

# POOR DOCUMENT

## 1 C 2 3 5

THE EVENING TIMES AND STAR, ST. JOHN, N. B., TUESDAY, JUNE 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 REPAIRING

AUTO TIRE AND TUBE REPAIRS.  
Batteries re-charged and repaired—  
J. Walsh, 443 Main St., Phone 3972.  
2914-4-12

#### AUTO STORAGE

AUTO STORAGE, WIRE STALLS  
to let, cars repaired, cars washed—  
At Thompson's, 55 Sydney St., Phone  
404.

#### BABY CLOTHING

BABY'S BEAUTIFUL LONG  
Clothes, daintily made of the finest  
material, everything required, ten dol-  
lars, complete. Send for catalogue. Mrs.  
Wolfson, 612 Yonge street, Toronto.  
11-1-1921

#### BARGAINS

HOSE FOR THE KIDNIES—HOSE  
in Brown and Blue, Short White  
Socks, fancy tops—At Wetmore's,  
Garden St.

#### DANCING LESSONS

PRIVATE DANCING LESSONS,  
Main 4282—R. S. Searle, 4100,  
New System Dye Works.

#### DYERS

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

#### ENGRAVERS

WEDDING ANNOUNCEMENTS  
and Cards, Jewelry Engraving, etc.—  
G. Plummer, 238 Union St.

#### LADIES' TAILORING

EVERYTHING IN LADIES' AND  
Gents' Tailoring and Fur. Made to  
order. A. Morin, Artist Tailor, 52 Ger-  
main.

#### MATTRESS REPAIRING

HOME SERVICE MATTRESS FAC-  
tory, 26% Waterhouse St.—Mattress  
and Spring Manufacturers. Mattresses  
renovated and recovered. Cozy Corners,  
(ushions any size and shape, upholster-  
ing, etc. Encourage home manufactur-  
ing—Telephone M. 3564.

#### MEN'S CLOTHING

READY TO WEAR MEN'S SUITS  
at a reasonable price—M. J. Higgins  
& Co., Custom and Ready-to-Wear  
Clothing, 182 Union St.

#### MILLINERY

CHILDREN'S HATS MADE TO OR-  
der; straw, silk, organdie, etc. from  
your own material, if desired—142 Car-  
marthen St.

#### MONEY TO LOAN

SEVERAL SUMS OF TWO THOUS-  
and Dollars and thereabouts on mat-  
ter security—H. O. McInerney, 50  
St. John St.

#### PAINTS

H. B. BRAND PAINTS, \$3.50, 20  
to 40 per gallon. Send for Color Card.  
—Haley Bros. Ltd.

#### PIANO TUNING

PIANO AND ORGAN TUNING AND  
repairing. All work guaranteed, reason-  
able rates—John Haisall, Phone Main  
4421.

#### PIANO MOVING

HAVE YOUR PIANO MOVED BY  
Auto and modern gear. Furniture  
moved to the country, and general car-  
riage—Phone 4421, Arthur S. Stackhouse.

#### PICTURE FRAMING

WE ENLARGE PICTURES OF ALL  
sizes. Work guaranteed—Kerrett's,  
222 Union St.

#### USE THE WANT AD. WAY

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### FINANCIAL

NEW YORK MARKET.  
(By Direct Private Wires to McGoughall  
& Cowans, 78 Prince William  
Street, City.)

New York, June 6.

Open High Low

Allied Chem. 40 40 40

Am. Bosh. 115 115 115

Am. Loco. 115 115 115

Am. Sugar. 79 79 79

Am. Wool. 85 85 85

Am. Smelters. 64 64 64

Am. Car & Pdr. 108 108 108

Asphalt. 65 65 65

Can. Pac. 142 142 142

Can. Telephone. 142 142 142

Can. Wool. 55 55 55

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D. C. MACROW.



### THE BUSINESS COLUMN

"Surprise Sale" Proves  
to Be a Big Hit

Hundreds of women testified to their  
love of a bargain surprise on "Surprise  
Day" recently staged for the first time  
in Indianapolis, as one of the events of  
a ten-day special sale held by the Pettis  
Dry Goods Company. So successful was  
the plan that it is to be a semi-annual  
feature or "special."

The word "surprise" was played  
up all over the page.  
Bright blue cut-out pasteboard in-  
terrogation points three feet high were  
suspended from the ceiling in the fifty-  
one sections of the store. The sale was not  
held as a money-maker but for the purpose  
of increasing the volume of business  
and to bring people into the store for  
the other items advertised in the other  
half of the space, prices of which were  
printed in advance.

The Pettis Company could afford to  
give the particularly advantageous sur-  
prise prices because the merchandise  
was made up of "lucky purchases" for  
one thing. The sale had been planned  
for far enough in advance to permit  
the sale and the firm was absolutely sure  
of the values offered because every  
buyer had brought his items to the in-  
spection of the merchandise manager  
who had to be told before the items  
qualified for listing in the sale. Several  
items were considered as a surprise sale,  
and the buyer was forced to "have"  
the bargain. Some items were priced  
for less than half.

No restrictions were placed on the  
amount of merchandise a customer could  
buy. This proved to be a mistake,  
for several items were sold out by noon.  
Nainsook—the bolt—was one of the  
most popular. A limitation on the amount  
was placed at a similar sale last year.  
The sale was held at a similar time  
of the sale-day, but also to insure "fol-  
low-up" purchasing at similar future  
sales and eventually insure the cus-  
tomer becoming a regular patron. On  
the other hand, the fact that some of  
the merchandise was sold out by noon  
proved that the firm had kept faith on  
the surprise items.

While the "surprise sale" was  
successful enough on its first trial to war-  
rant its adoption as a semi-annual  
event, the firm felt that they would  
have had larger returns if the surprise  
merchandise had been displayed in the  
windows previous to and on the day  
of the sale. This, too, will be rectified  
in the future. But even with the  
success of the "surprise sale," "Surprise  
Day" was the best day of the ten-day  
sale period. Another heartening test-  
imony to the success of the surprise sale  
was the fact that customers attracted  
to the store by the "surprise sale" also  
bought other items.

Honors for being the first drug store in  
the state to install a radio phone goes to  
the Rose Pharmacy of Kenosha, Wis.  
The wireless apparatus was installed for  
the entertainment of customers. It is  
equipped with a large amplifier and  
regular evening concert will be fea-  
tured at the store. The receiver is power-  
ful enough to pick up market reports and  
news flashes from broadcasting stations  
all over the state.

Drug Store Finds  
Good Use for Radio.

ALMANAC FOR ST. JOHN, JUNE 6

High Tide... 9.46 Low Tide... 8.53

(Time used is daylight saving.)

PORT OF ST. JOHN.

Sailed Yesterday.

Str. Sangstad, 1409, for United King-  
dom.

Arrived Today.

Str. Governor Dingley, 2466, Ingalis,  
from Boston.

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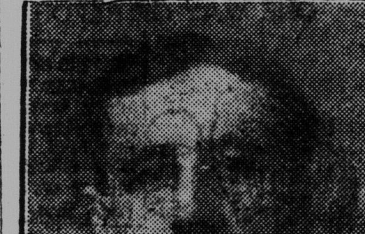
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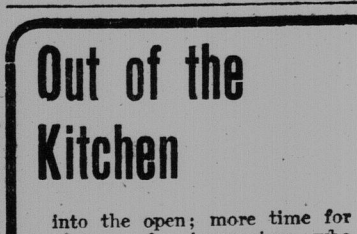
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CHARLES W. BAXTER.



WOOD AND COAL



Out of the Kitchen

into the open; more time for  
pleasure for housewives who  
cook with

FUNDY

Soft Coal  
which gives a quick, good  
cooking, but costs little.