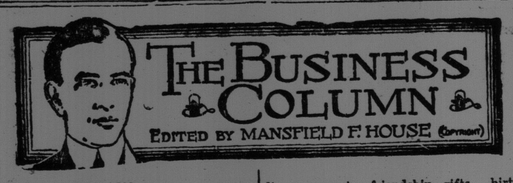
POOR DOCUMENT

MC 2035



"Grab-bag" Sold $500 in Five Days.

The lure of the old-fashioned "grab-bag" was well illustrated by White & Henderson recently in Galena, Kans. Finding their grocery department "old-stocked," as well as overstocked, some time ago, especially in small package goods, nuts, candies, etc., they hit upon a unique scheme to get rid of the old and make place for the new stock ordered.

Several large packing cases were placed at various points along the counter and each was filled with packages containing either a single article or two or three, according to the value. Each package was well wrapped and tied in order that no one might be able to know its contents until after purchase.

Some contained a bottle of pickles, others a package of mincemeat or walnuts, others varieties of nuts, still others held candies, and so on. No package was worth at the regular retail rates less than ten cents, while many would have sold (if they sold at all) at from fifteen to twenty-five cents.

In each box was placed one package that was worth at least fifty cents and one that was worth $1. In addition, inside of one package in each box was a ticket or coupon entitling the purchaser to $3 worth of merchandise anywhere in the store.

White & Henderson put signs on each box inviting customers to "Take a grab—only ten cents." And the people "took a grab"—then took more. The packages went like free ice cream cones on a hot day.

As fast as a box was emptied it was refilled with packages of virtually the same value. Six boxes were entirely emptied and some of them re-emptied the first day. And the longer it lasted, due to the advertising gained, the faster they went, until the whole stock available for the purpose was disposed of on the fifth day.

The plan was a great success and did more to advertise the W. & H. store than did any other stunt tried out by them, for each packing case full brought from $20 to $30.

Jewelry Is Profitable Side Line for Drug Store.

A carefully selected assortment of jewelry of good quality is one of the most profitable sidelines a retail druggist established in a town not large enough to support a jewelry store can adopt, according to M. Holland, proprietor of the Holland Pharmacy, in Lonoke, Ark.

"All through the year I have a comparatively steady sale from this line," says Holland. "Birthday presents, wedding presents, friendship gifts, birth presents and similar sales constitute the bulk of the steady sale; but cuff links, collar buttons, soft collar braces, tie clasps, tie pins, initialed belt plates, gold-plated fountain pens, etc., also meet with steady sale to the male customers.

"The space required properly to display this sideline is comparatively small, yet when placed right at the entrance of the store, the glittering showcases are suggestive and convincing to those who enter, and I can think of nothing a druggist handles which makes a more attractive display in the windows than jewelry.

"When placing jewelry in the windows, however, special care must be taken that certain articles are not placed where a too strong light will strike them. When I first took over this sideline, cold experience gave me a good lesson—and an expensive one.

"I learned it was poor policy to purchase outright a large bulk shipment of jewelry. In the first place, too much money is tied up which would, if placed in other lines, turn over faster. Secondly, a druggist buying a big bulk shipment will soon learn that it requires the work of an expert to choose articles best fitted to his trade. I soon found my showcases filled with stock that was exceedingly slow in moving, also, articles were on hand year after year. I couldn't sell them, nor could I return them—and that caused me to realize I was a poor judge in picking stock.

"But if properly advertised and given due attention, a jewelry sideline is very profitable. Last summer I disposed of seven expensive diamond engagement rings, nine wrist watches of good quality, several wedding rings, and had to send away for some expensive articles I didn't have in stock. Men's watches sell all through the season, as do watch fobs and men's signet rings, as well as women's rings and rings for the children. Cut glass ,too, is well worth handling in connection with the jewelry line, while chinaware nets an occasional sale.

"In the long run, I have found that this sideline draws into the store many people who otherwise would not have entered—so it is a profitable line all the way round."

Retail Diogeneses Seek More Light.

In order to get better lighting facilities for Chenango street a committee of merchants, all carrying lighted lanterns, invaded the common council chambers in Binghamton, N. Y.

The lantern-bearing retailers were accompanied by other taxpayers, who likewise bore lanterns, flashlights and other darkness dispellers.

The retailers urged that the council make an appropriation for permanent lights in their streets and also for immediate relief from present conditions.

Hunting "Blue Streak" Moves Kisses Fast.

Hunting the "blue streak" is the latest pastime originated by a confectionery retailer just out of the London, Eng., area. The idea is that those customers purchasing a special confection will look for a kiss through which runs a blue zig-zag streak, and put in their claim for the $50 prize.

This confectioner, whose establishment is known as the Gem, has filled his window trim four feet high with Tartan Kisses—a sweet wrapped in waxed paper the color of the tartan. All over his plate-glass he has pasted buff signs and showcards, informing the public that there are a number of "kisses" mixed with the stock containing a blue streak. Any one finding a "blue-streaked 'un" in hus or her purchase is requested to forward the kiss by registered mail. Then, if the streak is pronounced genuine, a check for the $50 will be mailed at once.

A fine business is being done at this shop as a result of the scheme and most other confectionery shops in the neighborhood are feeling a bad draught. The sidewalk and roadway outside the Gem is simply cluttered with discarded tartan wrappings and little groups of purchasers stand about hunting for a sweet with a blue streak in it so that they may put in a claim for a prize right there.

The scheme has been running two days and so far one local school girl has been lucky. She found a blue-streaked "kiss" and put in her claim. She has received her money and her name and address are pasted up in the shop. Of course, the London firm manufacturing the Tartan kisses pays the biggest share of the $50 when genuine blue streak claims are presented, but several confectioners who also manufacture the candy they retail are going to stage a similar scheme of their own offering one $20 prize and a number of small consolation gifts of candy. They, however, will give the big prize to the first claim received at the retail establishment following announcement of the stunt.

Says Stores Need More Ads This Year.

Wise merchants will use more advertising in 1921 than they have ever used before to put their goods before the people.

The sponsor of this statement is Joseph Schmidt, nationally known advertising man, who spoke before a salesmanship club in Cincinnati on the prospects for the coming year. Mr. Schmidt has just made a careful analysis of the business situation for 1921.

"In gathering this information I have been in communication with merchants in various sections of the country, and I find that those who have been most successful in the past intend to advertise liberally in 1921," he said.

"Business houses which go after business will find no trouble in securing it. It is true that some of the very conservative concerns may decide to cut down their advertising appropriations. But this will be all the better for progressive concerns who will advertise liberally.

"All methods of advertising, if legitimate, and especially newspaper advertising, offer wonderful opportunities for those progressive merchants who have a worth-while story to tell."

The Bigger Fool.

In sweat the man was like to drown—
Whose income was too little.
There was a man in our town
His pay rose not a tittle.

At length he said: "I'll lower then
My daily cost of living.
My wife and children, nine or ten,
No food will I be giving."

"A fool," you say? Of course, and yet
This man is just as wise
As he who, filled with business fret,
Ceases to advertise.

USE *The Want Ad Way*

Notices of Births, Marriages and Deaths, 50 cents.

BIRTHS

CUNNINGHAM—At the Evangeline Home, on March 5, to Mr. and Mrs. H. W. Cunningham, a son.

HOYT—At the Evangeline Maternity Hospital, on March 7, 1921, to Mr. and Mrs. George S. Hoyt, a son.

TOWER—On March 6, 1921, to Mr. and Mrs. Clarence Tower, Young street, Lancaster Heights, a daughter. (Still born.)

DEATHS

NEVINS—On March 9, Charles Nevins, leaving one sister to mourn.
Funeral on Friday from his late residence, 17 Exmouth street.

TRACY—At the residence of her mother, 117 Elliott Row, on March 8, 1921, Jeanne E. Tracy, aged eighteen years, leaving her parents and one sister to mourn.
Funeral Thursday from Trinity church; service at 3 o'clock. Interment in Fernhill cemetery.

BRAND—On March 4, at the home of her daughter, Miss Sarah Brand, 7 Dorchester street, Mrs. Charlotte, widow of Jas. H. Brand, aged 82 years.
Notice of funeral hereafter.

ASH—At the General Public Hospital on March 8, 1921, Edwin E. Ash, aged 45 years, leaving a loving wife and five children to mourn.
Funeral Thursday from his late residence 815 Germain street. Service 2.30.

MAHONEY—In this city on March 8, 1921, Peter Mahoney, leaving his wife, 1 daughter and 2 brothers to mourn.
Funeral from his late residence 248 Brussels street Thursday at 9 a.m. to Cathedral for Requiem High Mass. Friends invited to attend.

BURKE—In this city on March 8, 1921, after a short illness, Catherine, widow of Patrick Burke, leaving one sister to mourn.
Funeral Thursday morning at 8.45 from her late residence, 394 Main street to St. Peter's Church for Solemn Requiem High Mass. Friends invited.

YOUNG—At Bridgeport, Connecticut on March 6, 1921, Gertrude H. Sempleton, eldest daughter of Edward J. and the late Mabelle Young, leaving her father to mourn.
Funeral will be held Friday March 11 at 2.30 o'clock from her father's residence Silver Falls.

Parlor Suites

Beautiful Parlor Suites in three and four pieces in the latest styles and now is the time to buy while the assortment is complete.

Chesterfield Suites at greatly reduced prices.

Solid American Black Walnut Bedroom Suites, 4 pieces. Regular price $450.00. Now $360.00.

SEE OUR WINDOWS FOR BARGAINS

AMLAND BROS. Limited
19 WATERLOO STREET.

NOVA SCOTIA MUST SEEK MORE REVENUE

Statement in Speech From the Throne

Funds Needed so That Services May Be Efficiently Maintained—Mothers' Pensions and Prison Farm in Forecast.

Halifax, N. S., March 9—The Nova Scotia legislature opened this afternoon. In the speech from the throne, with reference to the appointment of a royal commission to investigate "expeditures in connection with the construction of certain federal roads made by the provincial highways board and the purchase of machinery," the legislators were informed that the report of the commission would be laid before them. The report of a commission appointed to investigate the practicability of a scheme for providing mothers' allowances, would also be presented to the members.

"You will be asked to consider legislation to provide for the very necessary consolidation of the statutes of the province, for inspection of loan and trust companies, for the establishment of a central prison farm, to amend and consolidate the mines' act, to revise and consolidate the Nova Scotia companies act, to amend the supplementary revenue act and various other important public acts," said the lieutenant governor.

Legislation forecasting the provision of additional sources of revenue "in order that efficiency of service may be fully maintained in the various departments of the government" was announced.

With reference to the "claims of the maritime provinces against the dominion government" presumably in connection with crown lands, it was announced that further plans for pressing these claims had been made and "it is hoped that an early date a decision will be reached by the governments concerned, in regard to the very proper demands of the maritime province for more equitable financial arrangements."

"Notwithstanding unfavorable industrial and commercial conditions during the last year which have been world wide," said His Honor, "this province has enjoyed a fair measure of material prosperity, although at present there exists a considerable depression in trade."

The curtailment of production in the coal, iron and steel industries was referred to and the hope expressed that with wise counsels, with a full and frank understanding of prevailing conditions and with a friendly spirit of cooperation between employer and employe, and difficulties incidental to the general industrial situation would be surmounted.

It was announced that the 300th anniversary of the granting of the charter of Nova Scotia to Sir Wm. Alexander by King James I., occurring this year, would be fittingly celebrated at Annapolis Royal, the ancient capital of the province.

The usual ceremonies attended the opening of the legislature, the band of the Halifax Rifles and a guard of honor from the Royal Canadian Regiment being in attendance. Inside the legislative council chamber, a distinguished gathering witnessed the formalities. Hon. Robert Irwin was re-elected speaker for the fourth consecutive time. This is the first session of the 37th general assembly of this province.

ATHLETIC EVENTS FOR THE SOLDIERS

Garrison Association is Formed Here By the Various Units.

To promote athletic competition between the members of the various military units in the city, representatives of several of the companies recently formed the Garrison Athletic Association. Brigadier-General A. C. McDonnell was elected honary president and the other officers of the chosen: were President, Major Allan Leavitt; first vice-president, Major Andrew Rainnie; second vice-president, Major Edward Mooney; secretary-trasurer, Sergeant Ferris. The commanding officers or the several units will appoint two men in each unit and these, in conjunction with the officers named will constitute the executive.

The units represented at the meeting were the St. John Fusiliers, N. B. Dragoons, Seventh Machine gun brigade, Canadian Signal company, Medical corps, third Artillery regiment and C. A. S. C.

Boxing and wrestling will be featured by the new association. The armories will be equipped with a gynasium under the direction of the senior ordnance officer. Another meeting will be held next week to map out the detailed programme.

IN TIMES LIKE THESE

A medicine that costs only

5 Cents a Day

or $1.50 a month, should be thoroughly considered. We know of only one that does this, namely,

Hood's Sarsaparilla

which has a half century record of efficiency and worth.

It creates an appetite, aids digestion, makes food taste good, purifies and vitalizes the blood, makes the, weak strong, eliminates the poisons of catarrh, scrofula, rheumatism, fortifies the body against infectious diseases, fevers, grip, influenza.

Get Hood's Sarsaparilla today, **Hood's Pills are a fine laxative.**

OUR SERVICE

to the eyeglass wearing public is as efficient as knowledge and equipment can produce.

Our methods of examining the eye-sight are thorough and painstaking.

We fit no glasses to diseased eyes or eyes that are in need of medical treatment. Such cases are referred to a competent medical specialist.

Our repuptation for honest treatment is your safeguard.

D. BOYANER
111 Charlotte Street

GOOD THINGS COMING TO THEATRES OF ST. JOHN.

"IN SEARCH OF SINNER" TOUCHES DELICATE SITUATIONS

Peppy Constance Talmadge Picture At Queen Square Theatre Tells Plight of Girl With Saintly Husband.

John Emerson and Anita Loos, whose efforts for the last six months have been confined to providing Constance Talmadge, the brilliant First National star, with unusual screen material, have completed what is probably their most daring adaptation in "In Search of a Sinner," which will be shown at the Queen Square Theatre, commencing today.

Many unusual angles that have never before been embodied in a Constance Talmadge production make "In Search of a Sinner," one of the most distinctive offerings to be shown on the Queen Square screen in the past year.

LOCAL NEWS

THE SALVATION ARMY SELF-DENIAL.

In the course of a few days the Salvation Army will commence their annual self-denial effort.

MILLIDGEVILLE CLUB.

The Millidgeville Summer Residents' Club, at a business meeting last night, decided to open its social entertainments this season with an elaborate dance to be held in the Knights of Pythias Castle in the middle of April.

NURSES TO FURNISH THE LECTURE ROOM

The alumnae of the General Public Hospital nurses are raising money to furnish the lecture room in the new home for nurses. They have already raised some $300, but twice as much more is required. For this purpose a tea and sale is to be held early next week in the Victorian Order of Nurses' home, in Carleton street, on Tuesday afternoon from 4 to 6 o'clock. The nurses are working hard on this project and generous patronage is expected.

SAYS DOWN WILL GO MEAT PRICE

Offer of Opponent of Cattle Embargo in England to Government.

London, March 9—(By Canadian Associated Press)—New interest has been given to the controversy over the British embargo on Canadian cattle, by a statement issued by the Meat Traders Federation, which is urging the removal of the embargo, that one of its members has offered to place 20,000 at the disposal of the minister of agriculture for any purpose in its discretion if the removal of the embargo fails to reduce the price of meat by six pence within six months.

In spite of this challenge the conference of the central chamber of agriculture today decided to oppose any relaxation of the restrictions on the importation of live stock into the United Kingdom.

Lord Crewe, who addressed the conference said he doubted the sanity of those who predicted that the removal of the embargo would reduce the price of meats by six pence.

It was interesting, he added, to note that complete unanimity on the question did not exist even in Canada.

IS SENT UP

Steeves, Pentecostal Preacher, is Committed for Trial.

The preliminary hearing in the case of Charles Steeves, a pentecostal preacher of Carleton county, was commenced yesterday at Bristol behind closed doors. Robert L. Simms appeared for the prosecution and C. J. J. Jones for the defense. The evidence of the girl in the case, Etta Brooker, was taken. She said she met Steeves last summer and that he began coming to her home while her father was at work. Her mother is dead and she lives with her father and three younger members of the family. She was then thirteen years of age. Steeves had asked her father if he could marry her and her father had said there was something wrong with Steeves' head. Before the hearing yesterday the girl's father made an attack on the prisoner and was only prevented from doing serious injury by Sheriff Foster and Deputy Moores. Steeves was committed for trial at the circuit court to meet on April 26.

MONTREAL STOCK EXCHANGE

Mantreal, March 9—The local stock exchange was quiet at its opening today. Abitibi was fractionally weaker at 36 1-2. Atlantic Sugar and Brazilian were unchanged at 80 and 33 respectively. Brompton strenghtened a half point to 35. Dominion Steel, however, displayed much weakness, selling at 39 1-2, after closing at 41 1-4 yesterday. National Breweries sagged 3-8 of a point to 41, while Spanish River went down a half at 70. Other leaders were quiet.

RUNNING RIGHTS.

Premier Foster returned home yesterday from Montreal, where he had held a conference with President Beatty, of the Canadian Pacific Railway, and the directors of the St. John & Quebec Railway regarding securing running rights for the St. John & Quebec Railway trains over the C. P. R. from Woodstock to St. John. The premier brought back word that a satisfactory arrangement had been arrived at.

Announcement

CHARLES LEE SCOVIL

who has been associated with Spencer Trask & Company, Investment Bankers, for more than twenty years, first as chief statistician and advertising manager, and in more recent years as advertising and sales manager, has resigned and is now First Vice-President of this corporation.

H. LAMSON SCOVILL

son of Mr. Henry William Scovill, and grandson of Mr. James Mitchell Lamson Scovill, who founded the Scovill Manufacturing Company of Waterbury, Connecticut, in 1802—the largest independent brass manufacturing concern in the United States—is now Treasurer of this corporation.

GALE McNOMEE

former news editor of the Daily News Record and Women's Wear, and for many years associated with other important metropolitan newspapers, is now Vice-President of this corporation.

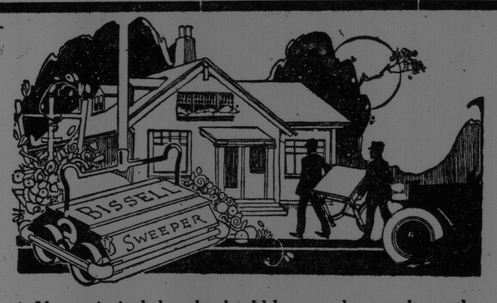
Medley Scovil, President.
MEDLEY SCOVIL & CO.

KNOWLEDGE of markets, of follow-up correspondence and of the human element in advertising—these are the primary factors which make the service of our agency of real value to manufacturers and distributors.

Why not permit us to co-operate with you along these lines?

Medley Scovil & Co.
INCORPORATED
Advertising
25 Broad Street New York City

Why Not Bring **Good Furniture** Into Your Home?



Your principal thought should be to make your home the most comfortable with the most appropriate of modern furniture.

OUR STORE
has the modern and luxurious furniture that will please the discriminate buyer.

BUY GOOD FURNITURE,
genuine furniture; furniture that will wear both in construction and appearance.

SEE OUR NEW STOCK.
All the better grades of modern furniture are here—at the very lowest prices good furniture can be sold.

J. MARCUS, 30 - 36 Dock St.

SHIPPING

ALMANAC FOR ST JOHN, MAR 9.

	A. M.		P.M.
High Tide	11.34	Low Tide	5.49
Sun Rises	6.45	Sun Sets	6.22

PORT OF ST. JOHN.

Arrived March 9.

Coastwise—Stmr. Bear River, 70, Moore, from Bear River, N. S.

Cleared March 9.

Coastwise—Stmr. Empress, 612, McDonald, for Digby, N. S.; stmr. Bear River, 70, Moore, for Digby, N. S.

Sailed March 9.

Stmr. Roman Prince, for London, Havre and Antwerp.
Stmr. Absirtea for Gibraltar.

MARINE NOTES.

The steamer Manchester Importer is expected to sail some time today for Philadelphia and Baltimore to load. She will return to St. John to complete her cargo before sailing for Manchester. Furness Withy & Co. are the local agents.

The steamer Bayhowel is expected to sail tonight to complete loading a cargo of grain for Antwerp. Furness Withy & Co. are the local agents.

The steamer Manchester Mariner was due to leave Manchester on March 6 for St. John with general cargo. Furness Withy & Co. are the local agents.

The steamer Northern Milier was due to leave London yesterday with general cargo for St. John via Halifax. Furness Withy & Co. are the local agents.

The steamer Absirtea sailed this afternoon at 2.30 with a cargo of grain for Gibraltar for orders. J. T. Knight & Co. are the local agents.

The steamer Canadian Planter is at the west side of Long Wharf loading for Australia and New Zealand.

The steamer Canadian Raider is at east side of Long Wharf, loading for London and Cardiff. She is expected to sail on Friday.

The steamers Canadian Otter and Canadian Navigator are at the refinery wharf being overhauled.

The steamer Canadian Pioneer is due to arrive at the first of the week from India.

The steamer Whitebelle arrived at Chesterfield, Pa., yesterday after an eighteen days' run from Hayti with a cargo of logwood. Nagle & Wigmore are the local agents.

The steamer Stanja is expected to finish loading a cargo of deals today for the Stetson Cutler Co. and will sail for Kinsale for orders. McLean Kennedy Limited are the local agents.

The steamer Venus II is due to leave St. John's Nfld. today for here to load a cargo of potatoes and hay for Cuba. Furness, Withy & Co are the local agents.

The steamer Roman Prince sailed today for London. Havre and Antwerp with grain and general cargo. Furness, Withy & Co. are the local agents.

The steamer Manchester Corporation will sail on Friday for Manchester via Halifax with general cargo. Furness, Withy & Co. are the local agents.

BRITISH PORTS.

Barbados, March 4—Sld, str Canadian Gunner, St John, N B.

St Michaels, March 7—Ard, str Canopic, New York.

FOREIGN PORTS.

Christiania, March 3—Ard, str Bergensfjord, New York.

ANOTHER ALBERT CO. SENSATION

Ezekiel Berry Arrested in Connection With Death of Wife on December 12.

Moncton, N. B., March 9.—Charged with the murder of his wife, Minnie Berry, Ezekiel Berry of Forest Hill, Albert county, was arrested yesterday by Provincial Constable Dryden. A coroner's jury called to examine the body of Mrs. Berry after her death on December 12, 1920, failed to agree that the circumstances surrounding the event were accidental, as her husband is said to have alleged, and Berry's arrest is the sensational culmination of an inquiry ordered by the attorney-general's department.

Berry is alleged to have said that his wife was drowned in a spring a short distance from her home at Forest Hill on the morning of December 12.

The coroner's jury is said to have found one side of Mrs. Berry's head bruised and swollen, and marks on the throat from which blood was oozing.

Constable Dryden brought his prisoner to Moncton last night and he will be given a preliminary hearing this afternoon. Barry has three children.

USE *The Want Ad Way*

KILLED AS WERE HIS BROTHERS

Frank Caldwell Buried Under Rock and Earth in Gypsum Quarry.

Windsor, N. S. March 9—Buried under fifty tons of rock and earth when a bank at the Wentworth gypsum guarries collapsed, Frank Caldwell, of Mapleton, was instantly killed this morning. Blasting in another part of the quarry is supposed to have dislodged the bank under which Caldwell was working. Two of his brothers were killed in a similar accident at the same quarries fourteen years ago.

PERSONAL

Brig.-General A. H. Macdonell has returned from Ottawa, where he attended a meeting of the Strathcona Trust Fund, and also meetings of the Cavalry, Artillery and Rifle associations. Brig.-Gen. Macdonell was absent about two weeks. He paid a visit to Toronto while away.

Rev. H. E. Stilwell, general secretary of the Baptist Foreign Mission Board, of Toronto, passed through the city today on his way to Wolfville, N. S., where he will address the students of Acadia University.

H. V. York, representative of the Metropolitan Insurance Co. in St. John, left on Monday evening for the company's sanitorium and rest house at Mount McGregor, Saratoga Springs, New York, where he will spend some time for the benefit of his health. Many friends will join in wishing him a speedy return to health.