

THE BUSINESS COLUMN

EDITED BY MANSFIELD F. HOUSE

Store Cashes in on Local Industry.

One of the most successful merchandising and advertising stunts ever put over by an Indiana retailer was recently staged by the Wolf & Messner department store, of Fort Wayne.

The plan was effective not only in increasing the store's business, but in eliciting praise from newspaper and financial institutions.

The first step in pulling over the stunt was a preliminary announcement that the store was anxious to help the local factories return to normal prosperity.

The announcement went on to state that Fort Wayne's prosperity is entirely dependent upon the prosperity of the rest of the country, and suggested that if Fort Wayne were to buy more Fort Wayne goods the local factories would be forced to employ more workers, and that in this way the workers would have more money to spend, and the city would be started along paths of better business.

The second step was an announcement of a "Made in Fort Wayne" exhibit which would be staged in the aisles on the main floor of the store.

As a part of its service to retailers the Colorado Agricultural College recently issued a circular discussing this question and distributed it among radio editors, with the advice to pass it along to merchants for their consideration.

The article reads as follows: "Why should a merchant advertising a sale of all-white goods use a larger space and different sales talk than a merchant advertising a special on gloves?"

"There are two factors which determine the amount of space to be used in display advertising. First, the goods to be moved must be able to carry the overhead of advertising costs, both as to space and miscellaneous items.

The amount of space in dollars must be counted as selling cost and must be limited so as not to increase the selling price beyond that of competitors.

"Second, the nature of the goods to be moved determines the amount and kind of copy to be used in order to make the most certain and most effective appeal to the buyers.

"The white goods sale must have at least three times the amount of space as is necessary for the special on gloves and should be limited only by the overhead expense.

"The white goods sale covers a greater variety of goods, and each of the principal items must be set up by copy and quality sales talk. Copy and copy in the white goods sale will require at least four times the space used in a special on gloves. The cut will be effective in the glove sale if followed by a thorough analysis of quality while in the white goods sale the cut serve for equal effectiveness with less copy.

"By the economical use of space, the glove special can be made thoroughly effective with one-third as much space as the white goods display requires, including sufficient space for marginal impressions and an attractive set-up."

LOCAL NEWS

DEBATE SUNDAY AFTERNOON.

Inter-Society League, Y. M. C. I. vs. St. Peter's at Y. M. C. I. at four o'clock. Ladies invited.

SALE OF CANDY.

Special prices on all the some made candy, Xmas ribbon candy, peanut brittle, 10c lb.; barley toys, 25c; pea-foam, 25c; 80c lb. assorted chocolates for 50c. Royal Confectionery Store, corner Coburg and Union streets. 12-19

THORNE'S OPEN EVERY EVENING AFTER TEA TILL CHRISTMAS EVE

The stores of Messrs. W. H. Thorne & Co., Ltd., will be open every evening after tea till Christmas eve.

TELL THEIR SIDE OF LADDER STORY

Wife, woman and song, the old story, seem to be an attendant on the youthful escapades of which two young fellows were arrested, mentioned in a story in the Times last night in the matter of a Charlotte street house.

The case was postponed until this afternoon at two o'clock.

PERSONALS

Frederick Retalick of New York arrived in the city yesterday on a visit to relatives on the west side.

MORE SHOOTING IN BELFAST

Belfast, Dec. 17.—Pierce firing broke out in the Newtown road section and east of Belfast this morning.

LUMBERED AT SHULEE.

Machias, Maine, Dec. 15.—Everett I. White, one of the most prosperous business men of this community, passed away on Tuesday, December 13, after being ill for only about one week.

MONTEAL STOCK EXCHANGE.

Montreal, Dec. 17 (12:30)—Bank of Montreal stock rose four points before the close today, its last quotation being at 216. Local issues, however, did nothing startling, and the close was quieting.

CHICAGO GRAIN MARKET.

Chicago, Dec. 17.—Opening: Wht Dec 107 1/2, May 112 1/2; corn, Dec 44 May 32 1/2; oats, Dec 22 1/2, May 27 1/2.

THE DOLLAR TODAY.

New York, Dec. 17.—Sterling exchange strong. Canadian exchange, 7 3/16 per cent. discount.

RAW FURS DECLINE.

(Bangor Commercial.) "The trippers who have sold their furs have been fortunate this year, but they will not be so great a demand as the holidays get closer.

BROAD COVE (The Genuine) High Quality.

CUMBERLAND

A Cumberland County, N. S. Coal mined to our standard of quality.

Good Value at the Price. Consumers Coal Co., Limited. 68 Prince Wm. Street. Telephone—Main 1913.

WIRELESS REPORTS.

Position of steamers reported through the Dominion Direction Finding Station at Red Head, Saturday, December 17: 10 a.m.—S. S. Canadian, Sapper, bound for St. John, 250 miles distant.

Montreal, Dec. 17.—Walter Griffith, colored, was acquitted by a jury yesterday on a charge of having killed Proctor, also colored, of 118 St. Felix street, on May 19 last.

Xmas Day in the Dining Room

How is your dining room-furniture? Is it an eyesore to you, as well as to your friends? If so, come in and see what bargains we are offering for you.

Beautiful solid quartered oak Dining Room Suite, polished, 8 pieces, only \$170.00.

Dining Room Suite, 9 pieces, while they last at only \$160.

Solid American Black Walnut Dining Room Suite, 9 pieces, a bargain at \$355.00.

We have a few odd Buffets and Extension Tables at prices to suit you. See our windows.

Do your Xmas shopping in the mornings.

AMLAND BROS., Ltd., 19 Waterloo Street

BY SPECIAL ARRANGEMENT with the makers of FRENCH IVORY we can sell 18 piece Ivory Manicure Set for \$10, Ivory Toilet Sets 25 per cent discount. Ivory separate pieces 25 per cent discount. See our windows.

PERFUMES A SPECIALTY

The Modern Pharmacy GEO. A. CAMERON

141 Charlotte Street - - - - - Corner Princess We Are in Business For Your Health.

SHIPPING

ALMANAC FOR ST JOHN, DEC 17.

A.M. P.M.
Sun Rises... 7.57 Sets... 4.42
High Tide... 4.48 Low Tide... 7.12

PORT OF ST. JOHN.

Cleared Yesterday
Schr Francis J. Elkin, 409, Rufus, for Havana, Cuba.

Arrived December 17.
Stmr Manchester Importer, 2538, Linton, from Manchester.

Stmr Mildred, 27, Wasson, from Parrboro; gas schrs Abbie Keast, 96, Ballewell, from Parrboro; Walter C, 12, Beiding, from Chance Harbor.

Cleared December 17.
Coastwise—Stmr Empress, 612, Macdonald, for Digby; gas schrs Abbie Keast, 96, Ballewell, from Parrboro; Walter C, 12, Beiding, from Chance Harbor; Lavinio, 50, Brown, for St. Andrew's.

MARINE NOTES.

The steamer Wangaratta will sail for New Zealand via Panama on Tuesday.

The steamer Jappa will sail for Capetown, South Africa, on Monday.

The schooner Minus King has been chartered at private terms to load a cargo of shingles at this port for Barbados.

The steamer Digby was due to sail from Halifax for Liverpool via St. John this morning.

The steamer Rosalind was due to sail this morning from Halifax for St. John.

The steamer Conino will sail the first of the week for London via Halifax.

The steamer Cornish Point was due to sail from London today for St. John, and the Manchester Brigade from Manchester today for St. John.

The steamer Chaleur sailed from Bermuda yesterday morning and is due in port on Monday.

The steamer Fram will shift to West Side on Monday to load a cargo of potatoes for Havana.

MUST STAND TRIAL ON CHARGE OF WIFE MURDER

Kitchener, Ont., Dec. 17.—Karl Ahrens was today committed for trial on the charge of murder, in connection with the death of his wife in the river here by drowning.

LUMBERED AT SHULEE.

Machias, Maine, Dec. 15.—Everett I. White, one of the most prosperous business men of this community, passed away on Tuesday, December 13, after being ill for only about one week.

White was born in the town of Columbia in 1848, and, after studying in the public schools, attended Washington Academy at East Machias, after which he went to California, teaching school part of the time.

He returned from the west and went to Shulee, N. S., where he was clerk and bookkeeper, after which he commenced lumbering business on his own account at Sand River, N. S. He had an extensive trade in piling and built a great many large vessels.

In 1893 he removed to Harrington, where he engaged in shipbuilding and had a general store. In 1896 he moved to Machias, continuing in the shipbuilding industry, and opened a general store. He also engaged extensively in farming.

He was a very active man all his life and did not give up work until forced to quit about a week ago, being a most successful organizer and captain of industry.

He leaves a widow and two sons, Clifford I. White and Bertram White. Located at Musquash.

Frederick Gleaner, Mrs. Ian McLean (formerly Miss Margaret Colwell), who has been the guest of Mrs. J. B. Hawthorn for the past few days, left last night for Musquash to join Mr. McLean, who has accepted a position there.

SNAP
In the Home means goodbye dirt
THE GREAT HAND CLEANER 100

Notices of Births, Marriages and Deaths, 50 cents.

BIRTHS

O'CONNOR—Doctor and Mrs. John J. O'Connor of Glen's Falls, N. Y., announce the birth of a daughter, Kathryn Elizabeth, on Dec. 8, 1921. (Mrs. O'Connor was formerly Miss Pearl Baker of this city.)

DEATHS

NICHOLL—At Carleton, Newfoundland on Dec. 9, 1921, John P. Nicholl, leaving his wife, mother, three sisters and two brothers to mourn.

HAYES—At Lower Norton, on Dec. 17, 1921 John Ketchum Hayes, in the 90th year of his age, leaving his wife and four sons.

Funeral on Monday at 2 o'clock from his residence, Lower Norton, to Big Rock Cemetery, Bloomfield.