

THE EVENING TIMES AND STAR, ST. JOHN, N. B., FRIDAY, NOVEMBER 12, 1920

## SPORT NEWS OF A DAY, HOME AND ABROAD

### BOWLING.

#### Clerical League.

On the Victoria alleys last evening in the Clerical League, Scovill Bros. took all four points from the Sugar Refinery.

Sugar Refinery	Total Ave.
McLude	78 79 71 222 74
Lawrence	79 93 83 255 81-1-3
McKay	90 71 83 244 81-1-3
Wright	82 75 70 277 75-2-3
Olive	88 70 84 242 80-2-3
<b>Summary</b>	<b>411 885 407 1200</b>

Scovill Bros.	Total Ave.
Creary	88 87 82 252 84
Lordly	87 89 87 253 84-1-3
Strain	87 89 87 253 84-1-3
Lyon	75 84 82 241 80-1-3
O'Connor	75 79 78 238 77-1-3
<b>Summary</b>	<b>416 413 414 1243</b>

#### Wellington League.

In the Wellington League on the G. W. V. A. alleys last evening, the Customs House took three points to the Corona Company's one. Summary:

Customs House	Total Ave.
Wells	86 86 80 252 87-1-3
Gorman	72 63 81 216 72
Yonemans	85 81 87 253 84-1-3
Tredwell	81 71 76 228 76
Willett	87 98 77 257 82-2-3
<b>Summary</b>	<b>408 394 403 1200</b>

Corona Co., Ltd.	Total Ave.
Harding	85 88 80 253 87-2-3
Branscombe	78 78 66 216 72
Mitchell	85 81 87 253 84-1-3
Copp	66 85 78 229 79-2-3
Siddis	72 75 71 218 72-2-3
<b>Summary</b>	<b>396 402 381 1179</b>

#### City League.

In the City League on Black's alleys last evening, the Nationals took all four points from the Thistles, in the total pinfall of 1465 against 1846 of the latter.

The Ramblers and Lions will play tonight.

Nationals	Total Ave.
Quinn	114 93 110 327 107-1-3
Hibbert	89 85 102 276 92
Bailey	89 115 92 296 98-3
Appleby	81 102 83 266 86
Winchester	89 101 93 283 94-1-3
<b>Summary</b>	<b>472 801 469 1465</b>

Thistles	Total Ave.
Garvin	72 82 89 253 84-1-3
Maher	110 74 83 267 89
McIntyre	76 91 97 264 86
Clearly	81 108 92 276 92
McDonald	108 90 86 284 91-3
<b>Summary</b>	<b>447 440 439 1466</b>

#### Commercial League.

On Black's alleys last evening in the Commercial League, the Maritime team trounced the Atlantic Sugar Refinery three points to one. The total pinfalls were 1237 and 1229 respectively.

The Ford Motor Works and the Imperial Optical Company roll tonight.

#### Maritime Naff

Maritime Naff	Total Ave.
Whittaker	88 88 86 262 87-2-3
Harrison	89 86 78 253 84-1-3
Akerley	79 92 78 249 83
Given	82 85 74 242 80-2-3
Lemon	88 90 86 264 88

#### Lantic Sugar

Lantic Sugar	Total Ave.
Akerley	82 76 95 253 84-1-3
Sullivan	88 89 73 250 83-1-3
Wilson	86 72 75 233 77-2-3
Gears	72 84 81 237 81-2-3
Archibald	88 87 91 266 88-2-3
<b>Summary</b>	<b>406 408 415 1229</b>

#### BASEBALL.

##### Governing Body.

Kansas City, Mo., Nov. 11.—The National Association of Minor Leagues today appointed a committee of six to meet with the American and National Leagues to draw up a new governing body of organized baseball. M. H. Sexton, of Rock Island (Ill.), president of the National Association, will be chairman of the committee.

This committee will meet with the majors, providing they succeed in settling their threatened war in Chicago tomorrow.

##### THE RING.

###### To Fight Leonard.

New York, Nov. 11.—Joe Welling, Chicago lightweight boxer, was selected by Tex Rickard today to meet Benny Leonard, the world's lightweight champion, in a fifteen-round bout to a decision. The contest will take place at the Madison Square Garden on Friday, Nov. 26. Each man has to put up a forfeit of \$100,000 to make the weight, 135 pounds at 2 o'clock in the afternoon of the date named.

##### Roads in a Draw.

Montreal, Nov. 11.—The ten-round bout between the two middleweights,

Mike McTigue, of Halifax, and Jack Bloomfield, of London, England, here tonight at the Mount Royal Arena, resulted in a draw in the opinion of both sporting editors of the two Montreal morning papers.

##### Montreal Boats.

Montreal, Nov. 12.—Willie Herman, local lightweight, easily outpointed Leon Bedou of France in a six round bout in the Mount Royal arena last night.

Mickey Delmont of New York and now of Montreal, bentamweight, outpointed Jack Troy of New York in a ten round bout.

##### Decision for Moore.

Shreveport, La., Nov. 12.—Pal Moore of Memphis, Tenn., was awarded a referee's decision over Dick Griffin of Fort Worth in a fifteen round bout here yesterday.

##### Bill Brown Resigns.

New York, Nov. 12.—The resignation of Bill Brown, veteran boxing referee, from the list of available referees under the new state boxing law, was announced today. This was said to have resulted from his objections to the commission's system of choosing referees by rotation instead of by their fitness for each particular bout.

##### FOOTBALL.

###### High School Second Wins.

St. John High School second Rugby team defeated the Rotherham Collegiate School second team on the Shamrock grounds yesterday, 3 to 0.

The game was keenly contested. Cecil West was referee. After the game the players of both teams were entertained at supper in the Y. M. C. A. by the girls of Miss Parks' High School class.

###### Yale and Princeton.

New Haven, Conn., Nov. 12.—The Yale football squad yesterday was given its final scrimmage before the game with Princeton on Saturday. Light signal drill is the programme for today.

###### St. F. X. Defeated.

Gloucester, N. S., Nov. 11.—Strengthened by the forward line of the champion Caledonia team, besides Hector McDonald, the champion's star quarter and Johnnie Weir, their fullback, Aberdeen team defeated the St. Francis Xavier team on the Aberdeen grounds today 8 to 0.

##### ATHLETIC.

###### Cross Country Races.

New York, Nov. 12.—Eighty-seven junior hill-and-dale athletes have entered for the Junior American athletic union championship cross country race over the Van Cortlandt Park course, here tomorrow afternoon. The race will be held under the auspices of the Metropolitan A. A. U. and will include representatives from nine clubs and colleges, and twelve individual contestants.

##### BILLIARDS.

###### Cochrane in Lead.

San Francisco, Nov. 12.—Making five runs of more than fifty, including an unfinished run of 87, Walker Cochrane of New York yesterday defeated Keji Yamada of Nagasaki, 400 to 66 in the national championship 182 ball billiard tournament. This match placed Cochrane at the head of the six contestants with three victories and no defeats.

###### Championship.

Chicago, Nov. 12.—The preliminary tournament for the national three cushion

## GAIN WEIGHT AND STRENGTH

### With Bitro-Phosphate on Definite Guarantee

New York. If you are feeling run-down, weak, nervous, tired-in-the-morning, and generally ailing, these are the symptoms that should warn you to take care of your health.

Four persons in every ten are needing more phosphorus in their bodies. When you see thin and fretful people, or those who are anemic, pale, frail, off dependent or lacking in energy, you may look for the need of certain elements that make for a strong constitution.

Some people after relying upon preparations composed chiefly of salts, quinine, drastic drugs, iron, cod-liver oil, etc., wonder why they find no benefit. That is easily explained by the fact that such persons need the phosphoric element, which is a most potent essential to health, and contained in Bitro-Phosphate, the famous health preparation.

Now obtainable everywhere. The right thing for you to do is make a trial of Bitro-Phosphate beginning at once. It is not a patent medicine; the formula is prescribed by many physicians for the ailments and weaknesses mentioned above.

Buy a box of Bitro-Phosphate. It is sold and recommended by all good druggists everywhere.

##### billiard championship began here today

with a field including five former holders of the world's three cushion title. Two matches were scheduled: August Keichhefer and Charles Morin of Chicago, and Jess Leann of Denver and Charlie Jackson of Kansas City.

##### M.R.A.'s Ltd.

### Big Pre Stock Clothing Sale

The values offered during this big Nine Days' sale of men's topcoats, suits, waterproofs, kackinaws, trousers and clothes for boys, are enough to make even the most indifferent man enthusiastic. Buying at this sale does not mean buying a cheap garment at a cheap price. It does mean buying one of the season's best models at a greatly lowered price.

All the new season's best stocks of men's and boys' clothing have been very generously reduced for this event, so you can depend, the garments are fresh and new and in every way just what you would like to have them. No man would be fair to himself, if he is needing anything in the line of clothing, without coming in to look into these exceptional values. See big advertisement on page 29.

##### ENGAGEMENT ANNOUNCED.

Mr. and Mrs. S. H. Deans have announced the engagement of their daughter, Vera Edna, to Henry Bradford Gilbert, the wedding to take place on Nov. 29.



## THE BUSINESS COLUMN

EDITED BY MANSFIELD F. HOUSE

### Wax Model Starts Row as to Modesty

Is underclothing indecent? This is the delicate question that was put up to Chief of Police George Brownson, of Hazelton, Pa., and in the settlement of the issue the Deirouth Sons' department store won more publicity than any local retail establishment has secured in years.

There was a rush of people of both sexes—yes, the men went, too—to see just how awful the display was.

It appears that Frank Mackey, the decorator put in a window display of women's under apparel and the centre figure was that of a wax model of a woman, wearing a chemise, with a kimono thrown over the shoulders. It excited the ire of several women who went to the chief of police and protested that the display was objectionable.

Chief Brownson passed the buck to Policeman James Benecoter, but this soldier veteran declined to act as judge. He took the matter up with the store managers and they agreed to have Secretary R. C. Job, of the Chamber of Commerce, referee the issue. Job inspected the window and, as the father of a family of six and as the secretary of a local churchmen's club, ruled that while possibly the display was rather extreme, he could see nothing objectionable in it.

The story was played up in both afternoon and morning papers and aroused considerable controversy around the city, most people holding that the same rules that apply to art cover window displays and that so long as the objects themselves are all right.

### Too Many Hats—But They Didn't Worry Lott

How to sell more hats was the problem that faced the Lott Co. of Wiggins, Miss., which received a large assortment of hats and caps through mistake.

The shipment arrived a few weeks before the Stone County Fair, an event which brings into town every farmer and farmer's wife in the county.

The intervening time was spent in advertising the goods in every possible manner. The fair ground bore conspicuous placards describing the merits of hats and caps and the wisdom of purchasing for another season before prices advanced.

The southern farmer is thrifty. The high cost of living has hit him hard, outside of the cotton district, and this appealed to his economic sense at a time when the farmers in this section were receiving twenty-six cents for wool and paying \$45 and more for an ordinary suit of clothes.

The county paper bore a striking advertisement stating that the best hat in the house would be given to the man visiting the store during the two days of the county fair who had the biggest head.

A grab basket was also arranged as a part of the sale. This consisted of small remnants of lace, ribbon and lawns, wrapped neatly and arranged in a basket on the hat counter. Every farmer's wife was allowed to select one package, when her husband purchased a hat. No one knew what the packages contained before opening. This was also featured in the advertising.

On the day the fair opened the store was crowded with farmers and farmers' families. Plenty of tape measures were available and plenty of clerks to serve the customers. The packages drew the women and the free hat drew the men. By noon of the second day none of the hats and caps were left. The farmer who drew the prize had a head that measured twenty-seven inches, and a hat had to be ordered for him.

This shipment was twice the size of the usual fall order and one lot had already been partly sold.

### Hotel Shirt Shop Often Sells \$2000 a Day

The record for a sale of silk shirts and other articles of men's "lingerie" probably belongs to the Chain Shirt Shop in the Pennsylvania Hotel, in this city, which rolls up every now and then something like \$2000 worth of this class of merchandise in a single day's sale.

M. A. Lichtenstein, manager of this store, tells of how he and his assistants pile up the records and furnishes some interesting figures of how large sales run in these shops.

"People are often surprised at the volume of our sales here in the hotel," he said, "but, after all, it is not strange that they should be so large. The hotel is headquarters for many foreign and domestic commissions and these men quite naturally drift into our shop. Sometimes they come and frequently after a conference of some kind they all come in a body."

"Inasmuch as we are dealing with a transient trade here and many of our patrons are strangers in New York city, we have our salesmen thoroughly informed on all the best shops for men's clothing, etc., in the city, in lines which we ourselves do not carry. In this way not only do we get some pretty big orders for our own store, but are able to be of great help to our clientele."

Probably the most impressive sales figures were made during the visit to this city last fall of a foreign commission, which made its headquarters at this hotel. The members of the commission remained in New York for about three weeks, during which time their purchases at the Chain Shirt Shop ran above \$5000, according to Lichtenstein, who gave these details of the transactions.

Individual sales ran from \$200 to \$750, with an average of about \$300. In one day alone the sales of the manager of the shop amounted to \$1800. These were made up of white silk shirts at \$13.50 each, which seemed to be a prime favorite, one man taking twenty-four of them. Next in popularity came silk underwear—a coat cut union suit which has attained great popularity. Most of the visitors felt that about a dozen suits at \$9 a suit were not too many, and several left orders to be filled later. Silk hats of the latest models were sold to each of the thirty members of the commission; lounging robes in soft silk weaves; pajamas in silk and

silk mixtures; ties in endless variety were some more of the items bought—and then one man ordered two dozen silk shirts sent down for his son—all of which helped to mount up the sales total until several thousand dollars' worth of stock changed hands in one day. When the sales were figured up one evening, it was found that not a salesman had less than \$1500 on his book for that day.

### Who Invented 1-Cent Sale? Abe Levinsky.

To the growing list of merchandising ideas the origin of which can be traced back to the pushcart peddler, should be added the "one-cent sale." It originated according to available information, in the mind of a Russian-Jew immigrant who set up his pushcart on the campus of one of Chicago's colleges. It was in April, 1906, that Abraham Levinsky, who had been in the United States about one year, observed great preparations for the celebration of Easter, and he decided that he could help along the good work by offering for sale a bewildering assortment of varicolored neckties at thirty cents apiece or two for fifty cents. Despite this evident inducement, the ties didn't seem to strike a popular note, except that they provided an excellent opportunity to parties of young freshmen to the college to maul considerably the wares of the pushcart vendor. They told him his ties were too dear, and Abraham was nonplussed.

About this time he had an idea, which he managed to express somewhat in this fashion: "Zo, you see, I be a sports, I tell you how I do—I sell you run more tie vor fifty cents; for run cents more I geev you more die. How you say—you be sports, too?"

The freshmen pondered the proposition. It sounded reasonable. Here was a chance to get something worth fifty cents for only one cent. They bought neckties, and soon Abe's pushcart was cleared of neckties. The following day he returned, his pushcart replenished with a load of flashy ties, which he disposed of in the same manner to the sophomores.

It happened that one of the college students who had purchased two neckties on the campus for fifty-one cents was one Walter Wright, of Detroit. One day at a conference of clerks in the Gray & Worcester store, where Wright was employed, the problem of devising new selling schemes was threshed out. Wright mentioned the Levinsky one-cent sale of a few years previous, but nobody connected with the Gray & Worcester store seemed much impressed with the idea except Edison O. Geisler. But the store didn't conduct any one-cent sales.

When Geisler became manager of the store, in August, 1909, however, his first act was to hold such a sale. He had on hand a jumble of odds and ends that wouldn't move, but when the one-cent sale idea was applied the stock went like hotcakes. The store did 30 per cent more business during the three-day sale than in any other similar period in its history. Apparently, customers thought they were getting something for nothing, so they flocked from the four corners of Detroit.

Geisler's one-cent sale copied from Levinsky's pushcart, was adopted by druggists all over the United States and Canada, and in 1910 the figures for one-cent sales in 150 drug stores amounted to \$10,000,000, according to statistics compiled by the Goss & Snow Drug Co., of Albany, N. Y.

Cook to Window Sells Stores Rapidly. H. Lippert & Son, who conduct a general furnishing store in Shenandoah, Pa., staged an effective stunt which proved an attraction to passersby when they put in one window a combination gas and coal range and installed a man trained as a cook, who turned out jelly

rolls, cakes, cream puffs, bread and other edibles as the crowds watched him. Inside a table was maintained where the dainties baked in the window were served to those who were interested. The idea was one that brought up sales of stoves to a nice mark for the week the stunt was worked, and many prospects are listed who will be canvassed later on.

### This Window Says "Yes," We Do Finishing

The Photo-Craft Shop, in Colorado Springs is said to have the largest amateur finishing business in Colorado, and this reputation is easily believed by those who notice the window that Charles H. Auld, the proprietor, stages several times a year.

Auld saves the spoils from rolls of films that have gone into his shop. These are brought out for the window shown above. Each side has a series of strings of the spoils and there is a row across the top of the background. The in the centre of the window, there is a large pile of them.

"Wonder how many spoils there are in that window?" is the first thought the passerby. And that curiosity brought many people into the store. They just have to know. Aside from that, it proves to others that shop can take care of finishing work. Eventually, with the start of another season, Auld plans to issue guess contest slips with orders of finishing. On these the patrons will not their respective estimates of the number spoils. He will award a prize, possibly a camera, at the end of the season.

They Took the Hint. Like all retailers of fruit, the Libe-Fruit Market, of Santa Cruz, Calif., is bothered by customers who injure a divided fruit by pinching and handling them to test their ripeness. But they're not bothered with that a longer.

This card, placed next to a cocoon on a little shelf above the fruit-stopper, it, and in a good-humored way, too:

### If You Must Pinch the Fruit—Pinch a Cocoon.

#### One Way to Do It!

Customers who are slow pay attention to statements sent them are always a source of worry to dealers. A haberdasher named Yeo of Sumner, Miss., has a plan that hurried up some of his slow ones.

On the first statement sent the toner after he has bought a bill goods he makes an error—and does knowingly. If the bill comes to \$8 he sends out the statement as \$10.25. This causes the customer to sit and take notice and he comes in once to find out what is wrong, and usually pays in full.

#### But Who Would Buy Six-Pound Hosiery?

The danger of using technical in connection with everyday merchandise was illustrated by a covers recently overheard in front of a Philadelphia store.

In the window appeared a card illustrating "Forty-five ounce Silk Stock—\$5 a Pair."

"Just think of lugging around 45 pounds of silk stockings on each leg!" commented a woman who was passing. "Yes—to say nothing of paying for the privilege of doing it!" added a companion.

Not a pair of the stockings was until the sign was altered to "Exceptionally Fine Quality—Super-dull." Then they began to move, although price remained the same.

**MACDONALD'S**  
**Cut "Brier"**  
**Smoking Tobacco**

15¢ a Package  
Half Pound Tin 85¢

"Brier" has been Canada's Favorite Smoking Tobacco for over 40 years.  
The same old original quality can now be had in Cut "Brier."

*"The Tobacco with a heart"*

At the  
**Armistice Shoe Sale**  
**\$3.95**

**WIEZEL'S CASH STORES**  
243 Union Street

**Ladies' Black Kid Lace, High Cut  
Fall Walking Boot, Military Heel**  
Former Value, \$8.50

MUTT AND JEFF—IF THESE SAPS FLUNK, THE POLICE FORCE WILL BE IN LUCK

By "BUD" FISHER

IT'S TOO BAD, JEFF, THAT YOU SPELLED GRAMMAR G-R-A-M-M-E-R INSTEAD OF G-R-A-M-M-A-R. YOU MAY LOSE OUT IN THE EXAMINATION YOU TOOK TO GET ON THE POLICE FORCE.

THAT'S TOUGH! AND I'M SO CRAZY TO BE A COP!

HERE COMES JEFF. HE'S THE SAME POLICE EXAMINATION AS SPIVUS. I WONDER HOW HE MADE OUT!

JEFF, YOU'VE GOT A CHANCE TO BEAT OUT SPIVUS! HE WAS HERE AND I FOUND OUT HE MIS-SPELLED GRAMMAR!

HOW DID THE POOR FISH SPELL IT?

HE SPELLED IT G-R-A-M-M-E-R!

DARN IT! I MADE THE SAME MISTAKE!

I SPELLED IT WITH TWO M'S, TOO!