

THE EVENING TIMES AND STAR, ST. JOHN, N. B., MONDAY, JUNE 20, 1921

SHOPS YOU OUGHT TO KNOW

Designed to Place Before Our Readers the Merchandise, Craftsmanship and Service Offered by Shops and Specialty Stores

AUTO REPAIRING

ST. JOHN SPRING WORKS
repair all kinds of auto and carriage
rings. All work promptly done.
rings made to order. Ford front
ends \$4.—81-83 Thorne Avenue, Mon-
18. 10-6-1921

AUTO SERVICE

XI SERVICE—THE MODERN
Garage, Phone M. 4074. 2959-6-22

AUTO STORAGE

ED STALLS TO LET. Cars
shed; repaired—At Thompson's, 65
cy street. Phone 663.

BABY CLOTHING

YS BEAUTIFUL LONG
thes, daintily made of the finest
rial; everything required; ten dol-
complete. Send for catalogue, Mrs.
son, 672 Yonge street, Toronto.
11-1-1921

BARGAINS

PIECE OVERALLS FOR THE
dies at \$1.49 each. Another lot
ed at Wetmore's, Garden street.

CARPENTERS

SE OWNERS—INCREASE THE
ings of your home one-third, turn
two one-half story into three. Re-
ing done promptly.—W. McDuff,
in street. 29621-6-22

DANCING

ATE DANCING LESSONS. 50
L. R. S. Scarle, Main 3407-21.
29634-6-22

ENGRAVERS

PLUMMER, STEEL AND COP-
Plate Engraver; Jewellery En-
Etc. 7 Charlotte St., upstairs.
WESLEY & CO., ARTISTS
engravers, 69 Water street. Tel-
M. 593.

FILMS FINISHED

ANY ROLL OF FILM WITH
to Watson's, P. O. Box 1343, St.
N. B., for a set of pictures—
y finish. Satisfaction guaranteed.

HATS BLOCKED

HES STRAW TANGLE AND PAN-
a Hats blocked in the latest style.
T. R. James, 280 Main street, op-
e Adelaide street.

IRON FOUNDRIES

ON FOUNDRY AND MACHINE
rk, Limited, George H. Waring,
ger, West St. John N. B. Engineers
Machinery, Iron and Brass Foundry.

JACKSCREWS

K-SCREWS FOR HIRE AT REA-
able rates, per day or otherwise.
nythe street, Phone Main 1554.
2-19-1922

MASSAGING

NAL ELECTRO MASAGE
of the relief of nervousness, paralysis,
matism, insomnia, stiff joints and
r obstinate ailments; chiropody,
oped appliances.—W. W. Clark, 42
eton street. Phone 22634-6-22

ATTRESS REPAIRING

L KINDS OF MATTRESSES AND
ushions made and repaired. Wire
tresses re-stretched. Feather beds
e into mattresses. Upholstering
ly done, 25 years experience. Walter
Lamb, 82 Britain street, Main 591.
8-14

MEN'S CLOTHING

NS CLOTHING. OVERCOATS.—
ve have in stock some very fine Over-
ts, well made and trimmed and sell-
at a low price from \$30 up. W. J.
gins & Co., Custom and Ready-to-
r Clothing, 182 Union street.

MONEY ORDERS

YOUR OUT-OF-TOWN SUP-
with Dominion Express Money
ord. Five dollars costs three cents.

PAINTS

BRAND PAINTS, \$3.50 TO
0 per Gallon. Send for Color Card.
ey Bros., Ltd. 6-9-1922

PHOTOGRAPHIC

YOUR FILMS TO BE DE-
veloped and printed at the Victoria
Studio, 45 King Square, St. John.

PIANO MOVING

RE YOUR PIANO MOVED BY
to, modern gear, no jolts or jars;
tally moved to the country and gen-
erally. Reasonable rates.—Arthur
house. Phone M. 2929-11.

TO MOVING BY EXPERI-
ed man at reasonable rates.—J. A.
207. Phone M. 4729

FINANCIAL

NEW YORK STOCK MARKET.

Johnston & Ward (successors to J.
B. McCurdy & Co.), members Montreal
and Toronto Stock Exchanges. Direct
private wires.

New York, June 20.

Prev.	Open	Noon
Allis Chalmers	31 1/4	32
Am Beet Sugar	28	28 1/2
Am Can Com	27	26 1/4
Am Car & F	117	115 1/2
Am Locomotive	75 1/2	75
Am Smelters	37 1/2	36 1/2
Am Sumatra	43	42 1/2
Am Woollens	69 1/2	68 1/2
Am Copper	37	37 1/2
Bell & Ohio	35 1/2	35
Baldwin Loco	67 1/2	67
Beth Steel B	48	48 1/2
Canadian Pac	105	102 1/2
Central L Co	34 1/2	34 1/2
Col Fuel	27 1/2	27 1/2
Crucible Steel	55 1/2	54 1/2
General Motors	9 1/2	9 1/2
Great North Fld	68 1/2	68 1/2
Keenecott Copper	18 1/2	18 1/2
Lackawanna Steel	38	38
Mex Petrol	107 1/2	106 1/2
N Y Central	69 1/2	69 1/2
Northern Pacific	46 1/2	46 1/2
Reading	65 1/2	65
Rep I & S	45	45
St. Paul	24 1/2	24 1/2
Southern Pacific	71	70 1/2
South Ry	18 1/2	18 1/2
Studebaker	73 1/2	73 1/2
Union Pacific	114 1/2	113 1/2
U S Steel	74 1/2	73 1/2
Utah Copper	48 1/2	48 1/2
Westinghouse	48 1/2	48 1/2

MONTREAL

Montreal, June 20.
Braslan—10 at 20 1/2, 185 at 27.
Canadian Steamships—25 at 20.
Dominion Steel Com—10 at 25.
Montreal Power—310 at 82.
National Brew—20 at 51.
Quebec Ry—5 at 25 1/2.
Steel Co of Can—75 at 48 1/2, 150 at 49.
Victory Loan, 1924—4,000 at 94.50.
Victory Loan, 1924—1,000 at 94.50.
Victory Loan, 1927—5,000 at 97.60.

WHEAT.

Chicago:—
July.....128
September.....129 1/2
Winnipeg:—
July.....130 1/2
October.....137 1/2

NEWS FROM GARDINER'S CREEK

The annual meeting of the Black River Branch of the Band of Hope was held on Thursday evening, June 16, in Wallace's Hall, Gardiner's Creek. The Band of Hope is a temperance society for the children and is connected with the Church of England.
The rector, Rev. C. F. Follett, was in the chair, and an excellent programme consisting of patriotic and temperance songs and recitations was given by the children. Great credit is due to Miss Curvell for the care which she took in training the children. Four new members were enrolled and received their pledge cards. H. Usher Miller gave an interesting address on "Social Service." Refreshments were served and a profit of \$11.25 was made for the Wright Street Memorial Home for children.

NEGRO LYNCHED.

McCormick, S. C., June 20.—Herbert Quarles, a negro, charged with attacking a white woman of this city, was lynched here yesterday. He was captured by a posse of civilians and, following identification by the victim, he was forced to climb a tree and was then hanged with bullets.

ROOFING

GRAVEL ROOFING BY LONG EX-
perienced workmen. Satisfaction guar-
anteed. Joseph Mitchell, Phone 1401.
29806-6-24

AUCTIONS

F. L. POTTS,
Real Estate Broker,
Appraiser and Auc-
tioneer.
If you have real
estate for sale, consult
us. Highest prices obtained for
real estate. Office and Salesroom
96 Germain Street.

THE BUSINESS COLUMN

EDITED BY MANSFIELD F. HOUSE (Continued)

SAYS WOMEN ARE BEST SALES "MEN"

"A woman should make a better sales person than a man."
That's what Orville C. Davis, president of the Utica Kiwanis Club, told the Zonta Club, of Utica, N. Y., in an address on salesmanship, which, he maintained, was not by any means confined to sex.
"Women possess certain advantages over men in many lines of business. They have a higher sense of loyalty than men and they are more attractive in appearance than men," said Mr. Davis.
Among the hindrances to the young women beginners in business is a tendency to give too much attention to dress and complexion, he said.
"The advice of the old professor to the girl graduate is worth considering," said the speaker. "Never dress, walk, talk or laugh so as to attract attention to yourself and away from what you are selling, and you will not only go forward, but will retain the respect of men everywhere. Men like to see business women attractive, but not the extreme of fashion nor the entire disregard of it."
"Thoughtlessness is another trait. Both sexes have it. Concentration is needed on the endeavor one is engaged in. Strive not to keep the busy person waiting at the desk or counter, while unimportant matters are discussed with one's companions."
"Women, perhaps due to their few years in business, often show an inclination to evade responsibility, doing instead the regular routine work. Women should be ready to assume responsibility as well as men."
"Marriage is the last hindrance I will mention. Many employers hesitate to teach the details of their business to a woman, for fear she will marry just as soon as she is competent to assume an executive position. Many women leave business to marry some fellow, but scarcely ever without giving weeks' or months' notice of the intention, whereas men fellows change employment just for the sake of a change."

Spots Prospects Even While He Is Leaving.

Linoleum has been one of the hobbies among the lines to be stimulated during recent years by the manager of the American Hardware Co., Tactumcard, N. M. He has not only done everything he could to get the maximum business from the influence among women of the advertising of this useful line in women's magazines, but he has even gone further. Being on good terms with other retailers of the town, even competitors, he

Card and Door Sold Oversupply of Locks.

Suppose you were a hardware dealer who had about five times as many locks on hand as you knew what to do with—locks of various sizes and shapes, but all of them of a widely advertised and favorably known make. How would you get rid of them without cutting the price?
Even if you devoted a week to a consideration of the problem, you probably could devise a better plan than that which the Barrett-Hicks Company of Fresno, Cal., used to such excellent advantage recently, a plan which not only wiped out their surplus stock but caused them to wire for another consignment of locks to meet the demand.
The manager of the store, faced by the problem of stimulating lock sales in a hurry, analyzed the situation from the standpoint of public interest.
For the better part of an hour he turned the question over in his mind and, suddenly, he smiled, for the solution had come to him out of the air. The next morning the window of the Barrett-Hicks store contained a display of locks that caused every passerby to stop, look and laugh. But, better than that, it caused at least one out of every four to step inside, whisper something to one of

GOOD DRY LATH

Lots of strapping and plaster heads, mason hawks, darbies and hods.

For lumber or factory work the handiest place is Christie's—just a few minutes ride or walk from the heart of the city.

PHONE MAIN 1893.

The Christie Woodworking Co. Limited

65 Erin Street.

AUCTIONS

Potts Auctions! Auctions! Potts

The Art Sale of the Season!

SPECIAL AUCTION SALE
Of Over \$35,000 Worth of
High Grade and Genuine

Oriental Rugs

On Tuesday, Wednesday and Thursday
June 21, 22 and 23
Commencing at 2.30 p. m. each day, at my Salesrooms,
96 Germain Street.

This magnificent collection of high grade and rare Oriental Rugs, being a special consignment from L. BABAYAN, Canada's largest rug importer, comprises about 150 pieces of the finest specimens of

ROYAL KIRMAUSHAH, SAROUK, MESHOT, KAZAK, MOUSOUK, ANATOLIAN, DOZAR, KABISTAN, SHIRVAN, ETC., ETC.

In small, medium and large sizes and in most artistic colorings and designs. Lovers of genuine Oriental Rugs should not miss this rare opportunity.

GOODS ON VIEW DAY PREVIOUS TO SALE.

FRANK L. POTTS, Auctioneer.

Two letters directed to the Betty Lee

list of the MacDougall & Southwick Co. followed by a list of careful personal work, brought a great volume of out-of-town business to swell the total for a record-breaking sales and wool sale that opened here last month.
Then he turns right around and refers others to the covering just put down, making one hint more than one sale.

Special Letters Led to Record Sale.

The return cards, which came in good volume, gave the store a valuable line on what the women were interested in, and the information was forwarded to the buyer in New York. But the cards served, of course, chiefly as a means for follow-up of prospects. Here is a typical letter:
MacDougall & Southwick Co.:
I am interested in your big sale of dresses.
Material—Suitable for traveling.
Color—Either brown or blue.
Size—44 bust measure.
Style—Short, sensible, plain, neat.
Purpose—Going to San Francisco by steamer.
A second letter, giving detailed information with reference to the dresses, was mailed, four or five days ahead, to all on the Betty Lee list who had not sent in cards, nor written to express their interest and explain what they wanted. This letter offered an advance selection on Saturday—the sale being scheduled to start Monday. No advance selection was permitted except to persons on the Betty Lee list, and Saturday brought a large number of out-of-town customers.
"Yes, it was lots of work," admits Betty Lee, "but it sold the goods and helped the store's goodwill, so it was well worth it."

Few Merchants Are Cutting Ad Space.

Although there has been no considerable reduction in advertising space used, American business men during the present period of business depression are seeking greater efficiency per inch of space, according to the domestic distribution department of the Chamber of Commerce of the United States. This department has just completed a survey made for the purpose of determining what manufacturers, retailers and wholesalers are doing to cut overhead expenses as a means of meeting the demand for lower prices.
"What have you done to reduce your publicity to a normal basis?" was one of the questions asked. Not more than a fourth of those answering said that they had cut down advertising space, but that was in part balanced by reports from many others who found depression a justification for an increased use of advertising. There was an actual increase in the use of circularizing as a means of publicity, an indication perhaps of a desire to move quickly accumulated stock.
Frequently, through the comment of the questions about publicity, there appeared a note of determination not to cut off advertising as a method of selling but to make certain of greater results.
Some of the answers are:
"We have taken no steps to reduce our advertising space, as it is our feeling that it is false economy to cut down advertising at a time when business is in need of a stimulant to keep it alive."
"We regard our advertising rather as an investment and as business insurance than as expense. Our effort, therefore, has been to maintain an adequate all-round campaign at a minimum total cost."
"We do not feel that we should decrease publicity; if any change it should be increased."

It is our idea that cutting the advertising would only increase the cost of selling merchandise and we believe we are right."

"We have rather added to advertising, as this has always been our custom—advertise heavily when business is hard and 'go easy' when it is coming away."

Phone Main 3938.

EMMERSON FUEL CO.

115 CITY ROAD

PEA HARD COAL

Direct from the mines.
Screened, Clear
and Good Size
PRICE LOW
East or West Side Delivery.

J. S. Gibbon & Co., Ltd

No. 1 Union Street.
Phone M. 2636
6 1/2 Charlotte Street.
Phone M. 594
6-25

COAL

AMERICAN ANTHRACITE
All Sizes
SPRINGHILL RESERVE
GEORGE'S GREEK BLACKSMITH
KENTUCKY CANNEL
A Wonderful Grate Coal

R. P. & W. F. STARR LIMITED

49 Smythe St. 159 Union St.

COAL

Best quality of hard and soft coal. Prompt delivery.
Phone Main 382.
CITY FUEL CO.
C. A. Clark, Mgr. 94 Smythe St.

COAL—HARD AND SOFT.

Best Quality.
ALSO DRY WOOD.

The Colwell Fuel Co., Ltd.

Phones West 17 or 90,
Wholesale and Retail.

WOOD FOR SALE—GOOD AND

dry, cut in stove lengths. Prompt delivery. Price \$2 per load. Phone M. 696-11. 29777-7-18

SAWED DRY ROUND HARDWOOD

\$3.75 per load delivered.—J. S. Gibbon & Co., Ltd., Phone Main 2636 or Main 594. 29768-4-23

DRY CUT WOOD, LARGE TRUCK

load \$2.50. Main 1350-21. 29579-6-21

FOR SALE—DRY CUT WOOD, \$2.50

large truck.—W. P. Turner, Hazen Street Extension. Phone 4710. 3-2-1922

FOR SALE—DRY SLAB WOOD, C.

A. Price, corner Stanley-City Road. Main 4662. 3-1-1922

FOR TWENTY YEARS

We have been paying our Depositors in this City Four Per Cent interest, compounded half-yearly. Are you making the most of your opportunities?

Canada Permanent Mortgage Corporation

Established 1855.
Whose Total Assets Exceed Thirty-three Million Dollars.
New Brunswick Branch, 63 Prince William St., St. John, N. B.
R. F. WRIGHT, Manager. T. A. McAVITY, Inspector.

Head Office Changes Address

On and after March 28th our Head Office, formerly at 136 St. James Street, Montreal, will be located at 171 St. James Street, MONTREAL, QUE.

JOHNSTON AND WARD

105 Prince William Street, ST. JOHN, N. B.

After Considerable Experimenting

We are now offering to the public lower section plate that holds as rigidly as an upper. Also a toothless upper.

EXTRACTION, 2c.

Maritime Dental Parlors

38 CHARLOTTE STREET.
Hours—9 a. m. to 9 p. m. PHONE—Main 2789.

the clerks and emerge in a minute to the music of the jangling cash register.
The window wasn't an elaborate one, either. Outside of the locks, it held just two things—an old-fashioned slanting cellar-door leaning up against the back-ground of the display and a card which read:
"Put a lock on your cellar-door—It looks like a long dry spell."

Suppose you were a hardware dealer who had about five times as many locks on hand as you knew what to do with—locks of various sizes and shapes, but all of them of a widely advertised and favorably known make. How would you get rid of them without cutting the price?
Even if you devoted a week to a consideration of the problem, you probably could devise a better plan than that which the Barrett-Hicks Company of Fresno, Cal., used to such excellent advantage recently, a plan which not only wiped out their surplus stock but caused them to wire for another consignment of locks to meet the demand.
The manager of the store, faced by the problem of stimulating lock sales in a hurry, analyzed the situation from the standpoint of public interest.
For the better part of an hour he turned the question over in his mind and, suddenly, he smiled, for the solution had come to him out of the air. The next morning the window of the Barrett-Hicks store contained a display of locks that caused every passerby to stop, look and laugh. But, better than that, it caused at least one out of every four to step inside, whisper something to one of

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