

EMPIRE SCOUT EXHIBITION TO BE HELD SOON

**Huge Parade Will Be Staged
—Display Will Take Place
at British Empire Exposition.**

During the great Empire exhibition which is to be held at London in August of 1924, an Imperial Boy Scout Jamboree will be held at Wembley during the first week of August when it is expected that large contingents of Scouts from all parts of the British Empire will be present to take part in the programme that is being prepared. The exhibition authorities have offered to place the Stadium at the disposal of the Boy Scouts' association for the first fortnight of August, 1924. In addition to the Stadium, lakes are available in the exhibition grounds for Scout and swimming displays. The exhibition authorities have offered to place at the Scouts' disposal

a camping site within the exhibition grounds capable of accommodating 10,000 scouts. Displays will be given in the arena both afternoon and evening as at the International Jamboree of 1922. Competitions such as tug-of-war, relay races, etc., will be held; but there will be no pots, shields, or medals. Teams will compete solely in the sporting spirit for the honor of winning. The Stadium where this Imperial Jamboree will be held will accommodate 120,000 spectators, and is to be the scene of the great Football Cup final to be held next month. Sir Robert Baden Powell has brought with him to Canada a suggested outline of a programme so as to prepare Canadian Scouts for taking their place among the other Imperial Scouts in making this a huge success. Such a gathering will be a real practical step in consolidation of the right spirit between the nations of the British Commonwealth.

The arrival of ten United States customs officials on the Boston train yesterday suggested the possibility of some unusual event, but it turned out that they were merely on their way to inspect the baggage of some 190 Clark Tourists arriving on the Empress of Britain tomorrow so as to avoid holding them up at the border. The party will leave on a special train.

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Make the Rinso liquid first

Do not put Rinso direct from the package into the tub. Mix half a package of Rinso in a little cool water until it is like cream. Then add two quarts of boiling water, and when the froth subsides, you will have a clean amber-colored liquid. Add this liquid to the wash tub, until you get the big lasting Rinso suds. Then soak the clothes clean.

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LOCAL NEWS

The Y. P. A. of St. Columba church, Fairville, the orchestra of the church, and the performers in the recent play, were the guests last night of Mrs. Silas Cheeseman. Mrs. Emma Armstrong, Mrs. James McKillop and Mrs. J. Cheeseman helped to serve supper. Frederick Morrow acted as pianist for dancing.

A successful pantry sale was held by the girls basketball team of the Fairville Methodist church to raise funds for the Inter-Church Athletic Club. Those in charge were Miss Selena Ryan, Miss Hazel Kelly, Miss Vivien McColgan, and Miss Edna Shaw.

Little Martha Goddard, aged three, was one of those rounded up by the police yesterday. She strayed away from her home in St. James street and was found by Sergeant Scott wandering about the head of King street. He took her to the station, where her mother called for her.

Only two examinations remain to be written by the senior class at the King's College Law School. They are Wills and Notes, in which the examiner is J. King Kelley, K. C., and Practitioner.

American Greens Show Great Care

Peter Lees, Links Expert, Declares That Courses Reflect Attention Given Them.

New York, April 19.—That Americans are calling to their aid all the assistance that science can give in order to make the putting greens on their golf links as near perfection as possible is the statement contained in a letter which Peter Lees, the old Mid-Surrey green keeper now in this country, has written to J. H. Taylor, five times open British champion. Lees, who came to this country seven years ago and since that time has established a high reputation in his line of work, also declares that Americans are willing to spend large sums in their efforts to have the best possible greens.

"The first match of our tour was played at Wyke, near New York, and both Herd and I declared that we never saw better putting greens," writes Lees to Taylor. "The credit for them belongs entirely to Bob White of St. Andrews, a son of old Robert White, the clerk maker of a former generation. There are quite a number of Scottish green keepers scattered up and down the States and they are held in high esteem for the sound views they hold in everything that affects the game. Scottish green keepers like Scottish farmers have a big reputation for what can be got out of the land and speaking from my knowledge of the former class I assert that they obtain their results by applying to their work nothing more fanciful than common sense."

"Green keeping has become very exacting work and sometimes think that green keepers receive undeserved censure if things go wrong."

"Americans expect the putting greens to be as near perfection as possible and they are willing to spend large sums in attaining their desire. This latest move proves that they are calling to their assistance all the help that science can give. But after all an ounce of practice is worth a ton of theory and without disparaging scientific aid, I think it always will be found that it is a sound plan to repose a large measure of trust in the man on the spot. He learns from experience, oftentimes hearily bought that conditions vary a good deal from week to week, and the only conditions he need study are those that affect work at the moment. By doing so, after events have a knack of taking care of themselves."

Lees had a green measured some time ago and for the last two months has been recuperating in a convalescent home in North Carolina where he is last regaining health, according to his letter to the former British champion, in which he also adds a postscript which Taylor believes will cause a great deal of discussion and possibly a bit of amusement. This is the news that class for greenkeepers has been formed at Princeton University and that a list of names has been sent Lees by the secretary of a club, asking him as to their qualifications.

The men at Princeton are being green-keepers from the highest scientific aspect. When qualified they are to be sent to visit golf clubs. If the college greenkeeper makes a mistake, wrong, he reports it. If a new green is to be built, he plans and supervises construction and advises as to the proper seeds to be sown and fertilizers to be used.

LAWYER SENTENCED.

Harold Fisher Given Seven Years in Penitentiary.

Regina, April 19.—Seven years' imprisonment in Prince Albert penitentiary was the sentence passed on Harold Fisher, Regina lawyer, by Judge J. H. Harman, in the District Court, after hearing Fisher's plea of guilty to 66 charges of forgery, uttering and theft of cheques aggregating more than \$82,000. Fisher was arrested in London, England, and brought back to Regina to face trial.

Until last July, Fisher was employed by the firm of MacKenzie, Thom and Company, where his duties were largely in connection with the administration of infants' estates.

Fisher obtained the money by forging and uttering cheques on the accounts of the firm and of estates administered by the firm.

PRESERVATION FIRST.

(Le Soleil.)

"Properly speaking, immigration is not the first problem of the economic life of Canada. It occupies a second place—that is to say, it comes after the problem of the preservation of the agricultural, industrial, and commercial enterprise as understood and encouraged by the Province of Quebec."

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"What do I get for the expenditure?" is the paramount question in the present day merchant's mind. Stunts, schemes, fictitious and proof lacking circulation claims have no attraction for the keen space buyer. That's why the Daily Telegraph and The Evening Times-Star represent solid and steady growth in advertising volume—because they can satisfy the most exacting demands made by local or national space users as to the real condition of their circulation.

The membership in the Audit Bureau of Circulations—the A.B.C.—of The Telegraph and Times-Star ensures accurate and trustworthy circulation statements.

The A.B.C. is Your Safeguard

The A.B.C. is a non-profit organization made up of concerted advertising interests—publishers, advertisers and advertising agents; and the object is to produce verified and authentic net figures of circulation.

All local newspapers were invited to become members.

The Telegraph and The Times-Star were the only two in New Brunswick to accept.

As Post would say "There's a Reason"

Telegraph Ad Service

The Blame for High Selling Costs

A Government Commission finds that national merchandising is burdened with a too-high cost of selling.

To meet this problem, the Commission urges manufacturers to secure "better knowledge of the consumer capacity of markets" and to adapt their "distributive policies more definitely to the needs of the consumer."

National advertising is playing an important part in this economic drama.

There is still some national advertising that is conducted without regard to market study and market opportunities. This kind of advertising merely contributes to high selling costs.

For every manufacturer who enjoys an equally profitable opportunity to do business in every part of the continent, there are hundreds whose logical markets are sharply bounded by sections and cities.

Why, then, advertise aimlessly to the map?

Newspaper advertising gives the manufacturer the key to all markets or any market. Every day everywhere it reaches all who read.

It is as definite in its mission as the railway or the telegraph.

Every manufacturer will be interested in the chapter on this subject in "Today in the Newspapers." Write the Bureau of Advertising, American Newspaper Publishers Association, 806 World Building, New York, for a copy of this book.