

# ADVERTISING CREATES MARKETS FOR GOODS OF QUALITY

## READY TO STAGE PASSION PLAY

Oberammergau Authorities Announce Final Dress Rehearsal Will Be May 9.

## FACE ECONOMIC PROBLEM

Directors Receive Thirty-Five Thousand Applications From Abroad For Seats.

OBERAMMERGAU, Bavaria, Mar. 24.—(By the Associated Press).—Preparations for the first post-war revival of the Passion Play have progressed sufficiently to enable the committee of elders to announce that the final dress rehearsal will be held May 9. The first regular performance will be given on May 14.

Thirty-five thousand applications for seats and sleeping accommodations already have been received from abroad and, while the local management has not yet received indications as to the extent to which Germans will patronize the productions of the play, it assumes that German attendance will more than quadruple the foreign patronage.

Give Wednesday Performances. Anticipating an unusual influx of visitors in July and August, the management has decided to give Wednesday performances during these months.

Economic conditions have obliged the village elders considerably to amplify their directing staff, not so much as concerns the production of the play as to solve the problem of accommodating thousands of visitors for whom the comforts and conveniences of travel before the war are now not available.

The conditions under which the play will be revived this year have shocked the rural simplicity of these peasant play producers and, while determined to prevent the sacred enterprise from becoming basely commercialized, they are now beginning to realize that the war's aftermath has produced an economic environment with which they are compelled to reckon.

The municipality of Oberammergau has peremptorily rejected a proposition that it levy a tax on foreign visitors which, it declares, would be of harmony with the origin and traditions of the play, and also would conflict with the purposes of the present revival which is regarded as one of achieving reconciliation between Germany and the other nations. The town fathers, however, announce that they have been forced to assume a considerable initial expense in preparing for the production, reconstructing the theater which will seat 4,000 spectators, and in providing costumes.

Need Municipal Improvements. Oberammergau also is sadly in need of municipal improvements to give the village a presentable attitude when the first guests arrive. A new church bell alone called for an outlay of 170,000 marks, while repaving the main streets has cost almost as much.

All told, this hamlet which, in peace times, had a budget of insignificant proportions, already has staked its municipal existence on the outcome of this year's productions. Oberammergau will be able to furnish accommodations for 1,000 visitors, who prefer to sleep in the village in order to be on hand for the early opening performance. Unterammergau, close by, is arranging quarters for 1,500 others, while the well-known convent at Ettal, half an hour's travel distant, is preparing to install 600 emergency cots. Thus the management of the play believes that it will be amply able to accommodate the overflow of visitors.

The problem of feeding the guests is more intricate, and to solve it the elders have appointed a commissary department which will co-operate with the Bavarian food controller and the co-operative society of Regensburg.

Stern rebuke awaits the profiteer who should attempt to conduct a lunch stand here in defiance of established regulations, or violate fixed price schedules. In fact, illegitimate dealers and speculators of all categories are being emphatically informed that Oberammergau is bound to prove disappointing to them if they regard it as an opportunity for a quick clean-up.

## SAYS CONDITIONS ARE A DISGRACE

Estevan, Sask., March 24.—"The condition of affairs which exist in the southern part of this province and, for that matter, along the Canadian border, are a disgrace to the people of Canada," declared Chief Justice Brown here yesterday, referring to rum running, when sentencing Thomas Kelly and A. Atkinson, convicted of liquor robberies, to two years in the penitentiary. The judge said the conditions could be remedied by the Canadian Parliament passing legislation prohibiting the export of liquor to prohibition countries.

## ICE CREAM MEN ELECT OFFICERS

Ottawa, Ont., March 24.—J. Gillespie, of Pembroke, was elected president, and Morden Nielson, of Toronto, vice-president, of the Canadian Ice Cream Manufacturers' Association for the ensuing year at the annual meeting in the Chateau Laurier yesterday. D'Arcy Scott, of this city, was re-elected secretary-treasurer. The convention waited on the railway commission to inquire into the freight tariff on the new ice cream. In the afternoon, members of the convention waited upon Hon. W. R. Motherwell, minister of agriculture, acting on behalf of Hon. W. S. Fielding, minister of finance, on the sales tax question and the tariff on dairy equipment. They were assured that their rights would be protected.

## Declares Prices Are Surely Heading Downward.

F. W. ST. LAWRENCE, secretary and assistant manager of D. S. Perrin & Co., and a member of the executive committee of The Advertising and Sales Club of London, holds an optimistic view regarding general business conditions.

"Prices are slowly but surely heading downward," he states. "Business is harder to secure than a few years ago, but there is still plenty for those who can put forth the extra effort now required."

Mr. St. Lawrence became associated with D. S. Perrin & Co. 20 years ago, when all goods for shipment used to be trucked through the front of the factory to teams on Dundas street. Since that time the firm has made wonderful strides. Business at present is reported as good, very little having been lost during the period of depression.

The Advertising and Sales Club, Mr. St. Lawrence declares, has helped him see the other fellow's point of view, and has given him a better knowledge of other lines of business.



F. W. ST. LAWRENCE.

## Montreal Advertising Men Pledge Themselves to Serve Public First

MONTREAL, March 24.—Resolutions were unanimously adopted at a general meeting of the Montreal Publicity Association affecting the standards or practice to which all members must subscribe as well as future applicants before gaining admittance to the association.

The resolutions read as follows: "We pledge ourselves to remember that advertising is and should be, first of all, an exponent of the square deal, and that it is only when business men put the interest of the buying public first that they take the best advantage of their opportunities. We will not at any time knowingly do anything which will injuriously affect advertising, nor will we carelessly speak ill of any advertising medium.

"We will work together to the end

of making all advertising more truthful, knowing it will be more effective and of greater benefit to the buying public. We will exercise care, individually, at all times, to see that every advertisement with which we have anything to do shall measure up to the plain simple truth. We stand firmly for constructive advertising and condemn, without reserve, all forms of destructive advertising.

"To each other we pledge patient service toward the upbuilding of advertising in this community. To all businessmen of this community, we pledge co-operation toward the advancement of the community's business along sane and proper lines. To the public, whom we as a club serve primarily, we pledge our best efforts to make advertising the servant of the people in the truest sense."

## REVIEWS NEEDS OF PHONE SERVICE

Expert Declares Canada Occupies Second Place in Matter of Efficiency.

## ADVISES MUTUAL HELP

Demonstrations Are Given Delegates to Conference Held by Ontario Board.

Delegates from rural telephone companies, as well as representatives of the Bell Telephone Company, were present at a conference held by the Ontario Railway and Municipal Board in St. Peter's Parish Hall Friday morning. The meeting is one of a series which are being held throughout Ontario, with the object of furthering co-operation between the Bell Telephone Company and connecting rural companies, together with more efficient intercommunication and improvement in maintenance methods and practice.

Experts Advice. Francis Daggar, electrical and telephone expert, and representative of the Ontario Railway and Municipal Board, in a short address before the practical demonstrations which occupied the greater part of the conference, stressed the need for efficiency in intercommunication. Mr. Daggar especially emphasized the need of efficiency where long-distance communication was concerned, pointing out the loss in both time and money where rapid communication was hampered.

"Canada takes second place in the world for development in telephone service," said Mr. Daggar. "We have nine telephones to every hundred people, and in a country which is laced and interlaced with millions of miles of telephone, it is an absolute essential that the best service possible be provided. No telephone company is sufficient unto itself, the efficiency of service depends upon its communication with other companies, and to this end the conferences are being held."

## Gave Demonstrations.

Following Mr. Daggar's introductory address, and during the afternoon session, practical demonstrations were given on the following branches of telephone work: Operating methods, connecting companies relations, plant construction and maintenance, telephone troubles, their prevention, location and cure, and proper methods of accounting. The conference was well attended by delegates from rural districts, who evinced interest in the practical demonstrations.

## SIX PERSONS ARE BURNED TO DEATH

Portage La Prairie, Man., March 24.—Six persons were burned to death in a fire which destroyed their homes at Amaranth, Man., north of this city early this morning. The dead are Mr. and Mrs. Max Warhaft, their three children, and a maid.

## WOULD INCREASE TAX EXEMPTION

Toronto, March 23.—Wilson Crockett, M. P. P., for South Wentworth, has introduced a bill in the legislature to increase the exemption from income tax assessment of people who have dependents to care for. The present act grants \$200 exemption for every child under the age of 18 years. This bill would give a person another \$200 exemption for dependent father, mother, children or other relatives.

## FORGETS HATE BRED FROM WAR

British Soldier Saves German Attacked by New York Thugs.

## ACT PLEASES OFFICER

Patrolman Gives Brother Irishman Leave To Go To Lodgings.

New York, March 24.—Racial hatred and bitterness between the Briton and Teuton, bred of four years of warfare, were forgotten by two men of these races here this morning, when a British soldier—and an Irishman—saved the life of a German dangerously wounded by two bawdy thugs.

Ernest Sandberg, a German, was murderously attacked by two men, one of whom stabbed him. As he fell, groaning, to the sidewalk, John Joseph O'Brien, 66th Field Artillery, 22nd Division, British army, here awaiting discharge papers, appeared on the scene and went into action. The man nearest him he knocked, stunned and helpless, into the middle of the street, then he turned on the man who had stabbed Sandberg. That worthy decided to leave, but O'Brien applied his boot to the fleeing thug for half a block before he genuinely cowed quarry escaped. Then O'Brien returned to the scene of the fight. The first ruffian had vanished.

O'Brien administered first aid to Sandberg, called a taxicab and ordered a fast trip to Bellevue Hospital. On arriving there O'Brien tenderly carried in the wounded German and, like the good Samaritan, asked that the man be given help. Surgeons said O'Brien's work had undoubtedly saved Sandberg's life.

Policeman Mulcahy, who conducted the preliminary inquiry, seemed very happy over the incident, and let O'Brien go to his lodgings in a building given over to housing veterans of the world war.

## "ALTERNATIVE VOTE" MAY BE TRIED IN ONTARIO

Premier Drury Orders Draft of Bill Prepared for Legislative Action.

Ottawa, March 24.—A Citizen news item today says: "It is anticipated that the Ontario government will very shortly introduce a bill providing for the use of the 'alternative vote' method of election for all future provincial general elections in Ontario. At the request of Premier Drury, Ronald Hooper, honorary secretary of the P. R. Society of Canada, has prepared a draft of such a bill, with all necessary schedules, and will shortly proceed to Toronto to collaborate with the authorities in putting the bill into final shape to be introduced in the legislature during the present session.

"The present alternative vote method," Mr. Hooper states, "is not, of course, true proportional representation; but it is an important step in that direction. The use of the alternative vote method will at

## Wanamaker Had Faith In Advertising.

WHEN John Wanamaker first opened a store in Philadelphia he decided to tell the public what it needed and where it could get it. On the day of the opening he took in \$24,671. So convinced was he that publicity was a great factor in boosting business that he spent \$24 for an advertisement the next day and kept 67 cents for change.

"I suppose I lose 50 cents on every dollar I spend for advertising," he remarked on one occasion, "but I can never make out which 50 cents it is."

## INTERVIEWS DOUGHTY IN KINGSTON PENITENTIARY

Prison Official Reticent As To Call Made by Man on Small's Secretary.

KINGSTON, March 23.—It was learned here today that John Doughty, serving a term of six years in the penitentiary for the theft of \$105,000 of Victory bonds from Ambrose J. Small, the missing theatrical magnate, had a visit yesterday afternoon from a man who had quite a lengthy interview with Doughty. The prison authorities are mum about the matter, but it is believed that the man is a detective, and was here to see Doughty and to question him about certain checks, and for the following up of certain clues in connection with the case. The supposed detective has been described as a very short man. It could not be ascertained here whether or not he was a member of the Toronto police force or a member of the provincial force.

It is understood that the movement to get Doughty out on a ticket-of-leave is still progressing, and it may be that the visit of the stranger to the penitentiary might have had something to do with this. Petitions for the release of Doughty were sent the rounds in Kingston some time ago, and were very largely signed.

## STEAMSHIP MOVEMENTS.

New York, March 23.—Columbus, from Naples; York, from Bremen; Aeolus, from Buenos Ayres; Samland, from Danzig. Liverpool, March 23.—Winifredian, from New York. Plymouth, March 23.—Saxonia, from New York. Boulogne, March 23.—Ryndam, from New York. Glasgow, March 22.—Algeria, from New York. Hamburg, March 20.—Minnekahda, from New York. Boston, March 23.—Sicilian, from St. John. Sailings. Yokohama, March 19.—Ixion, for Vancouver. New York, March 23.—Empress of Britain, for Liverpool. London, March 22.—Cornish Point, for St. John. Hong Kong, March 22.—Tallybus, for Vancouver. Auckland, March 21.—Makura, for Vancouver.

## GEDDES PLEADS FOR MORE UNITY

Oakland, Cal., March 24.—Sir Auckland Geddes, British ambassador to the United States, told a luncheon of the University of California at the annual charter day banquet last night that as he had traveled across the United States, he had found "that you have the same ideas, the same hopes and the same object as the British people have."

"We want the United States people to think of the British as being the same kind of people as themselves, and that by a sympathetic

understanding and unity of purpose we shall together carry the pennants of civilization to the uttermost parts of the earth," he said.

Siam is one of the few monarchies of the tropics.

In the Western Australian desert there are wells which yield water only at night.



## Sincerity!

OUR policy of absolute sincerity in all our business dealings; in manufacturing, in advertising, in salesmanship, and service to customers after the sale, is the one great factor contributing to the unquestionable supremacy of Heintzman & Co., in the Canadian musical circles.

For seventy years we have been serving the Canadian public, and serving them well, giving to them a piano which for workmanship, material and inherent artistic musical qualities, is unsurpassed.

## ONE PRICE ONLY:

Our price tags are used for the purpose all price tags SHOULD be used for—to show the value we place on and expect for our pianos. The price marked in plain figures on all piano tags is absolute and final and not subject to the slightest deviation. Here are the prices on our favorite models:

Apartment Upright	\$570
Style Ionic	\$610
Style Classic	\$650
Player-Piano	\$1,050
Miniature Grand	\$1,250
Studio Grand	\$1,350

These Pianos come in fancy figured walnut and mahogany cases, as well as turned oak. As to finish, there is the high polish, satin finish, and the new Russian Lacquer finish.

## USED PIANOS

Upright Piano	\$ 75
Upright Piano	\$265
Upright Piano	\$365
Heintzman Upright	\$485
Heintzman Player	\$850
Square Piano	\$ 75

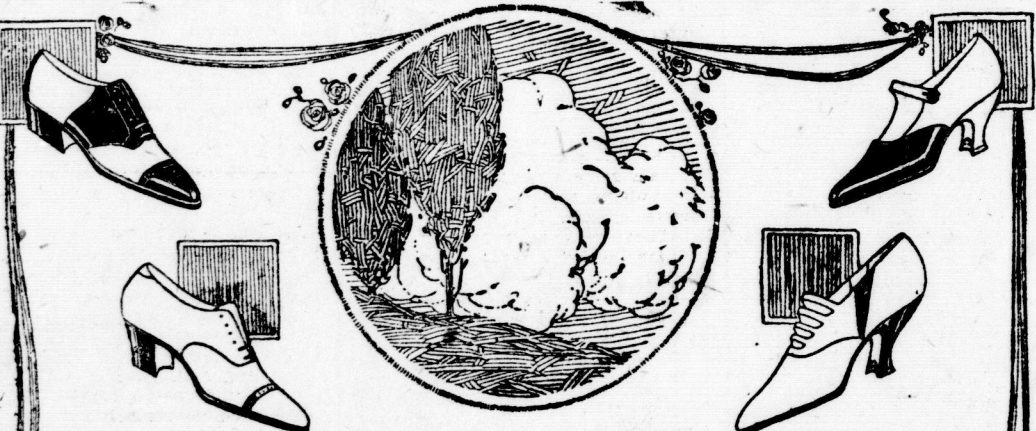
All pianos purchasable on easy terms if desired.

Here again we have demonstrated that sincerity and truthfulness make sales and friends. No misrepresentation, but value for value received, has enabled us to dispose of good used pianos almost as fast as they come in. A partial list of our present stock is given here. Select any one—you cannot make a mistake.

Ye Olde Firme

# Heintzman & Co., Ltd.

Dundas Street, London

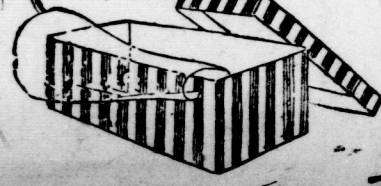


## The Truth About Prices at the Good Shoe Store

Comparisons may be odious. They may also be instructive and enlightening when properly made. For the benefit of Our many Patrons—past, present and prospective, we have compiled a rather interesting table of Comparative Prices on Standard Grade Merchandise covering a period of two years.

	Spring 1920	Spring 1921	This Spring
Ladies' Black Kid Shoes, high grade	\$12.00	\$10.00	\$ 8.50
Ladies' Black Kid Shoes, medium grade	9.00	7.50	6.50
Ladies' Brown Calf Shoes, high grade	12.50	10.00	8.50
Ladies' Brown Calf Shoes, medium grade	10.00	7.50	6.50
Ladies' Brown Kid Shoes, high grade	13.50	12.00	9.00
Ladies' Brown Kid Shoes, medium grade	11.00	9.00	7.00
Men's Black Calf Boots, high grade	17.00	14.00	10.00
Men's Black Calf Boots, medium grade	10.00	8.00	7.00
Men's Brown Calf Boots, high grade	18.00	14.00	10.00
Men's Brown Calf Boots, medium grade	\$12.00	\$ 9.00	\$ 7.50
Men's Brown Calf Oxfords, high grade	15.00	10.50	9.00
Men's Brown Calf Oxfords, medium grade	10.00	7.50	6.00

Ashplant's  
THE GOOD SHOE STORE



# British & Colonial Press

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WISE advertisers are always on the lookout for something new that will put that little added touch into their direct mail pieces—that additional appeal that gets results.

You will find it interesting to have us tell you about the advertisers we are serving.

Manufacturers of high-grade printing plates, color and line engravings, Ben Day work.

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