

THE WEATHER
Toronto, March 29—Pressure is higher over Canada and low over British Columbia and the Southwestern States.

AROUND THE CITY

IN MEMORY OF SON. Mrs. G. W. Titus, of 128 Chealey street, has received from the Government a memorial plaque on the death of her son, J. City Titus, who was killed in France on August 12, 1918.

A CRIMNEY FIRE. The apparatus from No. 3 engine house was called to the Y. M. C. A. by a still alarm striking a chimney fire. This was done before any damage resulted.

HAD EYE RECOVERED. Friends of Walter H. Irving will be sorry to learn that he has had to have an eye, which was injured last January, removed. The operation was performed at the Infirmary and the patient is reported to be resting comfortably.

REPAIRING WHARF. The harbor department repair crew will start today making repairs to North Rodney wharf. Besides the driving of several piles on the face of the wharf, the top under the city shed, which has been sagging, will be straightened up.

FOR FIREMEN'S RELIEF. The Firemen's Relief Association has received a cheque for twenty-five dollars from W. B. Tennant for food work performed by the firemen at the fire in the rear of a laundry on Charlotte street, Sunday evening.

CHILD INJURED. Frederick Stanley, a five year old lad of West St. John, was painfully injured last evening by being run over by a team near his home on St. John street. He was admitted to the General Public Hospital at 7:30 where he was found to have suffered a fractured arm and leg.

THE BOY SCOUTS. The Boy Scouts of the city are expected to turn out in large numbers on Friday evening when they will assemble at the Seamen's Institute for the purpose of hearing Harry Allan, the well known guide to the coast about camp life, etc., and also show a number of interesting pictures. It is an opportunity the Scouts should not miss.

AT THE TABERNACLE. Evangelist H. R. Bell, gave a searching sermon before a large crowd at the Tabernacle church, last evening on the subject "Playing the Fool." There was a splendid response to the appeal for definite consecration to God and His work. Several new ones took the forward step. Mr. Bell is gripping the hearts of the people, nearly a score and a half have already made confession of Christ as Saviour.

TEAM AND CAR COLLIDE. Street car No. 36 and a sloven, owned by Mr. Blanchehouse and driven by a man named Murphy, were in collision in King street yesterday morning. The car was proceeding down King street and the sloven was going up the hill when the driver turned to enter Canterbury street. The horse was uninjured, but the shaft was broken and the fender of the car quite badly damaged.

BIG SOCIAL NIGHT. The stage is all set for the big social night of the Board of Trade, which will be held this evening at the Pythian Temple Hall, Union street. G. Fred Pearson, of Halifax, will deliver an address on Maritime Co-operation, and Harry Allen will show a number of his sporting films. Snatches and acts have been provided in abundance and a good time is promised all who come.

MASONIC BALL. A very enjoyable ball was given by the Carlton Lodge No. 3 F. and A. M. in the Masonic Temple, West St. John, Tuesday evening. About 450 guests were in attendance. The assets were received by vortwinning Harold Mayes and Mrs. Mayes, the Boston warden, W. Leonard Adams and Mrs. E. M. Adams. The assembly room and banquet room were beautifully decorated and the music was given by the orchestra. The affair moved here evidence of the of finest work of the committee in charge. Luncheon was served by the wives of the officers under the comendatorship of Mrs. W. H. Henderson. Music for the programme of twelve dances was provided by a six piece orchestra. The following programme was also rendered and greatly appreciated by the guests: Liberal applause being accorded each number; solo, Charles Blackhouse; solo, Mrs. Thomas Gray; solo, DeWitt Cairney; reading, Miss Carrie Bailey; solo, Mrs. J. M. Patterson; solo, Clarence Girvan; solo, Quirelle, Messrs. Gay, Cairns, Spangler and Smith; Mrs. Clarence Barran acted as accompanist.

TWO AND ONE. Two drinks and one protectionist were booked at the Central Police station last night.

Marlborough Lodge Sons of England

Boys of Wiggins Male Orphan Home Were Guests at Pleasing Programme Last Evening

Marlborough Lodge, Sons of England, held another of their enjoyable open nights last evening and a large number enjoyed their hospitality and the splendid programme which was rendered. The boys of the Wiggins Male Orphan Home, were guests and they delighted those present with their clever entertainment. E. A. Darby, president of the Lodge, was in the chair. During the evening a number of prizes, donated by C. Ledford, E. A. Darby, A. McKel, G. H. Lewis and A. R. Milton were raffled and won by Mrs. R. Story, Mrs. Whitley, Mrs. Brown, H. Gibbons, J. Mills and W. I. Stewart.

The programme was as follows: Piano solo—J. F. Hallsall. Song—W. A. Priddle. Musical trio—Misses Brown. Solo—Miss D. Garnet. Musical exercises—Boys of Wiggins Home. Solo and chorus—Wiggins Boys, Joseph Maxwell, soloist. Song—W. C. Parker. Songs—Jock Simpson. Piano and violin duet—Miss Byrd and R. Story. Song—Miss Vera Lingier. Solo—Miss Margaret Ricketts. Song—Leonard Roberts. Association piano duet—J. Mills and J. F. Hallsall.

At the close of the programme a hearty vote of thanks was extended to the performers. Delicious refreshments were served by a most efficient committee and the singing of the National Anthem brought the affair to a close.

Business Quiet In Police Court

Louis Hayes Pleaded Not Guilty to Driving Horse on Wrong Side of Union St.

There was a full in police court business yesterday, only one case being brought up for the attention of the court.

At the morning session, Louis Hayes pleaded not guilty to a charge of driving his horse and wagon on the wrong side of Union street. Abraham Levine testified that he was proceeding up the left hand side of Union street, in his automobile, at about midnight Sunday, when near the corner of Mill street, he saw the horse driven by the defendant, coming at a gallop down the wrong side of the street. In order to avoid a collision, the witness drove his car onto the sidewalk and the front wheels were in the pavement when the horse struck the car, doing considerable damage to the windshield and fender. The horse then kept on its way down Union and along Dock, until it reached the ferry foats, where the witness caught up to it, after having pursued it in the car. The witness said that he did not threaten to take the damage out of the defendant with his fist. Maurice Aronoff gave similar testimony.

Hayes swore that he was going down the left side of the street, but had had to cross over to the right a little because of the speed at which the complainant's car was going up the street. When the crash occurred, he said, he was on his own side of the street. He did not run away after the crash, but the horse became frightened and he couldn't stop it. When they were by the ferry foats, he said, the complainant wanted to know if he was going to pay for the damage and he said "No." The complainant then said he would take it out of him with his fists and told the policeman, who was there, that the defendant was drunk. He denied saying that he was following the horse on the street. Witness Kearns gave corroboratory evidence, and the case was set over on 11 Monday.

Percy Belyea Thrown From Shell

Young Oarsman, Training in Harbor, Ran Boat on Ice Cake and Was Rescued.

While working out in a single scull along with Hilton Hayes, his uncle, yesterday afternoon, Percy Belyea, of Hamilton, was "plunged into the icy waters of the harbor. The two well known oarsmen were off McLeod's wharf at the time, sending their frail craft along with long, swift strokes, when Percy's shell, the "Minnie G," came in contact with an ice cake. The shock proved too much for the craft, which capsize immediately. His oarsman managed to clear himself from the foot straps and called to Hilton for aid. Supporting himself on the upturned shell and partly entwined with it, as Hilton towed it along, the two made for shore; but Don Belyea saw their plight and came to their rescue in his motor boat.

Mr. Belyea was none the worse for his experience last evening. After spending his vacation in the city, during which he will work out on the harbor with the New England and Canadian champion. Percy intends taking his shell with him to Moncton and will keep in training at Point du Chene or Shadish during the coming summer. He is a faithful athlete of the Belyea type and was seen to advantage last winter in the different speed skating events.

Two drinks and one protectionist were booked at the Central Police station last night.

Advertising Club Regular Meeting

Interesting Addresses by W. R. Walsh, H. H. Scovil and D. J. Barrett Featured Different Phases of Advertising.

The regular meeting of the St. John Advertising Club was held last evening in the N. B. Telephone building, presided over by the president, R. A. Macaulay, in the chair. The members had the privilege of listening to three very instructive and interesting addresses on different phases of advertising, delivered by W. R. Walsh, H. H. Scovil and D. J. Barrett. The secretary reported that plans had been completed in connection with the luncheon, to be held on April 21, at which Charles Henry Mackintosh of Chicago president of the Associated Advertising Clubs of the World, is to be the guest of honor. Other business of the club was discussed. On motion, it was decided to increase the membership of the club from thirty-five to fifty. The following were appointed a nominating committee in connection with the annual election of officers: H. H. Scovil, H. G. McInerney and C. J. Morgan. W. R. Coleman was appointed auditor of the club.

William R. Walsh. The first speaker of the evening was Wm. R. Walsh M.A. formerly fellow in psychology at the Catholic University of Washington, who took as his subject, "Psychology in Advertising." Mr. Walsh, in developing his subject, explained that an advertising man, in launching a campaign, must have among other things, a knowledge of the market and a knowledge of the commodity he is exploiting. Having regard to the first of these, he must have, among other things, a knowledge of human nature or the constitution of the mind, particularly from a psychological standpoint, and regard to the mental side of his constitution, his needs, desires, ambitions, emotions etc. In connection with the commodity, the advertiser must know the features of it, which are capable of satisfying those qualities of the mind. With every need or desire there is usually associated a tendency to act in the direction of satisfying that need, and the advertising man's duty is to establish an association in the mind of the reader between the realization of his need and the name of the product and the name of the firm, which he is advertising. With a knowledge of human nature, a knowledge of human nature, a knowledge of the commodity, the advertising man is then in a position to determine what plan of campaign he will adopt.

He may then begin to write his copy. In his copy, he must establish an association and make it of such force as to result in the purchase of the product or, at least, in an enquiry concerning it. Attention, interest, impression, memory, feeling and other psychological factors play an indispensable part in establishing the association between the product and the advertiser. The speaker said that advertising dealt with elements which were practically all psychological, and while there was much disputed ground in it, nevertheless, there was to be found a great deal of practical knowledge and conscious processes which would be of great value to the advertising writer. Mr. Walsh, in the course of his address, which is by no means covered in this article, used to great advantage a chart on the blackboard, which greatly assisted his audience in following the psychological processes through which he traced the mind of the consumer. He also illustrated the principles, brought out in his address, by practical demonstrations and explanations of advertising material, which are in some of the leading magazines.

H. H. Scovil. H. H. Scovil delivered an instructive address on "The Fundamentals of Advertising," in which he brought home, in a forcible way, to those present, the advantages to be derived from good advertising, and principles to be followed in its management. He described advertising as one of the greatest factors in creating and developing trade, and one of the greatest selling forces to keep money in circulation. He outlined the fundamentals of advertising under three heads, enlarging on these by way of explanation, and pointing out the principles to be adopted by business men who would be successful in an advertising standpoint. Mr. Scovil said that retail men should give more thought to advertising in local newspapers, as this form of advertising can be used to great profit. He advised merchants not to consider space in newspapers as an advertising medium, taking care, however, to observe the rules of good advertising, especially in the matter of changing their copy frequently.

D. J. Barrett. D. J. Barrett, speaking on "Advertising and its Value to the Community," dealt with the service and convenience, afforded through the medium of advertising, and the resulting benefits to the community. He enlarged on the good qualities of advertising as a factor in getting people to shop at home, thereby bringing greater results to the community as a whole. He also cited several instances where the advertising of different commodities was a factor in bringing people to cities and towns with a view to permanent residence.

At the close of the addresses, on motion of W. W. Daniel, seconded by T. F. Drummond, a vote of thanks and appreciation was extended to the speakers.

NEVINS WILL CASE

The case of the contested will of the late Charles Nevins was resumed yesterday morning, and the evidence of Miss Lillian Maxwell was concluded. Miss Susie Smith was recalled, and her testimony had not been finished when the court adjourned at noon. Owing to engagements of counsel, the case has been further postponed until the afternoon of April 27.

Narrow Escape In East St. John Fire

Home of Richard Sudsbear Destroyed—Mrs. Whelpley, An Invalid, Was Saved.

The home of Richard Sudsbear at East St. John was totally destroyed by fire last evening and Mrs. Sudsbear's mother who is an invalid, had a very narrow escape from death, being alone in the house at the time the fire broke out.

The fire started from a lamp which exploded and in half an hour from the time the flames broke out the building was in ruins and Mrs. Sudsbear was minus his home and household effects. Mr. and Mrs. Sudsbear had both come into the city and left her mother, Mrs. Whelpley, at home. About a quarter to eight Mr. Sudsbear returned home and entered the door just as the lamp exploded and the flames were beginning to burn fiercely. His first care was to see that Mrs. Whelpley was removed and in this he was assisted by Mr. Davidson, a neighbor. She was taken to the home of Mrs. Cunningham and the men returned to the burning building but found it impossible to get into it.

Later in the evening Mrs. Whelpley was brought to the city to the home of another daughter.

Cases Heard In The Circuit Court

Wills and Briggs Guilty to Receiving Stolen Goods, and Were Remanded for Sentence.

In the Circuit Court, before Mr. Justice Barry yesterday morning, in the case of the King vs. Wills, the defendant pleaded guilty to the second count in the indictment, that of receiving stolen goods knowing them to be stolen. He was remanded for sentence.

In the case of the King vs. Briggs, charged with theft and receiving stolen goods, the jury returned a verdict yesterday afternoon of not guilty to the charge of theft, but guilty to the charge of receiving stolen goods. The accused was remanded.

PROGRAMME AT THE SEAMEN'S INSTITUTE

Concert Parties of Minnedosa and Scandinavian Delighted Large Audience Last Evening.

The concert given last evening at the Seamen's Institute by the Concert Parties of the Minnedosa and Scandinavian was thoroughly enjoyed by an audience which filled the hall. Following is the programme: Song—Because... Mr. Kincaid. Violin Solo—Lois Chord... C. Holden. Song—Alice, What an Art Thou... Miss Sloan. Song—Somewhere a Voice is Calling... Miss Sloan. Pipe Solo... Mr. Murdoch. Song—The Blind Boy... Mr. Brooks. Song—Come Cheer Him Up... C. Holden. Interval. Song—The Song That Reached My Heart... W. Thomas. Violin Solo—Serenade... C. Holden. Song—Absent... W. Kincaid. Song—City of Laughter... Miss Sloan. Pipe Solo... Mr. Murdoch. Song, Comed—B. B. C. Holden. Song—Come Sing to Me... F. Brooks.

MARCH NUMBER OF RED CROSS BULLETIN

The March number of the "Red Cross Bulletin," the organ of the New Brunswick branch of the Canadian Red Cross, is just off the press, and like all its predecessors, is full of interesting accounts of the activities of the various local branches.

A short article on the distribution of the welcome cards, which are printed in some different languages, telling the visitors where to go if they need help of any kind, heads the paper this month and gives a lot of information about this important work carried out by the port workers of the Red Cross.

An idea of the work done at the Lancaster Hospital is given by the story of a new visitor, and from her account one gets a vision of what this visitation means to the boys there.

Many other matters are dealt with and the paper is a veritable mine of information regarding the activities of the provincial branch.

CREW OF STMR. DIANA REACHED ST. JOHNS

Spent Two Days and Nights on Ice Fields After Abandoning Ship.

St. John's, Nfld., March 29—The crew of the sailing steamer Diana, whose craft was crushed in the ice floes, Monday, arrived here today. They had spent two days and nights on the ice fields after first abandoning the steamer when her tall shaft broke. The troubles of the Diana, one of the ships of the old wooden-fleet that had survived conquests with the ice for fifty-two years, were due to the fact of her stout timbers, members of the crew said, explaining that her tall shaft, breakdown made her helpless.

The Well Painted House Commands the Higher Price
Martin-Senour 100% Pure Paint
Your prospective purchaser will be willing to pay a higher price, and will be more than likely to buy quicker, if your house is well and attractively covered with paint;—and the best is invariably cheapest in the long run.

REPAIR IT NOW Building Materials for Construction, Remodelling and Repairs
The better way is to start early in securing materials for the construction of new buildings, and for the re-modelling and repairing of old ones. We will be pleased to furnish you promptly with the highest grades of PAINT, CEMENT, GLASS, OILS, BEAVER BOARD, HARDWARE TRIM, including Door Knobs, Locks, Escutcheons, Hinges and everything in Builders' Hardware.

Emerson & Fisher Ltd. Crisp New Undermuslins Colorful and Springlike
Probably you have never had the opportunity of replenishing your Spring and Summer Underwear Outfits from selections of such dainty garments. The styles, the colors, the fabrics all add to their share of interest. Nainsooks, Muslins, Dimities and Crepes are made up in white and delicate tints with just a little more cleverness than usual in styles and trimmings.

The Two-Piece Set is Something New
You will find these here now in particularly pretty and unusual colors. Some have camelote tops, others are made with pointed shoulders. A novel trimming is introduced in the use of medallions and pipings of striped gingham in color to contrast with that of garment. Hand embroidery and hemstitching go to make beautiful some of the more elaborate kinds. Vests are finished with plain hem or scalloped; Step-ins have elastic at waist and wide loose leg, plain or trimmed. Showing in honeydew, white, blue, flesh, orchid and pale greens.

Pajamas and Night Gowns Are in New Shapes
The demand for two-piece Pajamas is on the increase. No wonder either, when you see how pretty they are. Some flesh colored models have boat neck and elbow and knee cuffs of dainty blue; others are in "Billy Burke" style with touches of hand embroidery and ribbon laced front. These are showing in white and a variety of delicate colorings.

Step-Ins, Knickers and Envelope Chemises
Made from batistes, lawns and pretty striped dimities. Knickers have loose or tight knee; plain or trimmed with dainty lace edges. Envelope Chemises are in a wide variety of latest models. Gowns and suitings as tasteful as or plain as could be desired.

Manchester Robertson Allison Limited
KING STREET GERMAIN STREET MARKET SQUARE
FOR STORING WINTER FURS
Attention is directed to Halsey Bros. advertisement on page 4. In order to keep their men busy during the slack season they have made up a number of most good red cedar chests. These are a well proportioned chest of plain design, strong construction, and beautiful finish, and the winter furs—and the price is reasonable.

PROPOSED LEGISLATION
The proposed legislation affecting the graduates of Kings College Law School will be discussed at a meeting of the Faculty, which will meet today to consider the matter. It has been said that the proposed examination which the bill would oblige the graduates of the school to undergo before being admitted to the bar, only applies to practice.

FOR SALE
\$2.00 Worth of Music for 25 cents to introduce our Catalogue. 5 cents extra for postage. McDonald Piano & Music Company, 7 Market Square, St. John's.
Dr. Cairnes, 83 Charlotte Street, Specialist in Genito-Urinary and Venereal Diseases. Telephone: Office, Main 888; Residence, Main 2007.