

OFFICE TRICKS.

THE BERTH OF A THEATER TICKET SELLER IS NOT A SINECURE.

Why the Man Who Sits Behind the Wicket Must Be a Good Judge of Human Nature—The Art of "Dressing" a Light House.

To the average theater goer the man who sits behind the wicket in the box office and sells tickets seems to have one of the sinecures of earth. True, he has to answer many fool questions and deal with many fool persons who are often ugly because others with more foresight have picked up early all the good seats. He has to handle diplomatically the woman who wants dollar seats for 75 cents and with the other fellow who wants "first row, center," after the play has begun and that has been sold for a week ahead. But all these things seem but his share of the minor ills of earth. Outside of them apparently his job is what is generally known as a "snap."

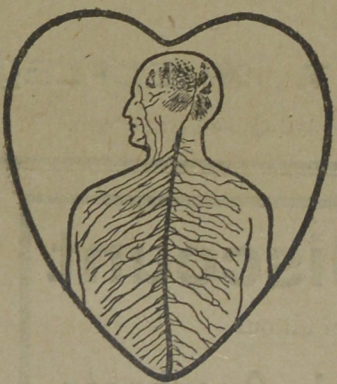
But the man in the box office has other things to do besides sell tickets. True, that is where he comes in contact with the general public, and that is all that is usually thought about his duties. But at the same time he is serving the public he is working for two masters behind the scenes, the proprietor of the house and the manager of the attraction, and he must serve them equally, while their interests sometimes conflict sharply. Furthermore, he must serve them as against the public if need there be, and it keeps him hustling to hold his job to do it too.

The man behind the wicket is a good man if he can make you buy a seat that costs you more than you intended to invest to see that particular "show"—all attractions in a playhouse are "shows" in the parlance, be they opera, comedy or vaudeville. Now, most men think they know what they are going to get when they visit a theater, and they especially have the price fixed in their minds. Perhaps, psychologically speaking, they are stronger minded than the house treasurer. Then they do get what they want, and he never questions it. But the average man is not. The treasurer is trained in ticket selling. It is his daily routine, while it is an occasional act on the man's part. Hence he is fortified for the public, and the latter is not for him, and so when the people step up, especially if it is rather late and there is something of a rush, a clever ticket man can easily get the extra price out of them for a higher selling seat.

How does he do it? Largely by the power of suggestion. He implies that you want it, for instance, when you go up. In other words, he puts the question as to what priced seat by asking you about the higher ones before he mentions the lower ones, and when he does refer to the latter, at your suggestion, he does it rather apologetically. He has the higher rate tickets in his hand, and if you do not take them he reaches to the rack for the others, and all the time the line is waiting, those back of you are scowling, if not making remarks, and every one within earshot of the window knows that you have refused the higher seats for the lower priced ones. This is embarrassing. Especially is it so if a girl is with you, waiting just outside the rail that separates the mob from the line, and the chances are 10 to 1 that you will take the cue, involuntarily, and pay a

MILBURN'S

Heart and Nerve Pills.



Are a specific for all heart and nerve troubles. Here are some of the symptoms. Any one of them should be a warning for you to attend to it immediately. Don't delay. Serious breakdown of the system may follow, if you do: Nervousness, Sleeplessness, Dizziness, Palpitation of the Heart, Shortness of Breath, Rush of Blood to the Head, Smothering and Sinking Spells, Faint and Weak Spells, Spasm or Pain through the Heart; Cold, Clammy Hands and Feet. There may be many minor symptoms of heart and nerve trouble, but these are the chief ones.

Milburn's Heart and Nerve Pills will dispel all these symptoms from the system.

Price 50 cents per box, or 3 for \$1.25.

WEAK SPELLS CURED.

Mrs. L. Dorey, Hemford, N.S., writes us as follows:—"I was troubled with dizziness, weak spells and fluttering of the heart. I procured a box of Milburn's Heart and Nerve Pills, and they did me so much good that I got two more boxes, and after finishing them I was completely cured. I must say that I cannot recommend them too highly."

Nine Nations

Now Use Liquozone. Won't You Try It—Free?

Millions of people, of nine different nations, are constant users of Liquozone. Some are using it to get well; some to keep well. Some to cure germ diseases; some as a tonic. No medicine was ever so widely employed. These users are everywhere; your neighbors and friends are among them. And half the people you meet—wherever you are—know some one whom Liquozone has cured.

If you need help, please ask some of these users what Liquozone does. Don't blindly take medicine for what medicine cannot do. Drugs never kill germs. For your own sake, ask about Liquozone; then let us buy you a full-size bottle to try.

We Paid \$100,000

For the American rights to Liquozone. We did this after testing the product for two years, through physicians and hospitals, after proving, in thousands of different cases, that Liquozone destroys the cause of any germ disease.

Liquozone has, for more than 29 years, been the constant subject of scientific and chemical research. It is not made by compounding drugs, nor with alcohol. Its virtues are derived solely from gas—largely oxygen gas—by a process requiring immense apparatus and 14 days' time. The result is a liquid that does what oxygen does. It is a nerve food and blood food—the

most helpful thing in the world to you. Its effects are exhilarating, vitalizing, purifying. Yet it is a germicide so certain that we publish on every bottle an offer of \$1,000 for a disease germ that it cannot kill. The reason is that germs are vegetables; and Liquozone—like an excess of oxygen—is deadly to vegetable matter.

There lies the great value of Liquozone. It is the only way known to kill germs in the body without killing the tissue, too. Any drug that kills germs is a poison, and it cannot be taken internally. Every physician knows that medicine is almost helpless in any germ disease.

Germ Diseases.

These are the known germ diseases. All that medicine can do for these troubles is to help Nature overcome the germs, and such results are indirect and uncertain. Liquozone attacks the germs, wherever they are. And when the germs which cause a disease are destroyed, the disease must end, and forever. That is inevitable.

Asthma	Hay Fever—Influenza
Ascites—Anemia	Kidney Diseases
Bronchitis	La Grippe
Blood Poison	Leucorrhea
Bright's Disease	Liver Troubles
Bowel Troubles	Malaria—Neuralgia
Coughs—Colds	Many Heart Troubles
Consumption	Piles—Pneumonia
Colic—Croup	Pleurisy—Quins
Constipation	Rheumatism
Catarrh—Cancer	Scurvy—Syphilis
Dysentery—Diarrhea	Skin Diseases
Dandruff—Dropsy	Stomach Troubles
Dyspepsia	Throat Trouble
Eczema—Erysipelas	Tuberculosis

quarter more, when you had no intention of doing so when you approached the clever man in the box.

That is one way. It doesn't require any falsehood. It does require a good knowledge of human nature. Some men wouldn't "stand for" that. They would be offended, and it might hurt the house. That is for the treasurer to beware. He must "size up" his customers and act accordingly.

There is a great gain in time in selling without a chart. A man will then step up and ask for a "good seat" about a certain place. Running through his lists, the seller finds him something very near there, and he is satisfied. That one man is finished in a few seconds. It would take minutes if the sheets were there. Time is important when the orchestra is playing and the curtain about to go up.

Still further, the absence of a chart

enables the seller to "dress" his house, provided the sale is light, and to keep out "singles" if it is heavy. "Singles" are seats left alone when the adjoining pairs have been selected from a chart. "Singles" are hard to sell because very few persons attend a theater alone. Almost all seats are sold in pairs. A treasurer with a bunch of "singles" on his hands, even with a house threatening to sell out, is "up against it," for often he will lose sales that would have meant capacity but for the fact that he cannot place a couple in adjoining seats, though he may have several odd ones left.

"Dressing" a house is the avoidance of this condition in one sense, but it applies to light houses generally. When a show is not doing well it is up to the box office to make the house look full even though it be only partly solid. He does this by scattering the crowd.

Fever—Gall Stones Tumors—Ulcers
Gout—Gout Varicose
Gonorrhea—Gleet Women's Diseases

All diseases that begin with fever—all inflammation—all catarrh—all contagious diseases—all the results of impure or poisoned blood. In nervous debility Liquozone acts as a vitalizer, accomplishing what no drugs can do.

50c. Bottle Free.

If you need Liquozone, and have never tried it, please send us this coupon. We will then mail you an order on a local druggist for a full-size bottle, and we will pay the druggist ourselves for it. This is our free gift, made to convince you; to show you what Liquozone is, and what it can do. In justice to yourself, please, accept it to-day, for it places you under no obligation whatever.

Liquozone costs 50c. and \$1.

CUT OUT THIS COUPON

For this offer may not appear again. Fill out the blanks and mail it to The Liquozone Company, 558-564 Wabash Ave., Chicago.

My disease is.....
I have never tried Liquozone, but if you will supply me a 50c. bottle free I will take it.
.....
2 3 4
D.....
Give full address—write plainly.
Any physician or hospital not using Liquozone will be gladly supplied for a test.



17508

PURITY

and freshness are absolutely necessary qualities of the drugs you use if they are to be of the service required. This applies with few exceptions to toilet preparations also.

YOU CAN DEPEND ON

every article we sell as being of standard quality and full strength. To household remedies of proven value we give particular attention and our prescription department has but one motto: "Absolute fidelity and accuracy." And low prices are a feature of every department.

Alonzo Staples

York Street Drug Store

THE
Busy Corner

We have just got through Stock-taking, and find some

Winter
Goods

That we want to dispose of and in order to do this we have marked them away down. They comprise:

Overcoats, Raglans,
Ready-made Clothing,
Ulsters, Reefers,
Underwear, etc.

Shoe Packs, Oil Tanned an' Moose Moccasins for women, men and children.
Remember the corner of Queen and Regent streets.

Lucy & Co.

NOTICE OF SALE

Public notice is hereby given that I will sell at Public Auction, on SATURDAY, the eleventh day of February instant, at 12 o'clock noon, at the Star Laundry, York Street, Fredericton, the following goods chattels personal property, and all in good condition and first-class running order:

One Robb Engineering Company's boiler, one engine, manufactured by the Robb Engineering, one smoke stack, guys and fixtures incidental thereto, one laundry mangle 112 inches long, 24 inch cylinder, two polishers, one body ironer, one sleeve ironer, one neck band raiser, one collar shaper, all pipes and piping used in connection with Star Laundry so called, all ironing boards and stoves, one starching machine, all tables, desks, two covered delivery wagons, one covered delivery sleigh, one open express wagon, one single open sled. Also all other property, goods and chattels, used in the ordinary course of the business of steam laundrying, heretofore carried on by Abner M. Starkey, and also any and all other property that may have been brought to keep up the same. In lieu thereof and in addition thereto, either by exchange, purchase or otherwise, and whether heretofore in the actual or constructive possession of the said Abner M. Starkey.

The said goods having been seized by me under and by virtue of the power contained in a certain Chattel Mortgage or Bill of Sale, bearing date the fifth day of October, A. D. 1904, and made between Abner M. Starkey of the first part and the undersigned, John Kilburn of the second part, and duly filed in the York County Records under official number 6881.

Terms of sale made known on application to the undersigned solicitor.

Dated at the City of Fredericton this first day of February, A. D. 1905.

R. B. HANSON,

Solicitor.

Feb. 2—d81

Dr. A. Duke Durham,
OSTEOPATH,

Carleton st., near Queen, F'ton, N. B.

Hours: 9 to 12 a. m., 2 to 4 p. m. Phone 74
Consultation and examination free. Call
rite for Catalogue on the subject.

THIS WEEK'S DOINGS

Winter Goods must be sold.

Every dollar's worth of Winter merchandises will be cleared out at cost and under. Now is the time to do it while we enjoy 5, 10 and 20 below zero.

Big Reductions in Ladies' Garments.

8 Ladies' Beaver Cloth Coats, sold at \$9.50, to clear at \$6 00. sizes 34, 36, 38 and 42. 4 Ladies' Cloth Coats, extra long, worth \$7.50, to clear at \$4 75. A few Ladies' Coats, one or two of a style, worth from \$6.00 to \$8.00, your choice of them all at \$4.00, sizes 34 to 40

Big Values in Lace Curtains

Just opened 2 cases of Lace Curtains, 6 to 24 pairs of a pattern. 3 yards long Lace Curtains, new designs, at 65c, 90c. and \$1.25 per pair. 3½ yds. long fine Lace Curtains, 54 to 64 inches wide, 9 designs to select from, at \$1.25, \$1.75, \$2.25 to \$8 00 per pair. Now is the time to buy your new Lace Curtains while we allow 20 per cent. off the regular prices.

Visit our stores this week if you want big bargains.

M. Fickler & Co.