

THE MAIL IS NOW TOO SLOW FOR HIGH PRESSURE SALESMEN

New York, July 5—The mail is entirely too slow for high-pressure salesmen of a certain type. Or, perhaps, they do not care to take a chance with the postal regulations. Whatever the cause, in many establishments the greater part of the equipment consists of telephones at which sit a battery of salesmen who spend their days calling various numbers and offering certain propositions with get-rich-quick possibilities—for those who are selling them.

The lists used are obtained in various ways, though mainly they are of the sucker variety. Once a purchase is made of a doubtful stock, the name of the buyer goes on the list and this list is in turn sold to some other establishment, or used again when a different business is taken up. Quite often the lists are acquired legitimately as it is possible to buy names grouped according to occupation, financial rating, etc.

These high-pressure men work entirely on commission. In some cases they receive 25 per cent of their total sales, and a good high-pressure man often averages \$500 a week—if his conscience is elastic. He is trained carefully, not only in his sales talk, but in his method of approach. This training covers any contingency imaginable. Once a response is made, it is almost impossible to get away from the salesman by any other method than hanging up the receiver.

High-pressure men do not confine their efforts to selling. Sometimes their object is an exchange. Having learned that the sucker owns valuable stocks or bonds, the endeavor is to get him to trade them for some not so good, the appeal being in the higher yield. Not infrequently a complete campaign is arranged. Before the suggestion is made, the victim is told of certain stocks. Later he is given more information concerning them and an

inquiry is made if he owns any. Of course, the sucker doesn't. Then follow reports of alleged transactions which make it seem that the stocks recommended are showing a big movement, though they may be inactive or even valueless. Usually by that time, the sucker lives up to his name, trades in his valuable securities and gets some in return which have some value—but not much, the net worth being about that of old paper.

Fake "charity drives," which flourish here often, are also worked largely by telephone and again the high-pressure men find profitable employment. Charity lists are easy to obtain; also there are many in high places who will lend their names to charity without making much of an investigation. Thus equipped, the high-pressure man, with a 25 per cent split as his reward, gets on the wire and reaps his harvest. If necessary, he takes his real identity and in this the "phone is an aid, as we can impersonate anyone," he thinks. Not so long ago it was found that one of these high-pressure men was using the name of a judge. Nor is there detection in the collections. The high-pressure men don't have to leave the telephones, as other members of the organization, as soon as the pledge is made, call and get the money.

BOOZE-MAKING PLANT SEIZED

Middleton, July 5—Accompanied by Rev. W. D. Wilson, of Middleton, Ira Cox, Inspector under the Nova Scotia Temperance Act for Digby, Annapolis and Kings Counties, paid a visit to the local negro section this afternoon and seized several bottles of liquor and facilities for making booze at the home of Robert Harper.

Visitor—Who do you love best, Bobby?
Bobby—Mother.
Visitor—Whom next?
Bobby—Little Sister.
Father—When do I come in.
Bobby—Two o'clock in the morning.

It always takes Jack Dempsey a long time to make up his mind about fighting—and then he doesn't.



Train de luxe of the Canadian National Railways, the Continental Limited leaves Montreal daily at 10.15 p.m. for Winnipeg, Edmonton, Jasper and Vancouver. This famous train follows the scenic route across Canada, crosses the Rockies in view of the mightiest peaks, at the easiest gradient and lowest altitude of all transcontinental trains. Equipped with Radio and every other modern invention that tends for greater travelling safety and comfort—it is the Luxury Train to the Coast.

For information, reservations, etc., call—

F. B. Edgecombe,
City Ticket Agent.
R. A. MacMillan,
Ticket Agent, St'n.



Use CANADIAN NATIONAL EXPRESS for Money Orders, Foreign Cheques, Etc., also for Your Next Shipment.

First Farmer—The best way to start a balky mule is to twist his tail.

Second Farmer—Yes, I've tried that—once. I twisted and twisted, then I came to I was twisting the doctor's wrist.

Owing to the lack of space and the rush of editing this issue several births and deaths will be postponed until next week.—Announcement in an Iowa paper.

GOVERNMENT EXPERT SAYS EARTHQUAKES BRING RAIN

Washington, July 5—Rain is the primary cause of earthquakes, such as the series now occurring in the various parts of the world. Rainfall, over long periods washes immense amounts of land from one place to another, upsetting the equilibrium of the earth's surface. Earthquake movements result when the earth adjusts itself to restore its equilibrium.

This, in a nutshell, is the theory of Dr. William Bowie, veteran student of earthquakes for the United States Coast and Geodetic Survey, who says there is no mystery about earthquakes, being purely mechanical phenomena which can be demonstrated in any laboratory.

Dr. Bowie is not alarmed by the string of earthquakes and gave his reason:

"The more earthquakes we have the better off we are."

Needed as a Safety Valve.

He explained this novel statement by pointing out that earthquakes are like exhaust for energy. Many minor ones let off this steam, so to speak, whereas if the strains of the earth were accumulated for a long time without outlet there would be such an earthquake as would rock the earth from its very centre.

Dr. Bowie holds also that separate earthquake movements, such as those recently in various parts of the world have no connection with each other. Some scientists believe they are related.

"The earthquakes just happened to come together, all resulting from local conditions," Dr. Bowie said.

Turning to his theory, Dr. Bowie said that with rainfall action as the basis, earthquakes are explained simply with a little physics, chemistry and common sense.

"Earthquakes primarily are due to rain," he said. "If we had no rain there would be no shifting of land

from land to sea areas and the earth's surface would be as placid as the moon.

Simple Laboratory Affairs.

"It is water falling on land areas, disintegrating earth and washing it to sea areas that disturbs the adjustment of gravitational forces."

He explained that the earth has a crust of brittle rock extending to a depth of about sixty miles below sea level. Below that depth rocks are solid but they yield without breaking under pressure of accumulated sediment.

The whole phenomenon of earthquakes is a see-saw action, based on chemical reactions which occur every day in the laboratory and outside. The changes are due to changes in the temperature of the crustal material, as water and gravitation shift the loads over the earth's surface.

On one side is the place where the sediment is deposited. On the other is the place from which it is taken by rainfall action.

The sediment, as it is deposited, forces the earth's crust downward, carrying it into hotter temperatures. This action pushes the solid rock underneath, which reacts to push the area from which the sediment was carried away by erosion into cooler temperatures. This change of temperature causes expansion and contraction, which results in an earthquake.

What about future earthquakes?

"We've had earthquakes for the last million years, and we'll have them for the next million years," Dr. Bowie said. "We've had earthquakes since water began to fall, and we'll have them as long as we have rain, and we'll have rain as long as the sun heats the earth and causes evaporation. We'll have earthquakes as long as the earth is habitable. If we had no rain we couldn't live, so we'll have to accept them as necessary evils."

WOMEN'S PRESS CLUB WILL HONOR MEMORY OF COL. HAM

The fourth triennial of the Canadian Women's Press Club, which met in Toronto during the past week, was the occasion for an expression of appreciation of the deep debt the newspaper women of Canada owe to Colonel George Ham, who was the founder of the Club and whose interest in it never waned since its birth. The club will celebrate its coming of age in 1929. Its first sessions were annual but owing to the vast size of Canada, and the fact that the members were not markedly wealthy, after the fashion of newspaperdom, brought about the Triennial. Col. Ham had looked forward with eagerness to this 1926 gathering and through his long illness spoke again and again of meeting the "girls" in whose work he had taken so great an interest and to whom many a discouraged writer owed the inspiration that sent her forward in her profession. His daughter, Mrs. Burley, of Vancouver, wrote to the club of his intense desire to attend the triennial and sent to them his message of farewell. At the opening session Lady Willison and Cora Hind, charter members of the club, paid an eloquent tribute to his memory and Anne Anderson Perry read a poem in his honor—written by Frances Ebbes-Canavan.

At a subsequent session it was decided with the consent of the Canadian Pacific Railway to place a tablet to the memory of Col. Ham from the C. P. C. P. in the general offices at Montreal, and to also add some equipment in his memory, to the little church at Whitby, Ontario, where Col. Ham is buried and which this year reaches its eightieth birthday, the age attained by Col. Ham.

Mrs. Burley sent to each member of the Press Club the following poem written by Blanche E. Holt Murchinson. It is printed on a card with a black and white decorated border and comes to the members of the Canadian Women's Press Club with the kindest regards of Col. Ham's daughter.

GEORGE HAM.

April 15th.

Press tribute: "The peer of any and the prince of all men; one whose genuine friendship never failed."

There is one kindly smile the less today,

One gallant heartbeat which thrilled to humankind in such a gracious way,

It left no loving action unfulfilled. There is one loyal friend the less on earth,

To give of the great measure of his soul;

To spin the golden thread of goodly mirth,

And write a joke upon the daily scroll.

There is one gentle hand the less to grip,

One cheery voice to speak as well, And lend to life that joyous fellowship,

Which makes men kin wherever they may dwell.

He would not wish a sentimental meed,

But we can render him his honest due;

He was a Gentle-Man in thought and deed.

A friend whose faith was valiently true.

Where such as he another story share—

When he went out beyond the stars and sun—

I know the Friend above all friends was there,

To smile him home and say to him, "Well done!"

BLANCHE E. HOLT MURCHINSON.

First Butcher—Come on, Ed hurry and wrap up Mrs. Browns ribs.

Second Butcher—All right, Harry as soon as I have sawed off Mrs.

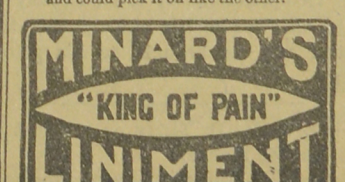
Smith's leg and weighen Mrs. Jones' liver.

Removes Warts

"ENGLISHWOMAN" writes to the Montreal Star:

"I read a letter in your paper asking for a remedy for warts, and as I found one that took an ugly one off the side of my forehead I will give it to you. I had a bottle of Minard's Liniment in the house that I use for rheumatism, and casually reading directions I saw it was a good thing for corns and warts, so being so simple I tried it. Just dab it on with the cork two or three times a day letting it dry on. Well it all went away in about two weeks, dried up and came off by degrees."

"Another also appeared on my cheek not so large, but I applied the same remedy and could pick it off like the other."



YARMOUTH, N.S.

NEW WEEK END SERVICE MARITIME PROVINCES — TO — BOSTON

EFFECTIVE
Saturday, July 3rd.

THROUGH PULLMAN AND COACHES WILL BE ATTACHED TO TRAIN NO. 101 LEAVING FREDERICTON JCT. AT 8.25 A. M. (Atlantic) ON SATURDAYS.

For information as to Service, Reservations, etc., Apply to TICKET AGENT

Nurse—Do you want to see the little brother the stork brought you?
Bobby—Naw, I wanna see the stork.

"Billy, do you know what happens to little boys who tell lies?"

"Sure, they ride for half fare."

ENDORSED BY THE PRESS AND PUBLIC OF NEW BRUNSWICK AS THE BEST AND CLEANEST CIRCUS EVER TO VISIT CANADA.

FREDERICTON

TENTS LOCATED AT THE RACE TRACK

SAT., JULY 10

SPARKS CIRCUS
NOW THE
WORLDS LARGEST
CIRCUS

STILL GIVING A
FREE

STREET PARADE

800 PEOPLE 500 HORSES

TWO TRAINS, DOUBLE
LENGTH CARS, NOTABLE
FEATURE ACTS FROM
ALL OVER THE WORLD

STREET PARADE DAILY 11 A.M.

PRICES:

Children 35c.

(Under 10 years of age)

Adults 75c.

SEATS ON SALE CIRCUS DAY
AT THE GOODY CANDY SHOP
Same Price as at Show Grounds

NOTICE

On or before the first day of June in each and every year without notice or demand to that effect, every Corporation incorporated under the laws of New Brunswick and every other Corporation having its head or other office or doing business or any part thereof in the Province of New Brunswick except Banks, Railway or Foreign Steamship Companies, shall make out and deliver to the Provincial Secretary-Treasurer, a detailed statement or return, correctly stated and duly verified by the Affidavit of an Officer of the Corporation as required by Sub-section 1 of Section 117 of Chapter 20 of the Acts of Assembly 1926, being amendment to "The New Brunswick Companies' Act, 1916", under a penalty of failure so to do, of Twenty Dollars for every day during which the default continues.

Forms supplied on application to the Department of the Provincial Secretary-Treasurer at Fredericton.

ANTOINETTE J. LEGER,
Provincial Secretary-Treasurer.
Fredericton May 25th, 1926.

Customs Sale By Tender

Tenders addressed to the undersigned will be received at his office at Fredericton, N. B., until Monday, the twenty-sixth day of July, 1926, at noon, or the following property forfeited under the Customs laws, viz:

One Automobile—Hudson Brougham Model of 1925, in good condition, and having been run less than 3000 miles.

Terms—Cash on acceptance of Tender.

The highest or any Tender not necessarily accepted.

L. C. MACNUTT,
Collector of Customs and Excise,
Dated at Fredericton,
26th day of June, 1926.

"\$41.⁹⁸ as Advertised"

HOW do you spell "financially?" asked a college student of his roommate.

"F-i-n-a-n-c-i-a-l-l-y," said the room-mate, spelling out the word slowly. As an afterthought, he added: "And 'embarrassed' has two r's and two s's."

How often have you said to a salesman, "That's more than I care to pay"? If you had known the price in advance you would have been spared this little embarrassment. That's one of the great services rendered by newspaper advertising.

By reading the newspaper advertisements before going to the stores, you know what you will have to pay for an article. You need not reveal your financial status to a salesman. You perhaps do not like to ask the price of goods anyhow. If the merchant has told you the price in his newspaper advertisement, you do not have to ask.

Any way you figure it out, IT PAYS YOU TO READ THE NEWSPAPER ADVERTISEMENTS. REGULARLY! The one advertisement you skip may contain just the news you would have welcomed. READ ALL THE NEWSPAPER ADVERTISEMENTS. KEEP INFORMED.

The intelligent way to shop is to read the newspaper advertisements and then go to the stores that offer the best values. Make notes beforehand of the articles that interest you. That's the way to get the most for your money. That's the way to save time.

When You Know the Price in Advance, You Can
Ask to be Shown the Goods—
"as Advertised"