

The Grand Falls Gazette

Published Every Thursday

at

GRAND FALLS, N. B.

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H. H. Young Editor and Publisher

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THURSDAY, DECEMBER 10, 1931

WHERE IS NEW BRUNSWICK

It is, unfortunately, no uncommon experience for the New Brunswicker when abroad to come into contact with persons who are not crystal clear as to just where this province of ours is situated. Throughout the United States this might perhaps be excusable, for, like the ancient Greeks and the barbarians, there are few things beyond the "good ole U. S. A." that are of sufficient importance to awake more than passing interest in the hundred-percenter.

But the tendency is more distressing when experienced in the Dominion itself. Throughout the great Province of Ontario the mention of New Brunswick usually causes a vacant look to appear across the face of the native. Then a great light bursts upon him. "Ah, yes. New Brunswick. That's down around Nova Scotia somewhere."

Instances such as that are had enough, but at least the Ontario man usually gets the Province within Canada. There are others who do not come so close. Only today there arrived in this office a businesslike appearing envelope from an address on Peel street, Montreal, which came here in spite of the fact that it was being sent to Fredericton, N.B., "U. S. A." There is something lacking somewhere.—Daily Gleaner, Fredericton, N. B.

THE GREATEST MAN OF HIS TIME

Sixty years ago a young telegraph operator named Thomas A. Edison invented a method of sending messages in both directions at once on a telegraph wire. It was the most marvelous human invention up to that time. The young man got \$100,000 for his patent, which was a fortune in those days.

He began experimenting with other electrical inventions, and before the Centennial 1876 his name was a household word all over the world. He invented, among other things, the waxed paper in which the package groceries you buy are wrapped. He invented the mimeograph, the first successful duplicating process. Sholes, first inventor of the typewriter, came to Edison with his crude model and Edison taught him how to make it work. Professor Bell had the idea of talking over a wire; Edison's invention of the carbon transmitter made the telephone a success. Dr. Brush invented the electric arc light; Edison conceived the idea of putting electric lights in small units into bottles, and invented the incandescent lamp. In the course of his telephone experiments he invented the phonograph. A little later he invented the movies. In between he invented new and economical methods of producing cement and developed the electric storage battery.

It is not too much to say of Edison that his inventions have revolutionized the world. They have changed our manner of living, our habits of thought, our whole scheme of things within one man's lifetime. His active brain never stopped working.

The great electrical wizard's serious illness and death at 84 again focused the eyes of the world upon him.—Aroostook Pioneer, Houlton.

FROM ONE WHO KNOWS

J. C. Penney, head of more than a thousand chain stores, in an article in fourth estates says: "We have come to a time when the smallest town newspapers are looked upon as necessary in rounding out a newspaper advertising campaign. Newspaper readers have always looked upon the papers as messengers which carry local facts. Every town with a newspaper affords sufficient local news to make the paper important regardless of over-

lapping circulation of larger papers in that community. It gets a close reading.—Bird Island (Minn.) Union.

MANY TITLED MEN AND WOMEN IN THE OLD COUNTRY NOW ENGAGED IN BUSINESS

The days are long gone since it was considered infradig for titled people to indulge in business or professional pursuits. Many of the "Upper Ten" have gone in for trade with results that have varied. Some have depended mainly upon the patronage of their friends but other aristocratic shopkeepers, independent of such customers, have proved that they are as capable business folk as those who occupy a lower scale socially and are now heads of flourishing concerns. They do not rely on their friends for the reason, as one of them puts it, that "friends are sometimes a little absent-minded about their bills."

Viscountess Torrington is one of the latest women of title to join the shopkeeping ranks. It has only just been revealed that the Delectable Duchy Cake Shop at Newquay, in Cornwall, is her own enterprise. And she is not a mere figurehead. Customers who take tea in her shop, may not find her ready to serve them personally, because she is usually busy in the kitchen making cakes where she spends most of her time.

At present the Viscountess has only a small tea room, just large enough for half a dozen tables; but her cakes are so much appreciated and her business is so good that she is looking forward to an expansion of her premises. Her vision takes her further because she has the ambitious idea of opening a chain of cake shops in Cornwall and thus becoming a sort of Lipton. Besides cakes and breads, she also makes jams, jellies and scones.

Viscount Torrington, her husband, is also about to embark on a business career. He is starting an Angora rabbit farm a few miles out of Newquay.

Sir Oswald Mosley, whose recent death robbed the Conservative party of one of its staunchest supporters inherited a baking business at Rolleston, from his father who was baker of standard or whole meal bread. The corn was ground locally into whole-meal flour and the loaves baked in the village were sent to all parts of the country.

Sir Oswald went into partnership for a time with a village baker, and their loaves were despatched to customers with the baronet's name and crest on the wrapper as a guarantee of genuineness. Sir Oswald said he saw nothing degrading about going in business, for the Mosley ancestors were cotton spinners.

Young Lord Bergth, who stands 5 feet nine inches in height, is about to open in the west end of London, a millinery shop at which he will be in attendance to fit the fair customers with hats of his own designing. The idea came to him as the result of a joke. He was watching a lady friend making a hat and he said jestingly, that he did not think much of her efforts and that he himself could do better.

"She handed me that hat," he says, "and I made such a success of it—or people said I did—that I decided to go in for hat designing seriously. This was the first time that I had ever made a hat and I had no idea what I could do in that direction. All my hats are my own design. I will make a specialty of modelling hats on the head of the customer, in order to suit the particular physiognomy of the wearer. This Christmas I hope to put on a special line of hats for winter sport in Switzerland."

Lord Burgh is to give a show of his millinery models at the American

(Continued from Page Two)

FACT AND FOLLY

Out China Way

The Russians in Asia, they say, May join in the scrap any day; The reason is clear, It's because they're so near, In fact, just a few steppes away.

Eighteen sheep have recently been rescued after being snowed under for some weeks. Now, if someone could only locate the Labor party in England after the last election.

An American football player once booted ninety-seven successful placement kicks in a row. Many a man has a father-in-law who, at one time, equalled that record.

And, speaking of football, the girl who thought the Hunchback of Notre Dame was a football player, was not so dumb. She may only have been basing her judgment on the photographs that one finds on the sporting page.

The scientists tell us that the wearing of those little mustaches is an in-

dication of eye trouble. We were under the impression that the trouble was just back of the eyes.

The scientists also say that the food of the future may be derived from, and will resemble coal. The way has already be blazed by many a newly-wed wife.

Far too often,—the way Weddings turn out today,— The wife thinks her model's a muddle, To prevent this disaster, Her so-called lord and master Should learn not to coddle but cuddle.

And this is H. G. going out to loim why Gandhi wears a loin cloth.

We can supply you with all of them

- Tickets, all kinds
- Business Cards
- Personal Cards
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- Funeral Stationery
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TELEPHONE 140—2

The Victoria News

PERTH

N. B.

NOTICE OF SALE

To Thowald Jensen of the Parish of Drummond, in the County of Victoria and Province of New Brunswick, farmer, and Anna J. Jensen, his wife, and Alfred Hansen, of the same place, farmer, and all others whom it may in any wise concern:

NOTICE is hereby given, that under and by virtue of the power of sale contained in a certain indenture of mortgage, bearing date the twenty-seventh day of March, A.D. 1925, and made between the said Thowald Jensen and Anna J. Jensen, his wife, of the one part, and John C. Petersen, of the Parish of Drummond aforesaid, of the other part, and registered in the office of the Registrar of Deeds in and for the said County of Victoria, in Book No. 61, at pages 538-540, under official No. 23833, on the 4th day of April, A.D. 1925, which the said indenture of mortgage was transferred and assigned by the said John C. Petersen to Carl G. Hansen, of the said Parish of Drummond, by an assignment dated the twenty-second day of December, A.D. 1926, and duly registered in the said office of the Registrar of Deeds for the said County of Victoria, in Book No. 63, at pages 628-629, under official No. 24932, on the 5th day of January, A.D. 1927, there will, for the purpose of satisfying the moneys secured by said indenture of mortgage, default having been made in the payment thereof, be sold at public auction in front of the law offices of A. M. Chamberland, in the Town of Grand Falls, in the County of Victoria aforesaid, on SATURDAY, the twelfth day of De-

cember next, at the hour of twelve o'clock, noon, all the lands and premises described in the said indenture of mortgage, as follows, to wit:

"All that certain tract, piece or parcel of lands and premises situate, lying and being in the Parish of Drummond, in the County of Victoria and Province of New Brunswick, bounded as follows, to-wit: Beginning at a post standing on the northeastern side of a reserved road at the most southern angle of Lot Number Sixty-eight granted to Frederick Jensen in the New Denmark Settlement, thence running by the magnet north fifty-four degrees and forty-five minutes east sixty-seven chains to the southwestern side of another reserved road, thence along the same south thirty-five degrees and fifteen minutes east fifteen chains, thence south fifty-four degrees and forty-five minutes west sixty-seven chains to another post standing on the northeastern side of the first aforesaid reserved road, and thence along the same north thirty-five degrees and fifteen minutes west fifteen chains to the place of beginning, containing one hundred acres more or less, and distinguished as Lot Number Seventy in New Denmark Settlement."

Dated at the Town of Grand Falls, in the County of Victoria and Province aforesaid, this ninth day of November, A.D. 1931.

Carl G. Hansen,
Assignee of Mortgage,
and Holder of Mortgage.
A. M. Chamberland,
Solicitor for the said
Holder of Mortgage. 5125.

There Is Business Today, But Advertising Must Ask For It

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DOES ADVERTISING RAISE PRICES?

An Advertisement Addressed to the Public of this Community

When you hear of a manufacturer who spends \$100,000 or more each year on advertising, you may feel like saying—"Terrible! What waste! and it is we—the public—who have to pay for it all!"

But stop! Before you make judgments, look at facts.

Manufacturers who advertise spend from 2 to 5 per cent. of their sales on advertising. Let us put it at 3 per cent. of the price which you pay for their article of sale. So if you pay 25 cents for an advertised article, you are paying three-fourths of one cent to pay for making it known to and wanted by you. The price would not be less—indeed, it might easily be more—if the article had no money spent on it to make it known to and wanted by you.

It is economy, so far as you are concerned, to have manufacturers develop a huge demand for their product, by the agency of press advertising. You pay for the advertising, of course, but you pay a smaller price for the advertised article than would be necessary if the manufacturer's output were smaller!

Advertised articles have to be better than non-advertised articles, and since they are made in larger quantities, they can be made and sold at least as cheaply an imitative non-advertised articles.

If you are a thrifty and wise buyer, you will buy the article made known to you by faithfully-maintained press advertising. The stranger product should be shunned.

Be friendly, therefore, to nationally-advertised products—foods, toilet aids, motor cars, radio pets, and all else—which are also locally advertised—in this newspaper.