

THE BUSINESS COLUMN

Edited by Mansfield F. House

Hard Black Relief

Monotony of ad Layouts. "What in the world are we going to do to vary our advertising illustrations?"

That's the plaint of advertising managers all over the country. But you won't hear it in the LaSalle & Koch store in Toledo, for here they've worked out a system which gets away from the dull, drab routine of "the same old kind of drawing."

The answer is simplicity itself—the use of silhouettes instead of outline drawings, but even these silhouettes must be used sparingly and with due care that too frequently repetition does not dull the edge of their effectiveness.

"I believe in the unusual for advertising illustration, and I am constantly on the watch for something new and striking," says Miss Coburn, advertising manager for the LaSalle & Koch store.

"Mr. Martin, the artist, is now working on a new and attractive series of illustrations of an entirely new type, 'white silhouettes' or what are usually referred to as 'postives'.

Store construction, the way canned goods are piled in the basement, the placing of certain goods at strategic points in the store and the fact that three brands of coffee have now given place to three, are largely responsible for the success of the Deeter & Holsinger store at Norwac, Kan.

Every season merchants suffer a certain loss in spoilage of canned goods. Deeter & Holsinger used to have a pretty heavy loss because they always bought fairly long of canned goods.

Notice of funeral later. DWYER—In this city on March 2, 1921, Helen, youngest daughter of Agnes and the late Jeremiah Dwyer, leaving her mother, four brothers and three sisters to mourn.

Notice of funeral later. ANSELL—At 117 St. Patrick street on Feb. 24, Mary Ann Ansell, leaving to mourn one daughter, two grandchildren and four great-grandchildren.

Funeral Thursday morning at 9 o'clock from her late residence 84 Marsh Road to the Cathedral for Requiem High Mass.

Here's a Brand-New Line for the Hardware Store.

Specializing in hard rubber truck tires has proved a profitable move for the automotive department of J. L. Davis & Co., a Boston hardware concern, better known under the trade name of "Davis the Hardware Store."

When the company went into the hard rubber tire end of the automotive business a few years ago the trading end of the firm was skeptical as to whether it would pay, although a success had already been made with automobile tires.

The company rents a part of a 100-truck garage. There a modern hard-tire pressing machine has been set up and put on to trucks as fast as they are sold.

The company is doing a \$150,000 to \$200,000 tire business annually, although, of course, pneumatic tires for trucks and pleasure cars are also sold in large quantities.

Should Canned Goods Stand Up or Lie Down. Store construction, the way canned goods are piled in the basement, the placing of certain goods at strategic points in the store and the fact that three brands of coffee have now given place to three, are largely responsible for the success of the Deeter & Holsinger store at Norwac, Kan.

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Funeral Friday afternoon at 2:30 from the residence of her son, Joseph Logan, 20 Johnston street.

GOOD THINGS COMING TO THEATRES OF ST. JOHN.

ACROBATIC ACT MAKES BIG HIT

Kane, Morey and More Give Thrilling Performance in Opera House—A Good Bill.

Since the inauguration of vaudeville in the Opera House many sensational Japanese performance have been secured and their great work has always been spoken of as being in a class by itself.

Today the company is selling many thousands of dollars' worth of hard rubber tires annually. Furthermore, there is no other hardware store in Boston provides such a service and R. E. Kneuper, store manager, says he has yet to hear of another hardware firm in the country that has such a service, although he has visited stores in many sections.

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5c. a Day \$1.50 A MONTH

Hood's Sarsaparilla

For the blood, stomach, liver and kidneys. Creates an appetite, aids digestion, makes food taste good.

While it purifies, vitalizes and enriches the blood, it eradicates catarrh, scrofula, rheumatism, makes the weak strong. Gives you more real up-lift and help than any other treatment for three times the money. Get Hood's today.

A word to the wise is sufficient. For a mild, effective laxative, or active cathartic, take Hood's Pills.

Quebec, March 2.—Hon. G. Simard, chairman of the Quebec liquor commission, was sworn in yesterday.

London, March 2.—Reports received in official British circles today confirm despatches telling of an anti-Soviet uprising in Russia.

There came to the Times through the mail yesterday a small tin box with perforations in the cover and back and inside a note signed by Bernard Timmins of Church Avenue, Fairville, aged eight years.

Prices are sliding down, lower and lower, at Bassen's, 14, 16, 18 Charlotte St. One store only.

Workmen! A real strong pair of working pants. Good and dark pair for \$1.98 and \$2.48 a pair, at the busy store, Bassen's, 14, 16, 18 Charlotte St. One store only.

Nothing new today IN YARMOUTH CASE Yarmouth, N. S., March 2.—Though the mystery surrounding the murder of Capt. George H. Perry, is still unsolved, Detective Kennedy of Halifax, who is here investigating the case, intimates that he expected to make an arrest soon.

London, March 2.—The British schooner General Home, from Lisbon, at the Change Islands, Nfld., was posted today at Lloyds as missing.

Teacher asked what 'postpone' meant, and I said, 'Tryn' to have breakfast without Post Toasties'

The Kind of Furniture

We Like to Sell

We like to sell the kind of furniture that your children will like to inherit. Good looking, sensible, moderately priced furniture.

It is almost inconceivable to us that the "price" or "speculative" furniture that goes into some homes will be welcomed or even tolerated by the children who will inherit it.

But, consider yourself as well as your children, their friends, your friends and visitors—consider the satisfaction of owning, and showing and using really good furniture, that you bought right. That's the kind of furniture you get at

J. MARGUS, 30 - 36 Dock St.

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.

LOCAL NEWS TO HAMPTON FOR CASE. J. P. Ryan, special agent for the C. N. R., went to Hampton this afternoon in connection with the case against J. Myers, which was to come up there.

AWAY TO FLORIDA. A party of maritime insurance men left last evening for Tarpon, Florida, to attend an outing of the 20,000 club of the Maritime Insurance Life. The party included E. R. Machum and family and Don W. Machum of St. John.

MAKING SURVEY. Captain A. J. Mulcahy and Alexander Fowler are making a survey of the floor, which was damaged in No. 4 shed, West St. John, yesterday, by water which it was said overflowed from closets in the adjacent building.

MRS. A. ROY FUDGE DEAD. The death of Mrs. A. Roy Fudge took place at her residence, 41, Gilbert's Lane, early this morning. Besides her husband she leaves her parents, Mr. and Mrs. William Williams and one sister, Mrs. Dalton Titus, of this city.

AT ZION CHURCH. The Ladies' Aid of Zion Methodist church held a candy and home cooking sale last evening in the vestry of the church under the convenerhip of Mrs. Thomas Hannah, Rev. E. E. Styles, pastor of the church, gave an illustrated lecture on the twelve years' experience in the West Indies.

AT THE HOSPITAL. Thomas Stears, a C. P. R. section foreman, who was severely injured yesterday afternoon when he fell off a trestle in the vicinity of Mill street, was operated on this morning at the General Public Hospital and his condition is reported as favorable as could be expected.

DEATH OF HELEN DWYER. The death of Helen Dwyer, youngest daughter of Agnes and the late Jeremiah Dwyer, occurred this morning at her mother's residence, 41, Gilbert's Lane, she leaves four brothers, John, Arthur, Edward and Charles, and three sisters, Marjorie, Annie and Mrs. H. H. Evans, all of this city. The funeral will be held on Saturday morning at 8:46 from her mother's residence, 5 Camden street, to St. Peter's church.

SAD CASE OF BOY. A juvenile, aged eight years, was before the court for wandering about and not being able to give a satisfactory account of himself. The case was postponed until the father or mother of the boy can be notified to appear.

CHAMP CLARK VERY LOW. Washington, March 2.—Champ Clark, veteran member and Democratic leader in the house of representatives, was reported early today as still in an extremely grave condition, and his physician held little hope for his recovery.

LOTS OF COAL NOW. More than 120,000 tons of coal have been banked at No. 2 trestle, Glice Bay, during the last few weeks. The weakness of the coal market is responsible for the great amount of coal being banked.

BUBONIC CLOSES SCHOOLS. Buenos Aires, March 2.—Schools have been closed in the city of Cordoba, following the discovery of some cases of bubonic plague near there.

MONTREAL STOCK MARKET. Montreal, March 2.—During the early trading on the local stock market this morning nothing of much interest occurred, most of the principal issues being quiet.

BURIED TODAY. The funeral of Michael Landers was held this morning from P. J. Fitzpatrick's undertaking rooms to the Cathedral for high mass of requiem by Rev. W. M. Duke. Interment was in the new Catholic cemetery.

THE STEAMSHIPS. The C. P. O. S. liner Mimosas, in Liverpool is en route to this port from Liverpool with 1182 passengers, comprising 100 first cabin, 482 second and 600 steerage. She is expected to arrive on Friday or Saturday.

FOR ARMY OF 150,000. Washington, March 2.—The house today for an army of 150,000 men, refusing to concur in a senate amendment providing funds for 175,000 men after June 30.

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