



Strikingly Novel Effects
In Millinery for Wear
From Now Until Easter Sunday
Await Your Inspection Here
Temporarily Priced to Encourage Immediate Wear.

Marr Millinery Co., Ltd.

A Fur Sale

Which Brings Price Surprises Every Day

Our entire stock of HIGH GRADE COATS at Surprising Reductions.

HUDSON SEAL and PERSIAN LAMB COATS.

BLACK PONY COATS—Extra quality, large shawl collars and cuffs of Civit Cat. SALE PRICE \$95.00.


MUSKRAT COATS—5 stripe borders, all sizes, 40 inches long. SALE PRICE \$165.00.

F. S. THOMAS
539 to 545 MAIN ST

The Hasty Lunch
For the Hurried Man

When unexpectedly detained uptown, have lunch at "The Royal Gardens" where the tempting menu offers plenty of variety for a light or substantial meal. Cuisine and service perfect. Surroundings ideal.

Garden Cafe - - Royal Hotel



The Skates That Charlie Gorman Wore to Win

Light, stiff, with high-grade carbon steel runners—specially prepared and carefully tempered to hold a keen edge, made from best materials by skate-making experts.

ALFRED'S ICE KING

stands without an equal in the speed skate world today. The sole and heel plates are fastened to the cups by a patented joint which reinforces the cups, giving far more strength than the small rivet.

The shoes are of genuine kangaroo leather with oak sole-leather counters sewed on the outside, protecting the heel. They fit to perfection and won't stretch.

The special racing skates are heavily nickled and have tapered runners. But come in and see Alfred's Ice King Racing Outfit. Take the elevator to our

SPORTING DEPARTMENT

W. H. THORNE & CO., LTD.
HARDWARE MERCHANTS
Store Hours—8.30 to 6. Daily. Close at 1 p.m. Saturday.

UNDERWRITERS HEAR ADDRESS

President Lawson Speaker at Congress Today—An Interesting Selling Demonstration.

Able addresses were delivered this morning at the congress of the New Brunswick Life Underwriters Association at Bond's. M. B. Farr gave an excellent address on "Life Insurance Programmes". A. E. Lawson, president of the Life Underwriters Association of Canada, spoke on "The Making of a Successful Life Underwriter" and very interesting demonstration of a sale was given by J. J. Murray and F. O. Conlon. Discussion was participated in by D. W. Machum, F. O. Conlon, T. R. Smith, M. L. McPhail and Mr. Clarke of Woodstock. This afternoon the Premier, Hon. P. J. Veniot, was to address the Association and M. B. Farr was billed to speak on "The Greatest Waste in Life Insurance Salesmanship".

Speaking on insurance programmes this morning Mr. Farr outlined the needs supplied by life insurance as follows: The need for cash funds to pay funeral expenses, doctors bills, running liabilities and possible inheritance tax; the need of cash for an income for the wife after the husband's earnings stop; the need of cash for educational or other children's requirements; the need of cash to pay off the mortgage; the need of cash for old age; the need of systematic saving; the need of provision against disability.

The demonstration of a sale was listened to with much interest. J. J. Murray was the salesman and was endeavoring to sell to F. O. Conlon an educational policy for his boy. Many helpful and instructive points were brought out in the demonstration.

A. E. Lawson proved a very interesting talker when he spoke of the essentials for a successful life underwriter. He enumerated these as knowledge, initiative and resourcefulness and the element of time. He said agents should read as much as possible of what was published about their business. He advised them not to keep their knowledge in cold storage but to give others the advantage of it. Speaking of methods of approaching prospects he said that heartstrings were more responsive than brains.

At the conclusion of his address the thanks of the meeting were gratefully conveyed to him by L. C. Gustinak, the N. B. president.

LOCAL NEWS

CHILDREN'S CARNIVAL.
The children's carnival on South End Park, postponed from last Saturday, will take place tomorrow afternoon.

VISITING C. P. R. OFFICIAL.
F. R. Haney, General Claims Agent of the C. P. R., with headquarters in Montreal, was in the city today conferring with the Workmen's Compensation Board.

MONTREAL TOMORROW.
Word was received at C. P. R. headquarters this morning that the S. S. Montcalm is due to reach port about two o'clock tomorrow morning. She is coming from Liverpool and has 122 cabin and 383 third-class passengers.

CANDLEMAS DAY.
Today the feast of the Purification of the Blessed Virgin Mary, or Candlemas Day, this morning the blessing of candles took place in the local Catholic churches. Tomorrow the feast of Saint Blasie will be celebrated. It is the custom on this feast to bless throats.

FORESTALLING CASE.
A case against S. A. Stockford, charged with forestalling, was slated to come up in the police court this morning but was disposed of yesterday afternoon. The accused pleaded guilty and paid a fine of \$20. The report was made by J. T. Stephenson, clerk of the city market.

TO SAIL ON MARLOCH.
The Canadian Pacific steamship Marloch is to sail this afternoon or evening for Liverpool. Among the cabin passengers will be Sir Augustus Nanton, Lady Nanton and Edward Nanton. Sir Augustus Nanton is a director of the C. P. R. with headquarters in Winnipeg. They arrived in the city in a private car "Manitoba," which was attached to the Montreal train.

POLICE COURT.
Hearing was continued this morning in the case against Roy Thompson. G. E. Legitt appeared for Thompson. Wilbert H. Langley was charged with the theft of a saw from Frost & Wood and hearing in the case was postponed until this afternoon.

Three men charged with drunkenness appeared before the magistrate this morning and pleaded guilty to being drunk. They all said they got their liquor on board a steamship.

A BABY GIRL.
St. John friends will be pleased to learn that on January 3, at the White Memorial Hospital, Los Angeles, Cal., a baby girl was born to Mr. and Mrs. Victor Lewis Van Alstine. Mrs. Van Alstine was formerly Miss Gladys Cameron of the North End. Mother and baby are doing well. It is expected they will visit St. John in the spring.

RECEIVED BOUQUET.
At the closing presentation of "Forty-Five Minutes From Broadway," in St. Peter's new auditorium last night, Mrs. J. K. Kennedy, who played the part of Mary, the servant girl, in such a pleasing and clever way, was made the recipient of a beautiful bouquet from Mayor and Mrs. G. Fred Fisher as a tribute to her talent.

REAL ESTATE NEWS.
The following property transfers have been recorded recently: St. John County.
Heirs of E. Symonds to Lizzie A. Salmon, property in High street, Kings County.
Peter Bramcombe to Ethel M. Miller, property in Norton.
Lilley E. Gaunce to G. B. Jones, property in Sussex.

LOCAL SKATERS LAGGING WITH THEIR ENTRIES

Committee Would Like to See Them Brush Up

President and Secretary of International Union Coming Here for Lily Lake Meet—More Names Coming to Housing Registration Bureau.

As the time for the Carnival and International Skating Championships draws near, matters are developing more tardily along the many lines of activity. Notification came to headquarters this morning of several more city homes in which rooms will be available for visitors who might not be able to obtain hotel accommodations during Carnival Week. The committee is desirous of having a lengthy list on file at headquarters so that outsiders who might find themselves so circumstanced might readily be accommodated at the registration bureau. It is hoped that many more who could accommodate one or more visitors will send in their names.

A letter was received this morning by D. J. Corr, secretary of the executive, containing the pleasing news that President Fitzgerald and Secretary Mahlike, of the International Skating Union, would be here for the skating meet on Lily Lake. A large number of other officials is also looked for.

The St. John skaters have not yet entered in sufficient numbers and they are urged to do so in both the senior and junior classes for the Lily Lake races. Entries will be received by the secretary, Mr. Corr, up to February 5. Skaters who are going in must bear in mind that it is required of them to bring birth certificates with their entries.

J. P. Bourgeois, of the Moncton Skating Association, has been meeting members of the executive today. He left entry forms for the Moncton races at local headquarters. It is hoped that applications for these races will be many and will be made early so that the matter of hotel accommodation in Moncton can be arranged.

Jack Crozier, a local youth, left last night for Montreal to compete in the Canadian Championships there.

GAS 68C. PER 1000 AND ELECTRICITY 4C. PER K.W.H.

Los Angeles Enjoys Cheap Light—Long Beach After It Also.

A St. John man, writing from Los Angeles, says—

Gas of superior quality is only 60 cents per 1000 and electricity four cents per kilowatt hour. The city has taken over all the Edison lines and offered the Los Angeles Gas and Electric Co. \$1,000,000. The city legislation is seeking to take over the lines at its price, and the company will fight in the courts, but you don't hear any protests from Bond Dealers Association. Read the enclosed clipping about Long Beach, and bear in mind that there is no talk about continuation.

The clipping is as follows—

"Prompt steps will be taken by the manufacturers of Long Beach to assure the industrial section of the city an independent gas-distributed plant. It was announced today by George A. Brown, secretary of the industrial bureau of Long Beach Chamber of Commerce. The decision of the manufacturers to lose no time in backing a new plant is regarded in local business circles as a direct acceptance of the implied challenge of the Southern California Gas Co. which has announced two days ago that it neither would reduce the industrial gas rate nor private gas "Manitoba," which was attached to the Montreal train.

"The city and the gas company will be carried on, it was said, and all energies among the manufacturers and the city officials will be concentrated on ways and means for establishing an independent gas plant here without delay. A municipally-owned and controlled plant that will secure its gas supply from the Signal Hill field and will distribute it at a rate much lower than that now prevailing is favored by a majority of those working on the problem."

U. N. B. AND MARITIME FEDERATION

Fredericton, N. B., Feb. 2.—The Provincial Government's decision on the proposal that the University of New Brunswick enter the federation of universities of the Maritime Provinces, as suggested by the Carleton Place Convention, was given at the meeting of the cabinet here about February 20, so Hon. F. J. Veniot announced today.

Mr. Foster had said some time ago that the decision would be promulgated at the meeting of the Government in February, but the changes which have since occurred delayed action and it was said this morning that the U. N. B. matter was one of the items on the schedule which was not reached at the meeting here last week.

The U. N. B. senate reported to the government on the subject adversely at a recent meeting in St. John.

EVEN WOOD IS SCARCE
(Sussex Record)

The snow fall of the winter, so far, which already totals in this section of the province over six feet, has played havoc with lumbering operations, and has also made it practically impossible for farmers to get out cordwood. The cordwood situation is, at the present time very acute and a great problem to many as to how they are going to obtain fuel. A resident from Norton, in conversation with a Record representative on Tuesday, stated that there was a wood famine now at that place and persons who never burned coal in their homes, are looking around for a supply of the "black diamonds" as a substitute for wood.

On account of the snow blockades there has been a great congestion of freight cars, and cars of coal from the mines in Nova Scotia have not been moving nearly so swiftly as of late for the supply to keep up with the demand.

BURIED TODAY.
The funeral of Miss Florence L. Thompson took place on Thursday afternoon from her father's residence, Grand Bay. Numerous floral offerings were received from loving friends. Services were held at the home and St. James' church, Westfield, by Rev. Craig Nichols. Interment was in St. Peter's Cemetery, Woodman's Point.

Close Call For Two St. John Men In Truro Fire

Bedclothes Afire, Cecil Hastings and F. J. Irwin Rescued by Policeman.

Truro, N. S., Feb. 2.—Cecil Hastings and F. J. Irwin, both of St. John, narrowly escaped death from suffocation and burning last night, when their bedclothes caught fire while they were asleep in their lodging room in the Public House here. The men were unconscious when Policeman MacGillivray entered the house about eleven o'clock to have lunch. He smelled smoke, forced an entrance to the men's room, and roused them to another and put out the fire. Medical aid had to be summoned before the men could be resuscitated. They had no remembrance of the fire starting. It is said a few more minutes would have made their cases hopeless.

TO MEET NEXT YEAR IN ST. JOHN

Social Service Council of Canada Chooses This City for 1924 Gathering.

Ottawa, Feb. 2.—The executive of the Social Service Council announced at last night's meeting that it would meet one year from this date in St. John, N. B., and that the meeting there would be held with a view to tapping the sources of activity in the neighboring Province of Nova Scotia as well.

The officers elected are: Honorary president, Most Rev. S. E. Matheson (Primate of Canada), Chester D. Massey, Mrs. W. E. Sanford; vice-presidents, Rev. C. W. Gordon, Mrs. Emily F. Murphy, Miss C. E. Carmichael, Mrs. S. H. Wigglesworth, Rev. W. H. Wigglesworth, Rev. R. W. Ross, Dr. F. H. Gishorne (honorary counsel). Executive officials: President, Very Rev. Dean L. Norman Tucker; general secretary, Dr. J. G. Shearer; assistant secretary, Miss Elizabeth MacCallum; recording secretary, Rev. F. W. Watters; treasurer, Frank Sanderson. Board of directors: The president (chairman), the general and recording secretaries, the treasurer, and D. A. Dunlop, John J. Selts, Dr. T. Albert Moore, J. O. McCarthy and Dr. Geo. C. Pidgeon.

Eric Thomson Wins From Dad At Pinehurst

Pinehurst, North Carolina, Feb. 2.—Eric D. Thomson of Rothesay and the Riverside Club, played against his father, Percy W. Thomson, in the Tin Whistles team contest at Pinehurst yesterday, and not only won his match but also enjoyed the additional pleasure of watching his dad chip in for the dinner which the twenty-one members of the leading blue team had to provide for the victorious Reds. Thomson perched got more or less square with the world, however, by tying at least for one of the net score prizes with a card of 94-17-7.

WANT SECRETARY FOR TEMPERANCE ALLIANCE IN N. B.
(Special to Times).

Fredericton, N. B., Feb. 2.—The removal of Rev. W. D. Williams from Fredericton to Middleton, N. S., where he has accepted the pastorate of the Baptist Church, has made necessary his resignation as field secretary of the New Brunswick Temperance Alliance. The Alliance is looking for a man to fill the office. A meeting of the council of the Alliance will be held here on the 18th inst.

The annual meeting of J. Clark & Sons, Ltd., took place in Fredericton on Wednesday afternoon. Shareholders from points outside Fredericton who were in attendance were H. R. Kingston of Bath, H. N. Dickinson of Hartwood, B. T. Marsters and Miss Barker of Woodstock; G. T. Harper and R. C. Peacock of St. John, and F. S. Green of Sussex. It was reported that during the year the company had met with large losses chiefly in Carleton and Victoria. For the coming year the outlook was better and there was a feeling of optimism. W. G. Clark was re-elected president and G. H. Clark secretary.

NEW PREMIER In City Today

Premier Veniot, Ex-Premier Foster and F. W. F. Roberts, Minister of Health, arrived in the city from Fredericton at noon today. The Premier expects to leave for Bathurst tomorrow, and on Monday evening he will be a guest at a banquet to be held in his honor there. Today he dined at the Union Club and this afternoon was to address the insurance men at their congress.

Old English Wax
"The Polish That Protects"

Now is the time to get after your floors. Give them the rich, lustrous finish you have so often admired in other homes. You can do it quickly and easily, and at very little cost.

Old English Wax brings out the hidden charm of the wood in a mellow, velvety lustre and gives a hard, lasting finish that is proof against scratches and heel-marks.

Why not order a can today? You can use it on floors, wood-work, furniture, linoleums, leather goods and automobile.

McAVITY'S 11-17 King Street
PHONE Main 2540

Special Week-End Prices WOOL HOSIERY

You'll need warm wool socks for the many outdoor activities of Carnival Week—take advantage of this special Week-End Sale to fill in your needs at a substantial saving.

Fine All-wool Heather Worsted Socks. Regular 85c. a pair. Now 60c.

"Wolsey" All-wool Worsted Socks in black. Regular \$1.25. Now 85c.

"Wolsey" Fine All-wool Ribbed Cashmeres in grey, navy, brown; embroidered clocks. \$1.10

Black All-wool Worsted Socks. Regular 65c. Now 3 Pair for \$1.00

Grey and Black Mixed Cashmeres, applied heel and toe. Regular 75c.48c.

Golf Hosiery, all-wool, heavy weight in Lovat and brown shades. \$1.50

Men's Shop—Street Floor.

NEW ARRIVALS IN CAPS
New shapes, new cloths, quartered and one-piece tops. \$2.00 \$2.50 \$3.00
Hat Shop—Street Floor.

OAK HALL - SCOVIL BROS., LTD. KING STREET

You'd Never Believe

that you could buy this beautiful Brass Bed, with the popular satin ribbon finish, for \$27.00, but here it is for your inspection. Handsome and sturdy, it is good for a lifetime of use.

Other Brass Beds from \$13.50 to \$45.00, and at every price they are guaranteed to be first quality as regards materials and durability.

A. Ernest Everett
THE HOUSE FURNISHER
91 CHARLOTTE STREET.

Proven Worth

given through a previous purchase in this establishment has caused thousands of delighted shoppers to return again and again. Everything's much underpriced here now—therefore of double value

ALL WOMEN'S WINTERCOATS \$25.00 EACH

10 Coats valued for \$43, \$45, \$50 and \$75 With fur collars and without.

Fine Coats of MUSKRAT \$110.00
Choice Coats of RUSSIAN PONY \$110.00
Extra HUDSON SEAL COATS FOR \$350.00
Value at \$475.00.

D. MAGEE'S SONS, LIMITED
Since 1859. St. John, N. B.