

PERSONAL AND SOCIAL NEWS OF THE WEEK IN ST. JOHN

Not even the cold weather of the last few days can obliterate the fact from the minds of the good people of St. John that for one day this week, the city was vivid green.

On Friday last at the residence of Mrs. F. B. Sayre nearly sixty members of the Loyalists, DeMolles and Brunswick chapters of the Imperial Daughters of the Empire assembled to hear an instructive and interesting address on the work of the order by Miss Bolton of Toronto.

Mrs. James Stratton wearing a lovely black chiffon and satin gown, entertained at dinner on Friday evening for Miss Bolton, at her residence in Mecklenburg street, when covers were laid for eight.

On St. Patrick's day Mrs. Hugh Mackay was hostess at an enjoyable dinner at the L. M. Club in which the honor of the occasion was shared by Mr. Malcolm McAvity, the entertainment being given to celebrate their joint birthday which, although not the actual date of the anniversary, was close enough to it to form the excuse for a pleasant gathering of their friends.

Mrs. Best and Miss Kittle Best entertained at bridge on Tuesday evening at their residence, Pitt street, when prizes were won by Miss Coster, Mrs. Haen, Mr. W. Gerow and Mr. Edmund Ritchie.

Mrs. Richard O'Brien left for Boston last evening where she will be the guest of her niece, Mrs. Mcweeney.

Mrs. H. D. Emerson and her daughter, Miss Ethel Emerson, are anticipating a trip to Europe. They expect to sail soon.

The motor show in the new armory has attracted a fashionable throng this week. Under the auspices of the ladies who conduct the Green Lantern, afternoon tea was served and the accommodation thus provided was much appreciated by those who attended the afternoon show.

Mrs. Royden Thomson returned from Western Canada last Tuesday. While there Mrs. Thomson received much special attention from old St. John residents and others.

Mrs. Walter Harrison entertained very informally at bridge on Saturday evening of last week.

The Misses Duffy left on Monday to spend three weeks in New York.

Mrs. W. MacLaren Angus is in Montreal visiting relatives.

Mrs. Clarence B. Allan left last week for the West Indies.

Mr. and Mrs. Leonard McGregor are guests at the Prince William Apartments.

Mr. and Mrs. William Puzley, Jr., are visitors in the city from Montreal.

Miss Pauline Powell, who has been in the city from Montreal.

Smart Spring Suits For Misses and Small Women

Style, grace and distinctiveness are outstanding features in each garment you will find in our select Spring showings of Novelty Ready-Made Suits.

The most popular weaves and patterns are exhibited in the favorite prevailing models, and each is beautifully tailored throughout.

Let Us Show Them to You T. L. MURPHY, Ladies' Tailor GERMAIN STREET



DIAMOND QUEEN ELUDES PURSUER Gives Slip to Detective in Budapest When Capture is Near—New York Merchants Lose

"I had hoped they would succeed in arresting Miss Bonner," said Mr. Cocks yesterday. "I first met the woman two weeks ago. She told me she was well acquainted in society and that she wanted to establish a business of her own as a diamond dealer.

The future of Leigh is being watched by Miss Bonner from Paris to various continental cities and finally almost brought her to book in Budapest. She managed, by the aid of friends, to escape from the city, and not a trace of her whereabouts was discovered.

Leigh's message said he had abandoned the quest, but would return to New York with Josef von Stenczynski, who is accused of the theft of three violins from a Fifth Avenue house and decamping with the proceeds of the sale.

The principal sufferers through the operations of Miss Bonner and Kistlinger is Francis E. Cocks, a dealer in No. 42 Nassau street. Mr. Cocks was indicted in connection with the affair and pending trial has been confined to his room.

As Tigo, the dog who belongs to the Spink household, was finally detached from the premises, it had time further to relieve his feelings.

Let no man think it is a light matter that he spends his precious time in idling away his days in a ratty, which name flies away too fast and cannot be recalled, as to use acts and devices to pass the time away in ratty, which name is rarely seen in the interests of decency.—Jerome Taylor.

MORNING NEWS OVER THE WIRE

The jury in Winnipeg in the Hazel Westlake case yesterday found a verdict of guilty against the lawyer for Kretzschmar and his companion, on the charge of aiding the murderer of H. M. Arnold to escape.

Abertown rink, at Amherst, N. S., was destroyed by fire last night. A hockey match had just finished in the rink and it is supposed the fire started in one of the dressing rooms. The rink is insured for \$5,000.

Joseph Tremblay, farmer of Beauport, Quebec, has suffered a loss of about eight thousand dollars by deaths from cholera among his hogs. One of the master of the ship, the one who died already and the government has ordered the balance to be destroyed.

A delegation from the newly organized United Farmers of Ontario and the Dominion Council of Agriculture walked upon Quebec last night. They were led by Mr. J. A. Macdonald, who is a member of the Ontario Council of Agriculture.

Mr. Manning Doherty, who has been in this rink were Mrs. Haycock, Miss Jean White, Miss Jessie Church, Miss Jessie Church and Miss Harriet Jones from the Begunners' Doubles; Mrs. E. A. Smith and Mrs. Haycock winning the doubles. Mrs. Girvan won highest aggregate in points and two sets.

Numerous friends will be pleased to hear that Mr. and Mrs. Gordon Scott MacDonald are here from Toronto and expect to make St. John their future place of residence. For the present Mr. and Mrs. MacDonald and child are guests of Mr. and Mrs. Charles MacDonald, Charlotte street.

Miss Eleanor Shortt and Miss Kenyon of St. Stephen, are visitors in the city.

Mr. and Mrs. Percy Thomson have returned home from New York, having first visited the automobile show in Boston.

Mrs. Eber Turnbull, who was in Boston for the week, is now visiting relatives in Fredericton.

Mrs. Russell Sturdee is in Moncton the guest of Mrs. Charles Robertson.

Mr. and Mrs. James F. Robertson sailed last Saturday from Boston on the steamer Caupic for England and the continent.

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Answers to some questions asked me by phone and letters.

Question: If I owned a freehold lot with house, what will happen if land tax was adopted? Answer:—There is so much vacant land that practically no taxes would be levied on the property.

Question: Will a man receiving \$2,000 income or more be relieved of \$1,000? Answer:—He will.

Question: Will the land tax inflict any injustice to land owners? Answer:—No, not if the land is used by them or sold to others who will use it. We want our citizens to be interested, and under a tax on land values a man will have all the benefits from his own labor and industry; building as much as he likes upon his own land without extra taxation. Seventy per cent of the houses in our city require painting.

When you change the tax system, masons, builders, suppliers of material and painters will have abundance of work.

Vote for POTTS, and have THE EARTH TREMBLE FOR THE FIRST TIME AS THE BUILDINGS GO UP.

What Per Centage of Gross Receipts to Set Aside for Advertising

IS TEN PER CENT TOO MUCH? New York, March 5, 1914. Editor and Publisher: Through the somewhat radical statements made in one of my advertising promotion arguments, in my series of articles, I have unwittingly stirred up a "hot" nest of criticism and dissent in some New England cities.

The subject treated is a "live" one, and is certain to be widely discussed in advertising circles and among merchants for a good many years to come (for it will be settled right for many years to come). It is to me, to be worth a little space in your columns at this time.

The New York report (Mac) news printed my promotion advertisement, and at once called forth a ringing protest from Fisher & Co., proprietors of the leading store in that city, "The Bow Market." In a display ad in the News these merchants stated that their own appropriation for advertising was fixed at two per cent of gross earnings, and that no successful merchant anywhere could possibly spend more. They hinted that if more should be spent the stores' patrons would have to pay it in increased cost of goods.

I have replied to these merchants, through the News, to the general effect that the two per cent standard seemed to them ruinous, the two per cent appropriation was not justified. For if a store regards advertising as an expense, it is to be exact upon the store's patrons, then not a cent should be spent for advertising.

The two per cent of gross earnings set aside by this firm, an otherwise similar appropriation by other merchants, is spent for the purpose of increasing the volume of business done, and in accomplishing this without greatly increased operating expenses, they are enabled to sell goods at lower prices than they would have to charge on a smaller volume of business. If this is what they plan, and that they accomplish, through their two per cent advertising appropriation, how much more could they accomplish on the same lines by doubling or quadrupling their advertising appropriation?

In suggesting ten per cent, I realize that not many merchants now expend that much money on advertising. But I realize, too, that advertising is still in its infancy, and that only a few years ago the timid two per cent people did not believe in advertising at all. I do not deny that to set the standard at ten per cent, is to set it at a point which only the most enterprising merchants will attain; but I believe that, as the years go by, this mark will be the goal at which progressive merchants everywhere will aim.

If my somewhat radical view on the subject shall be the occasion for a general expression of opinion, I will be glad that I had the courage to set the mark so high. W. D. SHOWALTER, The Showalter Advertising Service.

What Per Centage of Gross Receipts to Set Aside for Advertising

A much mooted question in the retail advertising world is, "How much of my gross receipts can I with profit set aside for advertising purposes?" The answers to this question have been varied—some say 2 per cent, is all the traffic will stand, while others claim 8 per cent, is none too heavy.

Printed in the panel alongside is the opinion of an advertising expert which should go a long way toward answering the question in a final manner. Of course, much depends upon the choice of channels through which to send whatever appropriation is made—3 per cent in a medium of questioned merit and questionable circulation would be inviting bankruptcy, while 10 per cent, in mediums that reach the great buying public would bring highly profitable returns.

A Powerful Medium The Telegraph and Times-Star offer advertisers a larger NET PAID CIRCULATION than any individual paper or combination of papers east of Montreal. The sworn circulation for the year 1913 shows a grand total daily for both papers of 22,271 Copies NET

and this without undue forcing—solely on the merit of the papers is our circulation gained—and this is the kind of circulation which should interest the local merchant who is bidding for the patronage of this city and province. The Telegraph and Times-Star are not satisfied with merely inducing a merchant to use their columns. They believe the biggest word in the business dictionary today is CO-OPERATION, and to give their advertisers the highest possible co-operation a FREE CUT SERVICE is maintained in our advertising department which offers merchants of whatever line of business cuts that are not surpassed by any syndicate house in the country. THIS SERVICE IS YOURS FOR THE MERE ASKING—MAY WE SERVE YOU?

SAVE YOUR HAIR! IF FALLING OUT OR DANDRUFF—25 CENT DANDERINE

Ladies! Men! Here's the Quickest, Surest Dandruff Cure Known. Thin, brittle, colorless and scraggy hair is sure evidence of a neglected scalp; of dandruff—that awful scourge. There is nothing so destructive to the hair as dandruff. It robs the hair of its lustre, its strength and its very life; eventually producing a feverishness and itching of the scalp, which if not remedied causes the hair roots to shrink, loosen and die—the hair falls out fast. A little Danderine tonight—now—anytime—will surely save your hair.

Get a 25 cent bottle of Knowledge Danderine from any drug store or toilet counter, and after the first application your hair will take on that life lustre and luxuriance which is so beautiful. It will become wavy and fluffy, and have the appearance of abundant, an incomparable gloss and softness, but what will please you most will be after just a few weeks' use, when you will actually see a lot of fine, downy hair—new hair—growing all over the scalp.

We Are Showing Rugs and Carpet Squares in the greatest profusion of styles, colors and sizes.

Some special lines of English Tapestries at prices that will save you quite a little in actual cash. Also some great values in Brussels, Velvet and Wilton Rugs in all the latest color effects. Better look over our display—if you don't you may feel sorry later. A. Ernest Everett 91 Charlotte Street