Around the City

FAIR AND COOL

PRICE OF BREAD.

Commencing today bread advance
as cent per loat—wholesale twelvents, retail thirtsen cents.

SIX CENT FARE TODAY.
The six cent fare goes into effect
to the St. John street care today,
here will be no additional charge for

GLACE BAY BOOMING.

B. D. Morrison, of Glace Bay, who was in the city on Saturday and Sunday, brought the word that the Cape Breton coal town was commencing to exportence a pronounced real estate boom. More new buildings have been started in Glace Bay in the last three months than in any other similar period since the outbreak of war.

About four o'clock yesterday merning Jack Olive, who resides on Princass attrest, discovered a brisk fire herning in Short Brothers' stables. As alarm was sent in from box 24 and the firemen had a two hour fight before the all out blow was sent in Considerable difficulty was experienced in liberating the horses owing to the dense smoke, and a number of soloths and carriages were destroyed. The damage, is estimated at about \$3,000 with partial insurance.

At the Merchants' Institute initial athering last evening it was ansumed that Mr. Stockdale would nen his discussions each evening at larp eight o'clock, and would take the following subjects in the order

TWO ST. JOHN MEN HAD EXCITING TIME **WHILE OUT HUNTING**

Big Bull Moose With Many Bullets in Carcass Turned on E. A. Adams - Was Finally Killed By J. B.

Six CENT PARE TODAY.

The six cent fare see and celection the St John street cease today. There will be no additional carge for trensfers.

COMMON COUNTI THIS MORNING.

The weekly meeting of the common council will be held this morning at eleven o'clock instead of three o'clock in the afternoon.

THE NEW RATES.

The various departments at city hell the street of t

SPHAGNUM MOSS

Canadian Red Cross Has Re ceived Order From Overseas for 50,000 Dressings-Enough Moss on Hand, But Scarcity of Sorters.

THE MARITIME **PROVINCES BEAT** ALL THE OTHERS

the East Ahead in New Shell Program, Also for Prompt Shipments.

Leo J. Gallagher, superintendent Imperial Munitions Board, arrived in the city yesterday from Ottawa and brings complimentary tidings to the different munition manufacturers in the maritime provinces. He was informed by the officials in Ottawa that the maritime provinces beat all others in Canada in the new shell programme, not only in the turning over from one class of manufacture to another, but in the prompt slipments.

This complimentary statement from headquarters shows that the great work accomplished in the lower provinces must certainly be appreciated by the imperial board, as the new style of shell is being greatly needed at the present time.

and all last act was a very brave one indeed. His death was greatly mourned by all, as he was very popular with all his comrades and officers.

With best regards, and again offering you my sympathy, I am.

Yours respectfully.

A. FRENETTE, Lieut.,

26th Canadians, France.

GOES TO FRANCE

Will Be Attached To An East

Enough Moss on Hand, But Scarcity of Sorters.

The new schooler Ads A. Mcintry-recently launched by Feter Modatyrs free of the Sorter of Modatyrs free of the Sorter of Modatyrs for Sorter of Modatyrs

Commissioner Bullock says it has been brought to his attention that many teamsters of late have gotten into the habit of waiting until nearly time for the ferry boat, and then trotting their teams down North Rodney wharf in order to catch the trip. This practice results in wearing out the planking very fast, and the commissioner wishes to call to the notice of all concerned the by-law which provides that no team shall proceed at a faster pace than a walk on this wharf, and ampounces that this practice mass stop.

The schedule on which the ferry operates he contends is well known to all the teamsters, and in future the by-law will be strictly enforced.

RANK STOCKDALE ADDRESSED THE RETAIL MERCHANTS

at Noon Yesterday—Chang-ed Business Conditions Was His Subject Last Evening.

The "Merchants' Institute" conducted by Frank Stockdile, under the surpices of the Retail Merchants' Association of St. John, had a most successful opening yesterday. At noon Mr. Stockdale addressed a combined meeting of the Rotary Club, Cahadian Club and Retail Merchants' Association, on the value of a man to his community, and in the evening he addressed a large gathering of business men on changed business conditions, which the retail man of today had to meet. Mr. Stockdale is a pleasing speaker and made a deep impression on his audiences, He told the men he had not theory as to the proper way to run a retail business, but he did propose to make a report to them on what he had seen and learned during the past four and a half years spent in investigating conditions from one-end of the continent to the other, and allow the merchants themselves to make the application.

Dealing with the value of man to the community, Mr. Stockdelle said the values were rated as follows:

Dealing with the value of man to the community, Mr. Stockdale said the values were rated as follows:

The value of a man who works in the community is ten per cent; the value of a man who lived in the community is 30 per cent.; the alue of the man who spends is 50 per cent, and the value of the man who saves is 10 per cent.

What any city needed was to develop the community spirit as this

is 10 per cent.

What any city needed was to develop the community spirit as this tended to forward business and other interests.

The evening lecture in the Board of Trade Rooms was well attended.

A. O. Skinner, president of the provincial branch of the R. M. A., occupled the chair. In introducing the speaker Mr. Skinner referred to the fact that practically all branches of trade were represented and voiced the hope that the retailers present who had not already joined the ranks of the Retail Merchants' Association would do so in the near future.

Mr. Stockdale in opening his address referred in flattering terms to the Canadian Retail Merchants' Association, which he claimed was the best on the continent, in that there was only one organization for the whole dominion, and this fact made it a power at the seat of legislation. He expressed the hope that in future meetings more ladies would be present as his takes on salesmanship and acvertising were as applicable to thom as to the male members of the selling staffs.

He assured his audience that he lid tot intend to spin any theory of hesites, but to bring to them a report of things as he had found them all over the country and tell than some of the things which had been done to alleviate certain conditions.

His stablect for the evening was

alleviate certain conditions.

His subject for the evening was changed conditions. The condition under which business was being done of necessity swere changing all the

cents and they sold it for the collective had made thirty cents, when in reality they had made possibly a loss. In order to be a successful retailer a man must also be able to buy, a commandment which he had seen for the merchant was "buy in cold blood, sell with enthusiasm," but the majority of merchants just transposed this. In buying he must get the right goods at the right prices and for selling he gave the three following requisites: salesmanship, display and advertising.

He strongly advocated the adoption of one price, marked in plain figures policy, for every retailer, as this tended to create confidence in the husing public.

At the close of his address a number of those in the audience took part in a discussion.

F. A. Dykeman called attention to the crder 'in which 'Mr. Stockdale placed the requisites for selling, and said in his opinion display should come first. Mr. Stockdale was inclined to think his placing was connected.

T. H. Somerville referring to the one price contended St. John was a two price city, as many dealers allowed a discount for cash. This was objected to by some of those present and Mr. Stockdale said that while technically, this practice might be called a two price system it was not or regarded.

Mr. Stockdale gave a short method of figuring selling price. This was to take the cost and subtract from it the arcount of profit desired, then divide the cust by the remainder which would give the price at which the article must be sold to make the desired.



Electric Reading Lamps

ELECTRIC LAMP SECTION-KING STREET STORE

W. H. THORNE & CO., LTD.

More Than Style

The intangible appeal of personality-of individuality -Model in our showrooms. Elaborate dress creations or chic little tailored models are shown in a myriad of shapes and trimmings to fit every face as well as every purse. It is decidedly to your advantage to view this display, which portrays the newest style ideas of the day.

Marr Millinery Co., Limited

Distributors of Correct Millinery

In Making An Investment



Enterprise Royal Grand Range the merits of which represent the highest type of the steve-mal ers' art, along with very moderate cost.

-One 40 gal. Low Pressure For Sale Chean-

Emerson & Fisher Std.

Stores Open at 8.30; Close at 5.25; Saturdays 10 p.m.



IN LADIES' UNDERWEAR DEPT Winter Underwear

Heavy Cotton Vests, long sleeves, Grey and White, Drawers to match,

Ladies' Rain Coat In the Newest Styles and Smartest Cloths

ood practical garments, giving ample protection in storm

eather.

FAWN PARAMATTA COATS, % length, Trench Coat style, uttoned close about the neck, Belt, etc. \$15 to \$18.25.

GREY TWEED COATS, Trench Coat Style, with belt, \$17.75.

GREY PARAMATTA COATS for Stout Figures, half belt, 38

to 46 in. Bust, \$17.50.

COMPLETE VARIETY OF KIMONOS, in new materials and trimmings. Pomona Velour Kimonos, Fancy Pattern, \$2.65, \$3.00, \$3.50. Heavy Velour Kimonos, Fancy Pattern with Girdle, \$7.50, \$8.00, \$10.25 garment. Jap. Silk Kimonos, with Girdle, Black, Navy, Rose, Cardinal, \$6.75 to \$9.25.

Night Shirts, Pylamas and Palunions FOR MEN AND BOYS

The kinds that give the greatest sleeping comfort rics, Practical Styles.

NIGHT SHIRTS—Cotton and Shaker. Men's, \$1.25 to \$2.25 Gar. Boys' \$1.00 to \$1.25 Gar.

PYJAMAS—A large variety in Cotton, Flannels and Silks.

Men's \$2.00 to \$7.75 Gar. Boys' \$1.00 to \$2.28.

PAJUNIONS—Pronounced by those who use them "Perfection." Mercerised Cotton and Soft Nepped Materials. Men's, \$2.00 to \$4.75. Boys' \$1.50 to \$1.75.

MEN'S FURNISHING DEPT.

LADIES' AND CHILDREN'S HOSIERY

Little Daisy Hose, Black and Cream, 45c. to 85c. according to size.

Boys' 1-1 Rib Cashmere Hose, 51.60 poir Boys' 3-1 Rib Cashmere Hose, 1.60 to \$1.50, according to size.

Misses' 2-1 Rib Cashmere Hose, \$1.00 to \$1.50, according to size.

Misses' 2-1 Rib Cashmere Hose, 51.00 to \$1.50, according to size.

Ladies' Elack Cashmerout Hose, 96c. to \$1.40, according to size.

Ladies' Black Cashmerout Hose, 51.00 to \$1.50, according to size.

Misses' 2-1 Rib Cashmere Hose, 51.00 to \$1.50, according to size.

Manchester Robertson Allison Limited
KING STREET GERMAIN STREET . MARKET SQUARE.

A Specialty Store

THAT'S WHAT WE HAVE Our Foremost Specialty is "Reliable Furs"

For most fifty years we've manufactured fine furs for thousands of discriminating Hats-Dependable Hats-For Men, Women and Children and Kiddies

Specialty of ours.
Fine Hats, \$1.00 to \$22.50 "Reliable Furs" up to \$1,500.00.

D. MAGEE'S SONS, LTD.

63 King Street, St. John, N. B.