

THE MOVIES
THE PLAYERSWhat in the Picture World
Favorites and What They

"Lonesome" song was a decided success. Miss Burke in a bathing suit with the scenes taken at Palm Beach, make the week's chapter of Gloria's Romance very different from the others. She disports in the bry and on land, finding Freneau out in still another deception. There were the usual large crowds both Saturday afternoon and evening.

DREWS

the late Hugh Mc... the victim in the accident on Van... Thursday night last... day afternoon last... the largest funeral... ere for many years... re from the Metho... were conducted by... s, the Pastor. Much... for Mr. and Mrs... he parents of the... an, in the loss of a... so promising. In... ous manhood that... ll be spared in his... community, where... much needed and... greatly depleted... es of war and other... he boys from their... ge numbers at the

Hotel management... ng its banner year... shness, every avail... occupied and guests... away daily for want... management is also... is year in the pro... been made for the... eralment of the

of 1916, the mana... sion for a large... al guest rooms for... a, and the construc... dormitory, but all... sufficient to take... used patronage, and... available that before... large addition must... some manner, in... with the growing

of the Duke of... non-General of Can... last week of Lord... nessy, at "Tipper... Hoemer, Montreal's... after spending ten... ntly here, at their... "Hillcrest," return... Monday night... Titled, of St. John... nd with his family... to St. John on Mon-

THEATRE
DAY

Booster Play Equally
as "Kick In"
TE WALKER
ng Mystery Story
son's Secret?
Is young girl, he'd for
of Dr. brandage?
MYERS in
Protection"
HEDA BARA



PERA HOUSE

on at 2.30 Evening 7.30 and 9
S OF HIGH CLASS VAUDEVILLE
—AND—
IE BURKE in Gloria's Romance



A Series of "BUY IN ST. JOHN" Editorials—No. 10

WHO IS THE
HOME MERCHANT?

THE HOME MERCHANT—who is he?

HE is the man who gives you credit when you are financially embarrassed and carries your account when you are unable to pay.

HE is the man who gives you back your money or makes exchanges when you are not satisfied with what you have bought.

HE is the man who stands back of his guarantee and makes restoration of all losses you may sustain on goods you buy from him.

HE is the man who meets you at the door with a hand-shake and lets you out with a message to "the kids" and a real "come again" good-bye.

HE is the man who takes a neighborly interest in you, your family and your affairs.

HE is the man whose clerks live in St. John and spend their money with you and other people of this city.

HE is the man who pays heavy taxes to help support the schools, build and maintain the streets, police and fire department and other public institutions. He helps to support the churches, hospitals and charity organizations.

HE is the HOME merchant—YOUR neighbor—YOUR friend—YOUR helper in time of need.

Don't you, or won't you, realize that every dollar you send out of town goes to strangers who never spend a cent here?

BE FAIR TO THE HOME MERCHANT—your friend and neighbor—BUY IN ST. JOHN at all times.

Signed By:

EDGEcombe & CHAISSON Tailors
DONALDSON HUNT Men's Clothing
J. M. HUMPHREY & CO., LTD. Boots and Shoes
SCOVIL BROS. LTD. Men's Furnishings
F. A. DYKEMAN & CO. Dry Goods
BROCK & PATERSON Millinery
E. G. NELSON & CO., Books and Stationery
ROSS DRUG CO.—REXALL STORE Drugs
WILCOX'S Clothing and Dry Goods
H. MONT JONES Furs
T. McAVITY & SONS LTD. Hardware

D. McARTHUR Wall Paper and Stationery
H. N. DeMILLE Men's Furnishings
FERGUSON & PAGE Jewelry
W. H. THORNE & CO., LTD. Hardware
J. M. ROCHE & Co., Ltd., Cameras and Supplies
GEORGE NIXON Wall Paper
W. TREMAINE GARD Jewelry
A. GILMOUR Men's Clothing
F. A. JOHNSON Dry Goods
WIEZELS' CASH STORES Boots and Dry Goods
M. J. H. MULHOLLAND Furnishings

"ST. JOHN CAN SERVE YOU BEST"