

POOR DOCUMENT MARCH 20 1925

THE EVENING TIMES AND STAR, ST. JOHN, N. B., MONDAY, MARCH 8, 1920



THE BUSINESS COLUMN

Edited by MANSFIELD F. HOUSE

Unusual Ads Sold
All Jeffery's Stockings.

During the holiday selling season of 1918 Frederick W. Jeffery, who operates a men's clothing store at Fifteenth and Stout streets, Denver, sold \$7,000 worth of women's silk stockings. This Christmas that record was broken by a couple of thousand dollars, and what is more, Jeffery reports that he had sold his stockings in his store he could have sold \$1,000 more of them during the last two days before the holiday season closed.

"They came into my store in droves," remarked Mr. Jeffery, "and they carried away my stock of silk stockings until our stock was exhausted."

When questioned as to what brought customers into his store, Jeffery replied that it was his newspaper advertising and nothing else. It not only brought customers into the store, but it brought inquiries and orders through the mail.

"To my mind," stated Mr. Jeffery in discussing the advertising part of the situation, "common, ordinary advertising will not sell ladies' silk hose in a men's store. It takes advertising that will cause people to sit up and take notice—advertising that will draw attention to its out-of-the-wayness. I carried out my campaign along that line, and the result certainly justified the expense."

"According to my way of looking at the matter a big majority of the people in this world like something just a little 'spicy' and so anything along that line in the reading way will draw immediate attention and will be read. I proceeded along that line and drew attention to my store and business my way. Had I merely stated in my ads that I carried a certain line of ladies' one in my store and that they made Christmas gifts at a certain summer box, I don't think I would have sold very many pairs, but as it was I did a big business and nothing is responsible but my advertising."

One of the Jeffery silk stocking ads read in part as follows:

"Left in Store One Quart Bottle Eight Years Old. Owner may recover property by describing brand and age. I will say there was a card inside which read, 'Merry Christmas to Evelyn from J. S. B.' On the bottle it reads, 'Aged in Wood Bottle in Bond' BOURBON WHISKY. If any one thinks they are playing a joke on me by leaving such a package he or she will get left. If, perchance, this bottle was left here by a lady, she may obtain same by merely describing the bottle by mail; in the meantime we are going to put on a great hose sale."

Jeffery stated that it was impossible to get hold of a large stock of the brand of silk hose he sold the season before, and so he made a special trip east and purchased a stock of another make which had not been known in this part of the country to any wide extent before.

His advertising, however, put the brand on the map out there, and next year Jeffery expects to double his record.

"Use Our Flypaper To Catch Your Rats."

Selling flypaper in winter is a hard job for the retail grocer and drug store in many towns, but not in Williamsport, Pa., where the retailer has worked up a big demand for the commodity for those whose homes are infested with rats and mice.

It appears some enterprising merchant in one of Williamsport's stores tried out flypaper near a rat-hole and caught the rodent in the morning without any difficulty, since the animal had first put several feet in the sticky mess, then had tried to leap forward and had rolled the paper into a nice cone, with himself in the centre.

The scheme appeals to the average woman who hates to drown the rats and mice caught in traps. With the captive rodent already wrapped up in a package, its struggles are not seen by the sensitive householder when she ties the roll to a flatiron and sends the pest to the happy hunting grounds.

The working up of flypaper business in winter sounds like a joke, but the success of the scheme has been attested by the results attained and by the sales of the material. Usually the paper moves fast in winter as do hand grenades in times of peace; but Williamsport grocers and druggists say they know how to do it.

"Talk flypaper, advertise flypaper, demonstrate flypaper," they say.

This Window Features The Weather Report

When the San Diego, Calif., newspapers predicted rain it caused the mind of one of the hardware dealers of the city to think of his tire chains as advertised in the national publications.

With an attractive rug a background he built a window display of articles needed by the autoist, the tire chains being given the most prominent position in the arrangement. Against the rug he placed eleven small cards bearing the names of the items. Then from a large central card he ran cords, reaching first the small name cards and from them to the articles themselves.

Many pairs of eyes stopped, noted the weather prediction and then followed the cords from the large central card to the articles—and inquiries and sales were noticed. The store figured, however, that the best result was the publicity effect; for it impressed on the minds of the people that this store maintained a first-class automobile supply department.

"Women are buying a good many of the supplies nowadays," said one hardware man. "When they run the car."

they like to know about buying the supplies, and they prefer to buy them in a clean store of a clean salesman to many of the garages. That's why the hardware man who is slow to merchandise this line is ignoring the natural trend of conditions."

Yea—Verily! That salesman surely is a dumb thing who greets a customer with "Something?"

THE STOCK MARKET.

(New York Evening Post.)

The speculative public being disinterested in the stock market because of the present condition of the credit market, the professional element which is trying to get very far with its efforts, the passing back of the railroads and the decision of the supreme court in regard to the Steel Corporation, which under normal conditions would have been hailed as a bullish argument in stock market circles, have failed to stimulate any public interest.

And without the public the professionals are lost, for should they start an upward movement without outside participation, they would simply be holding up stocks against each other. But even the professionals are handicapped at the present time because of the credit situation, which is the crux of the entire matter. All efforts of the professionals to attract attention from the money situation have been unavailing.

How long this condition will last is the question which is uppermost in the minds of all. As to when it will end there are many answers. Some believe that the end of this month will witness considerable improvement in the money market. At present the banks are occupied in making preparations for tax payments both state and federal, which are due the middle of the month. After this is out of the way the opinion prevails that there will be little to occupy the attention of the credit world with the exception of liquidation of the commodity markets, which in the end is expected to relieve the situation. In view of this there are some traders in the Street who take a cheerful view of the outlook. These traders, it may also be mentioned, are still of the opinion that the usual spring rise in the stock market will start at the usual time, which is about the end of March. At present, however, they continue to operate on the short side of the market.

TWIN SISTERS ARE GREAT ATHLETES.

Unusual distinction has come to Miss Ruth Smith, who has been made a life member of the Morningside Athletic Club, New York, which she recently joined with her sister. Ruth won the 100 free-style championship at Cleveland and this victory, under the constitution of the club, entitled her to life membership. Only five members of the club have gained this distinction, the others being Bill Kennedy, winner of the Boston Marathon in 1917; Willie Plant, national walking champion; A. Abramson, junior and senior metropolitan out-door 100-yard champion.

These sixteen-year-old twins, who recently won victories at the Meadowbrook club at Philadelphia, are all-around athletes. They have won trophies in tennis, hiking and general athletic competitions, as well as in swimming. They have been champions only four years, but already are threatening the laurels of some of the older swimmers.

BRITANNIC UNDERWRITERS

AGENCY
Fire and Automobile Insurance
F. LLOYD CAMPBELL
42 Princess St. 6-30

USE The Want Ad Way

NEW BUSINESS OF SUN LIFE A RECORD

Shows Increase of 67.7 Per Cent. Over Previous Year—49th Annual Report is Issued.

The forty-ninth annual report of the Sun Life Assurance Co. of Canada which has just been issued, shows that the total amount paid out during 1919 to policy-holders and their beneficiaries amounted to \$12,264,651.92, which brings the total of such payments since organization to the enormous sum of \$91,227,582.

New paid business during the year created a new high record and totalled \$8,548,480 or an increase of \$3,457,487 over 67.7 per cent over the previous year.

Another outstanding feature of the report is the fact that applications for new assurances during 1919 exceeded one hundred million dollars, which is the highest figure yet attained by any Canadian company in the insurance business.

The enormous business done by this corporation will be realized when it is shown that business in force was increased by \$75,548,505 to the big total of \$416,358,462 which is a striking example of the manner in which policy-holders maintain their policies.

Income for the year amounted to \$25,704,201 showing a net gain of \$4,035,101, while the assets of the company passed the hundred million mark and registered \$105,711,468, an increase of \$8,091,089 over the previous year. Profits paid to policy-holders amounted to \$1,606,503.37, while the undivided net surplus is marked down at \$8,091,089, affording a very substantial margin of safety for the policy-holders.

PEAL ESTATE

For Sale

One of St. John's Most Desirable Business Blocks

Six story building at 28 to 32 King street. Sale will be subject to the lease of the present tenant.

For particulars apply to:
154 Main Street, Calais, Me.

Alice P. Eaton,
James M. Beckett,
Fred H. Lowell,
Executors, Will of
John Prescott

Farms! Farms!

The greatest array of farm bargains in Canada. Over 200 farms throughout New Brunswick and Western Nova Scotia. Full information down to the last button on the barn door.

Burley's Illustrated Farm Catalogue will save you a lot of money and "cheap" time. Write today for free copy.

ALFRED BURLEY & CO. LIMITED
48 Princess Street, St. John
Farm Specialists.

FOR SALE

A Group of Houses Now Nearing Completion—City Line and Lancaster Street, West Side.

A cash payment ranging from \$700.00 to \$1,200.00 and \$24.40 per month for a term of 20 years will buy you one of these attractive houses (including lot)—substantial, restful, no dark rooms, plenty of closets, splendid cellar and yard, concealed wiring, modern plumbing, etc. Handy to church schools and street railway—a most liberal offer under government housing regulations.

A rare opportunity to own your own home. Call and see if you want any change made in plan. Don't hesitate. Occupancy May 1st.

CITY OF SAINT JOHN LOCAL HOUSING BOARD.
Apply to T. H. Bullock, Commissioner, City Hall.
11068-3-20

FOR SALE

Possession Given May First.

Two-Family Leasehold, Water-Street, Price \$3,200.

Two-Family Leasehold, Price \$3,200.

One-Family Freehold, Union Street, West, Price \$3,000.

One-Family Freehold, St. James St., West, \$4,000.

C. & D'ARCY
287 Tower Street, West
8-10

\$300 and Monthly Payments to Suit Purchaser Buys a 3-STORY FREEHOLD on Britain Street

Each flat four rooms and toilet. A chance for a handy man to quickly own his own freehold home.

Parcy Steel, 52 1/2 Main Street
111106-3-11

FINANCIAL

NEW YORK STOCK MARKET.

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

New York, March 8. Prev. Close. Open. Noon.

Am Sunatra.....1817 1817 183
Am Car & Fdy.....1817 1817 183

Am Locomotive.....1817 1817 183
Am Steel Fdy.....1817 1817 183

Am Smelters.....1817 1817 183
Am Wools.....1817 1817 183

Anacosta Mining.....1817 1817 183
Atch. T. & S. Fe.....1817 1817 183

Brooklyn R. T.....1817 1817 183
Balt. & Ohio.....1817 1817 183

Baldwin Loco.....1817 1817 183
Beth Steel—B.....1817 1817 183

China Copper.....1817 1817 183
Canadian Pacific.....1817 1817 183

Crucible Steel.....1817 1817 183
General Motors.....1817 1817 183

Inspiration.....1817 1817 183
Int'l Marine Com.....1817 1817 183

Midvale Steel.....1817 1817 183
Mex Petroleum.....1817 1817 183

Northern Pacific.....1817 1817 183
N. Y. Central.....1817 1817 183

New Haven.....1817 1817 183
Pennsylvania.....1817 1817 183

Pierce Arrow.....1817 1817 183
Pan-Am Petroleum.....1817 1817 183

Reading.....1817 1817 183
Republic I & S.....1817 1817 183

St. Paul.....1817 1817 183
Southern Ry.....1817 1817 183

Southern Pacific.....1817 1817 183
Studebaker.....1817 1817 183

Union Pacific.....1817 1817 183
U. S. Steel.....1817 1817 183

U. S. Rubber.....1817 1817 183
Utah Copper.....1817 1817 183

West Electric.....1817 1817 183
Willis Overland.....1817 1817 183

MONTREAL STOCK MARKET.

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

Montreal, March 8. Can. Bank of Commerce—15 at 194 1/2.

Bank of Montreal—5 at 207 1/2.

Bank—25 at 47 1/2, 30 at 47 1/2, 400 at 185.

7. 50 at 46 1/2.

Bridge—50 at 100 1/2.

Brompton—55 at 78.

McDonald—25 at 37, 3 at 37 1/2.

2-bitbit—10 at 280.

Dominion Steel—10 at 70 1/2, 75 at 70 1/2.

Power—44 at 86 1/2.

Laurentide—15 at 91 1/2, 145 at 92.

C. G. E.—36 at 107 1/2.

Canners—105 at 62, 25 at 62 1/2, 125 at 62 1/2.

Spanish—100 at 86 1/2, 225 at 86 1/2, 50 at 86 1/2.

Tuckett—50 at 56 1/2.

Sugar—25 at 95 1/2, 45 at 95 1/2, 140 at 95 1/2.

Car Pfd—3 at 100, 50 at 99 1/2.

Riordan Pfd—10 at 101.

Cottons Pfd—40 at 80.

Asbestos Pfd—10 at 88 1/2.

Riordan Pfd—50 at 94.

Ships Pfd—55 at 84 1/2.

He had escorted her home and they stood together by the open door. What matter the cold to these pulsating lovers? What mattered the icy wind that entered from the street outside and threatened to extinguish the flickering lamp? What, in fact, mattered anything?

For their last moments had arrived, and they would not meet again for twenty-four long hours.

"Heart of my heart," he whispered, "how I love you."

"And how I love you," she whispered back, "light of my very existence."

"Lucy," shouted her father's angry voice from above, "just put out that light at once and get to bed!"

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

TO MAKE

Good clothes is in itself an art, but if it is true that 'genius is the capacity for taking infinite pains' then the making of 20th Century Brand clothes approaches

20th Century Brand and our other fine tailored clothes are the embodiment of the best in style, fit, material and workmanship. You will like them.

Spring Overcoats and Suits now ready—a wide choice.

\$25 to \$70

Gilmour's, 68 King St.

WITH OUR GLASSES

Natural Vision is the Result

Come in and consult us about your eyes. We can and will advise you correctly. Glasses never furnished unless need is indicated.

K. W. EPSTEIN & CO.
Optometrists and Opticians
193 Union Street

The Income Tax and the Average Man

is the title of a useful booklet we have issued.

It shows the reader clearly and simply just how the Dominion Income Tax Law affects him.

You may have a copy free, if you care to write for it.

Royal Securities CORPORATION LIMITED

ST. JOHN, N.B.
New Brunswick, Incorporated
Montreal, Toronto, London, Eng.

CANADA'S OIL FOR CANADIANS

We take this opportunity to express our grateful appreciation to the Thousands of Subscribers who have purchased shares in

PEACE RIVER PETROLEUMS LIMITED

Canada's Great New Oil Company

and have thereby shown their confidence in this All-Canadian Oil Company, which has the support of many prominent men in the commercial life of Canada. These include over five hundred subscribers from Alberta and Peace River town, where the company and its oil lands are best known.

The Drills Will Soon Be Pounding

DOWN TO THE BIG OIL POOLS on the Company's lands at Peace River.

Three cars of Canadian-made Oil Drilling Machinery have already been shipped to the Company at Peace River. Two wells are already down to 1,100 feet into the first oil sands.

Four cars of Oil Casing are being manufactured at Welland, Canada, by Canadian workmen for Peace River Petroleum, Limited.

Three Canadian-made Locomotive Type Boilers have been purchased for Peace River Petroleum, Limited. \$10,000 worth of Canadian-made drilling tools, the "best in the world," are being made at Petrolia, Canada, for Peace River Petroleum, Limited.

One carload of Canadian-made Lathes, Drills, Steam-Hammers, Forges, etc., are being shipped from Toronto to Peace River Petroleum, Limited.

The timber to construct more derricks for the Company's wells at Peace River is already on the ground. Canada must have Oil—Canada produces less than 300,000 barrels annually. Canada imports Ten Million Barrels of Oil. Canada could use Thirty Million Barrels of Oil annually, if available.

We have the best Oil Lands in Peace River, and we have the money for development. This Company means business. IT IS OIL they are going after. IT IS OIL they are going to get for Canadian Industries, Farm Tractors, and Power Plants, everywhere.

With capable and efficient Business Men directing the Company's affairs, it is assured.

PEACE RIVER PETROLEUMS, LIMITED

IS DESTINED TO BECOME CANADA'S GREATEST OIL PRODUCING COMPANY.

Don't wait until the price goes higher. Buy NOW at 50 cents a share. Don't delay. This is your chance to get in on the best Canadian proposition ever offered to the investing public.

STATUTORY INFORMATION HAS BEEN FILED IN PROVINCIAL SECRETARY'S OFFICE.

WE WILL ACCEPT VICTORY BONDS AT PAR IN PAYMENT OF SHARES.

SEND YOUR SUBSCRIPTION TO
W. C. GOFFATT & CO.
10-12 King Street East
TORONTO CANADA
Free Prospectus and Map Mailed Upon Application.

Shares 50c

Phone Main 13

The Company's Growth

YEAR INCOME ASSETS LIFE ASSURANCES IN FORCE

1872.....\$ 48,210.93 \$ 96,461.95 \$ 1,064,350.00

1884.....278,379.65 836,897.24 6,844,404.64

1894.....1,373,596.60 4,616,419.63 31,528,569.74

1904.....4,561,936.19 17,851,760.92 85,327,662.85

1914.....15,052,275.24 64,187,656.38 218,299,835.00

1919.....25,704,201.10 105,711,468.27 416,358,462.05

The Sun Life issues more ordinary assurances annually than any other Company of the British Empire.

SUN LIFE ASSURANCE COMPANY OF CANADA

1871 HEAD OFFICE MONTREAL 1920
T. B. MACAULAY, President

GILBERT C. JORDAN
Manager New Brunswick Division, St. John, N. B.