

THE EVENING TIMES AND STAR, ST. JOHN, N. B., THURSDAY, JANUARY 15, 1920

A Most Desirable Industrial Investment

We offer to investors an exceptionally desirable issue of Preferred Stock, yielding over 7%.

This stock is issued by one of the world's greatest industrial enterprises, with an established record for earnings and ample physical assets.

May we furnish you with particulars?

NESBITT, THOMSON & COMPANY

222 St. James Street,
Mercantile Trust Bldg.
306-7 Bank of Hamilton Bldg.

MONTREAL, Que.
HAMILTON, Ont.
TORONTO, Ont.



"Free Verse" Makes
"Em Read His Small Ads."

Free verse is not a bad idea when it comes to advertising, at least that's what Mockett's Store of Toledo, Ohio, has discovered.

It worried the advertising manager when he discovered that there were so many illustrations and such a bewildering array of advertising that his little single-column displays were lost in the shuffle.

Then it occurred to him that some original form of type will so put pep into the physical appearance of a small-space advertisement that people are attracted to it. Now the store uses "free verse" altogether, as shown by this unique example:

He could sit down
He came in,
All fussed up
Like a debutante
At her first party
Or a new voter
Afraid to ask
What to do
And the clerk smiled
And showed him where
And see the stuff
He wanted to see
And the clerk discovered
He wanted shirts,
And that was enough.
And the clerk got 'em,
And the man finally
Settled down
And got his nerve
And wanted to buy
A shirt of tan
But the clerk told him
Tan wasn't good
For his kind of complexion
Or something like that,
The clerk knew better
What he wanted
And he knew himself.
And after awhile
The man came out
Of his speechless state
And got real chummy;
And when he left
He said that Mockett's
Knew what to do
For fellows who want
The thing they want,
But don't know just
What in heck it is.

Tying Up the Goods
and the Advertising.

Mr. Parkhurst, who handles the window displays for Ingalls, Cheyenne, Wyo., maintains his own "clipping bureau." He receives many of the national publications with their attractive cover designs and color illustrations in their advertisements. When he sees a design that looks good he clips it and puts it in the rack above the bench on which he turns out his show cards. Later, when he needs something, say a card for baby week, he refers to the collection and usually finds some illustration that improves the appearance of his card.

Incidentally, the store looks up with national baby week. In order to stimulate new shoppers in the department the store offers a discount of 10 per cent during baby week. The store does not maintain a large infants' wear department but it finds that it pays to make the department distinct, small as it is. Since doing so the business has grown greatly.

\$30,000 in Phonographs
Sold Through Barber Shop.

A year ago the Lundstrom Furniture Store, of Logan, Utah, started carrying graphophones and to get them before all possible customers, the firm put a machine in the principal barber shop of the city and has kept it there ever since, well supplied with new records.

As a result, the company has since then sold 140 machines at an average of \$200 each. This means a business of nearly \$30,000 in one year brought in mainly by the simple and inexpensive device of having a sample machine on exhibition in a place where every one has the time to listen to it, discuss its qualities and enjoy its music.

The bootblack of the barber's shop enjoys tending to the records, as the machine is placed beside it. Polish-shing shoes is as keen a joy as crap-shooting when you can do it in time to jazz music. The barbers in their favorite records and never have a bohemian thought. The customers, while taking off their collars, call for a favorite, and then stretch out in the chair for ten minutes of that peace of mind which invariably comes to a man when he is being manipulated by a skillful barber—a peace of mind that no mere woman can understand and that is greatly enhanced by Hawaiian music, serenades or fox-trots.

Every time a graphophone customer comes into the Lundstrom store, nine cases out of ten the barber shop impulse is at the bottom of it. If it is a woman that machine my husband talks about so much, or if it is a man he explains that he is there to look into that machine he heard at the barber's shop. For the shop takes no responsibility for the machine, neither as to giving price nor house room and a boot-black attendant, but every worker in the shop is a devoted graphophone fan. The shop has

become a clubhouse as well as a new exchange and is thus doubly attractive.

Methuselah Should Have Been British!

Men who are conversant with the clothing situation in England are deriding why Mark Sullivan and Ogden Armour are getting so much publicity in the States merely because they mentioned that they wore their clothes for five years or so. Articles of apparel only five years old are in the infant class over there—in fact, one of the London papers has dug up a man who has been wearing the same overcoat for some forty-eight years.

"The coat," adds the correspondent, "still looks newer and fresher than many coats of comparatively recent date. It was made in 1851 by the master tailor of the Carbineer Regiment for an officer, who bequeathed it to his valet some ten years later."

"What's more, the present owner is also wearing a pair of shooting boots given him some fifty years ago!"

The publication of this item immediately caused a number of other readers to write in concerning the antiquity of their wearing apparel. One of them said that he has a straw hat which he has worn for twenty-seven years, but this was wiped by a man with a beaver that has seen service for more than a half century.

"That hat," stated the owner, "is a beaver which was made for my grandfather sixty-eight years ago. I'll admit that it is inclined to look its age, but it has stood the test of time as no modern hat could, and I am still wearing it every day."

WHERE WILL BONDS GO?

(Toronto Globe.)

Within the next six weeks or so, it is estimated, that bond issues amounting to upwards of \$30,000,000 will be offered in Canada. That is to say, they will originate in Canada, mainly from governments or municipalities, but it is expected that some of them will be sold in the United States. This is creating a new situation which may have a bearing in different directions. First of all, it would be thought such a tendency would affect exchange and bring down the premium on New York funds. Fund raisers seen yesterday would not go so far as to prophesy a drop, though it was admitted the sale of such a volume of securities across the line should have a steady effect on American funds. The sale of such issues in New York is an auspicious for money there for various development works by municipalities and industries, the profit of brokers has been reduced by a sale from this side in exchange. Another phase of the marketing of securities over the border is that bonds will become more scarce here at a time when the market is fairly strong, and there may be an effect in the higher prices of Canadian war bonds. It is expected that borrowing will take place within the next few weeks by Saskatchewan, Ontario and Quebec.

LOOK FOR ADVANCES IN SECURITY PRICES

Discussing the trend of the security market, Wood Gundy & Co. say: "The prices of Canadian high-grade securities such as provincial government and municipal bonds, are influenced by the yield obtainable from Dominion bonds. The necessity for issuing the enormous amounts of the various war and Victory loans on a high interest basis has resulted in low prices for Canadian provincial and municipal bonds during each Victory or War Loan campaign. Immediately after each loan the tendency has been for all high-grade securities to increase gradually in price until the arrival of another government loan has caused a depression. The probability that there will be no necessity for another government loan on the scale and plan of the last Victory Loan, means that in the future no such check to the upward movement of the prices of high-grade securities will be in operation. There is no question but that bonds of Canadian governments and municipalities are much below the average prices of pre-war years, which may be regarded as more nearly representing their intrinsic value."

ALL CARDS ON THE TABLE; DRIVE OUT THE PROFITEER

Chicago, Jan. 15.—A demand that "all cards be placed upon the table and the man found guilty of profiteering be eliminated" was voiced yesterday by Fred Voiland of Topeka, Kansas, before the National Association of Retail Clothiers. "Prices or money," he said, "do not go up or down, but are put up or down. You clothiers are on the go to the manufacturer of cloth, find out what a suit of clothes costs him and what he makes from it. Use this as a basis to find out who is profiteering. Let no guilty man escape."

FINANCIAL

NEW YORK STOCK MARKET.

(J. M. Robinson & Sons, Members Montreal Stock Exchange.)

New York, Jan. 15.

	Prev.	Open.	Noon.
Am Sumatra	89 1/2	90 1/2	91 1/2
Am Car & Fdy	137	138 1/2	137
Am Locomotive	97	97	97 1/2
Am Beet Sugar	91 1/2	91 1/2	91 1/2
Am Can	53	53	53
Am Int Corp	110 1/2	110 1/2	110 1/2
Am Smelters	67	67 1/2	67 1/2
Am Tel & Tel	97 1/2	97 1/2	97 1/2
Am Woolens	147	147	148
Anaconda Mining	61 1/2	61 1/2	61 1/2
Atch, T & S Fe	83	83	83
Brooklyn R. T.	18	18	18
Balt & Ohio	31 1/2	31 1/2	31 1/2
Baldwin Loco	109 1/2	112 1/2	112 1/2
Beth Steel—B	129 1/2	129 1/2	129 1/2
Chino Copper	88 1/2	88 1/2	88 1/2
Chesa & Ohio	89 1/2	89 1/2	89 1/2
Colorado Fuel	41 1/2	41 1/2	41 1/2
Canadian Pacific	129 1/2	129 1/2	129 1/2
Central Leather	98 1/2	98 1/2	98 1/2
Crescent Steel	204 1/2	204 1/2	203 1/2
Erie	13	13	13
Great North Pfd	77 1/2	78	78
General Motors	311 1/2	311 1/2	311 1/2
Inspiration	55 1/2	55 1/2	55 1/2
Int'l Marine Com	43 1/2	43 1/2	43 1/2
Int'l Mar Pfd	100 1/2	100 1/2	100 1/2
Industrial Alcohol	104 1/2	105 1/2	105 1/2
Kennecott Copper	30 1/2	30 1/2	30 1/2
Midvale Steel	31 1/2	31 1/2	31 1/2
Maxwell Motors	50 1/2	50 1/2	50 1/2
Mex Petroleum	194 1/2	194 1/2	194 1/2
Northern Pacific	78	78 1/2	78 1/2
N Y Central	25 1/2	25 1/2	25 1/2
New Haven	68 1/2	68 1/2	68 1/2
Pennsylvania	42	42 1/2	42 1/2
Pierce Arrow	71 1/2	71 1/2	71 1/2
Pan-Am Petroleum	71 1/2	71 1/2	71 1/2
Reading	95 1/2	95 1/2	95 1/2
Republic I & S	110 1/2	110 1/2	110 1/2
St. Paul	35 1/2	35 1/2	35 1/2
Southern Ry	21 1/2	21 1/2	21 1/2
Southern Pacific	25 1/2	25 1/2	25 1/2
Studebaker	109 1/2	109 1/2	109 1/2
Union Pacific	104 1/2	104 1/2	104 1/2
U S Steel	104 1/2	104 1/2	104 1/2
U S Rubber	125 1/2	125 1/2	125 1/2
Utah Copper	75	75	75
West Electric	32 1/2	32 1/2	32 1/2
Wills Overland	29 1/2	29 1/2	29 1/2



WE ADVISE AND FURNISH GLASSES

Only when they will aid or improve your vision, stop your headaches, or relieve eyestrain. We pride ourselves on our knowledge, our skill, our judgment and honesty of purpose, no prospective sale will influence us to advise you against your need.

Let Us Be Your Counsellor.

K. W. EPSTEIN & CO.

Optometrists and Opticians

Open Evenings. 193 Union Street

NOYES MACHINE CO.

GENERAL MACHINISTS

Marine Gasoline Engines, Brass and Bronze Specialties, Pumping Outfits and Gasoline Engines Repaired and Installed; also furnished.

27-33 Paradise Row. Phone M. 3634

ADMIRAL NAPIER TO BERMUDA STATION

New York, Jan. 15.—Vice-Admiral Sir Trevelyan Napier, who commanded a British cruiser squadron in the battle of Jutland, will visit the United States within the next ten days on his way to Bermuda, where he will assume command of North American and West Indies stations of the British fleet. Admiral Napier was mentioned in despatches several times during the war, and was created a Companion of the Bath.

SHIPPING

ALMANAC FOR ST. JOHN, JAN 15.

A.M. P.M.
High Tide.... 7.21 Low Tide.... 1.05
Sun Rises.... 8.05 Sun Sets.... 5.01

PORT OF ST. JOHN.

Arrived Wednesday.

C. P. O. S. liner Drammensfjord, from Norway.

Sailed Wednesday.

Str Cornish Pilot, for London.

CANADIAN PORTS.

Halifax, Jan 14—Ard, str Chignecto, St John.

Sld, strs Ermore, Glasgow; American, Bermuda; Rosinold, St John's (Nfld).

BRITISH PORTS.

London, Jan 14—Ard, str Tunisian, St John; Saxonia, New York.

Cardiff, Jan 13—Ard, str War Witch, Halifax.

FOREIGN PORTS.

Boston, Jan 14—Ard, str Winnifredian, Liverpool.

Christiansand, Jan 14—Ard, str Frederick VIII, New York.

MARINE NOTES.

This is the season for repair work on river steamers, and several of the boats are undergoing extensive improvement. The steamer Champlain has been placed on Gregory's blocks to have a new boiler installed and to be thoroughly overhauled. Steamer Hampton is having its sides reconstructed and will be re-planked in places so as to be put in first-class shape. The tug Lilly Glacier of the St. John River Log Driving Company's fleet, and a very old boat, is being fitted with new decks.

To do the thing in style

this close-fitting,

double-breasted, smart

Overcoat is one of the

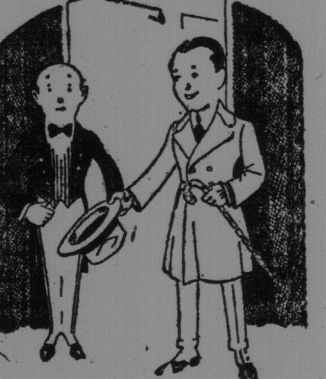
essentials. Every point,

cut, make, cloth, fit,

trim is a point in our

favor. The After Stock-taking Price is \$22.40

or \$40.00, depending on quality of fabric.



Gilmour's - 68 King St.

Club Enjoy Concert.

The members of the New Brunswick Kennel Club enjoyed a snooker and concert in their rooms, Charlotte street, last evening. Past President LeBaron Wilson was in the chair. Addresses were given by Commissioner Thornton, Joseph McNamara, physical instructor of the Y. M. C. I. and F. L. Potts, M. L. A. Those who took part in the programme were—Messrs. Orr and Cain, Baxter and Cain, Messrs. Noddin and Orr, and Merritt Bros. In a wrestling exhibition Yeomans defeated Taylor and Howard

won from Donovan, two out of three falls.

League Opening Tonight.

The New Brunswick Hockey League season will open in Fredericton this evening with a game between Marysville and Fredericton.

USE The Want Ad Way

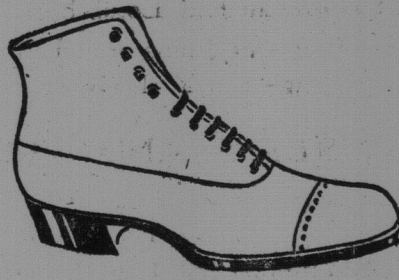
Merrily Goes The Hum at Wiezel's Pre-Stock Sale

If ever a time in local history when the saving of money on Footwear was a big consideration, that time is now, and the crowds that throng Wiezel's Pre-Stock-taking Sale are evidence of the fact that St. John people are alert to their opportunities.

HERE ARE A FEW OF THE MANY THINGS OFFERED:—

Shop in The Morning Hours

TWO FOR THE MEN



Men's Dark Mahogany Bals — Recede toe, fibre sole; all sizes.

Men's Mahogany Calf Bals — Leather lined, double sole, Goodyear welt, rubber heel; all sizes. Regular \$10.50.

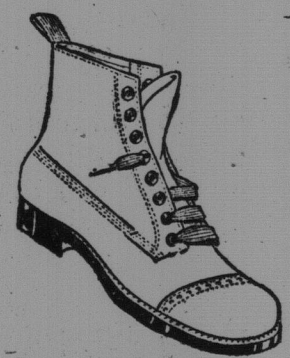
SALE PRICE,

\$7.95

TO CLEAR,

\$5.95

BLUCHER FOR THE MAN



Men's Black Box Calf Blucher—Goodyear welt, good weight leather sole, full round toe; all sizes. ... TO CLEAR,

Men's Mahogany Calf Blucher — Goodyear welt, full round toe, leather sole; all sizes. Excellent value for \$8.50.

SALE PRICE,

\$6.85

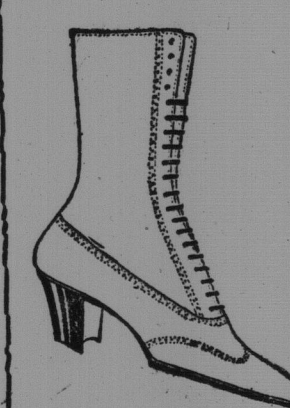
Men's Dark Mahogany Calf Blucher Bals — Goodyear welt, fibre sole, rubber heel, moderate recede toe; all sizes. Formerly \$9.00 ... SALE PRICE,

\$6.95

TO CLEAR,

\$7.85

NOTE THESE TWO!



Women's Mahogany Calf High Cut Lace Boot, brown suede top, sport last, medium heel. Regular \$8.50; all sizes. ... TO CLEAR,

\$5.85

Women's Extra High Cut Tan Calf Storm Boot, full double sole. Regular \$10.50; all sizes. ... TO CLEAR,

\$7.85

Women's Dark Mahogany Oxfords, English last, low heel; all sizes. ... To Clear, \$3.85

Women's All Grey High Cut Lace Boot, Louis and medium heels. All Brown Kid, Louis heel; also Fawn Kid High Cut Lace with drab cloth top and Louis heel; \$8.50 and \$9.00 Boots. ... To Clear \$4.85

Women's First Quality Storm Rubbers, high heel only ... 78c.

TWO FOR THE BOY

Boys' Dark Tan High Cut Lace Boots, with straps. Sizes 1, 1-2 and 2 only. ... TO CLEAR,

\$3.35

Boys' Pebble Blucher Boots—All solid leather. Sizes 4 and 5. ... TO CLEAR,

\$2.85

MISSES AND CHILDREN

Infants' Oil Pebble Blucher Boots—Sizes 5 only. ... TO CLEAR,

\$1.45

Children's Patent High Cut Lace Boots, dull top; all sizes. ... TO CLEAR,

\$2.85

Misses' Patent High Cut Lace Boots, dull matt top. Sizes 1 1/2 to 2. ... TO CLEAR,

\$3.35

GAITERS, RUBBERS, ETC.

Women's Grey Ten-Button Gaiters. ... \$1.68

Women's Grey Twelve-Button Gaiters, underslug buckle. ... \$2.25

WIEZEL'S
CASH STORE
SUPERIOR FOOTWEAR
243 UNION STREET

Morning shopping not only catches the best values, but ensures prompt service.

Not a shoe need for any member of the family but can be met at this sale.

USE The Want Ad Way