

For Sale Slater Store
For Sale Fittings
For Sale For Sale at Once!
For Sale MIRRORS
For Sale AWNING
For Sale DESK
For Sale ELECTRIC CLOCK
For Sale ELECTRIC FIXTURES
For Sale LINOLEUM
For Sale SHOW CASE
For Sale CHAIRS

and balance of Men's and Women's Boots, Oxfords, Pumps and Rubbers at such prices as will make you open your eyes in astonishment.

Slater Shoe Store

ARMY SERVICE CORPS
GUESTS OF THE CITY

Banquet in Immigration Hall Followed by an Entertainment—Speeches by Mayor and Commissioners

The members of Number 5 Company Army Service Corps, were the guests of the city last evening at a banquet and entertainment given in the large immigration hall, West St. John, which had been appropriately decorated for the occasion.

While the splendid dinner was being served musical selections were furnished by the Carleton Cornet Band and after the tables were cleared Mayor Frink and Commissioners McLellan, Wigmore, Russell and Potts, were heard in vigorously patriotic speeches.

The musical programme included a solo, "Who's That Calling Me?", by Mrs. Murray Long, of West St. John, who was recalled and sang "Dreaming, I'm Dreaming," two cabaret dances by Miss Helen Libby and Coy Hegerman; Sgt. Bond, solo selection; solo, "Glorious England, Lieut. Fidgeon, with Tipperary for an encore; solo, Miss Alice Wallace, until the Shadya, encored with Tip. Tipperary; Mary, violin solo by Senor Rafael Todo, chief violinist of the Mis-sianable band, who gave splendid renditions; solo, Major McKean, Boys of

the Old Brigade, and encore, Angus McDonald; solo, Lieut. Col. Massie, Queen of the Earth, encored, D. Arnold Fox was accompanist. A special late trip of the ferry brought the hosts and singers back to the city just after midnight.

OLD-TIME REMEDY
MAKES PURE BLOOD

Purify your blood by taking Hood's Sarsaparilla. This medicine has been and still is the people's medicine because of its reliable character and its wonderful success in the treatment of the common diseases and ailments—scrofula, catarrh, rheumatism, dyspepsia, loss of appetite, that tired feeling, general debility.

Hood's Sarsaparilla has been tested forty years. Get it today.

Unable to forget a school-mate, though he is ninety-two, Orrin Wilcox of Milwaukee, Wis., is in Winsted, Conn., on his annual visit to Mrs. Julia Dayton, who will be ninety-seven on May 1. They grew up together in Unionville.

In the last four years Mr. Wilcox has made an annual pilgrimage to the east, visiting old friends, including Mrs. Dayton. He says he is going to keep it up as long as he lives.

USE THE WANT
A.D. WAY

An Interesting Collection of Diamonds

"Our Diamonds" are all of unquestionable quality, are mounted in the newest designs of settings, either in gold or platinum. They constitute a special feature of our large stock of "Fine Jewelry."

The assortment to be found here is always full of interest. The high qualities, exceptional designs and reasonable prices have attracted much in making our stock so attractive to lovers of Fine Jewelry.

We cordially invite your inspection.

Ferguson & Page
 Diamond Importers and Jewelers
 King Street

ROB DUSTING OF ITS DRUDGERY
 With the O-Cedar Polish Mop

Once Over the Surface Will Dust, Clean and Polish

No More Bending Down or Reaching Up

Dusting is hard, dirty, wearisome work and causes many a backache, by the old-fashioned way which goes far to make house work a burden. You can dust and clean easier, quicker and better with the O-CEDAR POLISH MOP which gathers all the dust from everywhere and makes it easy to clean hard-to-get at places.

The O-Cedar Polish Mop Cuts Housework in Half

It dusts, cleans and polishes, at the same time giving a high, hard, lasting finish. Just pass it lightly over your hardwood floor or furniture, which take on a new and better brightness.

No bending down to clean the floor, or reaching up to dust tops of high furniture. You can easily reach out-of-the-way places with the O-CEDAR POLISH MOP.

O-CEDAR POLISH is of purely vegetable materials, and gives a brilliant, durable lustre to Painted, Varnished and Finished Woodwork. It is neither gummy nor sticky, and needs but little rubbing.

O-CEDAR POLISH MOPS—Round, \$1.00 and \$1.50; Triangular, 75c.
 O-CEDAR POLISH 25c., 50c., \$1.25, \$2.00 and \$3.00 Sizes
 O-CEDAR DUST MOP, \$1.50; O-CEDAR DUSTER, 75c.; O-CEDAR CLOTH, 25c.

W. H. THORNE & CO., LTD.
 Market Square and King Street



All that is left of the Queen's Hotel, Barrie, which was burned a few days ago with a loss of \$50,000.

HOW ADVERTISING GETS INSURANCE

Imperial Life Found the Newspapers Created Much Business When Properly Used

(By Clifford Elvins in Printer's Ink.)
 At the end of the first year of the newspaper advertising campaign conducted by The Imperial Life Assurance Company of Canada, a booklet containing fifty-two of the advertisements printed one on a page, was issued for general circulation and for the use of the agents. Some of the selling ideas growing out of this were decidedly novel.

One usually successful agent, for instance, kept a number of the booklets in circulation among his prospects. When he canvassed a man for insurance and found him disposed to procrastinate, he read over to him two or three of the advertisements fitting his case, and left the booklet to be called for two days later. He found invariably that his prospect read the entire series in the interval, twenty-five per cent of his business was secured in this way.

This is especially interesting and important testimony because it is difficult to get any accurate idea as to the extent of the influence advertising has on life insurance, particularly where a new campaign is involved.

Actual results, were, indeed, shown in some few cases owing to special circumstances. When it was found that the advertisement entitled "Until Death Do Us Part" was largely responsible for the writing of a \$10,000 policy on the life of a young man in Montreal. He had applied for information at the Montreal office.

Test of Another Kind.

The instances mentioned relate to the assurance appeal. A test of a different kind seemed to show that the advertisements were being widely read and were doing their work. It was noted that after the outbreak of the war in Europe, an advertisement was prepared offering free a pocket watch and pen to every man who should fill out and send in the coupon incorporated in the advertisement. The coupon was used as a home for the names of the men, as a training home for others and a depot for the distribution of modified coupons for the regular advertising.

The response was astonishing. Coupons were returned in thousands. Several persons also asked for premium rates, or other insurance information. Some of these were successfully followed up. In one case a Toronto business man telephoned to the head office for a map and incidentally mentioned that he would like to see a valuable policy.

These cases are mentioned because they illustrate three different uses of the advertising which an assurance company was able to make, namely, the direct stimulation of business, the provision of fresh sales material the interest in which had been heightened by its appearance in the newspapers, and the successful issue of a premium or novelty offer in connection with the straight assurance appeal.

The Imperial Life had long felt that its business would be benefited by aggressive newspaper advertising, and plans had been laid so that when the agency organization had reached a point where the waste circulation would not be too great, and when some means could be devised for financing the campaign, it would be undertaken.

While eating dinner with his parents at Claremont, N. B., Mr. MacKay, of Dover, found thirty-five pearls in the oyster served him. He took them to a jeweler to find out their value, and was told that they had become valueless because they had been cooked. A few years ago he had bought four pearls in the same way, but they, too, had been cooked.

HAD INDIGESTION FOR OVER 10 YEARS.
ALMOST DESPAIRED OF EVER GETTING WELL.

Indigestion is one of the worst forms of stomach trouble. The stomach becomes upset and you have a raw, debilitating feeling in it. After a meal you feel that you must get rid of that nasty, bilious, burning sensation. It is not necessary for you to be troubled with indigestion if you will only try that old and well-known remedy, Burdock Blood Bitters, which is a combination of nature's best known roots, herbs and barks for the cure of all stomach and blood troubles.

Mrs. Mary MacKay, Hunter's Mountain, N.S., writes: "I was troubled with indigestion for more than ten years. I tried several doctors' medicines claiming the power to cure, but all without success. Having heard of the many cures effected by Burdock Blood Bitters, I decided to try it. I took a bottle and in a few days I was completely cured. My appetite which was very poor is now good, and I can eat most everything without any disagreeable feelings.

I can strongly recommend B.B.B. to anyone suffering from indigestion. B.B.B. is manufactured only by The T. Milburn Co., Limited, Toronto, Ont.

Stores Open at 9 a. m. and Close Every Day in The Week at 6 O'clock

The Most Important Event of The Annual Spring Sale
Will Be This Record Value Offering of Men's Colored Shirts
Commencing Saturday Morning



In planning this sale we made every effort to provide offerings of the most pleasing character and to establish brand new records for value giving. It will be evident at first glance that in designs and colorings, and especially materials that we have presented opportunities superior to those of any previous sale, and this is saying a great deal.

The majority of the shirts are the latest 1915 designs, newest colorings and most reliable cloths. The styles are soft fronts with starched cuffs attached, cross stripes with starched double cuffs, soft mushroom pleated with starched double cuffs; all soft shirts with soft double cuffs and separate double collar; cross pleated shirts with soft double cuffs.

This will be an exceptional opportunity to stock up for spring at a much less expense than will be possible at any time later in the season. There will be a very large variety to select from. Sizes from 14 to 18.

Sale Prices, Each **65c, 85c, \$1.15**

MEN'S FURNISHINGS DEPARTMENT

Maxim Lining Satin

Maxim Satin is a lining satin marking a new era, so much so that it is likely to revolutionize the lining business. The construction of the cloth is the idealization of the most ambitious efforts, striving for perfection.

The combining of the finest and most precious raw material has produced the MAXIM SATIN, typifying excellence, elegance, endurance; excellence in construction, elegance in appearance, endurance in wear.

MAXIM SATIN combines the excellence, and the elegance of the pure dye silk, as well as the endurance of a silk and cotton mixture. MAXIM SATIN is superior to both, as it combines the advantages claimed by both, as it looks like an all silk, pure dye lining, and is superior in wear to a silk and cotton lining.

We offer this satin in shades of Ivory, Squirrel, Light Grey, Dark Grey, Royal, Light Navy, Mid Navy, Cardinal, Sapphire, Golden Brown, Dark Brown, Old Rose, Purple, Paddy Green and Black. Guaranteed for two seasons; 27 inches wide..... **Yard \$1.10**

SILK DEPARTMENT—SECOND FLOOR.

Manchester Robertson Allison, Limited

CANADA IN THE WAR

Private Alfred Ellis, of the first Canadian contingent has been reported drowned, in England.

Banking and business associates last night honored Don Fraser and R. E. Taylor of the Royal Bank staff, and R. T. Armstrong, accountant with Goddard Bros., who have enlisted with the 6th C. M. R., at a banquet in Bond's restaurant, at which E. H. Flewelling presided.

A record shipment of 530 cases of Red Cross supplies has been sent forward from Toronto for service with the Allies.

In the rooms of St. John Council, 887 Knights of Columbus, last evening, the presentation of a handsome set of prism binoculars was made to Captain George Keefe, of the 28th battalion, by W. J. Mahoney in behalf of the gathering assembly. Best wishes for success were extended. Two other Knights, Frank X. Jennings, with the 28th Field Artillery and Wm. J. Ryan, with the Divisional Ammunition Column, in Fredericton were the recipients of valuable case pipes and safety shaving outfits. The presentation of these was made by a member of the council in Fredericton, Rev. J. J. Ryan, parish priest at St. Mary's N. B., as they were unable to come to the city.

Boxing gloves as well as Bibles are now being rev. by the pupils of the Haytville Sunday school. The boxing instructor is Rev. Christopher R. Hamilton, who is responsible for the novel idea.

John Wellman, aged eighty-five, testified that he never rode a street car in his life, although he has been a resident of St. Louis for the last fifty-three years.

THE DOCTOR'S WIFE
 Agrees With Him About Food.

A trained nurse says: "In the practice of my profession I have found so many points in favor of Grape-Nuts food that I unhesitatingly recommend it to all my patients."

"It is delicate and pleasing to the palate (an essential in food for the sick) and can be adapted to all ages, being softened with milk or cream for babies or the aged when deficiency of teeth renders mastication impossible. For fever patients or those on liquid diet I find Grape-Nuts and albumen water very nourishing and refreshing."

"This recipe is my own idea and is made as follows: Soak a teaspoonful of Grape-Nuts in a glass of water for an hour, strain and serve with the beaten white of an egg and a spoonful of fruit juice for flavoring. This affords a great deal of nourishment that even the weakest stomach can assimilate without any distress."

"My husband is a physician and he uses Grape-Nuts himself and orders it many times for his patients."

"Personally I regard a dish of Grape-Nuts with fresh or stewed fruit as the ideal breakfast for anyone—well or sick."

In stomach trouble, nervous prostration, etc., a 10-day trial of Grape-Nuts will usually work wonders toward nourishing and rebuilding and in this way end the trouble. Name given by Canadian Postum Co., Windsor, Ont.

Look in pkgs. for the famous little book, "The Road to Wellville."

Ever read the above letter? A new one appears from time to time. They are genuine, true, and full of human interest.

Saturday Cash Specials at Daniel's

- PARAMETTA RAINCOATS**—In fawn and olive, good quality, rubber lined; made with raglan sleeves and close-fitting collar. Regular value, \$8.50. **Saturday Cash Special, \$4.98**
- CHILDREN'S DRESSES**—Fancy Check or Stripe Gingham, Spot or Figured Cambric, or Plain Linen, in pink, sky, tan, etc. Sizes 2 to 8 years. **Saturday Cash Special, 79c. each**
- KIDDIES' DRESSES**—Cashmere finish, Flannellette, in dainty washable patterns, cream ground with sky spots and pippings. Sizes 2 to 8 years. Regular \$1.50. **Saturday Cash Special, 69c.**
- KIDDIES' OVERALL APRONS**—Dainty Patterns in Cambric, with half sleeves and round neck. Sizes 2 to 8 years. **Saturday Cash Special, 39c.**
- LADIES' AND MISSES' SWEATER COATS**—Plain white, navy, cardinal, or fancy stripes and mixtures. Value to \$4.50. **Saturday Cash Special, \$1.85**
- KIDDIES' SWEATERS**—In all cardinal or navy, or with white trimmings. Regular \$1.50 and \$1.75. **Saturday Cash Special, 98c.**
- LADIES' HUG-ME-TIGHTS**—With or without sleeves. Regular \$2.25. **Saturday Cash Special, \$1.49**
- OUTING AND HOUSE BLOUSES**—Just a few odd sizes now on hand; stripe cambric or white with blue collar and cuffs. **Saturday Cash Special, 47c.**
- FLANNEL BLOUSES**—Grey, red, navy or stripes; also a few French Chables. **Saturday Cash Special, 89c.**
- FLANNELETTE UNDERSKIRTS**—In white only, knee length, trimmed embroidery or linen lace. **Saturday Cash Special, 69c.**
- CORSET COVERS**—Fine Cambric, daintily trimmed with lace on neck and sleeves, and beading threading ribbon. **Saturday Cash Special, 23c. each**
- WHITE CREPE**—40 inch width, suitable for blouses or underwear. Regular 28c. yard. **Saturday Cash Special, 19c. yard**
- NAVY SERGE**—50 inch, good quality, dark and light navy shades, suitable for one piece dresses or children's school dresses. **Saturday Cash Special, 78c. yard**
- PILLOW SLIPS**—Good white cotton, full size. **Saturday Cash Special, 2 for 29c.**
- WHITE LONGCLOTH**—Soft finish quality, suitable for underwear. **Saturday Cash Special, 10c. each**
- STAMPED CORSET COVERS**—Various pretty designs, stamped on fine Nainsook. **Saturday Cash Special, 23c. each**
- STAMPED NIGHT GOWNS**—Pretty patterns, stamped on fine longcloth. **Saturday Cash Special, 58c. each**
- PEAU DE SEINE**—For dresses, blouses, etc. A splendid range of shades, including white and black. **Saturday Cash Special, 78c. yard**
- SWISS EMBROIDERED HANDKERCHIEFS**—up to 20c. each. **Saturday Cash Special, 10c. each**
- NATURAL COLORED LEATHERETTE GLOVES**—Two dome fastenings; a perfect washing glove. **Saturday Cash Special, 21c. pair**
- ITALIAN SILK BOOT HOSE**—Heavy cotton top, suitable for early spring wear. **Saturday Cash Special, 22c. pair**
- BOYS' STRONG HOSE**—Almora Cashmere, ribbed, sizes 8 1/2 to 10. **Saturday Cash Special 21c. pair**
- SATURDAY CASH SPECIALS IN NOTION DEPT.**
- 7 doz. 5c. Safety Pins..... For 25c.
 8 pkgs. Hair Pins..... For 5c.
 2 pkgs. Invisible Hair Pins. For 5c.
 2 Spools Cotton Thread—Black or White..... For 5c.
 3 Papers Pins..... For 5c.
 6 Hair Nets..... For 5c.
 7c. doz. Pearl Buttons..... For 5c. doz.
 2 Nail Brushes..... For 5c.
 Good Tooth Brushes—Perforated Back..... 15c. each