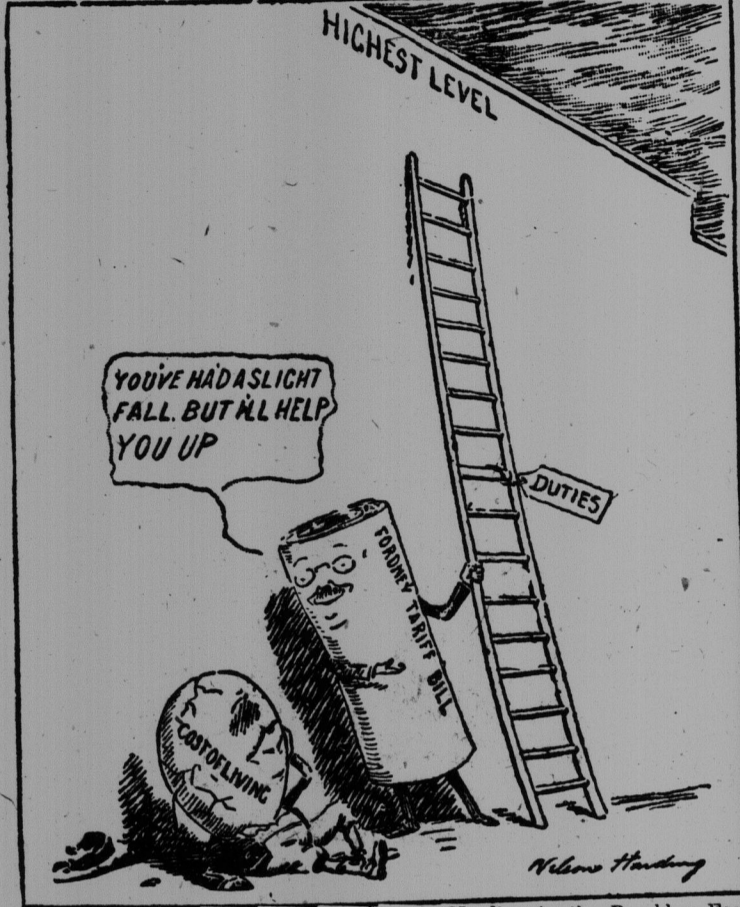


TRYING TO PUT HUMPTY DUMPTY BACK AGAIN



Harding in the Brooklyn Beat.

THE BUSINESS COLUMN

EDITED BY MANSFIELD F. HOUSE

Here's a New Way of Selling Electric Goods.

Where is the electrical appliance dealer who isn't eager for an opportunity to demonstrate his wares before a household who is witnessing such an exhibit for the first time?

This is the situation which occurred at Mansfield, N. J., recently in connection with a real estate development. J. J. Swartz, realtor, undertook to improve a section of property which he called Queen City Terrace.

NOTICES OF BIRTHS, MARRIAGES AND DEATHS, 50 CENTS.

BIRTHS BUTLER—At Rosethay, Aug. 28, 1921, to Mr. and Mrs. B. R. Butler, a daughter.

MARRIAGES CONWAY—HAPPENNEY—In St. Peter's church on Aug. 31, 1921, by Rev. Father Coffin, C. S. R., Mary Evelyn Happenney to Charles Edward Conway, both of this city.

DEATHS BENT—At his parents' residence, 189 1/2 Union St., on Aug. 31, 1921, Leonard P., aged 8 months, infant child of John Bent.

DRISCOLL—At the residence of his sister, Mrs. Thomas Casey, 65 Chelmsford street, on August 30, 1921, John Driscoll, leaving two sisters to mourn.

BUCKLEY—At the General Public Hospital on Aug. 30th, Mary Buckley, eldest daughter of Mr. and Mrs. George Buckley, Glen Falls, aged eleven years and three months, leaving, besides her parents, three brothers and two sisters.

SNODGRASS—At the General Public Hospital on August 31, 1921, Sarah Snodgrass, leaving one sister and three brothers to mourn.

FUNERAL—From her late residence, 127 Duke street, Thursday, service at 2:30 p. m. Interment at Forest Hill.

ness. They must have a vast amount of determination and an unflinching flow of new ideas.

"Maybe I'll get on to that part of it when I am better acquainted with my clientele—but, whether I do or not, one thing is certain: I'll never again accuse merchants of making too much money. When you deduct expenses and the cost of carrying accounts and the like, the profit on the investment isn't as much as you could get in a number of gilt-edged securities."

Tells How Dealers Should Study Trade. Every business needs a research department, J. George Frederick, of New York, told the Buffalo Advertising Club, in hammering home the importance of a study of consumers by merchants.

The type of data the consumer and consumption which, Frederick says, is important to study includes: First, Exact number and location of prospective (this work alone, for some lines of business, requires an enormous amount of research but it always and invariably worth its cost).

Second, Dissection of logical prospects into all possible classes and possible volume of purchase. Fourth, Investigation of their present state of mind (1) toward line in general, (2) toward various brands or types in particular.

Seventh, Study of per capita consumption, together with domestic, foreign and foreign prospects, also comparisons with per capita consumption of other allied articles.

Eighth, Inquiry into logical possibilities from a technical point of view, of increasing or broadening out per capita consumption.

Ninth, Analysis of auxiliary factors affecting per capita consumption. Tenth, Statistical study of the average characteristics of purchase owners, of consumers and of consumption conditions.

"Keen Writing Letters," Is Hanson's Advice. Reminders and penny stunts account for "Doc" Walter H. Hanson's success in developing Ohio's largest eyewriter exchange—one of the largest in the country—during the past eight years.

"Doc" started with fifty cents capital, expert knowledge of the ailments of typewriters, and a head full of ideas. Today his typewriter "hospital" and office supply store occupy five large rooms in London, Ohio, by those retailers who are remodeling their premises and still want to retain patronage by keeping their name and goods before the public eye.

Peter Robinson, one London druggist, has taken in the sweep of street in Oxford Circus along which he has built temporary wooden windows, while the reconstruction work goes on on the site of the old store. He has built a magnificent sidewalk of board planks with safety rails and steps in order that his customers may get a "close-up" of the window trim before they reach the other side of the square, where purchases may be made.

Dickens and Jones, rival druggists, have adopted the same scheme and installed frame window settings, in which they display and changed daily, while the business of tearing down the old store goes on.

Tells Dealers How to Lower Freight Costs. With freight rates that count considerably in pricing merchandise, merchants of Montana have been paying higher charges than would be necessary if they were more familiar with the rules and the manner of packing.

To help them the traffic department of the Montana Development Association composed of merchants and other business and professional men of the State, is issuing suggestions in regard to saving some cases of too great freight charges that justify this educational work.

AUBURNS AND SOUTH BOSTON IN A MATCH HERE

Big Baseball Game Arranged for St. Peter's Grounds at 8 p. m. Friday — Other Games.

St. John baseball fans have recently been treated to some exceptionally good ball games with outside teams, in addition to enjoying the popular pastime well played throughout the season.

The fast Auburns of East Cambridge, Mass., who put up such sensational ball against St. Peter's here, a few weeks ago, have been matched to play the South Boston team on St. Peter's grounds on Friday evening of this week.

There is no doubt that this will prove a big attraction. Thousands have seen these teams play against St. Peter's, and now it will be of interest to see how they make out against each other. It is announced today that the South Boston team has strengthened with a new battery since playing here.

There is no doubt that this will prove a big attraction. Thousands have seen these teams play against St. Peter's, and now it will be of interest to see how they make out against each other. It is announced today that the South Boston team has strengthened with a new battery since playing here.

There is no doubt that this will prove a big attraction. Thousands have seen these teams play against St. Peter's, and now it will be of interest to see how they make out against each other. It is announced today that the South Boston team has strengthened with a new battery since playing here.

There is no doubt that this will prove a big attraction. Thousands have seen these teams play against St. Peter's, and now it will be of interest to see how they make out against each other. It is announced today that the South Boston team has strengthened with a new battery since playing here.

There is no doubt that this will prove a big attraction. Thousands have seen these teams play against St. Peter's, and now it will be of interest to see how they make out against each other. It is announced today that the South Boston team has strengthened with a new battery since playing here.

There is no doubt that this will prove a big attraction. Thousands have seen these teams play against St. Peter's, and now it will be of interest to see how they make out against each other. It is announced today that the South Boston team has strengthened with a new battery since playing here.

There is no doubt that this will prove a big attraction. Thousands have seen these teams play against St. Peter's, and now it will be of interest to see how they make out against each other. It is announced today that the South Boston team has strengthened with a new battery since playing here.

There is no doubt that this will prove a big attraction. Thousands have seen these teams play against St. Peter's, and now it will be of interest to see how they make out against each other. It is announced today that the South Boston team has strengthened with a new battery since playing here.

There is no doubt that this will prove a big attraction. Thousands have seen these teams play against St. Peter's, and now it will be of interest to see how they make out against each other. It is announced today that the South Boston team has strengthened with a new battery since playing here.

There is no doubt that this will prove a big attraction. Thousands have seen these teams play against St. Peter's, and now it will be of interest to see how they make out against each other. It is announced today that the South Boston team has strengthened with a new battery since playing here.

Now Is The Time To Buy. Advises The Key To Comfort. Prices are dropping for legitimate reasons. This is a circumstance that the house owner of wisdom and experience will profit by. We are offering our choicest stock at tremendous reduction. Come in today and let us show you some wonderful values. "Better Furniture—Less Money."

J. MARCUS 30 - 36 Dock Street. During Exhibition Week. There will be thousands of visitors in St. John. Now is the time to get that spare room furnished for your guests. We are making extra preparations to do our own part and this is your opportunity to secure your requirements at Amland Bros. well known low prices.

AMLAND BROS., LTD. 19 Waterloo Street. CELEBRATION AT ANNAPOLIS ROYAL. (Continued from page 1.)

REV. W. D. WILSON IS DIRECTING THE CAMPAIGN. Slogan for Plebiscite on Incorporation of Liquor into New Brunswick.

REPORTS FROM INDIA. London, Aug. 31—(Canadian Press)—A Reuter despatch from Paramaras, India, reports that detachments of the Leinster Regiment and special police who relieved Mallapuram's beleaguered garrison, had the fiercest prolonged fight with large bodies of rebel Mohlals outside Pulkattur.

NOTICE! It has come to the attention of the undersigned that a party has been travelling throughout New Brunswick posing as a representative of this firm.

SNAP For everybody's hands. Support Men Who Are Out. Detroit, Aug. 31—Employees of the United Traction Co., who have been out of service in Troy and Albany, N. Y., since January as the result of a wage dispute were pledged the support of the Unaffiliated Association of Street and Electric Railway Employees of America by the executive of the association here today.

Little One Dead. Mr. and Mrs. John Bent, 193 1/2 Union street, have the sympathy of friends in the death of their three months' old boy, Leonard P.

The Cars and the Busses. Mayor Schofield said this morning that the citizens would have to determine soon which method of transportation they would continue to use.

His Birthday. On Monday evening, August 28, a surprise party was held at the home of Mount Allison University, St. John, in honor of his seventy-eighth birthday.

C. C. Band Assembles. The series of band concerts and dances that are being held by the City Cornet Band in St. Andrew's Park are proving popular, as is evidenced by the number which attended the concert given last night.

Last Car Club. The weekly meeting of the Last Car Club was held last evening at the home of Mr. and Mrs. B. Jackson, Dorchester street.

Chicago Grain Market. Chicago, Aug. 31—Opening—Wheat—Sept., 81 1/2; Dec., 81 1/2. Corn—Sept., 27 1/2; Dec., 27 1/2. Oats—Sept., 33 1/2; Dec., 37 1/2.

Quite a Different Thing. Mrs. Newlywed—"I told my husband last night that my love was growing cold because he paid so little attention to me."

Oldsw—"What did he say to that?" Mrs. Newlywed—"Merely granted and went on reading his newspaper. Then I asked him the sonp was getting cold."