

Business Today

Merchant's Problems and Current Trade Conditions

"Buy Now" Movement On

Almost overnight a big campaign has been opened in this country to put the public in a buying mood, and so-called prosperity posters in vivid colors are being speeded to important places bearing the slogans "Buy Now and Put the Men Back to Work," or "Your Purchase Keeps America Employed." The national prosperity bureau, which was organized only last week by 24 trade associations, is behind the move. It has already sent out a questionnaire to 96 industrial leaders and 8,000 organizations, asking for the facts which might give a basis for propaganda. The 18,000 salesmen of the National Council of Traveling Salesmen have affiliated with the bureau and agreed to carry literature and similar with them to disperse gloom. The eight big questions ask such things as whether "normalcy" has reached your business, or whether you are pessimistic, or whether you are optimistic, or whether you are neutral, or whether you are a "buyers strike" is over, whether the retailers of a given city are co-operating in bringing prices down and whether it is not better to carry inventory rather than save. The wording of the questionnaire makes it easy to guess what answer is expected, and it remains to be seen whether the plan will start a substantial buying movement, or burst into nothing.

Where the Dollar Goes

About 34 cents of each dollar spent on retail merchandise goes to the retailer, of which only six cents represents profit, according to a survey made early in 1916 and covering the products of 40 typical factories traced from maker to user. Thirteen cents goes to the wholesaler, of which three cents is profit. The remaining 58 cents goes to the manufacturer, of which 37 cents is charged to production costs, 12 cents to selling and 9 cents to profit. These composite averages are made from studies including factories producing foods, drugs, hardware supplies, fuel, home furnishings, clothing, jewelry, shoes, dry goods, notions, automobile supplies, and several other and small stores widely scattered.

Recovering Lost Customers

Merchants should look over their lists regularly, and make note of all inactive accounts, and go after customers who have stopped buying. The recovery of such a customer must, of course, be made in a tactful, personal manner. One firm has retrieved virtually all of its lost trade by learning why each particular household quit buying from it, and then meeting the complaints made. A letter is sent to each person on the inactive list, expressing the sympathy of the store, and the hope that neither the service nor merchandise has been unsatisfactory. A second letter follows in 10 days, and replies are received in 48 per cent of the cases. The letter is answered by learning why each complaint is made an experienced and diplomatic adjuster always calls upon the customer. This employe also posted but did not undertake this larger service until the new connection was established.

Canadian Securities

The attention of a great number of investors has been called to Canadian government external bonds by their remarkable advance last week in sympathy with the forward movement in Liberty bonds. Apart from the two issues maturing this year, there are three Canadian external gold bonds traded in on the New York Stock Exchange. They were brought out in this country and are payable, principal and interest, in American dollars, so that fluctuations in Canadian exchange need not be taken into consideration. They are free of Canadian taxes and are direct obligations of the Canadian government but are not secured by mortgage or pledge of securities.

External 5s of 1927 Payable at Par

Depreciated Canadian exchange makes it possible for American investors to procure an internal Canadian government bond which, compared with the external 5s due in 1927, may yield 5 per cent higher. The six-tenths per cent higher. The one referred to is the 5 per cent war loan maturing March 1, 1927. At the present rate of exchange, these bonds can be bought at the American equivalent of 81 1/2, giving a yield of 6.93 per cent, or a current return of 6.93 per cent. The principal objection to a foreign investment is that fact that while purchasable at a discount equal to the depreciation of foreign exchange, interest is payable in that same depreciated exchange. That objection, however, does not apply to this Canadian issue because interest is payable at the par of exchange. Thus 5 per cent per annum means \$50 interest on \$1,000 of bond, no matter how greatly Canadian exchange is depreciated. In this case principal, also, is payable at par of exchange. The outstanding amount is \$77,000,000. The internal 5s are identical as to yield and maturity with the United Kingdom of Great Britain and Ireland 5 1/2s.

The Investor

His Present Opportunities and Problems

Yields are 6.35 to 7.10 Per Cent

Canadian 5s due in 1927 are outstanding to the amount of \$25,000,000, and are selling around 90, giving a current return of 5.55 per cent, or a yield of 6.35 per cent, if held to maturity. Five years before the due date of this issue, in 1922, another issue of 5 per cent bonds totaling \$25,000,000 will mature. At their present price of 91 1/2, these bonds return 5 1/2 per cent, if held to maturity, yield 7.10 per cent. The price range was 85 to 95 during 1920. An investment of 8 1/2 years duration is obtained in the purchase of 5 1/2 per cent Canadian gold notes. Selling at 92 1/2 cents, they give a current return of 6 per cent, or a yield of 6.60 per cent to maturity. The United States Liberty bonds, which resemble the 5 1/2 per cent Canadian issue, most closely in point of maturity, are the third 4 1/2s, due in 1923. The latter yield 5.34 per cent, but are exempt from normal

Male and Female Help Wanted

Asbestos Fibre Fire Resisting Liquid Compound, "The Seal Proof Barrier." Protected territory. Commission basis with liberal drawing account. Sentimental exchange. Opportunity for advancement to field executive. References necessary. North American Fibre Products Company, Atlanta, Ga. 12-25-20t

WANTED FARMER—Single white man of good character to work one-horse farm. Good proposition with board to right man. State age and experience. Farmer, care Star. 1-13-21t

HOME work; \$30.00 weekly up; experience unnecessary; best college in the city; send self-addressed, stamped envelope for free particulars. Candy-makers Co., 18th St., Philadelphia, Pa. 1-6-20t

WANTED—Young men to learn the barber trade, the best college in the south. Jobs furnished. Charlotte Barber College, 40 E. Trade street, Charlotte, N. C. 12-25-20t

AGENTS WANTED—To sell the Star Puzzle; something new, in puzzles. Sample 15c. Write today. Something that will keep them guessing. Star Puzzle Co., 211 41st St., Newport News, Va. 1-16-20t

LADY stenographer wishes permanent position immediately. Can furnish best references; accurate and capable. Address Box 210, care Star. 1-17-21t

ARE you bothered with clerical inefficiency? Young lady with wide clerical experience, capable stenographer, quick at figures, will sell you her services. Address B. V., care Star. 1-16-21t

ARE YOU THE MAN? A nationally established and well known organization is looking for an intelligent, aggressive, well appearing man with inherent sales ability. We will convince him as to the quality of what we have to sell and he must be able to carry that conviction to others. A profitable and permanent connection awaits the right man. Write A. B. Porter, care Hotel Wilmington. 1-16-21t

WANTED—A nurse to sleep in the house. None without good references need apply; 416 Princess street. 1-16-21t

CLASSIFIED ADVERTISING

The rate for Classified Advertisements, 6-point type, is 25 cents per 10 words, or less. Additional words 1 cent for each insertion. Figures count as words.

The rate for Classified Advertisements, set in 6-point caps, is 40 cents for 25 words, or less. Additional words 1 cent for each insertion. Figures count as words.

Additional white space 6 cents per line.

In figuring the cost of your advertisement count every word and figure.

Remittances must accompany orders.

No advertisements set in type larger than 6-point will be published in classified columns.

Subscriptions for Classified Ads and Subscriptions are located as follows and will receive such rates as are shown in the following table for insertion the following date:

THE HALL DRUG CO., Fifth and Castle streets.

THE PAYNE DRUG CO., Seventh and Castle streets.

THE PAYNE DRUG CO., Fifth and Red Cross streets.

SMITH'S PHARMACY, 914 N. Fourth street.

Morning Stars are for sale at these sub-stations.

Morning Star

Male and Female Help Wanted

CLERKS (men, women) over 17, for Postal Mail Service. \$130 month. Examinations January. Experience unnecessary. For free particulars, write J. Leonard (shaded) care Service Examiner) 1307 Equitable Bldg., Washington, D. C. 1-16-21t

WANTED—A live individual or organization, to represent one of the largest and most reliable battery manufacturing companies in the country, as factory distributor in this district. Only those with intimate knowledge of batteries and battery business need apply. Box 26, care Star, Wilmington, N. C. 1-16-21t

WE start you in the candy business at home. Small room, or anywhere; everything furnished; earn \$50 weekly; up; men-women; experience unnecessary; advertise candy. Send self-addressed, stamped envelope for free particulars. Candy-makers Co., 18th St., Philadelphia, Pa. 1-16-21t

DISTRICT manager traveling with an auto can earn \$600 to \$1,000 per month selling "Hornoblende Brand"

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Miscellaneous For Sale

PHONE 2321-W when you need any coal or wood. Prices reasonable, quality excellent and dependable service. Becker Coal & Builders' Supply Co. 1-12-7t

WOOD! WOOD! WOOD!—For nice pine or oak wood, big loads and quick delivery, call phone 840-J, Williams' Wood Yard. 1-2-31t

LADIES ATTENTION—Have your skirt accorcion, knife or box pleated; work returned promptly; price \$1.50; we also do hemstitching and alterations. C. Lee, Fayetteville, N. C. 1-5-14t

ADVERTISING IS THE BEST reminder to your neighbor for good service.

THE LETTER SHOP GUARANTEES satisfactory work in MULTIGRAPHING & STENOGRAPHY Letters and postage collected, and mailed. 411 Southern Bldg., phone 2234. 1-9-21t

PHONE 849 FOR A REGULAR LOAD of wood pine, \$2.75 delivered; oak, \$3.25 delivered. John A. Williams, Floors and Panning Sts. 1-11-7t

FLOORS LAID, scraped and finished; old floors scraped at attractive prices. A card will bring us. Brothers & Pridden, 709 Dawson St. Call telephone 1985-W between 8 a. m. and 6 p. m. 12-18-20t

WOOD, wood—Same wood for less money; cut price. Pine, sawed and split to order, \$2.75; oak, \$3.25; mixed, \$3.00. Big load; quick delivery. Call 2255. 1-10-7t

THE PERFECT FUEL Delivered to All Parts of the City 10 to 25 bushels—31¢ per bu., plus 7¢ delivery. 26 to 50 bushels—30¢ per bu., plus 7¢ delivery. Yard Prices Same as Above, Less Delivery. TIDE WATER POWER CO. Phone 2700 1-9-21t

FOR SALE—Missions strawberry plants \$2.50 per 1,000 f.o.b. E. D. Wells Teague, N. C. 1-15-7t

WOOD—Cut pine \$2.75; cut oak \$3.25; slab wood \$2.75. Phone 1985 and 1868-W. 1-16-7t

WOOD—Pine 2.75, oak 3.25, mixed \$3.00, stick pine \$2.50, stick oak \$3.00. Call A. S. Kirley phone 1938-W. 1-16-7t

BUY your fresh eggs by parcel post; two doz., \$1.30; four doz., \$2.50; five doz., \$3.00; 10 doz., \$6.00. Containers furnished and postage paid and postage returned for return of containers. Terms cash. H. H. McGowan, Postmaster, Watha, N. C. 1-16-21t

FOR SALE—Pine and oak wood; prompt delivery. Good loads. Phone 601-J. 1-13-7t

WOOD—Good pine and mixed wood. Good loads. Prompt delivery. Also, portable wood-sawing machine for sawing wood in your yard. Phone 880-J. 1-16-7t

WE wish to announce that we are opening a wood yard at 104 South Water street, where we will sell wood at reduced prices. Heavy loads split oak and ash, with some lightwood in each load; \$2.90 for short lengths and \$2.40 for long lengths, delivered. Phone Town Creek Woodyard, 1016-J or 2323. 1-16-21t

FOR SALE—Quartered oak dining-room furniture complete; also mahogany furniture; all good condition. Apply 319 Market St. 1-17-19t

FOR SALE—Three-story store building, with elevator, No. 13 Market St. Call H. H. Meares, Harris, 13 Princess St. 1-4-21t

PLUMBING and Heating—Have your plumbing and heating, both new and repairs, done by reliable workmen. Every job done by us is guaranteed at a bargain. R. R. Benson, phone 2333. 12-23-20t

WOOD FOR SALE—Green strips, \$2.00; dry cut slabs, \$2.50; delivered reasonable distance; only a few loads on hand. Chadbourne-Bate Co. Phone 611. 1-5-21t

PORTABLE gasoline wood sawer Saws wood any length. At reasonable price. Call at 721 South Second street and leave your orders. J. H. Hobbs. 1-16-21t

WOOD—Ash and oak, split. Large loads, and some lightwood in each load. Price \$3.25 per load. This is a fine lot. Phone 1018-J or 2323. 1-14-21t

FOR SALE—A Second Hand Adding Machines. Real Bargain. Best Condition. Cheap For Cash. Apply 802 Murchison Building or P. O. Box 569 Wilmington, N. C. 1-16-21t

STOVE wood, pine or oak, at Wooden Shipyard Foot of Queen street, or by express. Address by card, A. S. Ventros, Box 132 City. 1-17-7t

WE ARE SPECIALISTS in business education. If you want training in any branch of business call to see us or write for full particulars. Day and night classes. Resident or home instruction. The Mott Business College. 1-16-21t

DON'T WORRY—Smile! Business is getting better and it is going to get better from now on, but every one has got to work; work, much harder than he has ever done for the same dollar that he has been getting, this means all producer, middleman consumer—except the office holder, he will go back to the old time fee system to get his, and if you don't watch him he will get it, well you never can tell. We are going to sell double the amount of room and split our profit in half, of course it means work, double the amount of work, but we have on hand the largest stock of fancy fruit and produce ever offered on this market and it has got to be moved, so if you need anything in the following goods you had better see us before placing your order. Blackberries, raspberries, strawberries, old Virginia wineapples, Yorks, Umbertwigs, water bananas, coconuts, Florida oranges, grape fruit, lemons, straw-berry, tangerines, potatoes, cabbage, turnips, onions, seed potatoes and anything in the produce line we have it, and we are after the business, and if quality and service is what you want, that you are after, we will get your business. Come down to our new store, and see us at 220 and 222 North Water St. Phone 617. W. H. McEachern. 1-17-21t

For Rent

PARTIES desiring to store their piano in a private home, best care will be given. Apply "G" care Star office. 1-16-21t

TWO bedrooms, one small and one large with two beds, near boarding house. 209 Chestnut St. 1-9-7t

ROOMS FOR RENT—Steam heat, hot and cold water; will serve messes. Phone 1002-W. 110 Orange street. 1-14-21t

FURNISHED room for one or two gentlemen, 412 Princess. Address 33 care Star. 1-16-21t

FOR RENT—Rooms with improved plumbing and private bath. Apply at grocery store, 930 North 7th street. 1-16-21t

FURNISHED ROOM for rent—Gentlemen only. Apply, 613 Grace St. 1-16-7t

FOR RENT—In steam-heated apartment one furnished room and use of whole apartment, to man and wife without children. Address, "Apartment," care Star. 1-16-21t

FOR RENT—Six large rooms. Apply 722 South Fourth St. 1-17-21t

FOR RENT—Bedroom and kitchenette, water lights and private bath, electric porch. Apply 9 to 12 o'clock at 720 Chestnut street, or after then at 104 Chestnut street. 1-17-21t

FOR RENT—Two large connecting rooms with private bath, steam heated; for quiet gentlemen only. C. W. A., care Star. 1-17-21t

FOR RENT—Furnished room, private entrance, next to bath and on car line. Call between 12 and 2. Apply 416 Castle St. 1-17-19t

LOST—Fur belt, at Fourth and Meares or Seventeenth and Market streets. Return to 411 North Ninth street and receive reward. Phone 1448-J. 1-17-19t

Announcements

EFFECTIVE January 15th, no credit will be extended to any one. Thanking the public for their patronage and a continuance of same. Respectfully, W. C. Capps, Gun and Lock Smith and General Repair, 20 South 2nd street. 1-15-7t

NO MATTER what the trip—whether vacation, honeymoon or business—see our line of Industrials and Hartman Trunks and suit line of Handbags and Suitcases at the right prices. Charles Finkelstein, Front and Market. Phone 642. 12-1-19t

HURRAH for 17th and Dock! Come and get your fresh groceries and fresh meats—cheap. Your patronage will be appreciated, large or small. G. L. Korngay, groceries; M. M. Parnell, fresh meat. Call phone 569-W. 1-14-7t

MULTIGRAPH CIRCULARS and FACSIMILE LETTERS when properly executed afford most beneficial results. That's the only kind we carry. Just like typewriting. Our printing is unsurpassed. Make us prove it. Harris Printing & Adv. Co. 13-1-19t

R. B. BENSON—Plumbing and Heating, Gas Fitting and Water Heaters, 213 Princess street, phone 2333. 12-23-20t

YOU are missing a lot of information by not reading the Literary Digest each week. Gordon Bros., news dealers, 17 Princess St., Phone 748. 1-1-7t

LITTLE JOB Electric Shoe Repairing, 115 1-2-S. Front. All goods sent for an returned. Spoons and cutlery to parcel post orders. Phone 203. 12-1-19t

STAR SERVICE SUB-STATIONS—Payne's Drug Store, Fifth and Red Cross streets. Payne's Drug Store, Seventeenth and Market streets. Had's Drug Store, Fifth and Castle streets. Smith's Drug Store, 914 N. Fourth street. — STAR SERVICE — Give your STAR ads, subscriptions and buy your FAVORITE paper, "THE STAR," at the NEAREST "STAR" sub-stations listed above. 12-24-19t

TYPEWRITERS REPAIRED—All makes. Satisfaction guaranteed. Phone 2233 and let us send our repairman around. Wilmington Typewriter Exchange, 515 Murchison building. 12-14-30t

BARGAINS IN TYPEWRITERS—UNDERWOOD, REMINGTON, L. C. SMITH, OLIVER and HAMMOND. WILMINGTON TYPEWRITER & SUPPLY. 515 MURCHISON BLDG.

WANTED—Dressmaking done by Mrs. J. E. Batchelor, 320 Red Cross street. 1-16-21t

TELEGRAPH DEPARTMENT—Course in commercial and wireless telegraphy. Morse and Continental codes, taught by an experienced operator. Call to see us or write for full information. The Mott Business College, Home Savings Bank Bldg. 1-16-31t

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SUBURBAN SCHEDULE

TIDE WATER POWER COMPANY
Winter Park, Seaside, Wrightsville, Wrightsville Beach and Intermediate Points
Effective Thursday, October 7, 1920.

Leave Wilmington For Wrightsville	Leave Wilmington For Seaside	Leave Wilmington For Wrightsville	Leave Wilmington For Wrightsville
8:50 A. M.	8:50 A. M.	8:50 A. M.	8:50 A. M.
9:20 A. M.	9:20 A. M.	9:20 A. M.	9:20 A. M.
9:50 A. M.	9:50 A. M.	9:50 A. M.	9:50 A. M.
10:20 A. M.	10:20 A. M.	10:20 A. M.	10:20 A. M.
10:50 A. M.	10:50 A. M.	10:50 A. M.	10:50 A. M.
11:20 A. M.	11:20 A. M.	11:20 A. M.	11:20 A. M.
11:50 A. M.	11:50 A. M.	11:50 A. M.	11:50 A. M.
12:20 P. M.	12:20 P. M.	12:20 P. M.	12:20 P. M.
12:50 P. M.	12:50 P. M.	12:50 P. M.	12:50 P. M.
1:20 P. M.	1:20 P. M.	1:20 P. M.	1:20 P. M.
1:50 P. M.	1:50 P. M.	1:50 P. M.	1:50 P. M.
2:20 P. M.	2:20 P. M.	2:20 P. M.	2:20 P. M.
2:50 P. M.	2:50 P. M.	2:50 P. M.	2:50 P. M.
3:20 P. M.	3:20 P. M.	3:20 P. M.	3:20 P. M.
3:50 P. M.	3:50 P. M.	3:50 P. M.	3:50 P. M.
4:20 P. M.	4:20 P. M.	4:20 P. M.	4:20 P. M.
4:50 P. M.	4:50 P. M.	4:50 P. M.	4:50 P. M.
5:20 P. M.	5:20 P. M.	5:20 P. M.	5:20 P. M.
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10:50 P. M.	10:50 P. M.	10:50 P. M.	10:50 P. M.
11:20 P. M.	11:20 P. M.	11:20 P. M.	11:20 P. M.
11:50 P. M.	11:50 P. M.	11:50 P. M.	11:50 P. M.

DAILY EXCEPT SUNDAY, FROM STATION No. 1.
This car connects at Wrightsville on special request to transportation office. Phone No. 2721.
This car will go through to beach on special request to transportation office.
Daily except Sunday. Saturdays and Sundays only. Sunday only.
Freight Schedule—Daily Except Sunday.
Leave Ninth and Orange streets 2:00 P. M.
Freight Depot open daily except Sundays from 1:00 to 3:00 P. M.

STATE SECURITIES COMPANY

INVESTMENT BANKERS

STOCKS : BONDS : INVESTMENT SECURITIES

R. L. HENLEY, President

903 Murchison Bank Building—Telephone 290

STOCKS and BONDS

COTTON, GRAIN and PROVISIONS

H. G. Latimer, Jr.

Member New Orleans Cotton Exchange

Direct private wires to New Orleans, New York, Chicago and all principal points.

Orders solicited for future delivery in Cotton, Grain, Provisions, Canned Goods, Coffee and Sugar.

Securities bought and sold for cash, or carried on conservative margin.

Correspondent, H. and B. Beer, 401 SOUTHERN BUILDING, New Orleans, La. PHONE 230

STARKEY & GOLDBERG

STILL LEAD THE WAY BACK TO 1914 PRICES

NEW AND FRESH ARRIVALS

Sun-Kiet Sliced and Grated Pineapple, ASPARAGUS TIPS, Yellow Cane Peaches, Oscar Mayer Brand Canned Meats, Carnation Milk, All kinds of Canned Goods, Blackeye Peas, Apples, fresh and dried. Complete line of Candies.

Bear Produce and Merchandise Company (Wholesale Only) Cor. Nutt and Grace Streets Phone 452-453

What Do You Think Of This AN EVER-JOHNSON BICYCLE For Your Boy or Girl?

QUEEN CITY CYCLE CO.
209 Market Street
TELEPHONE 902

NOT TOO LATE TO PLANT RYE
WE HAVE
100 sacks Rosen Seed Rye.
20 sacks Abruzzi Seed Rye.

DON'T FAIL TO PLANT OATS
500 sacks Burt Seed Oats.
100 sacks Rust-proof Oats.
Big stock of all kinds of Feeds and Canned Goods
Prices on basis of present costs

D. L. GORE COMPANY
Wilmington, N. C.

We Have a Good Supply of Coal : Cement : Wood
A trial order will convince you of quality, fuel and service

BECKER COAL and BUILDERS' SUPPLY COMPANY
Castle, Queen and Berry Streets

Your Boy Wants A CROWN MOTO-BIKE

Cash or Weekly Payments

Wilmington Cycle Co.
215 Market Street
Phone 526

WILMINGTON MATTRESS AND UPHOLSTERING CO.
Fourth and Wright Sts.
Upholstering and Repairs
Furniture Packed and Crated
PHONE 1531-13

FOR REMODELING AND GENERAL HOUSE REPAIRS, SEE S. PRIDGEN
806 S. Seventh Street

EUREKA DYE WORKS
C. D. MYERS, MGR.

QUANTITY SERVICE
CORNER Second & Dock Sts.
Telephones 122-123

W. E. & J. H. TAYLOR
FAMILY GROCERIES and COUNTRY PRODUCE
Fruits, Candies, Cigars and Tobacco, Chickens, Eggs, Meats, etc.
North Carolina Meats a Specialty. Phone 1910
612 Castle St.

CITY ELECTRIC CO.
206 Princess St. Phone 955
APPLIANCES : MAIORA LAMPS
WIRING : SUPPLIES

UNION METAL WORKS
Tin and Sheet Metal Work
Radiators and Fenders Repaired
Hot Air Furnaces Installed
14 S. Second St. Telephone 2162

Save Coupons From DIX-E BREAD
They Are Valuable
Atlantic Baking Co.

THE GROCERIES
B. BREEDEN
102 MARKET STREET
ONE DOOR FROM FRONT

IN MEMORIAM
In loving memory of my devoted brother, James W. Monroe, who entered into rest January 17, 1920.
I thank God for every remembrance of you.
MRS. E. W. COLLINS.