## POOR DOCUMENT

THE EVENING TIMES AND STAR, ST. JOHN, N. B., MONDAY., APRIL 4, 1921

## MAKING WAY FOR CITY EXPANSION

Interesting Details in Commissioner Frink's Report

Prospects for Townsite on the Rifle Range and Millidgevile Avenue Properties-New Asphalt Plant and Site Proposed—Criticism of Park Work.





## CHINA'S FIGHT AGAINST FAMINE

tricts, say observers here. When relief measures began, President Hsu-Shib-chang gave the first big im-

# Banker's Son

Morrisburg, Ont., Apra ahue, aged twenty-seven, son of R. Jallabor for the huge date of the polarity of Ogdensburg (N.Y.), shot himself this morning in a room of the St. Lawrence, hotel here. The bullet entered his body just above the heart. His father and brother were sent for and were at the young man's bedside when he died a few hours after the affair had taken place. Donahue came to Morrisburg last Thursday with the Odgensburg orchestra to attend a dance and had been about town since. He was awakened by the hotel elerk and told that his father had telephoned to have him come home at once. Shortly after the delivery of the message correspondence.)—Never have the Chiarace Rooman and the statement made nese people and their government made nese people and their government made and nese people and their government made to have him come home at once ho

C. N. R. WAGES

Banker's Son

Is a Suicide

(Canadian Press Despatch)

Morrisburg, Ont., April 3—Daniel Donahue, aged twenty-seven. son of R. J. Donahue, president of the National Bank of Ogdensburg (N.Y.), shot himself this failed.

## U.S. Steel Co. To Cut Wages

(Canadian Press Despatch.)
Gary, Ind., April 3—A twenty per cent.

## The Soul of the Advertisement

Granted an arresting headline, the art of writing a retail advertise-ment is just the ability to say one's say intelligently, in logical order, and, above all, naturally.

No "literary gift"—no flowery language—is necessary. The best copy is the earnest, over-the-counter talk you would give to a customer.

In other words, put yourself—your soul—into your writing.

Grammar is useful, but not indispensable. It doesn't make or break the advertisement. It is your makes people believe and rest to what you say.

You will find, as you devote more attention to your advertising, that it will return you dividends of pleasure as well as of profit. As time passes, customers will notice an omission and speak to you about it. This experience is not imaginary. It is a fact—as many merchants and publishers will testify.

One of the most enjoyable things you can do is to spend an hour or so a few evenings a week thinking out a well-balanced daily newspaper advertising campaign for your store and your merchandise. And, having thought it out, carry it through regardless of other people's opinions or whims.

You have three of the best trading months ahead. Do, then, as we suggest, and watch results.

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