

Good Things Coming to Theatres of St. John

IMPERIAL LAUNCHES NEW STORY FRIDAY

"PEARL OF THE A.M.Y." STARTS LYRIC TONIGHT

The master military serial, "Pearl of the Army," one of the greatest... The opening of Imperial's splendid romantic serial story, "The Secret Kingdom," tomorrow afternoon will be marked by the distribution of 500 sealed packets containing a half dozen portraits of Vitagraph stars in new poses.

TONIGHT'S HOUSE-CLEANING FOR YOUR POOR OLD HEART!

Picture stories of child life among the poorer classes always contain what is called the heart appeal. In "The Right Direction" at the Imperial tonight (only) that attractive little actress, Vivian Martin, will make the susceptible person alternately shed tears and then smile, with greater rapidity than has marked any production shown at the Imperial in a long time.

Now Australians Fix Food Prices

Canadian Commissioner Reports on Methods in the Antipodes - Staff in Each State

Ottawa, Mar. 13.—D. H. Ross, Canadian Trade Commissioner in Australia, has forwarded details of the Australian method of fixing prices of foodstuffs and other necessary commodities. In the view of the agitation in the subject in this country his report is of interest.

A commissioner has been appointed at the capital of each Australian state to administer the regulations, and a federal commissioner co-ordinates the work and is directly in touch with the minister in control of this section of government activity. The staff in each state consists of a commissioner, an inquiry officer and two clerical assistants. The cost of the commonwealth scheme is estimated to approximately \$2,000 in each state, under the expenditure of the federal commissioner and his staff.

The commissioner takes evidence on oath. In the case of an article manufactured in the commonwealth he would obtain evidence as to the cost of the raw material, the average cost of distribution, existing wages, freight, and all the factors which govern the actual cost of production and distribution. The commissioner then recommends a price, the wholesale and retail, at which such article is to be sold in the metropolitan area, plus necessary costs of transportation.

The procedure is practically the same in regard to goods which are imported to the commonwealth. The importer is expected to produce his original invoices and to satisfy the commissioner as to all the factors governing the price of the article. The principle has been laid down that existing channels of distribution, commissions or allowances for same, are to be recognized as long as such charges are not unreasonable.

While the wholesale and retail prices have been fixed on certain lines in some of the states, the determination so far arrived at are not very comprehensive, nor, in quite a number of instances, do they cover all the states. The various commissioners, however, are constantly engaged in making investigations, and hence the number of articles, governed by fixed prices, is being augmented from week to week.

Foodstuffs and commodities upon which some prices have been determined in some states, are as follows: "Arrowroot, barley, bran, bread, butter, bacon, biscuits, cheese, cocoa, corn-sacks, flour, groats, hams, infants' and invalids' foods, jam, milk, both fresh and condensed; meats, oatmeal, flaked oats, rolled oats, quaker oats, pollard, plum puddings, preserved pineapples, rice, tin plates and soap."

An investigation is now proceeding into the boot and shoe industry.

NOTICES OF BIRTHS, MARRIAGES AND DEATHS, 50c.

CARDS OF THANKS

J. P. McBay and family wish to thank their many friends for the kindness and sympathy shown in their recent sad bereavement; also for floral offerings sent, represented Orchard.



PERSONALS

Halifax Echo.—M. A. Thompson arrived last night from St. John to assume the duties of city passenger agent of the D.A.R. here, replacing Mr. Kirkpatrick, who is retiring. Mr. Chipman in the freight offices of the road. Mr. Thompson has for some time been connected with the St. John-Disbury service of the D.A.R.

Hezen Brown of Torriburn underwent an operation in the General Public Hospital yesterday. The operation was successful and today his condition is reported very encouraging.

Friends of James Howard, inspector of plumbing for the Board of Health, will be pleased to hear that he has sufficiently recovered from a recent operation in the hospital to be removed to his home in Elm street.

Miss Annie O'Neill of St. George is in the city attending the military exercises.

IT'S A GOOD ONE

The new programme at the Gem is very entertaining. It made a hit last night both in the feature picture and the vaudeville acts. Come tonight and enjoy it.

LOCAL NEWS

M. R. A. ad., page 5. T.F.

LADIES' SPRING SUITS From \$1.50 to \$22, at Wilcox's. Don't fail to see them before you purchase yours. It pays to shop where you can get the most for your money. That's Wilcox's, corner Charlotte and Union. 3-17

A meeting of the German street church brotherhood is called for tomorrow, Friday, night, at 8 o'clock.

YES, MADAM! If you fail to attend our shoe sale this week, you will "be out" because you were not in—Wilcox's Cash Store, 248-247 Union street.

Dr. J. T. Dalton of Fairville has opened office at 884 Main street, North End. 8-22.

MEN'S SUITS All the latest styles for spring, at prices you cannot equal. Our suits at \$15, \$18 and \$20 equal any suits to order at from \$20 to \$30. This is one way of saving \$10 and keeping down the high cost of living. It pays to shop at Charlotte street, Wilcox's, corner Union. 3-17

Spring opening—Grand display of hats and trimmings at Elite Millinery, King square.

Do you get the benefit of our profit sharing plan? We will pay you to get our coupons with every purchase of cigars, cigarettes and tobacco. They are valuable—Louis Green, Charlotte street.

LOWER PRICED SHOES Many lines of women's shoes will be sold at lower prices, for a time, at least. This is good news in these days of high prices. Good, reliable shoes in leather, buttoned or laced at our pre-Easter sale prices. Come while the choosing is best. Wilcox's Cash Store, 243-248 Union street.

CONCERT IN ST. PHILIP'S A concert in St. Philip's church last evening drew an audience which overtaxed the capacity of the edifice and many were turned away. The concert was said to be one of the best ever seen in the church and there have been many requests for a repetition. The programme included several selections by the orchestra, readings by Mrs. Jackson and Mrs. M. G. Cole; vocal solos by Mrs. James Sadler, Charles Hamilton, Miss Jane Price and Rev. C. A. Stewart; songs, by ten little girls; trombone solo, Kenneth Hamilton, and several tableaux, including a closing spectacle entitled "The Allies," with instrumental prelude by Master Albert Cartwright.

A SAVING FOR WOMEN This will be a money-saving day for every woman that takes advantage of our special sale, offerings—Wilcox's Cash Store, 243-247 Union street.

BOYS' SUITS At Wilcox's are the ones that bring them back. They're made well and fit well, and some of the best suits in town for the money. Prices from \$4.50 to \$13. It pays to buy the best for boys. They're the cheapest in the long run—Charlotte street, Wilcox's, corner Union. 3-17.

ASSAULT CHARGED An alleged assault case was tried in the police court this afternoon when Oscar Orchard had Louis Corey before Magistrate Ritchie. It was said that on the strength of a statement by Corey's wife he assaulted Orchard. The matter was set over until tomorrow when Mr. Corey will be in court. H. A. Porter represented Orchard.

POOR BUSINESS TO SEND GOODS ON APPROVAL

S. C. Young's Paper to Retail Merchants - Matters Before Convention This Morning

The approbation evinced by the chief subject of discussion at the morning session of the provincial convention of the Retail Merchants Association.

Sidney C. Young, vice-president of Scott Brothers, Ltd., read an excellent paper on the subject of sending goods on approval. The cause of considerable loss and much trouble, and, almost without exception, agreed that the greatest part of the trouble could be eliminated by united effort. It is probable that some line of action will be decided upon before the convention adjourns.

The morning session opened at nine-thirty o'clock with E. W. Duffin in the chair. The first business was the reception of reports from branches. Reports were given by G. B. True and Robert Strain, Woodstock; W. G. DeWolfe, St. Stephen; C. H. Edgcombe and Howard Rogers, Fredericton; and J. W. Sault, Hampton. All told of a year of considerable activity with prospects for even better work in the future.

Reference was made to the power of the organized association and A. O. Skinner drew attention to the fact that the Retail Merchants' Association was the only body which ever had induced the stores of St. John to close on a mid-week for such an occasion as their picnic. The reference to the picnic drew from the chairman a statement to the effect that it had not been so complete a success as it might have been because of the fact that not so many people. They were not organized to profit by the attendance and their expenses were heavier. In spite of this \$800 was handed over to the Red Cross Society.

In submitting the third annual report of the provincial secretary, Robert Reid, said that there had been nine meetings of the executive since the convention last year. At a meeting on April 21, the president, with the sanction of the executive committee composed of Messrs. Skinner, Hawker, McGivern and Reid, met with the executive. With this meeting the N. C. Cameron tendered his resignation as provincial secretary and was succeeded by the present secretary. The executive then also notified the Anglo-Soviet Committee that there would be no further manufacture of soap or soap powder on behalf of or in the name of the association.

A provincial rally was held on September 19 and 20 in St. John and proved successful. A legislative committee consisting of A. Murray, Fredericton, and E. McSwaney and A. O. Skinner was appointed at the meeting on October 5.

At a meeting on November 7 the provincial secretary and treasurer were present and submitted the suggestion that the fee be raised to \$10 a year. Of this amount \$1 would go to the dominion board, \$4 for organization work, \$1 to the local branch and \$4 for the provincial office, the dominion board to take over and administer the organization.

At a meeting on January 22 it was decided to submit to the convention proposals to make the fee payable semi-annually and to appoint a special consultation committee or a business expert to aid the members.

During the year the secretary had attended twenty-three meetings of local branches; transferred to one of the branches the dominion secretary in November had, through the dominion secretary, met and returned to Fredericton from Montreal, Me. and Woodstock; had travelled 3,008 miles; assisted in the elimination of the increase of business fee for imported slaughter sales in St. John from \$20 to \$300 and in Moncton from \$100 to \$1,000, and transacted considerable other business.

Goods on Approval. In his paper on the "Approbation of Goods" S. C. Young took the stand that the custom of sending out goods on approval should be abolished. He said that it was one of the causes of bad accounts and that sales were lost by harassment of the store in this way. The speaker also emphasized the point that better fit, in the case of clothing, etc., and better satisfaction generally could be given by closing a sale in the store. He also referred to the possibility of the spread of disease by sending goods out and taking them back.

While the practice had been encouraged in the past, he believed that it should be discouraged and that the time had arrived for concerted action. The public could be educated to see the reason.

BRITISH GAIN ON MACEDONIA FRONT

London, March 15.—The British line southwest of Doiran, on the Macedonian front, has been advanced 1,000 yards over a front of 8,500 yards, says a despatch received from Saloniki today. The British trenches are thus brought in places to within a couple of hundred yards of the Germano-Bulgarian advance lines. The operation was carried out at night and met with no opposition.

In Everett, Mass., this week, Miles Boone died, aged 97 years. He was a native of Fredericton, a son of Mr. and Mrs. Humphrey Boone, and removed to Everett some years ago. He was a veteran of the South African war and is survived by his wife and three children, his mother, two brothers, Allen, who went over to England with one of the battalions mobilized in Fredericton and his brother, Fred, Fredericton, and three sisters, Mrs. Thomas McNish of Boston, Mrs. M. J. McSwaney of Boston, Mass. He was employed on one of the railroads in Massachusetts, and the funeral was held at the auspices of the Brotherhood of Locomotive Engineers.

NEWS OF FREDERICTON. Fredericton, N. B., Mar. 15.—Sydney Phillips of the 286th Battalion, belonging to St. John, who was held a prisoner at the guard room as an absentee, made his escape last night and has not been seen since. He had been released from his cell and while the sergeant's back was turned, bolted out of the door. It is estimated that upwards of \$300,000 has already been subscribed here towards the Canadian war loan.

The case of John Palmer Co. vs. Palmer McLellan Sheppard Company, Ltd., is being argued before the appeal court here today. H. A. Powell and J. J. Hughes are for the appellants, M. J. Ford and A. J. Gregory for the respondents. Chief Justice McKeown and Justices White and Barry are hearing the appeal.

It is expected that the Westminster case of McConnell vs. Gallagher will be disposed of this afternoon and judgment delivered tomorrow. The sum of \$128 in aid of the children's home was received yesterday afternoon at a tea held at the home of Mrs. F. I. Morrison. Leo Dolan, well known in newspaper circles here, is to leave this evening for Sydney to accept a position on the Record staff.

MORE CHEERING NEWS FROM WEST

London, March 15.—Brigadier-General Frederick B. Maurice, chief director of military operations at the British war office, today said that the withdrawal of the Germans from the Boucony line on the Somme front, was taking place faster than anticipated and that the whole new line might soon be on the reverse side of the Bapaume Ridge.

POLICEMAN O'BELL RESIGNS Policeman O'Bell, a returned soldier, who has been a member of the local police since January, tendered his resignation to Chief Simpson today. It is said that, owing to a wound received while at the front, he was unable to stand the strain of police work.

For Cash Tomorrow



Turkish Delight..... 17c. lb. Egg and Milk Toffee... 27c. lb. Special Mixed Chocolates..... 37c. lb. Moir's Chocolate Creams..... 47c. lb.

PURE LARD is still advancing in price, 1 lb. blocks... 25 1-2c. Onions..... 10c. lb.

SUGAR with orders 2 lb. pkge. Lantic..... 19c. 5 lb. pkge. Lantic..... 45c. 10 lb. bag Lantic..... 85c. 20 lb. bag Lantic..... \$1.69 3 lbs. Pulverized..... 23c. Heaton's Pickles..... 12 1-2c. Choice Seeded Raisins..... 15c. Fancy Seedless Raisins..... 17c. California Clusters..... 15c. Malaga Clusters..... 30c. French Walnuts..... 37c. tin Asparagus Tips..... 15c. tin Klovah Jelly Square, 10c. pkge 15c. pkge. Dates..... 12 1-2c. 25c. tin Chili Sauce Beans. 21c. 25c. pkge. Quaker Oats..... 22c. 35c. bottle Special Queen Olives..... 25c. 25c. bottle Coffee Essence..... 21c. Small tin Oxo Cubes..... 9c. Large tin Oxo Cubes..... 22c. Cod Steak..... 17c. Shredded Cod..... 15c. pkge. Fish Flakes..... 15c. tin Shrimps..... 17c. tin Red Salmon, Flats..... 15c. tin Lobster, Flats..... 27c. tin Casarco Sardines (1-1/2s.)... 10c. Casarco Sardines (1-2s.)... 15c. St. Clair Marmalade, 15c. tumb. 25c. bottle H. P. Sauce..... 22c. 2 pkgs. Lux..... 17c. 2 pkgs. Old Dutch..... 17c. 2 bottles Ammonia..... 17c. 5 pkgs. Gold Dust..... 25c. 5 cakes Ivory Soap..... 22c.

CRISCO Shortening See window display, 40c. tin for 35c.

TOILET SOAPS Castle with wash cloth... 10c. Rosarie, amber or green... 11c. Venetian Bath..... 11c.

Gilbert's Grocery

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There are all kinds of weather but only one kind of PURITY FLOUR



Always the same "MORE BREAD AND BETTER BREAD"

Presenting the Fashionable Millinery Modes FOR SPRING 1917

All vague style rumors have been sifted, censored and passed upon by the highest fashion sources and their pronouncements find true expression in this showing of Spring Millinery. Come Thursday, Friday, Saturday and personally view, try on, and buy your choice of the Hats, all femininity has been anticipating.

Redmond's, 177 Union St.

Introducing to you the Semi-ready Tailoring that will fit you

All the new models in cultured expression clothes—tailored in precise fashion from British cloth patterns—attractive and desirable. Priced in accordance with the cost of the wool—the label in the pocket of every garment. We have a Semi-ready size and type for every man—for you—Choose between \$18 and \$35—\$15 suits are cheap, too cheap for most men.



The Semi-ready Store, Cor. King and Germain Streets

THE BEST QUALITY AT A REASONABLE PRICE

Poor Eyesight

Is frequently a family trait. If you have to wear glasses, it's a pretty sure thing your children will find glasses a help. The earlier glasses are worn, the less trouble your children will have with their eyes. Consult us today.

L. L. Sharpe, & Son Jeweler and Optician, 15 KING ST., ST. JOHN, N. B.