POOR DOCUMENT

THE EVENING TIMES-STAR, SAINT JOHN, N. B., FRIDAY, DECEMBER 10, 1926

So Declares Theodore Morgan, Montreal, in Address at Hamilton

HAMILTON, Ont., Dec. 10 .- Hailing the newspaper as the greatest advertising medium extant, Ald. Theodore Morgan, of Montreal, described the force of news and its influence on the force of news and its influence on public opinion in discussing the relation of news to advertising before the Advertising Club of Hamilton.

In his opinion goods were sold by influencing public opinion. "The best way to influence public opinion," he continued, "is through the newspap-

ers.
"I believe the greatest force in the world today is news. It is news the public craves. News takes its place in the front rank with food in importance. It is a vital part of our daily

"The newspaper has become a great modernizing force in our social life. It is an economic factor in distribution. It is at once our literature, our school, our buying guide. We live in a newspaper age. Active, restless, wanting to be everywhere at once, to know everything that is taking place in the world are demand our delivin the world, we demand our daily paper. DRAMA OF LIFE

"The daily paper reflects the drama of life. It tells what others are doing —and we are powerful imitators. It suggests things to do, places to see, what to buy and wear. The readers we go, we see, we buy. In a word, we imitate.

"The newspaper means something different to each one of us. To the social climber it keeps her informed, perhaps even giving her the desired publicity. To the business man it is the barometer of trade. To the man or woman out of work it is the avenue to a job. To the buyer it is the greatt commercial directory.
"We want to improve our lot. Some day we hope to own a car, buy a house, wear news clothes, enjoy new

luxuries. A great newspaper gives us many ideas, kindles desire, awakens dormant hopes, brings action.
"So the newspaper has become a very intimate part of our complex existence. If we do not know what has happened, we are out of it. If we have missed an opportunity to save money, or to be the first to acquire

CONTRIBUTION TO NEWS





Here are three pretty

Miss Almira Rockefeller, daughter

elect who will be introduced this H. Chisholm, daughter of Mr. and Mrs. Edward de Clifford Chisholm; Miss Florence Kip Clarke, daughter of Mr. and Mrs. William G. Rocke-

Acting Deputy Minister Out at Halifax After 19 Years' Service

HALIFAX N. S., Dec. 9—Announcement was made this morning that the amalgamation of the Forest and Games Department and the Crown Lands Department would immediately go into effect, as provided for at the last session of the local house, and that in conjunction with this F. A. Har-rison, acting deputy minister of lands and forests, had resigned.

Mr. Harrison has been in the service of the provincial government for some.

19 years, entering the service as a draftsman. He succeeded Mr. Whitman, as deputy commissioner of Crown

His resignation will take effect Under the amalgamation the two departments will become as one, and will move into one office. It is anticipated that Otto Schierbeck, chief forester of the department of land and forests, will be in charge of the department as it will now be organized.

and poor. It is no respecter of persons. So long as stores recognize that what they have to sell is news, and treat it interestingly and honestly, they will prosper by advertising. A good store announcement will contain just as much interest to the average woman as the social column. If a newspaper with a contain the social column is the social column. wishes to carry more store advertise-ment it should develop its departments devoted to the sphere of woman. Let them create more interested woman readers. If the stores desire to produce greater pulling power in response to their advertising let them edit such your readers in the knowledge that they possess the average degree of in-telligence. Generally, they are no

"There is a wealth of news and romance in the activity of a great store. But the average merchant is so close to reality that he frequently makes his advertising deadly. Let your advertising kindle and make use of that powerful force—imagination. Let it be less stereotyped and uninteresting in character if you want it to be a real business-building force.

NEWS ALWAYS SOUGHT "Life is what you make it. Newspaper advertising is no exception, for news will always be one of the most sought-after things in the world. As long as we make advertising interesting, keeping it truthful, and continue to maintain and raise its standard. just so long will it continue to be the great influence in promoting the de-mand for and distribution of this world's goods. To provide work for all the peoples of the world, that they may live in harmony and happiness, prosperous through industry, friendly o one another, happy and contented s not a Utopian dream, but a possia fresh shipment of fruit, a new style dium of attack to high and low, rich bility, and advertising can make it a reality. The future will see new lands, new wants, new interests developing through advertising. Our horizon will be constanty broadened, and this world of ours knit more closely together by



BEST FOR ALL KINDS OF BAKING

the fallen man, trying to rise.

Entertainment Is Given Soldiers Ill At Lancaster

Alexandra Chapter, I. O. D. E., provided a much enjoyed concert program and entertainment for the patients in the Lancaster Military Hospital last evening and at the close of the evening one of the patients having expressed the hearty apprecia-tion of the entertainers, they all joined in giving three hearty cheers for the hosts of the evening.

Mrs. Walter Gregg, regent of the Chapter, presided and the program, which had been arranged by Mrs. A. C. Rawlings and Mrs. Lester Mowry, consisted of the following numbers: Reading, Miss Leah Babb; vocal solo, Mrs. Stanley Harrison; piano solo, Miss Margaret Rawlings; reading, Mrs. H. B. Peck; vocal solo, Miss Olive Rankin. A very witty address was given by Rev. John Unsworth, who served over-

seas during the Great War and the remainder of the program took the form of a hearty sing-song with Messrs. Graham and Davis providing both vocal and instrumental music. A committee of the Chapter served delicious refreshments at the close of

fallen on the icy sidewalk. A deacon of the church came along and remarked quite solemnly, "The wicked standeth in a slippery place."

"I see they do, but I can't," replied

A pendulum that weighs hardly an ounce, attached to a tungsten steed wire as fine as a spider's thread, is being used for the latest and most accurate seismometer, which measures

ANNOUNCEMENT

We Are Now Manufacturing Our MAYFLOWER BRAND PURE PORK SAUSAGES

(Put up Under Government Inspection) If you are unable to secure them from your dealer

please Phone us at MAIN 4785.

Sold By Alexander Bros., Westmorland Warner's Meat Market, Union

L. C. Thompson, Haymarket Square. Beckwith, Haymarket Sq. W. Forrestal, Haymarket

Walsh Bros., Haymarket Sq.
Doyle's Meat Market, 151
Prince Edward street.
Dacey's Meat Market, 41 Dacey's Meat Market, 41
Prince Edward street.
J. R. Vanwart, Bridge street. Mrs. E. B. Johnson, Main C. M. Belyea, Main street. H. P. Forrestal, Rockland

Miles Saunders, Main street. Miles Saunders, Main Street.
C. M. Belyea, West Saint John.
John Sargent, Fairville.
C. F. Luck, Fairville.
Mrs. E. Trecartin, Durham

street. Ideal Meat Market, Main

W. B. Purdy, Main street. Parlee's Meat Market, Wall street.

I. A. Allison, Main street, A. B. Crosby, Main street. W. C. Rross, Main street,

United Meat Market, 223 Un-

G. Arseneau, 28 Waterloo St.

Saint John Meat Co., Union St.

Union Meat Market, Union St.

Messrs. E. E. Fowler, City

Market. Valley Meat Market, 80 Wall

Parlee's Meat Market, 56 Wall

street. J. C. Todd, 175 St. James St.

BRITISH CANADIAN PACKING CO., LTD.

G. A. Leonard, Winslow street, SAINT JOHN, N. B.

Save 100 Christmas Checks For Free Scooter or Doll

Sydney Street

Special Prices for Today, Sat. & Mon.

Absorbine\$1.25

Brock's Bird Seed ... 19c.

Carter's Fills 21c.

ENOS

Fruit Salt

Benzoin Lotion



LUNCH BOXES ... 79c Complete with Bottle \$1.19 Extra Corks, Washers,

Fillers and Springs

Lots More 4 kt. Gold Fountain Pens

89c \$3.00 Gold Filled PRESTO PENCILS

FOR ONLY

French Ivory Sale ON FOR A WEEK

Brushes from\$1.48 Mirrors from 98c Sets from\$4.20

50 Sheets

Infant's Delight Soap-4 for To Clear

D. D. D. 85c. Epsom Salt (1 lb) . . . 9c. CATS BEARS **HORSES ENGINES**

Hind's Cream 43c. "Bobbette" Shampoo . 39c. Pond's Creams 36c.



"DAY DREAM" "DAY DREAM"

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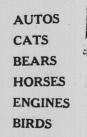
Cold or Vanishing Cream Or Face Powder 50c. COME TODAY

White Liniment 16c. Scott's Emulsion

Sample Toys

Main

Street



Worth from 25c. to 50c.

10c., 19c., 29c. TWO SPECIALS IN



For a genuine "Lloyd" the best talking doll made.

20 in. DOLL for \$1.39

Fully Dressed Has a Crying Voice

17 in SLEEPER 98° Real Hair Very Strong, Fully Jointed

Doll Carriages \$1.98, \$2.19, \$4.89

Examination Tablets 23°

83		
	Sandwiches 10c.,	15c.
	Apple Pie	10c.
	Tea - Coffee - Chocolate	
	Unequalled Egg Drinks	15c.
	Hot Chocolate Fudge Sundae	
4	60c. Book of Tickets for	50c.
-		

Anniversary Sale

Royal China Shop-Ends Sat. Night

SPECIAL VALUES IN FANCY CHINA, GLASS and TEA SETS

Big Feature!

Lucky Package 98c Containing Beautiful China and Glassware, Value \$1.25 to \$2.75.

Free! China Tea Sets Two 23 Piece

Note-Lucky Package Feature Ends Saturday Night

Store Open Evenings ROYAL CHINA SHOP

action to the second se

TREE ORNAMENTS

Red or Green Rope (6 yds) for ...
10c Picture Books for

50c and 60c Story Books for ...

Christmas Stationery

75c \$5.00 Electric Irons Complete With

10c Ornaments for 15c Ornaments for

15c Picture Books for 20c Picture Books for

Can be Saved if you buy your DOLLS and Toys at ARNOLD'S. Our whole stock must be sold—STORE TO LET. Hundreds of dolls at half price. Mama Dolls, Baby Ella Dolls, Jointed Dolls, Kid Dolls—get our prices before you buy.

TOYS

Big Assortment

10c Toys reduced to
15c and 20c Toys reduced to

50c Mechanical Toys ... 25c and

Child's Toy Dishes
10c., 15c., 25c., 40c., 60c., 95c

Your Market Basket Page

Government Inspected Western Beef

Lower Prices

115 Sydney St.

Victoria School

McCoy's Cod Liver **Extract Tablets Fine For** Thin Underdeveloped Kids

Children Love Them Because They Are Sugar Coated and as Easy to Take as Candy It's your duty, Mother to see that the frail, peaked, sickly youngster grows up to be strong in body, keen in mind and robust in health.

Doctor's know about them and so 5c. does Wassons Two Stores, Ross Rrug
Co., Wm. Hawker & Son, and if your
10c. children need building up ask for
10c. these tablets today if you want to
give your loved ones a good appetite
8c. and put pounds of good healthy flesh
10c. on their bones. But be sure and get
22c. McCoy's.
15c. They are not expensive—60 tablets
15c. -60 cents and if you are not pleased
35c. -60 cents and if you are not pleased
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ing his rescue from St. Helena, is offered for sale. Napoleon died before the rescue could be accomplished.

in 24 days.

98 lb Bag Robin Hood or Cream of West\$4.30 24 lb Bags (all kinds) . . \$1.15 2-1 lb pkgs Currants . . . 26c 387 Main St. New Citron Peel 48c 2 1bs Creamery Butter

SAVE YOUR "UN-X-LD" **BREAD COUPONS**

Prizes-Bicycle Skates and Boots

Rink Pass Estate

Wm. J. McLaughlin 320 Prince Edward Street, Near Haymarket Sqaure.

the frail, peaked, sickly youngster grows up to be strong in body, keen in mind and robust in health.

Extracted from the livers of the lowly codfish are the health, weight and strength producing vitamines that and strength producing vitamines that are found in McCoy's Cod Liver Extract Tablets, which are sold by pharmacists all over North and South America.

2 pkgs Currants, 16 oz New Citron Peel, per 1b New Lemon or Orange Peel,
per 1b
2 1b Bulk Dates

25c 5 1b Pail Shortening 25c 3 1b Pail Shortening

Apples, pk 29c 2 Cans Corn 20 lb Pail Shortening . . . \$3.00 2 Cans Peas . .

SATISFACTION IN COFFEE CAN BE PROCURED IF YOU BUY HUMPHREY'S BEST QUALITY COFFEE

THE 70c. BLEND YOU CAN BUY IT AT

HUMPHREY'S COFFEE STORE Phone Main 1785

14 KING STREET

Sam Irons MALONE'S

Orange and Lemon Peel, 16

11 oz pkg Seedless Raisiņs

2 pkgs Cleaned Currants (1 1b

3 Bottles Lemon or Vanilla 23c

Creamery Butter (2 lb flats), 1b

15 oz pkg Seeded Raisins .

Citron Peel, 1b

2 lbs New Dates

Vanilla

25c 1 1b Block Pure Lard

Cash & Carry 516 Main St. 239 Charlotte St. \$1.15 Orange and Lemon Peel. Creamery Butter, ib.
3 lbs Pulverized Sugar
2 cans Peas, Corn, Tomatoes.... 2 lbs Bulk Raisins 3 lbs New Prunes

2 Cans Brown's Clams. Pure Lard 1b 19c, 3's 56c, 5's 94c 4 1b Pkg. Seedless Raisins Raisins, per pkg 11c Best Orange Pekoe Tea. 11c Sest Orange Pekoe Tea. 11c Western Grey Buckwheat, 1b. 6c 24 1b Bag Flour 20 1b Pail Shortening. 3 Boxes Matches, 400 count....
3 Bottles Extract, 2 oz...... Bars Surprise Soap

WESTERN BEEF Round Steak 20c, Sirloin Steak 28c, Roasts 10c and 12c, Rib Roast 18c. Pork Roasts 22c up.

Brown's Grocery Co.

Cor. King and Ludlow Sts.

Phone W. 166 2 pkgs Seeded or Seedless Raisins 25c 50c 2 oz Bottle Clark's Lemon or

New Shelled Almonds, per 1b \$1.00 Pure Cream of Tartar, per 1b

25c 10 1b Pail Pure Lard

50c 5 1b Pail Pure Lard

39c 3 1b Pail Pure Lard 5 16 Pail Pure Lard 29c 1 1b Block Domestic Shortening \$1.98 5 16 Tin Shortening \$1.00 20 16 Pail Domestic Shortening \$2.95 ... 60c Good Bulk Tea, 1b 8 1bs Choice Onions
53c
Boxes Matches (400 count) \$1.00 5 Bags Table Salt 21c 98 ib Bag Robin Hood or Cream of West Flour 25c 14 lbs Sugar 25c 2 lbs Pulverized Sugar 25c 4 lbs Western Graham Buck-West or Purity 55c 24 1bs Bags

39c 20c

654 Main St. Phone M. 3461

'Phone your Want Ads. Main 2417.



HIGHEST JAVA

Use the Want Ad. way

23c 25c 100 Princess St. 'Phone M. 642 65 Prince Edw. 'Phone M. 1630 Main St. 'Phone M. 4561

New Seeded Raisins, 15 oz. 13c
New Citron Cap Peel, per 1b. 49c
New Lemon and Orange Cap Peel 25c

2 for 25c

2 for 25c

2 for 25c 25c Peas, Corn and Tomatoes ... 2 for 25c 5 1b Tin Pure Lard 25c California Peaches and Pears, in 25c 3 lbs Bulk Dates 40c Sliced or Crushed Pineapple, tin 25c 1 lb Purc Cream Tartar 38c Cranberries, qt. 33c 3 lbs Baking Soda 33c Can Peaches 2's, Pears 2's, per tin 230 Sliced Pineapple per tin.. Good Bulk Tea, per 1b... 45c and 50c Good Apples, per peck. 25c
Good Apples, per bbl. from \$1.25 up
8 Rolls Toilet Paper. 24c
Good 4 String Broom. 33c
3 Bottles Lemon or Vanilla. 23c Small Picnic Hams, per 1b..... Roli Bacon, per 1b, by the piece. 10 lbs Onions. 25c
Come to Barker's TOY DEPARTMENT for Bargains on Toys, Dolls,

Books and Games.

Toy Horses
5c., 10c., 15c., 25c. to \$1.10 ea.

Toy Stables
10c., 15c., 50c., 75c. to \$1.10 ea. Arnold's Dept. Store

Trading rights of the Moravian church in Labrador have been sold to the Hudson's Bay Company. The church had maintained missions posts in Labrador since 1773