

THE EVENING TIMES-STAR, ST. JOHN, N. B., MONDAY, AUGUST 27, 1923

RECENT WEDDINGS

Weston-Dick. The marriage of Miss Florence Gertrude Dick, daughter of Mr. and Mrs. George Dick, of 195 Queen street, to Mr. Bruce Verner Weston, son of Mr. and Mrs. R. Harry Weston, of Gagetown, N. B., took place on Saturday afternoon, Aug. 26, at 8.30 o'clock, at the residence of the bride's parents, which was decorated with ferns and sweet peas. Rev. Hugh Miller performed the ceremony. The bride, who was given away by her father, wore a traveling suit of navy blue pique twill with hat to match, and carried a bouquet of pink roses. Immediately after the ceremony Mr. and Mrs. Weston left for Boston, where they will spend their honeymoon, and on their return will take up their residence in St. John.

RECENT DEATHS

Mrs. Robert Gray. The death of Elizabeth, widow of Robert Gray, occurred on Saturday. She was eighty years of age and was one of the best known residents of the city. She is survived by two sons, Robert and William, and two daughters, Mrs. Margaret Quigg and Miss Susie Gray, all at home, nine grandchildren and four great-grandchildren, and one half-brother, Thos. L. O'Neill, of this city. The funeral will take place tomorrow morning from her late residence, 665 Main street at 8.45 o'clock to Holy Trinity church for requiem high mass.

Mrs. Elizabeth Haynes. The death of Elizabeth Haynes, widow of Arthur W. Haynes, occurred on Saturday. She was formerly a resident of Boston and 78 years of age. She is survived by one brother, William J. Morrow, of Grand Bay, N.B., and two sisters, Mrs. Walter Bowen and Mrs. Sarah E. Estey, both of Boston. The funeral will take place this afternoon from the residence of her brother, William J. Morrow, Grand Bay street at 3.30 o'clock.

Mrs. George R. Ellis. The death in Toronto of Mrs. George R. Ellis on August 26, will be missed with deep regret by a large circle of friends in St. John, where she had passed the greater part of her life, having removed with her husband and family to Toronto more than twenty years ago.

Mrs. Ellis was the last surviving member of her family, younger daughter of the late John Armstrong, at one time a prominent merchant of this city. Her husband was a well and favorably known citizen, and for several years occupied the position of secretary to the old St. John Gas Light Company, during the presidency of the late Robert Blair.

Mrs. Charlotte A. Holder. Charlotte Amelia Holder, aged eighty years, widow of Captain J. George Holder, died in the General Public Hospital at noon Sunday after a decline in health covering a period of months and following an operation performed late Saturday night. She expired without pain, virtually asleep away. The afflicted lady had been the centre of her household in Newman street, North End, up to Saturday and was about until her removal to the hospital. Therefore her passing came with such suddenness that relatives were shocked. Her condition becoming sorely aggravated during the few days previous to her removal to the hospital, the aged resident quite willingly submitted to the operation rather than face the inevitable alternative.

Mrs. Dorcas McGee. Mrs. Dorcas McGee, widow of Bartley McGee, died at her home on Friday night after several months of suffering. Mrs. McGee was a woman widely known in the community and to the travelling public, having for many years, together with her husband, kept a hotel and boarding house. She leaves two daughters, Mrs. George Brown and Mrs. F. J. Smith, both residents of St. George, and both with her during her illness. The funeral will be held on Sunday, Rev. Roy of St. Mark's church, will conduct the services and interment will be made in the rural cemetery.

Mrs. Annie E. Fowler. Frederick, Aug. 26.—Mrs. Annie E. Fowler, aged 81 years, died today, at the home of her daughter, Mrs. Annie Deane, besides his wife, formerly Mrs. Deane, Mrs. Clifford Cole, of Halifax, and one son, John Fowler, of St. John, living in Western Canada.

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Look Over Your Shoes and See if They Need

Repairing

Call Main 4242

And our team will call for them, returning them to you the next day.

We employ only experts and use only the best Leathers and Rubber money can buy.

Send your shoes for repairs to

WATERBURY & RISING, LTD.

61 King Street.

Drive Sells More Than Million Collars In Two Weeks

File's, in Boston, Stages Record-Breaking Event Netting \$258,000.

Could you sell 1,022,000 collars in two weeks' time over the counter at retail prices? That is the gamble that you could sell that many "seconds" of a widely advertised make of collar and take a small profit on the business.

That is what was done by the William File's Sons Company, better known to the shopping public as "File's". The census man credits Boston with a population of less than 800,000. The entire metropolitan district, including Boston, from which the great bulk of Boston shoppers come, has a population of approximately two millions. Yet File's took the gamble and sold several thousand more than a million collars in two weeks.

B. F. Raphael, merchandise manager of File's bargain basement store, signed a contract for the entire lot of seconds of a nationally known brand of collars which were placed on sale as rapidly as they arrived, almost daily. In this way a virtually new stock went on the counters every day and any purchaser who did not find what he desired on the first day was pretty sure to locate it on the following day.

This plan was advantageous in several ways. It provided a new stock of merchandise daily. It did away with the necessity of finding storage space for the big lot of collars until the demand for them was exhausted. It permitted easy handling of the collars because the lots were handled in small quantities when compared with the total number put on sale. It was not necessary to interfere with the departments of the store nor were additional sales people required to handle the goods of the collar sale.

File's publicity campaign was also out of the ordinary. It commenced with the circulation of a circular, the purchase of a large quantity of the collars had been made. This announcement was carried in the daily newspaper advertisements, and with the opening of the sale a quarter-page advertisement was devoted to it. But the drive was only just getting under way. During the sale not only was newspaper space used liberally, but mailing lists were also used with the campaign ended with a full two-page newspaper sent through the mails, set up and printed in imitation on the front and second pages of a local paper, every item being devoted to some phase of the collar sale.

Did it "pull"? What would you say if you had 76,211 customers buying collars in one day? What would your office force do if several mailbags filled with checks, money orders and cash, not to mention C. O. D. and legitimate charge customers' orders, were dumped on your desk today?

Dr. Scholl's Zino-pads. Put one on—the pain is gone!

School Furnishings For Boys' and Youths

Large assortments in styles and varieties that boys like. Values are the best possible.

BOYS' SHIRTS—MANY KINDS. Every school boy should have a good supply of such shirts as these: Colored Cotton Shirts in favorite colors and patterns... \$1.35, \$1.75, \$2.00. Sport Shirts with collars attached. Showing in self blue, khaki and colored stripes... \$1.00. Flannel Shirts with collars attached. Stripes... \$1.10. Light Grey Ceylonette... \$1.25. Khaki... \$1.50.

BOYS' PAJAMAS. One piece style in colored striped shaker \$2.00. Two piece style in striped shaker or Ceylonette... \$2.00, \$2.25, \$2.50. SOFT AND STARCHED COLLARS—Newest styles... 25c to 50c. MERCERIZED HANDKERCHIEFS—White and colored borders... 10c, 15c, 20c ea. BRACES—All best liked kinds... 15c to 65c.

NECKTIES in colors, patterns and shapes especially suitable for boys' wear... 25c to 50c. BOYS' WORSTED JERSEYS—Button shoulder and polo collar styles... \$1.50 to \$4.00. BOYS' PULLOVER SWEATERS in heavy-weight with shawl collar... \$3.25 to \$4.00. BOYS' COAT SWEATERS with shawl collar... \$2.50 to \$3.75.

SHIRTS AND DRAWERS. Fleece Lined... 75c and \$1.00 gar. Natural and Grey Merinos 75c and \$1.25 gar. Natural Wool... \$1.10 to \$1.80 gar. Fine Ribbed Wool... \$1.25 to \$1.65. UNION SUITS—Fleece Lined... \$1.35 suit. Natural Merinos... \$1.90 to \$2.45 suit. Natural Wool... \$2.15 to \$3.25 suit. Fine Elastic Ribbed Wool... \$1.85 to \$3.00. Waterproof Canvas School Bags... 65c ea. Real Leather School Bags... \$1.75 to \$3.25. (Men's furnishings, ground floor.)

Manchester Robertson Allison Limited

KING STREET GERMAIN STREET MARKET SQUARE



School Opening Sale of Boys' Suits

If your boy will be needing a fresh, new suit to commence the fall school term, you'll find this the most advantageous time to buy it.

High Grade Suits are marked at generous reductions for this occasion. "Kloth Klads" and other well known, reliable makes among them. Sizes up to 18 years.

Styles, Materials and Workmanship are all you could hope to find. Many suits are strongly reinforced by double cloth at all points of strain.

Sale Prices—\$8.30, \$10.50, \$11.65, \$12.85, \$13.75, \$14.75. Boys' Caps... 79c and \$1.15. Boys' Blouses... \$1.05, \$1.15, \$1.25. Boys' Separate Pants... \$1.05 to \$1.95. (Boys' Shop, 2nd floor.)

New Designs Aid Your Needle Art

Fresh ideas in fancy work so beguiling your deft fingers are spurred to get into it have just come to the Art Department. Everything simple as day, just a case of go to it!

Romantic Chinese folk grace a corner of a Broderweave Lunch Cloth, a glistening applique effect with latens and all round the border. These go a yard long as do others that take a cross-stitch with this lively little note—"If The Water Boiling B Put It On and Let's Have T" 85c. to \$1.25 and Serviettes to match either of above, \$2.25 the dozen.

Library sets all stamped in the same way so you can rush right to work, take a lazy-day stitch on Natural Linen. Sprays of tiny blooms joined by a circular-trellis. Scarf 85c. Centre 65c. Cushion with back, 58c. Other Table notions you'll see for the first time are: Stamped Natural Linen Centres, 22 inch, both floral and conventional, 75c. Stamped White Linen Centres, 18 inch, 35c. In White Irish Linen, 45c. Stamped 3 piece Buffet sets, 45c. to \$1.65 each. White Irish Linen Centres, 22 inch, 65c. Runners of White Irish Linen, 18 x 45, \$1.10.

Applique Boudoir Sets. The Dance of the Fairies and the Shepherdes are the inspirations of two applique patterns in Boudoir sets of Pink or White Organdy, edged in French Val Lace. 3 piece Dresser set, \$1.65. Scarf 18 x 45, \$1.25. Pin Cushion, 45c. Guest size Towels, either with colored applique border for crocheting or buttonhole edge and plain embroidery, 75c. Stamped Pillowslips, 42 inch, circular Cotton in buttonhole or edge for crocheting. Many designs from \$1.35 to \$2.75.

Nursery Rhyme Appliques. Stamped bibs with colored appliques in the piggy series and other nursery favorites. On White Premier cloth, 29c. Unbleached Aprons for kiddies with colored appliques—Peter Pumpkin, Puss in Boots, Dutch Maid and Clown, 49c. Novelties in Laundry Bags at 95c. Darning Bags, 65c. Holder Cases, 49c. and 85c., and Slumber Dolls at 29c. These last are Peter Rabbit, Boy and Girl. Two different cushions on the applique order and stamped in Ecru Grosgrain. "On with the Dance" and "Comin' through the Rye." Both of them in quaint charm. Complete to make, 85c. Everything for knitting and embroidery.

DANIEL CORNER KING

Perfect Shoulders and Arms. Nothing equals the beautiful, soft, pearly white appearance of our Oriental Cream. Covers skin blemishes. Will not rub off. For sunburn. White-Flesh-Rachel. 10c for Trial Size 3. 25c for 7c. 50c for 14c. Montreal.

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Simply 60c. Away today and back tomorrow, a bountiful bag of washing white and sweet from eight waters—15 pounds of it for simply 60c. Yours separate from any other, and the Blacks, the Colors and the Whites also done apart. Purest neutral soap and a bleach with the added benefit of a disinfectant. No wonder the average family sends along as much as 19 pounds or 7.6c worth. You, too, can save \$2 at the least every week and have your things whiter by far. Dried as preferred. Phone Main 1707.

New System Laundry. Lansdowne Ave. For the Championship Regatta. AMDUR'S OFFER: Men's Sport Sweaters, \$1.69 to \$7.95. Wide choice of the newest in style and shades. Ladies' Sweaters, \$1.00 to \$8.95. The latest creations in this line are available. Get ready for the Millidgeville Races.

AMDUR'S, LTD., No. 1 King Square

GREGORY HAMMOND IS LAID AT REST. The funeral of Gregory ("Doc") Hammond, the fifteen-year-old lad who was killed by an electric wire at Epworth Park on Wednesday took place yesterday afternoon from the residence of his parents, Mr. and Mrs. William M. Hammond, 277 Union street, w. e. and was one of the most largely attended funerals seen in West St. John for a long time. He was a very popular boy, intelligent and a lover of clean sport and his prospects were exceedingly bright had he lived. W. Alvin Robbins, pastor of the Ludlow street Baptist church, conducted the service at the house and delivered a touching eulogy. He was assisted by Rev. F. F. Bertrand, of the Carleton Methodist church. The hymns were sung by a mixed quartet from the Ludlow street church. The pall bearers were the Trail Gang of the Ludlow street school, the members of G. A. Harrod's class, organizations of which the lad had been a member. They were Harry Poole, Gray Belyes, Alfred Belyes, Allan Jennings, Harry Walton and Perry Ring. The members of Master Perry Ring's Sunday school marched in a body on the way to the cemetery. The interment was made in the rural cemetery behind the in the Rothsay road. The large number of the local tributes testified to the popularity of the boy and evidenced the sympathy felt for the bereaved. Among the floral offerings were those sent by the superintendent, R. H. Foster, and the teachers and scholars of the Ludlow street Sunday school, by G. A. Harrod's class, by pupils in his Sunday school class, by the Blue Rock baseball boys, the C. P. R. employees of West St. John and by William Webster, superintendent of the C. P. R. on the Montreal and Quebec side. Mr. Hammond and several members of the family are on the C. P. R. staff.

BRITAIN PENSIONS KITCHENER'S SISTER. London, Aug. 27.—The Civil List Pensions granted during the financial year ended March, contains the name of Miss Kawara Kitchener, who is allowed \$800 "in recognition of the distinguished services of her step-brother, the late Earl Kitchener." Judith Mary Lady Ward is also granted "in recognition of the services rendered by her husband the late Sir John Leslie Ward" as an artist.

A Fokker monoplane has remained in the air continuously for 36 hours, 5 minutes, 20 seconds, and covered 2,941 miles.

upon your desks four times a day, all demanding collars? There was a small margin of profit after everything was charged off, including the advertising campaign, but even a small margin is profitable when 1,022,000 collars are sold at twenty-five cents each—\$255,500 in all. If your buyer would figure it out for himself—at twenty-five cents each, \$3 per dozen, a grand total of \$298,000 worth—more than a quarter million dollars worth of collars, sold in two weeks.

WICKED LONDON. (New York Times). From the report of Sir William Harcourt, Commissioner of London Police for 1922, let us take first the only comforting details. These relate to the clothing and lighting of London hobbles, an amiable, polite, patient, but, as will be seen, inefficient class in which the most robust legs are to be encased in trousers of a daily cloth equal to that supplied to the hobbles. The lighting of London, the evil of street lighting "does not abate." The picture of drunkenness is sinister, if much less so than in 1914, when 17,000 persons were charged with it. In 1918, under the severe restrictions of the war, the number fell to a little more than 11,000. In 1922 it was almost 94,000. Of these persons, 6400 of them women, 30,799 were convicted. This is an increase of more than 3,900 since 1921, an increase of more than 800 convicted drunken women. Compare these figures with those of our own more self-controlled community. According to Commissioner Enright's report for 1921, arrests for intoxication in that year were 5,169, whereas the average for the years 1910 to 1914 was 27,804. According to statistics published by Municipal Judge Gemmill of Chicago, there were 11,402 arrests for drunkenness here in New York in 1922. Even if this unofficial statement be accepted, it shows that this city is three times as moral as London. Only in the matter of comparative peccadilloes, such as murder, does London shine. "Twenty-six cases of murder of persons above one year of age were recorded, as against twenty-one in 1921. Arrests were effected in thirteen cases, and in the remaining thirteen the murderer committed suicide. The total number of persons apprehended and charged with murder was sixteen, as against seven for 1921. Of the sixteen (one being for a murder committed in 1921), thirteen were convicted and sentenced to death, and three were found to be insane at the time of the commission of the crime." In New York in 1921, 237 murders were reported. There were 34 convictions. New York is devoted to the prevention and punishment of crimes worse than murder.

PERHAPS (Toronto Globe). It must also be kept in mind that the spectacular portion of Mr. Coolidge's public record so far rests on his likely he will allow a few points in a wage agreement to stand in the way of getting coal to the furnaces. A solution of the hard-coal difficulty will be good politics, and perhaps politics for once will come to the aid of the wretched ultimate consumer. Bee cells are exactly alike in shape and each has a sharp point at the top.

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