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WEDNESDAY MATINEE
RESERVED SEATS:
Main Floor . . . 75c. & 50c.
Balcony . . . 25c.
Pit . . . 15c.

SATURDAY MATINEE
NOT RESERVED.
General Admission:
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Children . . . 15c.
Balcony . . . 25c.
Children . . . 10c.
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CURTAIN—8.30 P.M. SHARP.
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— 6 —
BIG VAUDEVILLE
— ACTS —

Including
THE NEW ARTISTES
DEDUNA & ADDEL
In their Side-splitting
NOVELTY ACT.



MISS ARLIE MARKS.

from his pocket, which was the very thing the police were hoping to find in their possession. This key was taken possession by the police, and later tried in Horwood's door, which it unlocked without any trouble. Rumsey in his statement claimed he had picked up the key. In court this morning the evidence of Mr. Horwood and that of Head Constable Byrne, in connection with the producing of his own identification marks on the \$20.00 was not sufficient proof that the police had completed this case. Rumsey the ring leader, who confessed his guilt, was given twelve months, while Murray and March who were sent by Rumsey to cash the note, also pleaded guilty and were each sentenced to three months imprisonment. The fourth of the gang named Price had his trial postponed until to-morrow. Head Constable Byrne and the detective staff are to be complimented on the manner in which they rounded up the thieves in this case.

STOCK MARKET NEWS

Furnished by Johnston & Ward, Board of Trade Building, Water Street

TODAY'S NEW YORK OPENING.

Admiral	34%
Inter Nickel	27
Radio	64
St. East	10%
Shaco Products	78%
Shaco Cane Sugar Pfd.	50%
General Motors	74
Petroleum	27%
Am. American "B"	82%
Steel Union	16%
Penn. Co.	47%
Algonquin	42%
Standard	21%
Union	23%
U. S. Steel	148%
C. P. R.	148%
St. Paul	44%
Southern Pacific	104%
U. S. Ind. Alcohol	83
West Northern	70
Marine Pfd.	46%

MONTREAL OPENING.

Algonquin	68
Standard	54
Union	136
U. S. Steel	85
Spanish River Con.	107

WEEKLY BUSINESS GOOD.

NEW YORK, Feb. 24. — Mack Trucks' spectacular advance to new heights has been stimulated by large gains in current business and promising outlook for 1925. Bright conditions under which the company is entering the current period of business prosperity are indicated by an optimistic preliminary statement for 1925.

One of \$5,000,000, equal to approximately \$18 a share on 283,109 shares

of common, was about as expected. This compares with \$7,003,665, or \$20.71 a share, in 1923. The significant feature is the sharp pick-up in earnings the final quarter, making it the best of any similar period in the company's history and comparable on earnings standpoint with the most active seasons of the year, normally the second and third quarters, when highest earnings are shown.

For nine months of 1924 net was running behind preceding year, with a balance at end of September equal to only \$13.93 a share, against \$17.72 in preceding year. In final quarter the company earned \$1,404,000, or 4.07 a share on the common, against \$1,183,000, or \$2.90 a share in corresponding quarter of 1923, thus closing up the gap in earnings between the two years.

Business gained sharply following election, making December and January results the largest for this time of year in history. Shipments in January this year were around 800 vehicles, against 400 in January of 1924, a 100 per cent. gain. As orders are coming in faster than shipments are made, there is every indication that the company in the first quarter will establish a record, with earnings in excess of the full year's \$6 dividend, or at annual rate of from \$25 to \$30 a share on present outstanding common, against net for first quarter of 1924 of \$4.04 a share, which was at a \$16 annual rate.

It is impossible at this time, accurately to forecast earnings for 1925. With final payment due in March on 56,622 shares offered in September at \$30 a share, outstanding capital will be increased to 339,000 shares.

731 shares. The financing provided additional working capital to take care of new business the company is developing in motor busses and rail cars. Earnings from these sources will be noticeable this year for the first time. It is estimated Mack's business, which had been only a small item in the past compared with commercial truck lines, will in 1925 make up 25 per cent. of gross and eventually be on a 50-50 basis with commercial truck lines.

In 1923 gross sales were \$43,367,000, with net \$7,003,665. The small decline in profits in 1924 indicates gross past year was above \$45,000,000, as profit margins were somewhat lower. With facilities capable of meeting bus requirements and a steady demand for commercial trucks, it would not be surprising if gross in 1925 were between \$50,000,000 and \$60,000,000.

While this estimate may seem optimistic, it explains to some extent the management's unwillingness to increase dividends on the common in view of the large earnings and exceptionally liquid position. The \$28,000,000 working capital has been husbanded to provide for a substantial expansion in business.

PRELIMINARY HEARING. — The preliminary hearing of the charge of perjury preferred against Richard Harding and Gertrude Ashley, in connection with a recent fire investigation was begun this forenoon before Judge Morris. Mr. Bradley appears for the Crown, and Mr. Browne for the defence. Adjournment was taken at 1 o'clock and the matter comes up again on Saturday.

RECKLESS MOTOR DRIVING. — A case of reckless motor driving which came near ending in a fatality, occurred yesterday evening on Long Pond Road, when a Sedan turned the curve near O'Brien's Bridge and hit a young woman pedestrian on the arm. The driver gave no warning of his approach. The young woman, though badly frightened, obtained the number of the machine.

British Empire Exhibition

WHAT'S FRESH IN 1925?

(Continued.)

The Army.

The Services—the Navy, Army and Air Force, will again play a big part in the Government Pavilion. The Navy display is this year being transferred from the ground floor to the main entrance floor, and model ships have already been made for a picturesque exhibit, in which the history of the Navy will be traced from the early Vikings days of sails and oars up to the last word in modern capital ships. All these ships, which are historically accurate down to the last detail, have been made by experts. Actual relics, so far as it is possible to obtain them, will also be shown side by side with the models.

The same principle will be followed in the aircraft display, which, by means of ingenious models, will trace the history of British aviation back to its earliest days. Special prominence will be given to civil aviation in view of its growing importance as a means of communication and transport.

The Army Gallery will again be devoted to a historical exhibit, showing the various stages in the development of the British Army from the early Anglo-Saxon days up to the present time.

The Post Office exhibit, which last year was instrumental in explaining the workings of our postal service to thousands of visitors, will have increased space this year. Agriculture will be represented on similar lines to the display last year.

Two galleries are being devoted to a great scientific exhibit illustrating the relationship between science and the things of everyday life. In these galleries popular demonstrations will be given throughout the course of the Exhibition, showing how much, although he may not realize it, the man in the street is dependent on the aid of the scientist in the things he uses in his daily life.

Home Industries.

The industrial exhibits of home industries will lack nothing by comparison with the displays put up by the Dominions and Colonies. They will be housed in the Palace of Industry and Palace of Engineering, which between them cover 25 acres of ground. With few exceptions, practically every branch of British industry is exhibiting, but the display will in many ways differ entirely from that of last year. While many firms have decided to take much larger exhibiting space in which to show their wares, some industries have felt that they could not again exhibit on such a wide scale. The difference, however, is one of emphasis more than anything else, and this section of the Exhibition will be worthy of the Home Country's place among the commercial and industrial nations of the world.

Palace of Engineering

Price of place in the Palace of Engineering will be given this year to a great display of housing, which is being organized by a Committee, of which the Minister of Health, the Rt. Hon. Neville Chamberlain, M.P., is President. Its purpose is to show the practical uses to which the various new methods and materials now recommended for the building of houses can be put, and visitors will be able to judge whether these modern devices will or will not add to the beauty of the countryside. By intelligent inspection, they will be able to compare the relative merits of the many new types of houses which are being proposed for erection by private enterprise and under municipal auspices.

Side by side with the display of houses will be exhibits devoted to such important details as heating, which was last year housed in the Palace of Industry. The characteristic British industry of safes and strong room building will continue to be represented in the Palace of Industry by the world-famous name of Chubb.

The year 1925 marks the hundredth anniversary of the first steam train, or rather "truck," for it was nothing more, to be used for the transport of passengers in this country. To mark the importance of the occasion it is hoped that the Railway Commission will put up large transport exhibits in which will be shown the result of

100 years' progress. How the steam train is withdrawing the attacks of electricity on the one side and motor traction on the other side is one of the many aspects of the question which may be illustrated.

For the rest the Palace of Engineering will again contain representative exhibits of many branches of engineering for which Great Britain is famous.

Palace Of Industry.

In the Palace of Industry the system of composite exhibits, which was so popular last year, will be carried a stage further. Some groups of exhibitors, who, in 1924, were not altogether convinced of the wisdom of the proposals put before them for exhibition by industries rather than by mere collections of individual firms, have this year, as a result of last year's experience, been converted, and have decided to scrap their existing stands and to go in for uniform schemes both of design and decoration.

Last year the planning and designing of the Palace of Industry was, in effect, a compromise between the extreme formalism of certain continental exhibitions and the unrestrained individuality which has marked most former British exhibitions. The compromise proved satisfactory, and this year practically every industry represented in the Palace of Industry will present to the visitor a picture of its achievement which, by the aid of the architect, has an appropriate setting for the display of its wares.

Another improvement in the Palace of Industry, which again is the result of the experience gained last year, is the increased importance given to working exhibits. Working plants and models, of which there were many in the Palace of Industry in 1924, attracted far greater attention than did the collections of show cases and the like which certain industries exposed to view. That lesson, too, has been learned, and this year there will be few industries which do not in one way or another make use of movement.

While it is impossible at this time to go into details about the contents of the Palace of Industry, the following notes give some indication of the probable size and scope of some of its chief sections:—

1. Chemicals.—British chemicals and their allied industries will again occupy a prominent position. The display, as last year, is being organized by the Association of British Chemical Manufacturers. It will again give the public an opportunity of seeing the high state of efficiency of the chemical industry to-day. Special prominence will this year be given to dyeing, a branch of the industry which has made great strides in this country since the end of the war. The Chemical Section will again be contained in a specially decorated chemical hall, the painted frieze of which illustrates the development of the chemical industry from the earliest days.

2. Ulster.—Ulster has decided to double the space she occupied last year. As in the case of the Exhibition of 1924, the peculiar status of the Government of Northern Ireland within the Empire is emphasized by her decision to remain within the Palace of Industry rather than to occupy a Pavilion of her own in the grounds. Her Pavilion will contain a show of the principal industries of Ulster, including shipbuilding, flax, linen and beverages, as well as a working model of Belfast Harbour, which last year was one of the great attractions of its display.

3. Wool.—Wool Textiles, as a result of their experience last year, hope to go in for a still bigger and more comprehensive display this year. The Bradford Chamber of Commerce is interested in organizing a composite exhibit of the various branches of the wool industry, and many individual firms which were represented at Wembley last year are themselves taking bigger exhibiting space. If present plans mature the Mannequin Parlour, which last year did so much to popularize Bradford goods among visitors to the Exhibition, and on which Bradford spent over £24,000, will be very greatly increased in size. 4. Jewellery.—The section devoted to clocks, watches and jewellery, though a little smaller in extent than that devoted to the similar section last year, will have at least as much interest for visitors. A new position has been found for the section which will

house a very choice display of precious stones, gold, silver, cutlery and jewellery of all descriptions.

5. Gas.—The gas section will again appeal very strongly to women visitors. It will show the many uses to which coal, probably the most versatile of our minerals, may be put throughout the seven ages of woman.

Police Trap Baited With Worthless Note

CATCHES CULPRIT.

Some time ago a report was made to the police by Mr. E. J. Horwood that his office on Water Street had been entered on the night of Tuesday, January 20th, and cash and notes amounting to \$88.00 had been stolen. The matter was placed in the hands of Head Constable Byrne, and with no clue to work on a close watch was kept on the premises for several days and nights but saw no sign of the would be thieves. The police knowing that the premises had been entered by some person or persons in possession of a skeleton key, realized that a second entrance would be attempted sometime sooner or later, and before much time had been lost

a very good scheme had been thought out by Head Constable Byrne with Mr. Horwood to place a valueless \$20.00 Commercial note, with some other loose change in a drawer in the desk, with the hope that the thieves might return and later attempt to cash the notes. The loose change with the valueless bank note was placed in the unlocked drawer in the office on the 28th February and when Mr. Horwood returned the next day he found that it had disappeared. A few hours after Mr. Horwood had laid a second report with the police, the Proprietor of the Dominion Stores visited Head Constable Byrne's office and presented him with the \$20.00 note, stating that it was worthless, but had been exchanged by the staff in the store on the previous evening. The detective recognized the note by his own identification marks and explained for what purpose it had been used. Head Constable Byrne, with others of the detective staff, then visited the store in question and received a description of the man who had presented the note. The police were not engaged very long on the case when they rounded up four old offenders named Murray, Price, Rumsey and March and placed them under lock and key. Before being searched at the lockup, Rumsey dropped a key

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Jan 5, 1925, w. 4200

The Best Advertising Medium in Newfoundland

Mr. Wm. Wrigley, Jr., the chewing gum king, of Chicago, in explaining the rapid growth of his company, said it was all due to advertising. "But," interrupted one of his friends, travelling with him to the Pacific Coast, "you have already built up a remarkable business. Why not save some of this advertising money and run along on momentum for a while?" "Well," Mr. Wrigley said, "we have had a fine, fast trip West from Chicago so far. How much progress do you think we would make if they took off the engine?"

is
The Evening Telegram