

POOR DOCUMENT M C 2 0 3 5

THE EVENING TIMES AND STAR, ST. JOHN, N. B., THURSDAY, JUNE 1, 1922

REHEARSING FOR THE LONDON MILITARY TOURNAMENT



The photo shows soldiers of the Wellington period of 1790, 1st Grenadier Guards being inspected. The military tournament is a dancing spectacle as can be imagined from this picture.

WILD WEST METHOD USED IN HOLD-UP

Boys in Brooklyn Swing a Lariat and Lasso Salesman.

New York, June 1.—Samuel Denton, a salesman, was strolling through York street, under the Brooklyn end of the Brooklyn Bridge, at 6 o'clock in the evening, admiring the tints of nightfall in the sky and whistling cheerily. He was bound, in leisurely fashion, to his home and dinner at 66 Fourth street, Brooklyn.

As he neared the corner of Main street, something whistled through the quiet evening air and he felt a coil of rope tighten about his arm. The noise had sailed true—over his head and down to midway between his shoulders and elbows. Before he could move, a quick jerk of the lariat pulled him off his feet.

Two boys ran up and began going through his pockets. One of the rope throwers clamped a hand over the salesman's mouth.

"Good toes, partner," said one of the boys, as he fished out Denton's gold watch and chain.

"Not bad," conceded the other, as the salesman's \$5 in cash was pocketed.

Then both boys took to their heels. The salesman's shouts brought only echoes in the unfrequented section under the bridge and he went to the Poplar street station, where Detective Owen Carney started out to find the lariat wielders.

After a tour of investigation, the detective arrested Ernest Peori, fifteen, at his home, 66 Main street. Peori, who is a pupil in Public School 8, Poplar and Hicks streets, denied all knowledge.

GETS SARGENT PAINTING.

Philadelphia, June 1.—Announcement of the purchase of a John Singer Sargent painting of Lady Millicent Hawes, the former Duchess of Sutherland, is made by Vice-President Eli Kirk Price of the Fairmount Park Commission of Philadelphia. The portrait will be placed on exhibition in Memorial Hall, Fairmount Park.

The price paid for the portrait was not given out. When making the announcement, however, Mr. Price declared that the negotiations leading up to the sale were made by Joseph E. Widener of Philadelphia and that the painting was worth \$25,000.

SOUTH AMERICAN MARKET.

In the city of Barranquilla, Columbia, South America, there has recently been completed a new building for the Banco Dugand, one of the leading Columbian banks. It is of artistic architecture, quite in line with the new bank buildings in Havana, Cuba, and other West Indian and South American cities. To Canadians, the completion of this building has a special interest because all the furniture installed in it was made by Canadian workmen in a Canadian factory.

Use the Want Ad. Way

ICE AT BRANTFORD GOES UP IN STEAM

Twenty-five Hundred Tons Destroyed When Building is Burned.

Brantford, Ont., June 1.—Twenty-five hundred tons of ice went up in steam when the building of the Brantford Ice Company was destroyed by fire. The fire, which started from some source as yet undiscovered, rapidly ran up the western wall of the 100-foot square, three-story frame building. The Martley Foundry plant was set on fire by flying embers, but this was extinguished. The loss is put at \$150,000.

Earlier in the day, alarmed by fumes caused by the explosion of a coal oil stove shortly before eight o'clock, the little niece of Mr. and Mrs. K. Silverthorne, 18 Park avenue east, awakened her sleeping aunt and uncle. The act of the child probably saved the lives of Mr. and Mrs. Silverthorne. Mrs. Silverthorne is now in the General Hospital suffering from severe burns about the face and hands.

HAVE FIGHTING PLANES ON U. S. WARSHIPS

Washington, June 1.—Acting Secretary of the Navy Roosevelt announced today that every ship of the battle fleet is to be equipped with fighting planes and catapults with which to launch the planes.

At the same time it was revealed that a service type seaplane, carrying a pilot and passenger, was successfully launched from a catapult aboard the Maryland, the navy's largest battleship, off Yorktown, Virginia, last Wednesday.

CHILD'S PETITION NOT SENT IN VAIN

Eight-year-old Girl's Letter to Providence Prevents the Crime of Murder.

London, June 1.—A remarkable instance of a child's precocity resulting in the frustration of a murder and robbery is given in a letter from a correspondent at Przemyśl, Poland, published in The Daily News. The means which the child, an eight-year-old girl, took to prevent the commission of the crime was a letter to the Almighty. It was found in a pillar-box in a small town in Southern Poland, and attracted considerable attention on account of the strangeness of the address.

On the envelope, written in crude, childish characters, was the address: "To the Honorable Mr. God in Heaven."

The letter was opened by the postmaster. In the envelope was found a small piece of paper torn from an exercise book, and written on it the following message:

"Dear Mr. God.—Keep death from the Rogals family, and see that the danger which I know about does not take them."

The postmaster handed the letter to the police, who at once began to search for the writer. A police agent found that the envelope in which the letter was enclosed had been bought at a certain shop by a little girl eight or nine years of age, who had particularly asked for a nice envelope, and said she was writing to a very high person.

The little letter-writer was found by

the police, to whom she told her story. She said that one night she was in bed, and could not sleep. In the same room was her father, a farm laborer for the Rogals family, talking with another man. The child was horrified to overhear the two men plan to rob and murder the farmer Rogals when he had received money for horses he was about to sell. The date was fixed by them for the commission of the crime.

The girl, mortally afraid of her father, could think of no other way to prevent it than by writing a letter to a Higher Power.

On the night fixed for the murder the police surrounded the house of the farmer, and the two would-be murderers were arrested. The little girl was adopted as his own daughter by the man whose life she had saved.

ADVERTISING AND THE NEWSPAPERS

Milwaukee, June 1.—Among the advance reservations for the great get-together meeting of American business men to be staged here within the next fortnight are to be found an unprecedented number of newspaper executives.

Time was when national advertisers could not see much merit in the daily press in a national consumer campaign. But that has changed.

So marked has this tendency become within the past year that advertising agencies and newspaper executives have found it expedient to add a special joint conference to their scheduled programme for the eighteenth national convention of the Associated Advertising Clubs of the World, to be held in Milwaukee, June 11-15.

The agency men will hold two special sessions, when problems of particular interest to their branch of the advertising world will be brought up for discussion. While other mediums and methods of advertising will be discussed by the advertising agents, newspaper advertising

is the only subject to which an entire half day is to be devoted by the agency department. In addition to the newspaper advertising discussion, the following addresses have been scheduled:

"American Association of Advertising Agencies," James O'Shaughnessy, Executive Secretary American Association of Advertising Agencies, New York.

"The Advertising Agency's part in the History of Modern Marketing," Mac Martin, President, Mac Martin Advertising Agency, Minneapolis, Minn.

"Direct Mail Advertising as an Adjunct to the Agency," Homer J. Buckley, Demott & Company, Direct Mail Specialists, Chicago, Illinois.

"Outdoor Advertising," R. L. Whittton, Director of Sales, Thomas Cusack Co., Chicago, Illinois.

"Advertising and the Banker," Wm. T. Mullally, President William T. Mullally, Inc., New York, N. Y.

REPARATIONS COMMISSION APPROVES GERMAN REPLY

Paris, May 31.—The reparations commission tonight fully approved the German reply to its ultimatum and definitively decided to grant Germany a provisional moratorium for the year 1922. The text of the commission's letter to Chancellor Wirth and also its decision were issued about midnight, after the commission had framed them at a session lasting many hours. The decision was unanimous, the French delegate joining in it, despite the report of opposition from a section of the chamber which caused deep concern in commission circles during the day.

Malcolm Beston of New Glasgow, N. S., aged about fifty-five, shot and killed himself yesterday afternoon. He was a well-known mine owner and manager. The coroner's jury brought in a verdict of suicide. He is survived by his wife and four children.

BUDGET GAINS STRENGTH IN HOUSE

Ottawa, May 31.—R. A. Hoey, (Progressive, Springfield), outlined the Progressive stand on both the budget and the Conservative amendment tonight when he declared that he would vote according to the dictates of his conscience, repudiating broken promises on one hand and political trickery on the other. Mr. Hoey said he made the statement to satisfy the curiosity of the official opposition and that he was speaking for every member of his party.

The debate today was brighter and more lively than any since the minister of finance brought down his budget. In the afternoon, F. N. McCrea, (Liberal, Sherbrooke), aroused interest by outlining a plan for the prevention of strikes and lockouts. In short Mr. McCrea proposed to establish a board for the settlement of disputes whose findings would be final and making it a criminal offense to institute either strikes or lockouts without reference to the board.

Hon. J. B. M. Baxter, (Conservative, St. John-Albert), declared that with all the cutting down that could be done the government had to bring a heavier burden for the average family than the burden imposed by the late government.

David H. Waterbury, resident architect and for a long time in the federal Public Works department, whose retirement was provided for several months ago, but who had remained in office until yesterday, left his office permanently yesterday afternoon. His successor has not yet been chosen. William Chalmers, of the Public Works department, Ottawa, is to remain in charge for the present. Several local applicants for the position have been examined by a board of examiners, but the result has not been made public.

A Ticklish Point

There is a growing disadvantage to daily newspaper advertising in which those who sell other forms of publicity use for all their worth, and that the prospect will not reason too far for itself.

That is the absence of color. They point to certain other forms of advertising and say: "Look, you can show your product big and in color so that he who runs may read."

That's good selling argument from their point of view. But stay! Is the running reader apt to gather the impression which the advertiser intends? May not the impression be too cursory? Will it be seen at all?

The fact is that the daily newspaper is the Great Intimate Human Medium.

Insofar as the woman in the Home is concerned, it is her only point of contact with what is going on in the outside world. From the birth of a neighbor's baby to the marriage of a King's daughter it is her news mentor—the loom that weaves for her the knowledge of what is going on.

This is the Time of Times for concentration upon Daily Newspaper Advertising. Daily Newspaper Advertising is the most powerful vehicle of publicity yet given to the use of man. It is the Alpha and Omega, the Beginning and the End of all successful advertising.

Advice as to the best ways and means of doing Newspaper Advertising will be given to those who inquire of us; or, consult any recognized advertising agency—a list supplied on request.

Issued by the Canadian Daily Newspaper Association.
Head Office—Toronto.

G. A. 10

The "Sheraton"
Design 1901—in Twin Pair

If you knew how uneasy the merchant often is when asked the facts about mattresses—you would understand how the Simmons Limited programme of responsibility has taken a load off his mind.

The Simmons Label guarantees—
Mattresses built for sleep.
Mattresses built wholly of pure, clean, new cotton. (No "renovated" materials.)
Mattresses sealed in carton rolls. Delivered sealed to the home.
Your choice of five styles—distinguished by Labels of different color—at a popular range of prices—

Purple Label, \$40.00
Blue Label, \$25.00
Green Label, \$16.50
Red Label, \$21.00
White Label, \$10.50

F. O. B. Factories

SIMMONS LIMITED
Factories: MONTREAL, CALGARY, VANCOUVER, WINNIPEG

Look for the Simmons Label

SIMMONS BEDS

Built for Sleep

Copyright Canada, 1921, by Simmons Limited

Canada has no Pure Bedding Laws—but Simmons Limited has!

We Carry Simmons Products and Would be Pleased to Quote Current Prices
AMLAND BROS., Ltd., 19 Waterloo St.
Always a Generous Supply of Simmons
Beds and Bedding
J. MARCUS - - - 30-36 Dock St.