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Home late?

No, not too late. You can have a perfectly prepared, perfectly delicious hot meal on the table in just a few minutes. No work. No fuss. No time. Simply heat and serve.

HEINZ Spaghetti

Ready cooked, ready to serve

FOOD LONG PRESERVED.

The bully beef 97 years old recovered from the stores left in the Arctic by the Farry 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 rescuers feasted a few years ago. These latter were cut from the body of a prehistoric mammoth discovered in the great Arctic refrigerator 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 Belgian antiquary about the same time which contained apples recovered from the ruins of Pompeii 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.

EARTH CRUST MOVES IN CALIFORNIA

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

Washington, May 1.—Recent indications from astronomical sources of a "northward crustal movement of small magnitude" in northern California has led to a co-operative study by the scientific bureau 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 institution.

"The suggestion has been made," Dr. Day said, "that the accumulated strains produced by such movement eventually produce rupture and an elastic recoil or earthquake."

It is a part of the programme of investigation, he said, not only to "locate the surface of placements, either gradual or disruptive, but also to develop in-velop instruments and establish stations for the location of sub-surface zones of movement."

Another paper read today by Prof. John P. Hayford of Northwestern University, dealt with investigations which he said had shown that the "surface of the water of any one of the Great Lakes is never level except by accident" and had resulted in certain definite knowledge of the cause and circumstances of the phenomenon, the eventual application of which would be worth millions to the country.

"The surface of any one of the lakes always has a slope in some direction, produced by the wind, by barometric pressure, or by the waters of the lake oscillating as if it were in a great wash basin," Prof. Hayford said.

While it has long been known, he said, that a wind over a lake tends to pile up the water on the lee shore, the investigations have shown the actual extent of the movement and also its exceptions. For example, while a fifty-mile wind from the southwest piles up the water for a foot at Buffalo, he said, the "strongest winds that blow have almost no effect in changing the water level at other points, such as Milwaukee on Lake Michigan, and Meadway on Lake Huron."

In addition to the effect of the wind, the lake surface also is continually tilting up, he said, in response to barometric pressures tending to go towards the region of low pressure.

Beware of the Moth

MAGEE'S Fur Storage is SAFE

Summer Dust and Heat Are Every Bit as Destructive as Moths.

MAGEE'S Scientific Fur Storage System

prolongs the life of your furs; provides for cleaning, storing, insuring them against

Heat
Dust
Fire
Moth
Burglary.

Guaranteed Protection. Charges, 3 p. c. of the Value

Special Summer Estimates Furnished

for repairs, or remodelling, and for new furs or fur garments to be manufactured during the summer months and stored free until required.

D. Magee's Sons, Ltd.
Master Furriers,
St. John.

ADVERTISING OURSELVES IN NEW ENGLAND

Maritime Merchant Makes a Suggestion to Provincial Governments and People.

(Maritime Merchant)

Since we are on the subject of the American visitor, we may as well say a few words in elaboration or amplification of an idea which was presented in this article in our last issue entitled "Browsing Around Boston," in these words:

"We have wonderfully attractive interests to put before the New England people and they have the money to invest whether it is merely a holiday trip or an industrial venture of one kind and another that we offer. We might begin our effort by advertising our summer climate and our scenery, and then move on from that to an educational campaign regarding our natural resources. Surely we can make a wonderful story about a lot of things."

The Maritime Provinces might be considered in the same light as a merchandising store, which has something to dispose of, and the question squarely facing it is: "When am I going to find customers?" The provinces have a beautiful summer climate and beautiful scenery for the tourist to enjoy. Where are we going to find the customers for such merchandise? They are a section of the country rich in a variety of natural resources, some of which are developed, some half developed and some undeveloped. There are many things in the provinces which might be sold to capitalists to advantage of both the capitalists and ourselves. The point is to get capital interested. We look across the Bay of Fundy and see New England, with Boston at its centre; and despite tariff walls, despite national prejudices, and despite the fact that we might say in opposition to the idea, we contend that these provinces should be doing more than they are doing at the present time to tell their story to the people of New England. Our provincial governments are apparently slow to grasp this fact; they have not yet 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 be considered an exaggerated statement by those who are in the trade, if we were to say that New England people made the mistake. It was the New England people who brought on the war for independence, who created the great manufacturing industry of the country, who incidentally shaped the country's national economic policy. Think of the advantage to be gained by securing the interest of a people with a record like that. We hear some one say, "What nonsense!" The 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

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 TORONTO

M. L. McPHAIL, Branch Manager, Royal Bank Bldg., ST. JOHN

Snowflake Ammonia

softens water-cuts grease

LOCAL NEWS

Jas. McKelver, Nova Scotia, draws the lucky ticket for cabinet graphophone, No. 91.

INTERNATIONAL LONGSHOREMEN'S ASSOCIATION, LOCAL 278

Semi-annual meeting will be held in Hall, 88 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

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,
311 Charlotte Street.

Special Sale!

FELT MATTRESSES

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

\$8.25

100—Only at this Special Price—100

J. MARCUS, 30-36 Dock St. Open Evenings

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 vitality—and saving money while you win it.

Maybe you've never sat down and figured on paper the money saving 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.

For

ST. JOHN AND FAIRVILLE BAKERS' ASSN.

FOR A BETTER CUP OF COFFEE

buy

Humphrey's Freshly Roasted Coffee

Sold retail at

HUMPHREY'S Coffee Store
14 King Street.

REAL MAZDA LAMPS

10 to 50 Watt

40c

Fit up your new home with Mazda. Electrically at Your Service.

The Webb Electric Co.
Electrical Contractors.
91 Germain Street. Phone M. 2152
S. C. WEBB, Manager.

SALVATION ARMY

Charlotte Street Citadel,
8 p. m.

Colonel Miller, new Field Secretary for Canada East, will conduct a Special Farewell Meeting of LIEUT. POOCK, who is on her way to India.

All welcome. 26676-5-2

DON'T

throw away a good carcass because the tread is worn. Have it retreaded as soon as the breaker strip begins show.

DRURY LANE TIRE SH

ALBERT G. HOAR
17 Union St. 5-3

Use the Want Ad.

Housecleaning Tin

Housecleaning Time is Here. Now is the Time to Buy Your Floor Coverings

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

Oilcloths at 55c a yard. Bargains in all kinds of Beds, Springs and trusses.

Blinds in good quality and colors at 85c upwards.

HOMES FURNISHED COMPLETE

Amland Bros., Lt.
19 Waterloo Street