

POOR DOCUMENT M C 2035

THE EVENING TIMES AND STAR, ST. JOHN, N. B., TUESDAY, MAY 2, 1922

WANTED

WANTED—MALE HELP

WANTED—TWO PAINTERS. Apply Geo. R. Craigie, 55 Harrison street. 26113—5-3

TWO MEN WANTED WITH SOME experience in pressing—Apply at once to Maritime Clothing Mfg. Co., 194 Union St. 26111—5-3

WANTED—A GOOD BAKER. Third man. One accustomed to work on bread—Apply Lauckners, 119 Sydney street. 26163—5-3

WANTED—PAPER HANGERS and Washers at once—A. R. Milton, 206 Eymann, Phone M. 3559. 26184—5-3

WANTED—SALESMAN. GOOD proposition for workers—Room 15, 108 Prince Wm. St. 26111—5-3

WANTED—BOY. FOR GROCERY Business, also experienced grocery clerk—Apply 2 Barkers, Ltd., 100 Prince St. 26064—5-3

WANTED—A MAN WITH A GOOD Team of Horses, also a couple of men to clear land and assist in general farm work—John O'Regan, 13 Mill St. 26180—5-3

WANTED—BOOKKEEPER. OR salesman to invest \$2000 in going concern. Must be capable of taking charge of branch office. Money secured and used in development of business—Box 2, Times Office. 26021—5-3

MAKE MONEY AT HOME—\$10 TO \$50 paid weekly for your spare time writing show cards for us. No canvassing. We instruct and supply you with work. West Angus Showcard Service, 87 Colborne Bldg., Toronto. 1-5-T.F.

WANTED—NOTICE TO MOURNERS—FAST Black returned in 24 hours. Phone 4070, New System Dye Works.

WANTED—MOTHERS' HELP. HIGH school girl to go to Headfort after school hours—Apply between 4 and 5 Mr. Wilson, 98 Prince Wm. St. 26117—5-3

WANTED—BY THREE YOUNG ladies, furnished room in summer one alone C. P. R. Please write location and price either by week or 100 on to Box 5, Times. 26021—5-3

SALESMEN WANTED. A SALESMAN WANTED TO SELL sheet music. Exclusive territory to live wire. Hearst Music Publishers, Limited, Winnipeg.

HOUSES WANTED. HOUSE or flat of at least seven rooms; modern and central; small family. Particulars to Box 22, 4, Times Office. 26441—5-5

FLATS WANTED. WANTED TO RENT SMALL flat, furnished or unfurnished. Adults. Apply Box G 73, Times. 25971—5-4

AUCTIONS. NOTICE. BOOK YOUR DATES NOW for furniture sales at residence. If you are thinking of selling your household effects it would pay you to have us conduct sale for you. With our long experience in handling furniture sales we can assure you of the highest prices for your goods, with everything cleaned up in quick time and prompt returns made for sales. We have a few good dates still open for this month.

F. L. POTTS, Auctioneer. Office 96 Germain Street. Phone M. 973.

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

10,000 Trees. Nine schools in Watson, Lewis county, N. Y., have ordered 10,000 trees from the state conservation commission—3,000 white pine and 5,000 Scotch pine. These nine schools are uniting in an arbor day celebration to institute a township school forest that will ultimately contain 100,000 trees.

A GOOD CHEAP SHINGLE. Extra No. 1 shingles for barn and shed walls. This log has the Clear Walls in it, making them better value than the grade usually sold. Only \$2.90 Cash With Order. MAIN 1893.

The Christie Woodworking Co. Limited. 65 Elm Street.

SHOPS YOU OUGHT TO KNOW

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

ACCOUNTANTS

ACCOUNTING SERVICE—BOOKS opened, written up, closed. Income Tax and Financial Statements prepared. Terms moderate.—Box G 54, Times. 25670—5-3

AUTO STORAGE

BRING YOUR CAR TO THOMPSON'S wash stand, get it washed for 15 cents—55 Sydney St.

BABY CLOTHING

BABY'S BEAUTIFUL LONG Clothes, daintily made of the finest material; everything required; ten dollars complete. Send for catalogue. Mrs. Wolfson, 672 Young street, Toronto. 11-1-1921

BARGAINS

WALL PAPER AND BLINDS. Floor and Table Oldcloths at Welmors, Garden St.

DANCING LESSONS

PRIVATE DANCING LESSONS. Main 4262.—R. S. Scarle. 24248—5-6

DYERS

NOTICE TO MOURNERS—FAST Black returned in 24 hours. Phone 4070, New System Dye Works.

ENGRAVERS

WEDDING INVITATIONS, ANNOUNCEMENTS AND CARDS. For correct forms and styles see A. G. Plummer, 7 Charlotte street, up-stairs.

FURNITURE MOVING

FURNITURE MOVED, CITY AND suburbs, experienced man, careful, reasonable rates.—McGuire Bros., Phone 1242. 26731—5-5

PIANOS AND FURNITURE promptly moved by capable men.—A. E. McInnes, Phone M. 2457. 25649—5-15

ROOFING

GRAVEL ROOFING, ALSO GALVANIZED Iron and Copper work.—Joseph Mitchell, Phone 1401. 26707—5-8

LADIES TAILORING

EVERYTHING IN LADIES' AND Gent's Tailoring and Fur. Made to order. A. Morin, Artist Tailor, 52 Germain.

MARRIAGE LICENSES

MARRIAGE LICENSES ISSUED, \$20 a. m. to 10.30 p. m. daily.—Watsons, 111 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, 52 Britain street, Main 887.

PAINTS

H. B. BRAND PAINTS, \$3.50 TO \$4.00 per Gallon. Send for Color Card.—Haley Bros., Ltd. 6-9-1922

PIANO TUNING

PIANO AND ORGAN TUNING AND repairing. All work guaranteed, reasonable rates.—John Halsall, Phone Main 4621.

1000 trees, and will entirely reforest the 94 acres bought by the township for this purpose.

PIANO MOVING

PIANOS MOVED BY EXPERIENCED men, up-to-date gear, at reasonable price.—W. Yeomans, 7 Rebecca St., Phone M. 1798. 26448—5-5

HAVE YOUR PIANO MOVED BY

NAVO, modern gear and experienced men. Orders taken for May 1st. General cartage, reasonable rates.—Phone A. Stackhouse, M. 4421.

PIANO MOVING BY EXPERIENCED

man at reasonable rates. Orders taken for May 1-J. A. Springer, Phone M. 4763.

PAINTING

PAINTING AND WHITEWASHING promptly attended to.—321 City Road. 26780—5-6

TELEPHONE M. 38-21, PAUL HAN-

tel, Painter—Painting, Paper Hanging and Whitewashing. All orders promptly attended to, 109 Hillyard street, St. John, N. B. 26026—5-8

PAINTING, DECORATING AND

Repairing. Flag Poles Painted. Phone your wants, Main 8548. 26034—5-30

PICTURE FRAMING

PICTURES FRAMED AND ENLARGED at lowest prices at Kerrett's, 222 Union (opposite Opera), Main 8544. 22315—5-1

PLUMBING

C. R. MURRAY, PRACTICAL Plumber, Steam and Hot Water Heating a specialty. Repair work promptly attended to. Satisfaction guaranteed. Address 22 Clarence St., Phone 4501.

CHAS. H. MCGOWAN, SANITARY

Plumbing and Heating Engineer. Satisfaction guaranteed. Repair work promptly attended to.—8 Castle street.

G. W. NOBLE, PLUMBER AND

Gas Fitter, Jobbing promptly attended to.—55 St. Paul street, M. 8052.

PROFESSIONAL

BELVEA AND MACBINE, CHARTERED Accountants and Auditors. Expert assistance in compiling all income tax returns.—49 Princess St., Barrhill Bldg., Phone Main 4428. 22046—5-15

SECOND HAND GOODS

SECOND HAND CLOTHING, JEWELRY, diamonds, old gold, silver, guns, etc. purchased.—H. Gilbert, 24 Mill street, Phone 4012.

WANTED TO PURCHASE—LADIES'

and Gentlemen's cast clothing, books; highest cash prices paid. Call or write Lambert Bros., 555 Main street. Phone Main 4468.

WILL PAY MORE FOR SECOND

Hand Clothing, etc.—People's Second Hand Store, 673 Main street. Main 4466.

WATCH REPAIRERS

FINE WATCH REPAIRING A specialty. Watches, Clocks, and Jewelry. Ernest Law, Est. 1883, 3 Colborne, Diamonds Bought and Sold. Watch and Clock Repairing a Specialty.—G. D. Perkins, 48 Princess street.

WELDING

WELDING AND CUTTING OF ALL kinds of metals by oxy-acetylene process.—C. J. Morgan & Co., Ltd., 45 King Square.

STATE OF TRADE

(Toronto Globe) A good many lines of industrial operations have shown distinct improvement since the beginning of the year. Thus far, however, it is doubtful if a corresponding expansion can be traced in wholesale and retail lines. Irregularity continues to mark the wholesale trade with business on the whole of a restricted character. Dry goods are moving slowly and in small lots. Most orders are for immediate and of a size which makes it impossible to ship by freight; hence shipments are often made by express. In some cases where a good demand for cottons had been reported business is now said to have fallen off somewhat, but merchants are

FINANCIAL

NEW YORK MARKET. (By Direct Private Wire to McDougall & Cowans, 58 Prince William street, etc.)

New York, May 2.

Open High Low
Allied Chem. 69 1/2 67 1/2 68 1/2
Kaiser Bock 45 1/2 45 1/2 45 1/2
Am Can 48 1/2 48 1/2 48 1/2
Am Loco 116 117 116
Am Int Corp 69 1/2 69 1/2 69 1/2
Am Sugar 76 1/2 76 1/2 76 1/2
Am Wool 92 92 91 1/2
Am Smelters 86 1/2 86 1/2 86 1/2
Am Car & Fwy 100 100 100
Asphalt 63 1/2 63 1/2 62 1/2
Am Telephone 121 1/2 121 1/2 121 1/2
Anaconda 39 1/2 39 1/2 39 1/2
Atlantic Gulf 36 36 35 1/2
Beth Steel 78 1/2 78 1/2 78 1/2
Balt & Ohio 47 1/2 47 1/2 47 1/2
Butte & Sup 30 1/2 30 1/2 30 1/2
Bald Loco 119 120 118 1/2
Can Pac 103 1/2 103 1/2 103 1/2
Coca Cola 143 1/2 143 1/2 143 1/2
Crescent 86 1/2 86 1/2 86 1/2
Gen Motors 18 1/2 18 1/2 18 1/2
Cuban Cane 15 1/2 15 1/2 15 1/2
Chic & E H C 84 1/2 84 1/2 84 1/2
Chic & E H C 84 1/2 84 1/2 84 1/2
Chandler 74 1/2 74 1/2 74 1/2
Columbia Gas 88 1/2 88 1/2 88 1/2
Coca Cola 143 1/2 143 1/2 143 1/2
Erie Common 14 1/2 14 1/2 14 1/2
Gen N Y 74 1/2 74 1/2 74 1/2
Gen Motors 18 1/2 18 1/2 18 1/2
Inspiration 41 1/2 41 1/2 41 1/2
Inter Paper 51 1/2 51 1/2 51 1/2
In the same way it should set forth your policies and your ideals. It should reveal your vision and your character. It is printed salesmanship. Its big advantage is that it reaches thousands of customers while the salesman is reaching one or a very few. It costs money, but figured on the per-prospect basis it is usually very cheap.

"If your advertising is right it will enable the public to understand just what sort of merchandise you offer; just what sort of service you give; just what sort of men are running your business. First of all, it will tell your business as an institution to the public. It will build confidence and good will. Surely it is more important to sell your business as a whole than it is to sell a specific item of merchandise. Sell your store to the people and they will come to buy as a matter of course.

"Competition is keener than ever before in business history. We believe that an intensely aggressive advertising policy is vitally necessary in meeting the situation. We are strong believers in newspaper advertising. Our bulk of our appropriation goes into the Chicago dailies."

Wiegand's Drug Store is in a Market. Karl Wiegand of Cleveland, O., has moved that a drug store in a market house can be made a profitable business. Two years ago, while other druggists in the city were waiting for the market to open, he went ahead and opened up for business in the new Euclid Forty-sixth Market Arcade with a store room space equal to thirty feet.

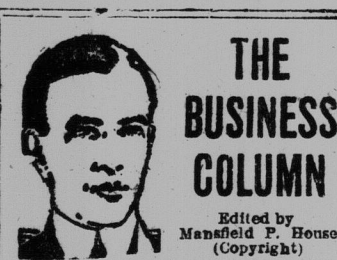
Sales grew and soon he had to have a larger building to be used for special stock space. In spite of the general business depression, the volume of Wiegand's sales has continued to increase. Today he has a standing order from two pharmacists to buy him out at a good price. Wiegand's store is open from 8.30 a. m. to six p. m. every weekday, except Saturday, when he looks up about ten o'clock. On Sunday and holidays his store is closed. The night before each holiday he sells as much or more merchandise than he could possibly hope to sell were he to keep open all the holiday.

How does he get the business? "People now have the habit of shopping here when they come to market," explains Wiegand. "They bring in their prescriptions, buy proprietary medicines, toilet articles, rubber goods and the like. I do not bother with a soda fountain or ice cream, but I do sell a lot of chocolate and candy and cigarettes.

"Because the store is in the arcade and not far from the vegetable and meat stands, virtually all the thousands and thousands of market-house buyers pass the front. Electric signs catch the eyes of these shoppers both as they enter and as they leave the stalls. They can't very well escape knowing that there is a drug store right in the market house.

"To get new business I join the other dealers in the market and in their cooperative newspaper and folder advertisements, using my proportionate share of space to call attention to the week's specials and to the fact that I operate a drug store in the market arcade, always convenient for every shopper. Each week two specials and two window displays call attention to these bargains. One of these specials is invariably a reasonable product, such as cough syrup displayed during a week of changeable winter weather. I always try to display in the cases and on the counters as large a variety of goods as the space will allow.

"I also use all the special advertising and dealers' helps I can secure. They are distributed among market-house shoppers and placed in the automobiles in the market parking space."



THE BUSINESS COLUMN

Edited by Mansfield P. House (Copyright)

Says Stores Need Ads

"The logical and ideal selling-publicity for the retail merchant is newspaper advertising," G. R. Schaeffer, advertising manager of Marshall Field & Co., recently told members of the advertising club in Louisville, Ky.

"Nobody can realize the value of this agency to the retail merchant," he said. "We often spend as much as \$120,000 a month with the newspapers, and if the result is not satisfactory we do not look for the fault in the newspapers, but in ourselves.

"Advertising should not be used as a medicine," he declared, "nor should it be used as a food. It will not necessarily cure a sick business, nor will it permanently offset poor merchandise and poor service. It will not create confidence and courage unless it is founded on the dependability in your goods and integrity in your business methods.

"Advertising is the printed representation of your business, the projected personality of your business. It should represent you just as efficiently and faithfully as your best salesman. It should tell the story of your merchandise and service accurately and enthusiastically.

In the same way it should set forth your policies and your ideals. It should reveal your vision and your character. It is printed salesmanship. Its big advantage is that it reaches thousands of customers while the salesman is reaching one or a very few. It costs money, but figured on the per-prospect basis it is usually very cheap.

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