

POOR DOCUMENT

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THE EVENING TIMES AND STAR, ST. JOHN, N. B., MONDAY, OCTOBER 27, 1919

INCIDENTS IN TRIAL OF LONG

New Brunswick Accused of Murdering Woman

One Witness Describes Visit to Parker House Day After Crime—Alleged Remarks of Long When Crime Was Discussed

(Boston Globe.)—Remarks made by the respondent on the day Mrs. Broadwell's body was found in the Wheelock garden in Barre were told to the jury in the Long trial today by the witnesses for the prosecution. These witnesses also said that Long told them about the finding of the body an hour before it has hitherto appeared that he knew about it.

Mrs. Daisy Luce, at the time of the crime a resident of Hill street, Barre, said Long called at her house about 8:30 o'clock Sunday morning, May 4, to ask Ernest Bailey, a roomer, to help him fix his car. According to the witness Long said, "Have you heard of the doings down town?" The witness answered that she had and remarked, "Isn't it awful?"

Long's reply was, "There'll be one less woman in Barre." No mention had been made by persons in Mrs. Luce's house that the victim was a woman.

Henry Kloux, a roomer at Mrs. Luce's, corroborated the testimony about the time Long visited the house and his remarks. George Bailey testified that he was the first to tell Mrs. Luce the news, which, it appeared, was about five minutes before Long's arrival. Mrs. Nellie Degreene supported the testimony that Long had called at the Luce house at seven o'clock, but failed to rouse anyone then and went away. Arthur Holt also said he saw Long going to the Luce house about seven o'clock. Long made two trips.

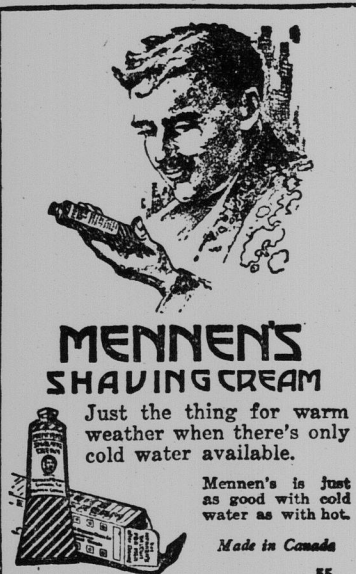
Time Fixed by Long.
In the statement Long gave to the deputy clerk he fixed the time he first heard about the crime at about 8:30 o'clock, when he was working on his car at the garage. When he went to the Luce house his car was still on the Parker house lawn and later was hauled to the garage.

Mrs. Edith Edson, who was so deaf that the deputy clerk had to stand beside the witness box to administer the oath, proved there were times when she had no difficulty in hearing.

She had occasion to go to the Parker house about noon on Sunday, May 4, to get a key belonging to Jack Fraser, a boarder at her house, which was in the possession of Alex. Mutch, a roomer at Mrs. Parker's place.

As a preliminary she told about a row at the Hotel Russell, where she was called. Seeing blood scattered around and on the face of Jack, she said she took him home and locked him in his room. She described Long and Mrs. Parker as sitting down to eat.

Asked what she said after she had stated the object of her visit, she replied



MENNEN'S SHAVING CREAM
Just the thing for warm weather when there's only cold water available.
Mennen's is just as good with cold water as with hot.
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"I asked if they had heard about the murder, Mrs. Parker said 'No.' Mr. Long didn't make any remark except to ask if they found out who did it. I said 'No,' but they found a watch with initials in it. Long put his hand on his watch. I said I hope they'll find him and shoot him full of bullets. Long said 'Yes, that's so.'"

William Jenkins corroborated the testimony of Irving Smith about the automobile tracks in Keith avenue. He said Smith was the first man to bring them to his attention. He followed the tracks around to Summer street, noticing they were plain on the gravel walk at the corner.

Gives Mutch an Alibi.
Officer Henry Gamble of Barre gave Alex. Mutch, a fellow roomer of Long at the Parker house, an alibi when he said Mutch was locked up for intoxication about ten o'clock Saturday night, May 3, and was in jail all night and most of Sunday.

Joseph Shadrout placed the time as between eleven and twelve when Long bought a veal, deviled ham, jelly roll and bread at his store on the opposite side of the street from the Parker house. He closed his store about 12:30.

Arthur C. Tilden, a Barre merchant, who made a time test of running an automobile from the Parker house to Keith avenue over the route Long was supposed to have taken if he was the murderer, testified that the distance was six-tenths of a mile to the garden by Main street and Keith avenue, and seven-tenths of a mile back by way of Keith avenue, Summer, Elm and Main streets.

Some of the witnesses who saw Long's car on the Parker House lawn, disagreed in which direction it was headed, some saying it was headed south toward the bridge and others north toward Ayer street. The machine was seen by Mrs. Barbara Renney and Mr. and Mrs. Russell. It was stopped at Shadrout's store on their way home from a silver wedding anniversary a few minutes after midnight. All agreed there were no lights on the car, and that no one was working on it. It was headed toward the bridge. Robert Wright and James McKay saw the unlighted machine about 12:30, and no one was working on it then.

and there were no lights in the front part of the Broadwell stand.

Mrs. Annie Greig said the machine was pointed toward Ayer street. Her son came home between 12:40 and one o'clock and she spoke to him. Her bedroom window faced the lawn. She heard no noises in the Parker tenement and no one coming down stairs.

James Greig, her son, who rode home in a friend's car, noticed the machine on the Parker lawn unlighted, and he heard no one enter or leave the Parker house. Stanley George saw the car at about 12:30 and thought it was headed toward Ayer street.

H. G. Bennett of 14 Jefferson street, Barre, said Long entered his employ last fall and was working for him as a teamster at his lumber mill up to the time of the crime. Long talked about buying a particular make of car at one time. He had no knowledge that Long intended to put his car into his garage on Saturday night, May 3, as Long had said.

He identified the non-spare tire characterized as peculiar as a common type on light cars. In this respect he was a witness for the defense, the state offering no objection. Mrs. Rose Spaulding of Hill street, Barre, could not identify Long as the man who called at her house at 8 a. m. May 4, to get David Johnson to help him on his car, but thought his picture looked like the man.

THE BUSINESS COLUMN

(Continued from page 7.)

found necessary by them, or their heirs or administrators, to close out their businesses."

Pattern Shows if Piano Fit Room.

The M. Doyle Marks Company, of Elmira, N. Y., has found a new way to sell more pianos. It's like this: Very few people would buy clothes if a fitting were denied them. But it didn't make any difference about pianos in the past days, when rooms were big. Now, however, rooms are small, and the company figured out that a great many people don't buy pianos because they are in doubt about the fit.

So the store simply furnishes one with a floor pattern of a piano on request, so that one may rearrange one's furniture to see if the piano won't fit after all. The experiment doesn't cost one anything, but it does get one's piano. The store's piano sales record proves that the idea is sound.

Volume Sales Secret of Meat Store Profit.

A margin of 30 to 31 per cent between selling and cost price yields the maximum profit in the operation of a meat store. A smaller margin is not sufficient to meet the expenses of the average store of \$100,000 a year sales class. A larger one immediately places the trader on the necessary volume of business and decreases goodwill.

This statement is made by John T. Russell, who operates a number of stores in Chicago and was formerly president of the National Association of Master Butchers. From his experience and tabulated records Russell submits the following figures and data, which may be accepted as standard for the average butcher shop in the \$100,000-a-year class.

The minimum weekly expense for such a store, he says, is \$397. This



Party Confections

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After the apples and nuts and cake and other things decidedly unghostly—

When the fun lags just a little—

Pass around Chiclets.

These dainty, candy-coated confections will liven up the conversation. So "Really Delightful"—they make for merry parties.

For your own use, Chiclets are sold everywhere at ten for 5c. For the party or the family, the Week-End Box at 25c.

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CANDY COATED GUM

Canadian Chewing Gum Co., Limited, Toronto, Winnipeg, Vancouver.

What other phonograph dares this test

Did you ask some one about the Edison Tone-Test given last Wednesday afternoon in the Imperial Theatre? The startled audience heard Alice Verlet's living voice flood the packed house. It then heard the New Edison match that voice, even unto its finest variation of shading and feeling. Anyone who was present will tell you.

The voice of the living artist and its RE-CREATION by the New Edison cannot be told apart

It is no idle phrase that you can enjoy Case, Middleton, Hempel, Matzenauer, Spalding—in your own home. The New Edison brings all that the great artist can bring, except his physical presence. It is the phonographic triumph of the age.

The NEW EDISON

"The Phonograph With a Soul"

Come in and hear this wonder for yourself—the Three Million Dollar Phonograph that RE-CREATES the very soul of music.

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Market Square and King Street - - - - - St. John, N. B.

The instrument used in Wednesday's Tone-Test is a regular model; an exact duplicate of the Laboratory Model which Mr. Edison perfected after spending Three Million Dollars in experiments.

includes a salary for a manager as well as for the proprietor, who must of necessity put in a great part of his time in buying. Items of expense are:

Owner's time	\$75
Manager for store	35
Four butchers	120
Cashier	15
Truckman	30
Rent	35
Ice	10
Depreciation	25
Advertising	10
Shrinkage (3 per cent on cost of meat)	30
Repairs and miscellaneous	12

Total for week \$397
Total for year \$20,644

But the actual figures of \$100,000 a year's sales is the absolute minimum upon which a store with such expenses and such a margin can do business. Twenty-one per cent margin on \$100,000 is \$21,000, and this barely covers the overhead expense of \$20,644. In fact, with interest on investment figured in, as it should be, this will show a loss.

Interest on investment, according to Russell's figures, should be about \$1,700 a year—3 per cent, on \$15,000 in cost of plant and fixture, plus \$5,000 working capital.

Saving Time at the Counter.
If, however, he does a business of \$110,000 on this same price margin, and with the same actual expenses, he will be able to charge off this \$1,000 in interest and still show a profit of \$1,456. If he can manage to maneuver his sales up to \$120,000, the net profit will be \$4,456, and so on up to the limit of ability to handle increased business without increasing overhead expenses.

This, of course, involves other things besides simple stimulation of volume of business. It means, for instance, a consistent policy of encouraging sales of such meats as can be handled with the least waste of time by the butcher at the counter. Russell, for instance, has found that it is more profitable to sell a larger volume of cheaper cuts than a smaller volume of expensive cuts which would go to make up the same value. The answer lies in the fact that the cheaper the cut the less time the

customer takes to hesitate in making up her mind. If a butcher can save an average of one minute per sale Russell figures it means an increased profit of one cent per sale.

"The average owner of a meat store,"

says Russell, "does business on a 20 to 21 per cent margin. He makes 5 to 6 per cent, a year, including his own salary or compensation. A few retailers here in Chicago do business on a margin of 35 per cent, and one is attempting to

run a \$250,000 business on a margin of 15 per cent between selling and cost price." All of the figures submitted are based on an assumption of cash, no delivery and no telephone orders.



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