every class of Account—Commercial Accounts, Household Accounts, Savings Accounts—the facilities required are provided in the Bank of Montreal.

BANK OF MONTREAL
ESTABLISHED MORE THAN 100 YEARS
BRANCHES IN ST. JOHN
2 King Street, Dock Street and Market Square, 370 Brunswick Street, 224 Union Street, Branches at Grand Falls, Perth and other points.

First Mortgages Represent Ninety-One per cent.
Of This Corporation's Investments.
At the end of 1921 they numbered 17,137, or an average of \$1,925.30 each on revenue producing properties in Canada from coast to coast.

Canada Permanent Mortgage Corporation
Assets Over \$39,000,000
New Brunswick Branch, 63 Prince William Street, St. John, N. B.
R. F. WRIGHT, Manager. T. A. McAVITY, Inspector.

WOOD AND COAL
An Ideal Cooking Coal
That will Save You a Dollar!
You'll get a stronger, steadier oven-heat, a heat more lasting from
EMMERSON'S SPECIAL than you'll get from the general run of soft coal at the price you pay for EMMERSON'S SPECIAL. Prove it. Phone Main 3938.

Emmerson Fuel Co. Ltd.
115 CITY ROAD.

COAL
AMERICAN ANTHRACITE All Sizes
SPRINGHILL RESERVE
GEORGE'S CREEK BLACKSMITH KENTUCKY CANNEL
A Wonderful Grate Coal
R. P. & W. F. STARR LIMITED
49 Smythe St. 159 Union St.

DRY WOOD
Choice Hard Wood for Grate. Perfectly Dry Kindling. Dry Soft Wood Slabs. Quarter Cord in Load.

City Fuel Co.
257 Gity Road 'Phone 468

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

D. W. LAND
Corner Ethn and Hanover Streets, Phone Main 1155.
Branch Office, 140 City Road, Open evenings M. 874.

BROAD COVE, VICTORIA, RESERVE SYDNEY.
Good Coal, Well Screened. A. R. WHELFLEY.
226-240 Paradise Row. Tel. 12 1008

Chestnut Coal
A good clean coal for Feeders, Base Burners and Ranges. Phone Main 3643.
Leonard Coal Co.

HAVE YOU TRIED "BOUND COVE" Coal? If not, why not? Call M. 3803 and order a bag, barrel, ton, or 10 tons. Do it now. North End Coal Yard.
FOR SALE—DRY CUT WOOD, \$2.50 large truck—W. P. Turner, Hazen Street Extension. Phone 4710.
FOR SALE—DRY SLAB WOOD, C. A. Price, corner Stanley-City Road, Main 4622.
Reserve Sydney Coal, Well Screened \$12.00 PER TON
L. S. DAVIDSON
Phone Main 1813 27 Clarence Street

THEY ARE HANDY

Our lumber yards and warehouses are within ten minutes walk of the market and less by car.
Lots of Lumber, Shingles, Beaver Board and Hardwood Flooring.
PHONE MAIN 1893.

The Christie Woodworking Co.
Limited
65 Erin Street.

ST. JOHN

Registration and Employment Office

160 Prince William St. Phone M. 3429

CAN YOU PROVIDE ANY WORK FOR A MAN OR WOMAN?

Registered at the above office are men and women of all trades and professions; also in general work of all kinds, city or country—

THEY ALL WANT WORK

GET YOUR WORK DONE NOW