

POOR DOCUMENT

NOV 3 1922

THE EVENING TIMES AND STAR, ST. JOHN, N. B., MONDAY, OCTOBER 2, 1922

WOOD AND COAL

Heat Better—and Cook as Well with

EMMERSON'S SPECIAL

A quick-lighting, free-burning soft coal that heats comfortably, gives a steady, even value, and is unusually good value at the price.

Phone Main 3938
Emmerson Fuel Co. Ltd.
115 CITY ROAD.

JUST RECEIVED

A large shipment of Dry Hard Wood, excellent quality. Phone your order and have it saved any length.

D. W. LAND

Hanover Street Siding
Phone M. 4055 or M. 874.

WELSH

Semi-Anthracite
Sootless, Smokeless and Stoneless

FURNACES

Suitably sized for use in

CONSUMERS COAL CO. LIMITED

68 Prince William St.
Phone M. 1913

Welsh Anthracite

STOVES
To arrive 1st of October

PETROLEUM COKE
CANNEL COAL
OLD MINE SYDNEY
SPRINGHILL
In stock

P.W. & F. STARR, LIMITED
Smythe St. 159 Union St.

Dry Wood

Where you get the value of your money in wood.

Heavy Soft Wood, Kindling, Hardwood—all cut ready for use, and dry.

City Fuel Co.

257 City Road Phone 468

Hard-Coal-Soft

Landed Cargo High Grade AMERICAN SOFT COAL

Also cargo BRITISH ANTHRACITE COAL suitable for Self-Feeders, and in all sizes.

Maritime Noll Co., Limited.
Coal Dept.
Phone M. 3233

Best Soft Coal, 1 Load Dry Wood, quarter cord to the Load, \$5.00

Phones 1813 and 3177
L. S. DAVIDSON
27 Clarence Street

Pictou, Victoria and Sydney Soft Coal.

EST. RADIS WELL SCREENED. Hard Wood, Soft Wood, Kindling. Dry and Sound.

Good goods promptly delivered. A. E. WHELFLEY,
d. M. 1227. 226-240 Paradise Row.

OR SALE—Dry Cut Wood, \$2.00 large truck—W. P. Turner, Hester Street Extension, Phone 4710.

OR SALE—All kinds of Soft Coal and Coke, Wood and Kindling—J. S. Ibbot & Co., Ltd., 674 Charlotte St., El M. 504. Open evenings, No. 1 Union St., Tel. M. 2636. 871-10-4.

CORD DRY SOFT WOOD \$3.00; 1/2 cord sawed \$2.25. Coal by the bag or barrel. H. A. FOSHAY, 8 Harrison, Phone M. 3808.

OR SALE—At Golden Grove, N. B., 10 Cords of Dry Slab and Edging, 1/2 cord, cash—Eugene J. Willis, Woolen Mills, or Thos. Ughlin, Wells P. O., where wood is sold. 194-10-7

FINANCIAL

NEW YORK MARKET

(By direct private wires to McDougall & Cowan, 28 King Street, City.)

New York, Oct. 2.

Open High Low

Atchafalpa 103 103 103

Am Beet Sugar 48 48 48

Allied Chem 82 82 82

Alto-Chalmers 54 54 54

Atlantic Gulf 29 29 29

Am Int Corp 34 34 34

Am Loco 123 123 123

Am Smelters 59 59 59

Asphalt 60 60 60

Am Tobacco 101 101 101

Am Telephone 121 121 121

Anacosta 32 32 32

Balt & Ohio 64 64 64

Bald Loco 104 104 104

Beth Steel 71 71 71

Butte & Sup 31 31 31

Cen Leather 40 40 40

C. P. R. 144 144 144

Can 88 88 88

Chandler 60 60 60

Cen Leather 40 40 40

Cuban Cane 13 13 13

Calli Pete 62 62 62

Che. & Ohio 71 71 71

Chile 28 28 28

Corn Products 114 114 114

X. D. 40 40 40

Cons Gas 108 108 108

Chic & E. Ill 84 84 84

Chic & N. W. 57 57 57

Columbia Gas 109 109 109

Coco Cola 72 72 72

Cruella 82 82 82

Chino 28 28 28

Davidson Chem 48 48 48

Erie Com 18 18 18

Solo 1st Pfd 29 29 29

Gen Motors 14 14 14

Great N. Pfd 91 91 91

Guantanamo Sugar 107 107 107

Houston Oil 78 78 78

Hudson Motors 21 21 21

Inspiration 38 38 38

Inter Harvester 107 107 107

Inter Paper 55 55 55

Indus Fickel 69 69 69

Invincible 15 15 15

Imperial Oil 111 111 111

Kentucky 39 39 39

Kelly Spring 41 41 41

Keystone Tire 8 8 8

Kansas City South 23 23 23

Lehigh Valley 66 66 66

Lackawanna 77 77 77

May Stores 131 131 131

Marine Corp 14 14 14

Marine Corp 14 14 14

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37 AD SUGGESTIONS FOR RETAIL STORES

Not Time-Worn Appeals, but Lively Items of News for the Consumer.

WHAT WERE BEST SELLERS LAST WEEK?

What Color Do Sales Records Show as Most Popular?

How Does Store Buy?

HE SEES NO END TO THOUGHTS FOR ADVERTISING.

There is enough "news" of interest to customers in every store to keep a series of advertisements running indefinitely, contends Carl J. Suedhoff, a retail advertising expert.

What was the first article sold in your store yesterday morning? The information will be the currency of the consumer.

Have you told the public how many of your employees are sports lovers and what effect this has on your business in sports apparel?

Have you "let the public in" on some of the things discussed at store meetings? What your own employees buy from you, and why?

There's a lot of store news which is not being used by many retail advertisers for promotion purposes, in spite of the fact that it is easily secured, easily written up and would be sure to catch the attention of the public.

This is the contention of Carl J. Suedhoff, retail advertising expert, who has prepared a list of some of the news features which might be used by retail stores in this way. Here they are:

News About the Store's Goods—As a usual thing the only news about the goods sold by the store which gets into its advertisements concerns quality, price and style. But there are a lot of other things about the goods sold in the store in which the public is really interested.

1. What were the most popular selling articles in the store during the last two weeks?

2. What were the six best sellers in the store during the last six months?

3. What percentage of the store's business is done during the last month?

4. What was the first article sold in the store yesterday morning or this morning?

5. What is the average amount of money spent in the store by morning shoppers?

6. What is the average amount of money spent in the store by afternoon shoppers?

7. What percentage of men patronize the counters exclusively devoted to women's wear?

8. What percentage of women patronize the counters exclusively devoted to men's wear?

9. How does the store make sure that all the goods it purchases are right up to the minute in style all the time?

10. What is the busiest shopping hour at the store and what kinds of goods are most extensively purchased during that hour?

News About the Store's Personnel.

11. How many of the store's employees are buyers?

12. What particular training have these employees had to especially fit them for this important work in getting quality and style and price to the local public?

13. Who is the oldest employee of the store and what is the anniversary of his joining the store's personnel?

14. How many are now new customers brought to your store by recommendations of friends or relatives who are regular patrons?

15. What is the store's high-water mark in the number of individual sales made during the course of a day?

16. On the average, what percentage of people patronizing the store every day this year than were visiting it each day last year?

All this sort of information is real news about the store—the sort of out-of-the-ordinary news in which all present and prospective patrons of the store would be greatly interested.

not care how many particular forms of worship develop, but that it will not permit a serious conflict in the government body of the churches as a whole. Both groups are to have representatives upon the governing board.

RECENT WEDDINGS

Coggins-Outside.

Mrs. Maud Outch, of St. John, and Frederick Coggins were married on Wednesday evening by Rev. A. S. Bishop, at the home of Mr. and Mrs. W. H. Plummer, Hillsboro, daughter of the bride.

Munroe-Rauch.

Miss Edna Maxine, daughter of Mrs. L. Munroe Rauch, and Sidney Cole, of St. John, were married in St. John's church, Annapolis Royal, N. S., on Thursday. Rev. H. M. McIntosh, pastor of the church, officiated. Among the out-of-town guests present were Mrs. A. H. Rourke of St. John.

STATUE OF 300 B. C.

Discovered by Architect in Dorset Village.

London, Sept. 13.—(By mail).—An interesting archaeological discovery has been made by Arnold Mitchell, the architect, of Hanover Square. While in Dorset recently Mr. Mitchell, came across a marble Greek statue of great antiquity in one of the villages. The statue, which has suffered surface injury from exposure, is of a woman, and is now in the Ashmolean Museum at Oxford, where it is considered a valuable addition to the exhibits there. It has been given the name "Edith."

Dr. Percy Gardner, professor of classical archaeology at Oxford University, one of the greatest living authorities, puts the age of the statue at two thousand two hundred years, his opinion being that this remarkable "find" dates from about 800 B. C. As the marble is the coarse grained material of the islands, Professor Gardner has formed the opinion that the statue comes from the neighborhood of Smyrna. On the side of the head there are two holes. These, Dr. Gardner says, were clearly for the fixing of a gold or bronze adornment.

they are to treat customers, methods of handling goods, loyalty to the store and so on?

16. Do the store employees continue working at the store over long periods of years, and if so what is the main reason for this gratifying condition of affairs?

17. How many of the employees are sports lovers, and what effect has this on the ability to give customers the most perfect satisfaction in sports apparel?

18. What are some of the things discussed at the store meetings and what comments do the employees make at these important gatherings?

19. What are some of the goods most recently purchased by your employees at your store, and what features most appealed to the employees in inducing them to make these purchases—style, quality or price? (Information of this sort could be used in boosting business with the class of people seeking the best at the lowest price and not particularly about exclusiveness of the goods they buy.)

About the Delivery System.

19. What would a map of the city on which a red dot had been placed to indicate every home or building to which the store had recently made a delivery, look like?

20. What is the system under which your delivery operators so as to avoid errors and get the goods to the purchasers in the shortest possible time and in the best possible condition?

21. How many delivery trucks do you use?

22. How many employees in your delivery department?

23. Who is the oldest member of your delivery force and what does he have to say about conditions now and in the days when he first came to work for your store?

24. What are some of the longest distance deliveries ever made by your delivery department?

25. To what section of the city are the greatest number of deliveries regularly made?

26. What are some of the most unusual experiences and hardest problems of your delivery department?

27. How much paper is used in wrapping the bundles sent out from your store, and how much time is used in tying up these bundles?

About the Store's Visitors.

28. What percentage of people coming to your store are from your home town, and what percentage are visitors from outside towns and country?

29. On what days of the week is there the greatest number of out-of-town visitors coming to your store?

30. From what town does your store get the greatest number of out-of-town visitors? From what town on Tuesdays, and so on?

31. What would a map look like on which a dot representing all the neighboring towns, villages and farms from which your store regularly gets patronage from week to week?

32. What is the longest distance from which out-of-town visitors regularly come to patronize your store?

33. By what method of transportation do the greatest number of out-of-town visitors come to your store—by interurban, by steam railroad, or by automobile?

34. How many daughters and sons of old-time patrons of your store are now patronizing your store? How many granddaughters and grandsons of former regular patrons are now buying at your store?

35. What is the number of new customers brought to your store by recommendations of friends or relatives who are regular patrons?

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WIFE OF LLOYD GEORGE SAYS HE IS FOR PEACE

London, Oct. 2.—(Canadian Press).—That Mrs. Lloyd George, wife of the British premier, does not share the views recently expressed regarding her husband's desire for war, is apparent from a speech she made on Sunday at the opening of a bazaar in Birmingham. She deplored the anxiety of some people to fight again, and expressed the fervent hope that the government would be able to stop them. She said the premier was doing his best to that end and had in fact decided to devote the rest of his life to securing peace among nations.

PATRICIAN TO ESQUIMAULT

Ottawa, Oct. 2.—(Canadian Press).—The Canadian destroyer Patrician sailed from Halifax yesterday for Esquimaut where she will form the main part of the instructional force on the Pacific Coast. Her commander, Lieut. Charles T. Beard, R. C. N., will become the senior naval officer and take over the command of the naval station.

PRIEST WELCOMED HOME.

A rousing welcome greeted Rev. A. Robichaud at his parish in Fox Creek, near Moncton, yesterday, on his return from a six months' trip to California for the benefit of his health. He was presented an address and purse. A banquet was held in the evening in his honor and was attended by the most of the priests of Kent and Westmorland counties.

BRITISH TEMPERANCE LECTURER TO MAKE TOUR OF NEW BRUNSWICK

Fredericton, N. B., Sept. 30.—The N. B. Temperance Federation has completed arrangements to have Dr. P. R. Sallaby, a noted British temperance lecturer, make a tour of New Brunswick and P. E. Island early in November. Rev. W. D. Wilson, field secretary announced this yesterday.

Use the Want Ad. Way

"THINK FIRE"

BEFORE IT HAPPENS

DON'T allow children to play with matches.

DON'T leave everything to the landlord; inspect your own house from cellar to garret.

DON'T throw away lighted matches, cigars or cigarettes.

DON'T go into dark closets, bedrooms or cellars, using matches or candles to light your way.

DON'T use coal oil, benzine or naphtha in lighting fires, or to quicken a slow fire—it may result in death.

DON'T use gasoline or benzine to clean clothing near an open flame, light or fire.

DON'T use alcohol lamps, especially if made of glass; they often break and the fluid is ignited at once.

DON'T fill any lamp with gasoline or coal oil while the lamp is lighted. Keep the burners of all oil lamps thoroughly clean.

DON'T put ashes in wooden boxes or barrels. Keep ashes away from boards.

DON'T use oils with a low flash point.

DON'T accumulate rubbish in premises, cellars or workshops. While awaiting removal, keep such material in covered metal-lined receptacles.

NEW BRUNSWICK FIRE PREVENTION BOARD

H. H. McLELLAN, Fire Marshal.

SHIPPING

ALMANAC FOR ST. JOHN, OCT. 2

A.M. P.M.
High Tide... 9:29 Low Tide... 3:30

PORT OF ST. JOHN.

Sailed Saturday.

Str. Gefion, 1414, for Havana.
Str. Governor Dingley, 2595, for Ingalls, for Boston.

RETIREES AFTER 34 YEARS WITH THE MOUNTIES

Saskatoon, Sask., Oct. 2.—A pioneer of the Royal Canadian Mounted Police and the first officer to be appointed in the Peace River country, Major C. H. West, after thirty-four years' service with the force, retired recently on pension.

He had a varied career with the force, acting in many capacities during his long service. The history and traditions of the force appealed to him, and he had joined the Mounties in 1888 and graduated in medicine and surgery in the Northwest Territories and six years later came to Prince Albert for the first time with the rank of hospital officer.

In 1900 he was appointed medical officer at the time when the dominion government made its treaty with the Indians in the Athabasca country, and in the following year he had charge of the R. C. M. P. in the Peace River country. During this period he was for long practically cut off from civilization, receiving mail only about once a year. Mrs. West's husband, the late Senator T. O. Davis and a daughter of Col. C. E. A. Patterson of Montreal, was one of the first white women to visit the post.

After occupying many posts throughout the west, in 1919 he was again returned to Prince Albert. The major is now living in British Columbia.

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