

POOR DOCUMENT M C 2 0 3 5

THE EVENING TIMES AND STAR, ST. JOHN, N. B., WEDNESDAY, DECEMBER 24, 1919

THAT CHRISTMAS
May bring you an abundance of
Good Cheer and that the New
Year may see you firmly placed upon
the High Road to Prosperity and
Happiness is our Season's Greeting
to you and yours

Royal Securities Corporation
LIMITED
MONTREAL - TORONTO - HALIFAX - ST. JOHN, N.B.
WINNIPEG - LONDON, ENG.

THE BUSINESS
COLUMN
EDITED BY MANSFIELD F. HOUSE

A 400 Per Cent Display
Of Alarm Clocks.

Displays that quadruple the sale of goods featured and finally proved so useful that they have to be moved to other store in order to counteract the effect of a single counter and numerical display, but that's just what happened when the Evans' Drug Store, of Philadelphia, installed its "alarm clock window."

A large clock dial, four and one-half feet in diameter, was erected in the back of the window, and instead of the usual four numerals, alarm clocks were attached to the twelve spaces just inside the border of the dial. Two clock hands, operated by electricity, spun rapidly around, reminding the public of the fact that time flies, and bells attached to the fixture beneath the clock rang at regular intervals. The twelve small clocks inserted in the dial were of different shapes, sizes and models, while other clocks were grouped around the base of the giant alarm.

"The display was certainly the best clock feature we ever staged in our window," stated Mr. Borgos, manager of the store. "We sold many more clocks than we expected to, and quadrupled our time-piece business during the month the display was on. In addition, it served as a great advertisement for the store, and attracted a vast amount of attention to the Evans' Drug Store, which is a good proportion of the naturally gravitated toward other subjects, resulting in increased sales in many other lines."

"The window proved such an all-round success that we had to have it moved down to our other Market Street store, where it is repeating the success it made here."

Patrons See "Mark-Down" Man at Work.

"The Mark-Down Man" has always been a good deal of a myth in the public mind—sort of a John Doe—whom everybody knew, but nobody had ever seen. But the Diamond Co. of Providence, put him into a high silk hat and formal afternoon clothes and set him to marking down prices, where everybody could see him. Now Providence people, like well-behaved children who grasp the Santa Claus idea thoroughly, are satisfied that there is such a person.

The occasion of the appearance of the "Mark-Down Man" was the eleventh birthday of the Diamond Co., when a sale was launched, covering every department of the store.

At each department visited, while crowds followed him about, the "Mark-Down Man" slashed prices with a huge blue pencil. He commenced work at 9:15 in the morning and from then until five in the afternoon was in more than fifty departments. The event, which was announced with full-page advertisements in all the papers, proved a successful one.

The store, during the big sale which just closed, has been divided into two teams, the "Reds" and the "Blues," and a score of the sales made by each team were kept, the result being recorded each day on a big clock on the main floor of the store.

This method proved very successful, the clerks taking much interest in the daily results, and making a record of the sales totals, the store executives report.

Finds Only 1 Person
in 100 Dishonest.

"Ninety-nine out of every hundred men are honest," believes Henry Lipman, manager and credit manager for the Union Store in Indianapolis.

"We have to look out for the 1 per cent of course," says Mr. Lipman. "There is one good reason why professional crooks don't come into our field very much. That is the fact that a garment is seldom negotiable. A piano or a handsome ring can be brought out and sold at a good price. Obviously, that plan wouldn't work in the clothing field. We operate our business on the basis of honesty."

that a man or woman who has lived here for six months will live here for six months more. That might seem a rather dangerous assumption on the face of it, but it works out all right. It might be argued that a person could put on an overcoat bought on credit and just slip out of town for all time. Well, you'd be surprised to know how difficult any one will find it to leave a town without leaving some trace behind. Anyway, there aren't many such persons.

"In fact, the main thing is simply to find the person who owes you. If you can locate a debtor, you can collect from him. We manage to locate them. As for the 1 per cent of the public who may be dishonest, any credit man probably has a tickling sensation in the back of his brain whenever he runs across any of them."

"It takes a person a week to open a credit account in a department store. Any one can open one here in a minute. And our losses will be so small that our faith in human nature will be justified clearly."

Keeping Tabs on Those Who "Look"

When people come into Oster Bros. Furniture Store in Birmingham, Ala., look around for a while and then hand the salesman that time-honored promise, "we may come in later and buy," they are not allowed to walk out and "lose themselves" so easily.

Instead, the salesman asks them, before leaving, if they will not permit themselves to be nominated to membership in Oster's "Booster Club," which carries with it no fees and no obligations. The answer is invariably "yes," whereupon the customer is then handed a little book containing ten "booster coupons" and asked to distribute them among his friends about to buy furniture.

By offering the book the salesman is enabled, without embarrassment, to secure the customer's name and address, which must appear on the book. Each coupon is good for one dollar on a ten-dollar purchase, and for each coupon turned in the "booster" gets a nice present.

By means of these books, which are

all numbered, Oster Bros. keep tabs on every "looker" and even if the prospect does not distribute any coupons Oster Bros. write her at intervals inviting her to make another inspection trip to the store. As a rule, however, at least one of the coupons eventually finds its way back. The firm immediately writes the "booster" and asks her to drop into the store and receive her gift. When she does they naturally have an opportunity to inquire into her furniture needs and in this way put over a lot of extra sales.

FOUR THOUSAND
PHONE ORDERS FOR
LIQUOR SUPPLY

Hamilton, Dec. 24.—Hon. Mr. Nison, provincial secretary, at a dinner last night, said he had been advised that 4,000 telephone calls had been sent from Toronto to Montreal since the announcement was made that the dominion government had rescinded the wartime orders prohibiting the importation of liquor into Ontario. He mentioned that the government liquor inspectors came under his jurisdiction, but intimated that probably there would be little business done at them now.

SOBER FOR FIVE YEARS.

London, Dec. 24.—Higham Peters, Northamptonshire, where there has been no conviction for drunkenness for five years, now advances another claim to distinction. It says that it is probably unique for the fact that its rates are four cents in the pound sterling lower than they were before the war.

WHAT ARE SNAGS?

London, Dec. 24.—A woman puzzled the Wiltshire magistrate recently by asking for a summons against a neighbor for "throwing snags." After inquiries had been made, it was found that they were insulting words.

Announcing the formation of **Winans, Dickinson & Whitehead Limited** Investment Bankers

Lt.-Col. B. G. Winans
T. Kelly Dickinson
W. T. Whitehead

Specializing in Provincial and Municipal Bonds and
Debentures—Industrial Securities—
Victory Loan Bonds

Your enquiries or orders will be appreciated.

OFFICES:
Dominion Express Building
143 St. James Street Montreal
Telephones: Main 885-886

T. Kelly Dickinson Leaves Journalism for Finance

Issues the Following Open Letter to Investors in the
Several Provinces of the Dominion

I am inclined to the belief that after constant, and I dare to hope, conscientious application to financial journalism for a period in excess of fifteen years, it may be of interest to you to know that I have decided to take the short and direct step from the profession of financial journalism to that of practical finance and investment banking.

It has been my extreme pleasure to accept an invitation to join two gentlemen in the formation of a new Financial House (under the company name of Winans, Dickinson & Whitehead, Limited, Investment Bankers), and thereby directly to participate in the important work of constructive finance, at a time when we are on the threshold of the greatest material development ever experienced in this young country.

My associates are Lt.-Col. B. G. Winans and Mr. W. T. Whitehead. Lt.-Colonel Winans is a Banker of many years' experience, and for the past ten years has been engaged in the creation and flotation of industrial securities, in addition to extensive dealings in provincial and municipal bonds and debentures. Mr. Whitehead's creative faculty is well-known throughout industrial Canada, as is his administrative association with many industrial enterprises.

The new company will thus have the services of an experienced banker; the guidance of a practical industrial operator, and the experience of a financial journalist, who has spent more than half his active business years in concentrated study of all matters relative to financial and corporation affairs.

During the long period of work and study as a financial critic, I have come into intimate association with many thousands of investors throughout Canada, and to me the association has been altogether delightful, especially on those occasions when I could be of service in helping to solve the problems and lessen the difficulties which prompted the desire and the request for advice.

It will still be a pleasure at all times, personally, or by correspondence, to give any information or advice requested by the investors of this country. Besides this promise of personal attention, I may say that it is the company's intention to issue, periodically, a circular letter pertaining to current finance and industry, copies of which will be mailed on request, without, of course, any charge to the investor.

Please address all communications to our offices at the Dominion Express Building, 143 St. James Street, Montreal.

Very truly yours,

T. Kelly Dickinson

December 18, 1919.

Exports

A special Department of this Bank is devoted to the interests of the foreign business of its customers.

Exporters and others having business relations with foreign countries are invited to avail themselves of the very complete information which has been gathered by the Bank's Foreign Department. This may be done through any one of the Bank's many branches.

THE CANADIAN BANK OF COMMERCE

Capital Paid up \$15,000,000 Reserve Fund \$15,000,000

WE HAVE FOR SALE
For Immediate Delivery, Relaying Rails and
Reinforcing Rails, Cut in All Lengths;
Also Bar Iron, Channel Iron, 1 Steel Derrick
Leg, Chain.

New Steel Plates For Reinforcement

For Prices, Apply to The
NEW BRUNSWICK IRON & WRECKING CO.
60 Princess Street, St. John, N. B.
106673-1-2.

FINANCIAL

NEW YORK STOCK MARKET.

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

	Prev.	Close.	Open.	Noon
Am Smelters	86 1/2	86 1/2	86 1/2	86 1/2
Am Car and Ferry	137 1/2	137 1/2	137 1/2	137 1/2
Am Locomotive	97 1/2	97 1/2	97 1/2	97 1/2
Am Beet Sugar	82	82	82	82
Am Can	58 1/2	58 1/2	58 1/2	58 1/2
Am Int'l Corp.	112 1/2	112 1/2	112 1/2	112 1/2
Am Steel Foundry	44 1/2	44 1/2	44 1/2	44 1/2
Am Smelters	66 1/2	66 1/2	66 1/2	66 1/2
Am Tel. & Tel.	126	126	126	126
Am Woodmen	126	126	126	126
Anacostia Min.	88 1/2	88 1/2	88 1/2	88 1/2
At. & T. S. Fe.	82 1/2	82 1/2	82 1/2	82 1/2
Brooklyn R. T.	12 1/2	12 1/2	12 1/2	12 1/2
Balt. & Ohio	92	92	92	92
Baldwin Loco.	109 1/2	109 1/2	109 1/2	109 1/2
Beth Steel	82 1/2	82 1/2	82 1/2	82 1/2
Chino Copper	85 1/2	85 1/2	85 1/2	85 1/2
Ches. and Ohio	64 1/2	64 1/2	64 1/2	64 1/2
Col. Fuel	181	181	181	181
Can. Pac.	131 1/2	131 1/2	131 1/2	131 1/2
Cent. Leather	38 1/2	38 1/2	38 1/2	38 1/2
Crucible Steel	38 1/2	38 1/2	38 1/2	38 1/2
Erie	18	18 1/2	18 1/2	18 1/2
Gen. Motors	38 1/2	38 1/2	38 1/2	38 1/2
Inspiration	83 1/2	83 1/2	83 1/2	83 1/2
Int'l Harb. Corp.	107 1/2	107 1/2	107 1/2	107 1/2
Indus. Alcohol	109 1/2	109 1/2	109 1/2	109 1/2
Kennecott Copper	26 1/2	26 1/2	26 1/2	26 1/2
Midvale Steel	46 1/2	46 1/2	46 1/2	46 1/2
Maxwell Motors	32 1/2	32 1/2	32 1/2	32 1/2
Mex. Petrol.	21 1/2	21 1/2	21 1/2	21 1/2
N. Y. Central	80	79 1/2	80	79 1/2
New Haven	68 1/2	68 1/2	68 1/2	68 1/2
Pennsylvania	40 1/2	40 1/2	40 1/2	40 1/2
Pierce Arrow	75 1/2	75 1/2	75 1/2	75 1/2
Pan-Am Petrol.	104	104 1/2	104 1/2	104 1/2
Reading	76 1/2	76 1/2	76 1/2	76 1/2
Republic I. & S.	111 1/2	111 1/2	111 1/2	111 1/2
St. Paul	37	37	37	37
South Railway	22	21 1/2	21 1/2	21 1/2
South Pacific	112 1/2	112 1/2	112 1/2	112 1/2
Studebaker	103 1/2	103 1/2	103 1/2	103 1/2
Union Pacific	123 1/2	123 1/2	123 1/2	123 1/2
U. S. Rubber	128	128	128	128
Utah Copper	78	72 1/2	72 1/2	72 1/2
Westing Electric	83 1/2	83 1/2	83 1/2	83 1/2
Willys Overland	27 1/2	27 1/2	27 1/2	27 1/2

MONTREAL TRANSACTIONS

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

Royal Bank—6 at 21 1/2.	
McDonald—100 at 40 1/2, 55 at 41, 220 at 41 1/2, 25 at 41 1/2, 250 at 42, 40 at 42 1/2, 75 at 43.	
Brompton—40 at 55.	
Canada Car—110 at 52 1/2, 80 at 54, 25 at 54 1/2, 150 at 55, 150 at 56.	
Abithiti—25 at 240, 75 at 250.	
Ances—10 at 180.	
Dominion Steel—145 at 73 1/2, 170 at 74, 210 at 74 1/2, 295 at 75.	
Carriage—75 at 29 1/2.	
Bell—12 at 112.	
Power—12 at 90.	
Shawinigan—110 at 117 1/2.	
Smelters—5 at 28 1/2, 50 at 28 1/2, 5 at 28 1/2.	
Steel Co—400 at 85, 80 at 85 1/2, 100 at 86, 100 at 86 1/2, 470 at 86 1/2, 580 at 86 1/2, 50 at 86 1/2, 25 at 86 1/2.	
Spanish—20 at 83 1/2, 5 at 83 1/2, 25 at 84, 100 at 84 1/2.	
Ont. Steel—25 at 84 1/2, 25 at 85.	
Quebec—100 at 28 1/2, 25 at 28 1/2, 50 at 28 1/2, 145 at 28.	
Ships—10 at 76 1/2.	
Wayagamack—25 at 61, 110 at 62 1/2.	
Asbestos—10 at 82 1/2.	
Lyall—50 at 85.	
Toronto Ry—15 at 43 1/2.	
Sugar—5 at 69 1/2.	
Lyall—50 at 85.	
Car Pfd—50 at 106, 50 at 105 1/2.	
Ships Pfd—25 at 84 1/2, 25 at 84.	
Ogilvie Pfd—12 at 104 1/2.	
Spanish Pfd—50 at 126 1/2, 10 at 128.	
Steel Co. Pfd—20 at 100.	
Coal Pfd—5 at 98 1/2.	
Iron Pfd—10 at 92.	
Cement Pfd—31 at 98 1/2.	
Textile Pfd—5 at 100.	
War Loan, 1918—1,000 at 96 1/2.	
War Loan, 1917—1,000 at 97 1/2.	
Victory Loan, 1922—50, 96 1/2.	
Victory Loan, 1922—50, 96 1/2.	

JACK LEARMONT BUSY.

Halifax Echo: Jack Learmont, who, a few years ago, earned a province wide reputation as hockey player and truck performer, is still a booster for the home performer of the dominion, and has on foot extensive plans to make Nova Scotia the Mecca of hunters and fishermen from all parts of the eastern United States.

News has been received in Amherst of the death of T. P. Lowther, formerly of Amherst, but late of Calcutta.

Merry Christmas

This is a PERSONAL greeting to YOU and we wish you many happy returns of the day and thank you sincerely for your generous patronage.

GILMOUR'S, 68 King St.

THE IDEAL
CHRISTMAS GIFT.
Folks, who have reached the eye-glass age, have been given about everything givable. Why not give them a Pair of New Glasses?
Will test your eyes at your home by appointment.
K. W. EPSTEIN & CO.
Optometrists,
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Open Evenings. M. 3554

The Christmas Feast—
Won't Be Complete
Without

RED BALL
the Luscious Light
ALE
that binds close the ties of good fellowship and heralds true hospitality.
Order YOURS NOW, from the Soli-Maker.
GEO. W. C. OLAND
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a newspaper is liable to suspension under martial law if it prints references to the political opinions and activities of school boys or other irresponsible, political reports addressed to the authorities or to the British mission without the consent of the censor, anything calculated to encourage public servants to strike for political reasons reports or apperations calculated to inflame the people against the British or Egyptian governments.

Newspaper men are assured there is no intention to prevent reasonable criticism and are advised to submit doubtful matter to the censors before publication.

Fleming-Cobb.

On Monday evening at the home of Mr. and Mrs. A. Schmidt, Moncton, Miss Ella Cobb, daughter of Mr. and Mrs. Geo. Cobb, was united in marriage to Fred Fleming, son of the late H. B. Fleming.

Footwear Should Head the List

Only a few hours now left for shopping and you could spend them filling your list with gifts of footwear.

No one anywhere but would appreciate in the highest possible manner a gift of footwear.

This great Shoe Store is at your complete service to make your gift selections easy, and our stock was never more complete and varied than it is today.

S. Claus has been under contract with us for the last eleven months to make our stock replete, and he has fulfilled his contract to the letter.

Every member on your list can be taken care of here from the kid brother to staid and quiet grandpa, who would appreciate another pair of those slippers he got at Wiesel's four years ago.

Slippers, Boots, Hockey Boots, Pumps, Gaiters, Rubbers, Rubber Boots, Overshoes.

Man or Woman—Boy or Girl—and the Baby also.

Store Open This Evening.

WIESEL'S
CASH STORE

St. John 243-247 Union
Halifax 517 Barrington