POOR DOCUMENT

THE EVENING TIMES AND STAR, ST. JOHN, N. B., MONDAY, MAY 1, 1922

Home late?

No, not too late. You

can have a perfectly

prepared, perfectly de-

licious hot meal on the

table in just a few

minutes. No work, No

fuss. No time. Simply

heat and serve.

EARTH CRUST

Strains That May Produce Earthquake Disclosed by Dr. A. L. Day.

tive as Moths.

against

MAGEE'S

Scientific Fur Storage

System

prolongs the life of your

furs; provides for cleaning,

storing, insuring them

Heat .

Burglary.

Guaranteed Protection.

Charges, 3 p. c.

of the Value

Special Summer Estimates

Furnished

Master Furriers, St. John.

Dust

Fire

Washington, May 1 - Recent indi-"northward crustal movement of small magnitude" in northern California has led to a co-operative study by the scientific bureaus of the government and the Carnegie Institution of Washington to gather precise data on the subject. This was revealed in a paper read before the meeting of the National Academy of Sciences by Dr. Arthur L. Day, director of the geophysical bureau of the institu-

FOOD LONG PRESERVED.

The bully beef 97 years old recovered from the stores left in the Artic by the Parry expedition in 1825, which has just been sampled at Hull and declared "sweet and good" is fresh meat as compared with the steaks on which some heroic Russian reservists feasted a few years ago. These latter were cut from the body of a prehistoric mammoth discovered in the great Artic refreigerator which must have ended his career on the most conservative estimate 100,000 years before it provided the banquet. Another remarkable menu was served up at a dinner given by a Belbian snitiquary about the same time which contained apples recovered from the ruins of Pompeli; wine found in a vault in the city of Corinth, and bread made from wheat which had been preserved in an Egyptian pyramid for over 2,000 years.





Maritime Merchant Makes a Summer Dust and Heat Suggestion to Provincial Are Every Bit as Destruc-Governments and People.

for repairs, or remodelling, during the summer months and stored free until re-D. Magee's Sons, Ltd.

grasp this fact; they have a realized what publicity would do for them in this connection, for they have a most interesting story to tell—one that would surely impress the people of New England—not only those who have no money to spend either in travel or investment, particularly foreign investment, but also those who have.

When one starts to advertise, one can always proceed with more assurance if he is satisfied with the character of the people to whom he submits his story. It would not we think be considered an exag d statement by those who facts, if we were to say that and in this respect leaves nothing the states. It was the New England he brought on the war for index, who was the protagonist of an erry, who created the great manufacturing industry of the country; who incidently shaped the country's national economic policy. Think of the advantage then of securing the interest of a people with a record like that. We hear some one say, "What nonsense! The Americans are put interested in us." Our answer is that you never can tell what a man can be interested in until you try him out with printer's ink. All of us have habits today and preferences for certain things, which we would have scoffed at ten years ago; we have acquired these habits and adopted these preferences because of the influence of advertising. We should like to see a paper like the Boston Transcript carrying an advertisement calculated to make its readers think well of the Maritime Provinces. for the result, we believe, would be that many of them would come to the provinces, as visitors and also as investors. Surely it ought to be worth INTERNATIONAL LONGSHORE-MEN'S ASSOCIATION, LOCAL 278 Semi-annual meeting will be held in Hall, 35 Water street, Tuesday evening, May 2nd, at 8 p. m. Business: Election of officers for the ensuing term, and other important business. All members are requested to attend. By order of the President. 26638—5—3

HEAVY BLUE ART TICKING Sizes: 3x6, 4x6, 4-6x6.

8 p. m.

Farewell Meeting of LIEUT. POCOCK,

Colonel Miller, new Field Secretary

J. MARCUS,

A TOBACCO STORE for Canada East, will conduct a Special

Evenings the expenditure of a few thousand dollars a year on the part of each of our maritime provinces governments to at least experiment with a proposition of this sort.



Two Slices For One

How much bread do you eat? One slice with every meal? Two with every meal?

The bread - consumption of this community is only half what it should be for the best health and vigor of the people. Eating twice the amount of bread means twice the strength and vi-

tality-and saving money while you win it. Maybe you've never sat down and figured on paper the money sav-

ing of bread compared with other foods. A pound-and-a-half loaf of bread is the equivalent of 6 pounds of sirloin steak or 8 eggs.

It is not "heavy" food, but the simple, nourishing food that creates strength and energy.

Eat more bread—and see that your children eat more. Some day they will thank you.

St. John and Fairville baked Bread is Bread at its Best - always pure, tempting and nutritious.



ST. JOHN AND FAIRVILLE BAKERS' ASSN.

Optical Service

This means more than the mere supplying and fitting of glasses. Of greatest importance is the examination which determines the success or failure of an attempt to make your eyes more useful and comfortable.

Our increasing clientele is sufficient evidence of the ability with which our examinations are made. We shall be pleased to make

an appointment to examine your eyes at your convenience, D. BOYANER, 111 Charlotte Street

FOR A BETTER CUP OF COFFEE

> Humphrey's Freshly Roasted Coffee

HUMPHREY'S **Coffee Store**

14 King Street.



DROPPED DEAD IN

F. deForest's tobacco store in Mill

40c

The Webb Electric Co.

Housecleaning Time is Here. Now is the T

Linoleums in Four Yard Widths, in Beautiful Patterns Select From.

Oilcloths at 55c a yard. Blinds in good quality and

colors at 85c upwards.

Has your wife a trade? "Impertinent question!" you say. Well, perhaps. But it brings to mind the fact that unskilled female labor is very poorly paid. If your wife is ever likely to become a breadwinner, you should put her in training now. Then, should the necessity arise, she will be able to produce an income sufficient to support herself-and children, if any-in some degree of comfort. There is only one other way to make sure that your wife and kiddies will not come to want after you're gone—that is, by means of adequate life assurance. Before you forget, ask us to send you our booklet entitled "The Creation of an Estate." It's very interesting and it's free. THE IMPERIAL LIFE ASSURANCE Company of Canada HEAD OFFICE M. L. McPHAIL, Branch Manager, Royal Bank Bldg., ST. JOHN





Open

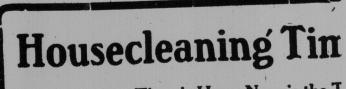
DONT

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do much to reduce the present epo-

throw away a good carcase because the tread is wom F. deForest's tobacco store in Mill street. The unfortunate man entered the store apparently in the best of health and purchased a plug of tobacco. He then turned to leave the shop when he suddenly collapsed to the floor. The clerk at once rushed to his assistance, but he was dead before the clerk could reach him. Coroner H. A. Porter was summoned and, after viewing the body, gave permission for its removal for burial. He did not consider that an inquest was necessary as the man evidently had died from natural causes. Mr. Collins, who has been a resident of this Have it retreaded as soo

TIRE SH



to Buy Your Floor Coverings

Bargains in all kinds of Beds, Springs and

HOMES FURNISHED COMPLETE

Amland Bros., Lt 19 Waterloo Street