

POOR DOCUMENT M C 2 0 3 5

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THE BUSINESS COLUMN

EDITED BY MANSFIELD F. HOUSE

"Old" Bill Books Are Quite Useful.

"Oh, yes, the 'small things' count, especially when you are in business in a small way," said J. C. Whitecarver of Galena Kan., with a twinkle in his eyes. "I remember when I first started a small retail store. I had but few customers—merely friends and acquaintances. Then I got to studying out little 'shams' and innocent subterfuges in order to draw more customers. I really had a good stock of varied merchandise and if I could only get people into my store I was confident that I would soon have the customers."

"The little 'sham' I practiced quite frequently brought me in many customers—patrons of mine until this day. I look several small bill books—old ones when possible, or if new I first crumpled and soiled them until they looked old—and had my name and business address on a printed card in each one. Then I wrote personally on the back of each card: 'In case of loss, return this book and contents to address on other side and receive a good cigar or sack of candy.'"

"When I took a drive out into the country I managed to drop three or four of these books on different roads, usually near some prosperous-looking farmhouse, with the owner of which I was not acquainted. In such cases I usually left some small change—fifteen or twenty cents—in the book.

"Why the money? Because I not only wished to gain a customer, but wanted to know if he was perfectly honest, and a man that is honest in such small things usually proves so in larger ones. It was just my little way of finding out in case the finder did become a customer, if it was good business to sell him on time."

"I kept track of all books and where left, and of just seventy-three books, each with a bit of change in it, left that way. I failed to get back three of them. Of the seventy brought back, not one of the finders but what bought from fifty cents to a dollar's worth of something, and about fifty of them became steady customers. Nearly all of them, except a few who have died or left the neighborhood, are still my customers.

"Another thing I practice has paid me well, too. Of course, I always paid top prices for farm products for any that could use, but in the case of butter and eggs, if of the best grade, I made it a point, and do you yet to pay at least the regular retail price in cash and a bit more if taken in trade. That is, I pay the farmer or his wife as much for their butter and eggs as the consumer pays me or other retailers. The reason is obvious. The high price of his butter or eggs brings the farmer to me—and he trades with me. Likewise, the consumer of the butter and eggs finds they are the very best, so he trades with me, not only in butter and eggs, but in other goods.

"It pays!"

Russian Crown Jewel for Sale in Texas

Ordinarily there would be little connection between Petrograd and Dallas—so little as between the sister of the czar and the proprietor of a retail jewelry store on the main street of Dallas, Texas.

But the connecting link is a flashing, glittering bit of carbon which reposes in the window of the Samuel Jewelry Store, bearing a card with the inscription: "Russian crown jewel No. 2178."

This diamond is none other than the famous stone which belonged to the Grand Duchess Olga, sister of the murdered czar and one of the most powerful opponents of the spread of bolshevism in her native country.

When the imperial palace was taken and the majority of the royal family murdered, the Grand Duchess Olga escaped disguised as a peasant woman and wearing a pair of heavy men's shoes in the heels of which she had secreted the finest of her collection of magnificent jewels. After more than a month spent in hiding she made her way through the line of the Bolshevik army and finally reached Denmark, where she was aided by the American Red Cross. Her poverty-stricken condition made it necessary for her to dispose of her jewels and the finest of these—a diamond weighing forty-eight carats—was sold

Cooked by Woman's Exchange Bread, Delicious Raisin Pies, Small Cakes, etc., in connection with

The Library, 10 Germain Street
P. Knight Hanson, Dealer
Victrolas, "Master's Voice" Records

The Fruit Season Now Open.

Our Stock Includes:
Pineapples, Grape
Fruit, Oranges,
Cucumbers, Apples,
Cherries, Tomatoes,
Cherries, Canteloupes

McPHERSON BROS.
181 Union Street
Phones Main 506 and 507

Dr. Frank Boyaner
DENTIST
74 Germain Street
(Between King and Princess)
Phone Main 4211

MURINE
After the MOVIES
Wholesome—Soothing—Refreshing
When Your Eyes Need Care

and finally made its way into the collection of the Samuel store.

This, however, is not the first time that the jewel has been surrounded with a tragic history. Originally it weighed 128 carats and was valued at \$32,000. It had been torn from the head of an Indian idol and reached the Russian court only after being worn by several czarevichs. Through some whim of the Romanoffs the round stone was recut into what is known as the emerald shape, losing eighty carats in the cutting. It is now the largest emerald-cut diamond in the world and, in spite of its history and unique shape, it may be purchased for the comparatively paltry sum of \$80,000 some 10,000 miles from its original royal home.

Offers \$100 for Libel Information

When some one said to be a competitor, circulated a report in Bethlehem Pa., that M. E. Kriedler & Sons, local shoe men, had been arrested for profiting, the advertisement manager of the firm, turned the "snack" into a "boost" by playing it up for some space in which the canard was refuted and at the same time the attention of the pub-

Clerks' Photos Add to Interest of Ads.

Steiger's Department Store in Fall River, Mass., has conceived a novel method of advertising. Stock, for the time being, is really second to advertising the men who have charge of the various departments. It is a campaign of polite, friendly introduction.

Steiger wants you to know personally the big men on his floors and in charge of its departments. And does the idea please the employees? Who doesn't like to see his picture in the newspapers? It's a human frailty.

The first of a series of full pages topped off with six large half-tone por-

traits from photographs of Messrs. Lipky, Belanger, Cyr, Finn, McHattie and Quigley. Beneath each is the department they represent—washing goods, domestics, kitchen furnishings, groceries, etc.

DETERMINED ROSIE CHASSED HER LOVER

Her Sweetheart Got Seared at Approaching Wedding and Fled, but Was Caught.

New York, June 23—David Abrams, twenty-one, a salesman of 287 East Second street, and Rosie Horn, who is eighteen and lives at 303 East Third street, appeared before Magistrate Tobias in the Yorkville Court charged with disorderly conduct. This is the story they told.

For two years they have been sweethearts, rarely missing eating luncheon together and looking forward to the time when they could eat breakfast and dinner together as well. The other day, as usual, they went to luncheon at their favorite place, and then Rosie decided that never would there be a better time for them to get the marriage license, agreed. So, hand in hand, they boarded a car for the City Hall.

At Third avenue the car stopped, and David, who had been sitting pale and quiet while Rosie chatted gaily, leaped suddenly to his feet, jumped from the car and dashed in 14th street.

Just a flick of an eyelash was Rosie's hesitant, then the female of the species got busy, and she flew after her flying sweetheart. In a moment a crowd of several hundred gathered, trailing Rosie, who was swiftly overtaking David.

As that young man neared Second avenue she overtook him, just as in instant before Patrolman English of the East 22nd street station arrived with drawn revolver. He arrested them both and took them to the Yorkville Court, called in as an expert in affairs of the heart, Rosie said.

"We've been keeping company for two years and he's the best boy in this city and I know it. He loves me and I love him, so there's no reason why we shouldn't get married. He's afraid because he's not making much, but I told him I'd get busy and go to work and then we'd have plenty."

MAYOR RECEIVES REPLY

RE MILITARY QUESTION.

In a reply to Mayor Schofield last evening with regard to changing the Sussex train back on standard time, E. B. Bray, general manager of the C. N. R., said that the train would not be changed unless the traveling public was willing. During the summer it was decided at a conference yesterday afternoon by the board of health to have milk delivered to infants and invalids by the Victorian Order of Nurses. This system was in force last evening. The St. John's Orphan Home is being supplied by Mayor Schofield and the other institutions are getting their regular supply. According to a milk dealer yesterday women have been coming to him begging for a supply of milk and in some instances women had prescriptions from a physician testifying to their need for the children.

Horace G. Vincent, son of Rev. and Mrs. W. G. Vincent, formerly of this city, and grandson of W. H. Colwell of Douglas avenue, has been appointed manager of the National Savings Bank in Winnipeg. He served overseas during the great war.

ant of President Jackson and who was decorated recently with the Croix de Guerre for distinguished service at Chateau Thierry, spent six months in the newly formed Russian republics of Esthonia, Latvia and Lithuania as relief officer in charge of the distribution of food and supplies sent over to these countries by the American Central committee for Russian relief for the use of thousands of Russian refugees stranded and destitute in this region. In describing living conditions in the Baltic territory, he said:

"They don't sell meat by the pound there, they sell it by the wafers, each wafer being a few inches square and thin in proportion. Every scrap of food is hoarded like so much gold, and,

particularly in Esthonia, if you don't cook, you don't eat. There are no 'rich' in Esthonia, for there is no economic standard except just one—the food standard."

"Food is so scarce that it takes two days' pay based on the average Esthonian wage scale to buy one day's supply of meat. The bread supply of Esthonia is exhausted. As a relief measure the government subsidized the bakeries, but now there is no more flour to furnish them and the people are existing on potato flour."

Andrew Jackson of New York, who has just returned from Europe, said that Baltic Russia was threatened with wholesale starvation unless food supplies are sent there at once.

Mr. Jackson, who is a lineal descendant

USE THE WAFER Ad Way

For The June Bride

We have a large stock of Dining Room Suites, Chesterfield Suites and Parlor Suites in the latest styles and at the old prices.

Let us furnish your home.

Furniture makes the best wedding gifts, as they are constant reminders of the giver.

Beautiful Leather Chairs and Rockers, from \$18.00 up.
Willow Rockers and Chairs from \$10.80 up.
English Linoleums in 4 yard widths.

Amland Bros., Ltd., 19 Waterloo Street

Some Choice Teas

Which We Can Guarantee as Very Fine

India and Ceylon, 60c, 65c, 70c, 80c. per lb.
Golden Tip Ceylon Orange Pekoe—Very full and rich, a perfect self drinking tea. 90c. lb.
Darjeeling, India Tea. Perfectly delicious. 90c. lb.

HUMPHREY'S TEA and COFFEE STORE - - 14 King St

SEE THE NEW BLOUSES

Many Exclusive Designs Received This Week.

Dozens and dozens of beautiful new Georgettes. You will like the new exclusive designs in Georgette that have just arrived. They feature the chic summer effects that everyone will want. You will find lots of styles to choose from and, in addition, they come in all sizes. Lots of pretty White Georgettes to wear with a white satin or tricolette skirt. Expensive laces and cluster tucking vie with each other in making these blouses most attractive. Dozens of other pretty designs are on display in pink, peach, sand, apricot, etc.

All Sizes, Tomorrow, \$7.50 Up

Never before have we been able to offer such a wonderful showing of Crepe-de-Chines for summer wear. The over-blouse effect is charmingly used on new models, which are embellished with embroidery solidly worked.

A feature of our showing of Crepe-de-Chines is the variety of neck lines and colors offered. Tailored, semi-tailored and dressy effects. Long and short sleeved models are shown, and the colors are flesh, white, peach, etc. All sizes.

Priced from \$6.50 Up

New and Smart Tricolette Blouses

At \$17.50 and \$20.00

A few very exclusive designs are shown in over-blouse style with round neck and short sleeves. The colors are white, wine, sand, etc. Sizes 34 to 48.

On Sale at \$17.50 and \$20.00

Beautiful Blouses in Great Profusion—See Our Display Tomorrow!

D'Allaird's Blouses

Nineteen Stores in Canada 10 King Square

Another Royal Suggestion

MUFFINS and POPOVERS

From the NEW ROYAL COOK BOOK

BREAKFAST is too often eaten as a duty rather than a joy. The success of the day may depend upon the spirit of breakfast. The Royal Educational Department presents some breakfast dishes that will send the children to school with a hip hip hurrah and his majesty man to his daily duties with the "up and doing" feeling which knows no discouragement.

Muffins

2 cups flour
1 1/2 teaspoons Royal Baking Powder
1/2 cup sugar
1/2 teaspoon salt
1 egg
1/2 cup milk
1 tablespoon shortening

Sift together flour, baking powder, sugar and salt; add milk, well-beaten eggs and melted shortening; mix well. Grease muffin tins and put in each. Bake in hot oven 20 to 25 minutes.

Egless Muffins

2 cups flour
4 teaspoons Royal Baking Powder
2 tablespoons sugar
1/2 teaspoon salt
1 egg
1/2 cup milk
1 tablespoon shortening

Mix and sift dry ingredients, add milk and melted shortening.

Popovers

3 cups flour
1/2 teaspoon salt
1 egg
3 cups milk

Sift together flour and salt. Make a well in flour, break eggs into well, add milk and stir until smooth. Pour into hot greased egg pans and bake 25 to 35 minutes in a very hot oven. If taken out of oven too soon they will fall.

SENT FREE

New Royal Cook Book containing scores of delightful economical recipes, many of them the most famous in use today. Address ROYAL BAKING POWDER CO., 215, Lawrence St., Montreal.

MADE IN CANADA

"Bake with Royal and be Sure"

FOOD SCARCE IN BALTIC RUSSIA

Starvation Feared Unless Supplies Are Sent—Bread Supply in Esthonia Exhausted.

Starvation is feared unless supplies are sent—Bread supply in Esthonia exhausted.

Starvation is feared unless supplies are sent—Bread supply in Esthonia exhausted.

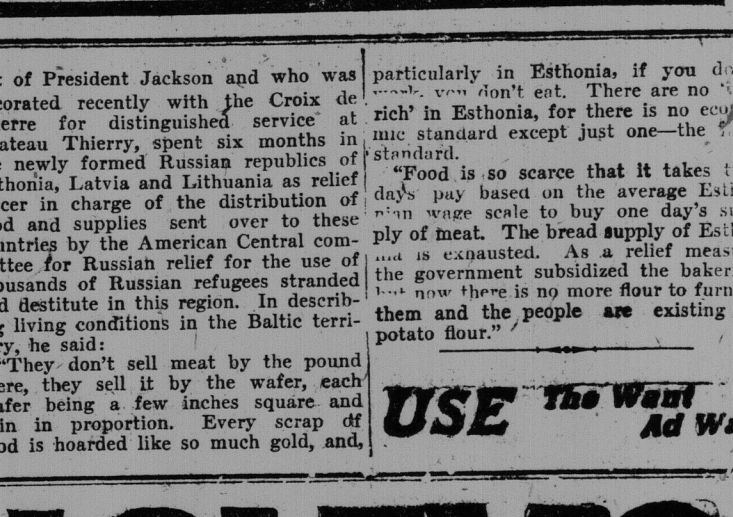
Starvation is feared unless supplies are sent—Bread supply in Esthonia exhausted.

WRIGLEYS

After a hearty meal you'll avoid that stuffy feeling, if you chew a stick of

WRIGLEYS

Other benefits: to teeth, breath, appetite, nerves. That's a good deal to get for 5 cents!



Sealed Tight—Kept Right!