

SIDELIGHTS ON THE STAGE AND SCREEN

Patrons of the Brant Theatre yesterday afternoon or evening in attendance were enthusiastic in their praise of the all round feature program of exceptional excellence which is offered at the popular amusement house for the week-end. Heading the motion picture bill are the noted co-stars, Irene Fenwick and Owen Moore in a modern life drama of absorbing power, "A Girl Like That." The final episode of "The Shielding Shadow," brings to a close a serial picture which found favor with an unusually large number of followers. Matt and Jeff cartoons and a showing of the Pathe Gazette are also included on the motion picture bill. A splendid singing revue which must find favor with all lovers of music is that presented by the Cheyenne Minstrels in their offering, "A Cowboy's Life at Twilight," while Frank and Evans are entertainers above the general run of such performers.

THE MISERERE

To one who has heard Il Trovatore, especially if fortunate enough to have heard it presented in a capable manner, the Miserere will always remain in the memory as one of the brightest gems of the contemporary stage.

Imagine yourself back in the fifteenth century looking at one of those grim old Spanish fortresses with its turrets stretched across the water edge and in the distance the waves lashing the rocky coast of Spain.

Upon this scene a desolate woman winds her way towards the tower of the fortress, which is used as the prison wherein prisoners are confined for State offenses so much by way of description.

On Good Friday, matinee and night, April 6, The Boston English Opera Company comes to the Grand Opera House in its special co-star performance of Il Trovatore with Joseph F. Sheehan as Manrico and Mlle. Nelli Gardini as Leonora.

To hear the haunting strains of The Miserere as sung by these two artists, conceded by the foremost critics to be the greatest exponents of these roles in the world to-day, is to experience a treat such as is seldom afforded one in this day and age.

THE APOLLO.

The Apollo Theater, at the present time the oldest motion picture house in the city, has opened its doors once more under the management of Mr. Philip Stevens of Buffalo, who for the past four years has been identified with the motion picture trade, and who in his latest undertaking will endeavor to give the public the best possible in pictures and projection.

Three machines have been installed in the theater, together with two operators, thus eliminating all waiting between pictures. In addition to the regular program on Saturday a special offering will be made up of Charlie Chaplin in his screening farce, "Police." A special matinee will be given between the hours of 10 and 12, while the afternoon and evening performances will run from 1:30 to 11:15. Patrons attending the Apollo will be assured of the best of ac-

commodation and the latest and finest in pictures.

PAJAMANIA.

Mary Pickford has qualified as an expert on pajamas, and she unhesitatingly awards the palm to the garments worn in the old harem days in East India and environs. She donned both the ancient and the modern in her new Arcraft production, "Less than the Dust," and the Arabian Nights apparel stands the test of time.

In "Less than the Dust" Mary Pickford continued her motion picture travels and went back and forth from England to India as easily as one now goes from the center of Manhattan to some point on the north shore of Long Island with a high power motor as the vehicular mode. Which is exactly the way Mary Pickford went. A lot of England was reproduced right in the heart of New York City, and the East Indian village required by Hector Turnbull's scenario on a poem in Laurence Hope's "India's Love Lyrics" was erected on Whitestone Point, Long Island. The little star had suits of pajamas in both places, and they may be there yet for all she knows. She's working on another picture now, "Less than the Dust" is now finished and will be shown in eighty theaters during election week, and thereafter in hundreds of others as the weeks go by.

To get Mary Pickford to give a bill of particulars, specifying just why she has taken such a firm stand in this pajama question, is not easy. Beyond saying that the harem designers were able to adorn a garment with a lot of messy stuff that was attractive to the eye and at the same time comfortable to the wearer, Mary Pickford is stubbornly silent. That ought to settle it, except for the multitudes of curious persons who will see "Less than the Dust" and draw their own conclusions.

PEG O' MY HEART

A good audience last evening witnessed at the Grand Opera House a splendid presentation of that heart-touching drama of modern life, Peg O' My Heart. Miss Marion Denton, in the role of Peg, presented as winsome and fascinating a characterization as on her previous appearance in this city some few weeks ago, and captivated the hearts of all in her role of the naive and generous hearted Irish girl whose life with her aristocratic relatives in England is beset with difficulties and trials.

TEARS IN TEARS

Ethel Tearse, one of Keystone's most vivacious leading ladies, lost her dog last Friday. He just up and died, and since then it has been impossible to coax a smile to her lips. He was a magnificent greyhound and a constant companion to his mistress. "He couldn't crank my flivver but he could pull it out of the mud when it got stuck," sobbed the inconsolable Ethel. No, she does not want another dog.

BANK CLEARINGS.

By Courier Lensed Wire. Winnipeg, March 29.—Bank clearings for the week ending today, \$39,552,263; corresponding week last year, \$25,776,743, and in 1915, \$20,367,805.

It's Simply Value That Can't be Beaten

The very newest and up-to-date styles and pattern cloths

Spring O'coats \$16

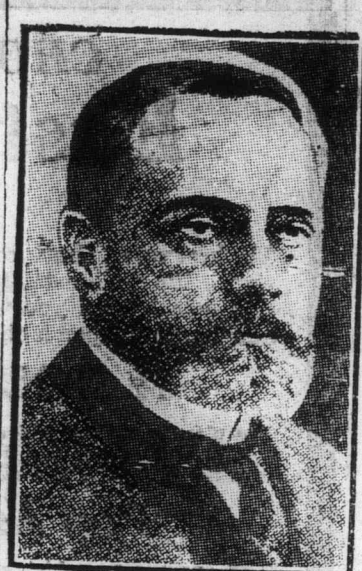
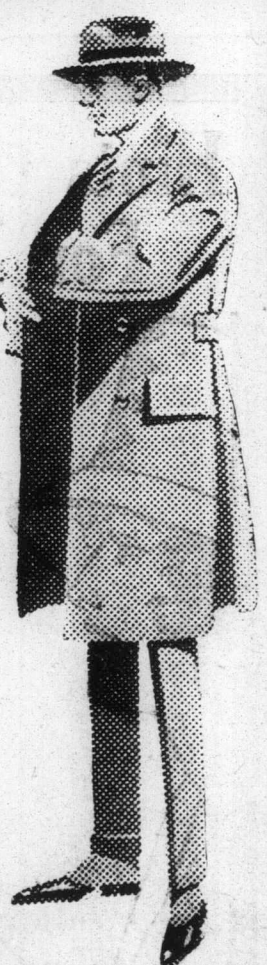
To Your Order

These clothes have just arrived

OUR GUARANTEE: This Garment was made especially for Mr. _____ and is guaranteed. We will replace this garment if it does not give satisfaction. Tip Top Tailors, Canada's High Class Tailors. No. _____ Date _____

TIP TOP TAILORS

Store Hours: 8 a.m. to 9 p.m. Saturday 8 a.m. to 10 p.m.



A. I. GOUTCHKOFF
Minister of War in the new Russian Cabinet, who has warned the nation to expect a big German offensive against his country.

FOE FOLLOWS UP FRIGHTFULNESS

British Steamer Alnwick Castle Torpedoed 300 Miles From Land

NO WARNING GIVEN

By U-Boat and Survivors Died Adrift

NO TROOPS CARRIED

On the Hospital Ship Asturias

London, March 29.—The British steamship Alnwick Castle has been torpedoed in the Atlantic Ocean. Some persons are reported dead and others are missing.

The Alnwick Castle was torpedoed without warning March 19 in the Atlantic, 320 miles from the nearest land. On the previous day the steamer had rescued the crew of another British steamer which also had been torpedoed.

The passengers and crews of both vessels abandoned the Alnwick Castle in five boats. One of these boats landed on the Spanish coast. It originally contained 29 persons, including a stewardess and a child, but five of them died. The survivors in this boat were all suffering from frostbite.

Three other boats were also picked up during the week, one containing 27, another 29, and a third 20 survivors. In these boats there were persons dead. The fifth boat which put out from the steamer has not yet been accounted for.

The British steamship Alnwick Castle measured 5,300 tons gross, and was owned by the Union Castle Mail Steamship Company of London. She was 400 feet long, and was built in Glasgow in 1901. She was probably in the service of the British Government.

Make Germans Realize Infamy Referring to a German wireless despatch received here, alleging as an excuse for the torpedoing of the British hospital ship Asturias, that the British have employed hospital ships to carry troops and munitions, an official statement was issued today. Alluding to previous denials of this charge and pointing out that the obvious intention of such a statement is to visit and search, the Government says:

"The British Government does not again point out the obvious course which common-sense and humanity dictates. Neither does it repeat the stern warning conveyed in the British communication of January 21, that instant reprisals would follow the most unseemly crime which now disgraces the record of the German Government. It can only place such facts before the judgment of civilization and proceed to such measures as will perhaps bring home to the German Government some realization of its infamy."

SOLDIERS RIOTED.

By Courier Lensed Wire. Prince Albert, Sask., March 29.—Practically every window in the front of the Prince Albert police station is broken as the result of an attack upon it by about 150 soldiers of the local battalion last night in resentment for frequent arrests and flogging of the men of the battalion for violations of the liquor act. The men surrounded the building and threw sticks of wood from a nearby pile through the windows. Eventually Lieut.-Col. J. E. Bradshaw, M. L. A., and Major Smith succeeded in restoring order. The trouble is the outcome of a series of arrests of soldiers by the city police and the infliction of heavy fines. In many cases, the soldiers claim, the evidence was flimsy and the penalties unwarranted. Lieut.-Col. Bradshaw and the other officers of the battalion are emphatic in the denunciation of the treatment handed out to the soldiers by the police.

FUNERAL AFLOAT.

By Courier Lensed Wire. Montreal, March 29.—Streets flooded by the spring thaw necessitated a funeral in Turcot, a suburb of Montreal, being conducted in boats today. The police assumed charge of the funeral arrangements, secured the boats and took them to the home of the deceased. The boat containing the casket was rowed through the streets till higher ground was reached by the officers and was followed by ten boats containing the mourners.

EGYPTIANS WERE FIRST ADVERTISERS

Earliest Ad. Copy Turned Out Thirty Centuries Ago

EVOLUTION OF TRADE Took Place Through the Passing Years

The Egyptian gentleman who sought a runaway slave 3,000 years ago and advertised on a bit of papyrus for his recovery turned out the first piece of advertising copy.

Whoever he was, he was a genius in more than a small way. His copy still lives, preserved in the British Museum as an exhibit of considerable archaeological importance and as an example of what our advertising experts of to-day would do if they, like the Egyptian, did not have the benefit of up to date information.

The Egyptian knew nothing about the topography of advertising nor the effect of different colors. "I didn't know, for instance, that red is the most effective eye-catching color and that green is second and black third."

Of these and a thousand other things that influence the character of present day advertisements he was totally in ignorance. But he gets full credit for making the first attempt at a permanent advertisement. The Greeks, with a fine regard for art, usually made music a part of the advertising program. They gave us the idea of employing bands of public bath, acquainted the public with the product he was exploiting. Later, however, private advertisements in writing began to be introduced, particularly on the whitened walls of the houses, giving some information regarding the social standing and the age of the residents, their financial rating and the family lineage.

The Romans advertised in many ways. They named their streets, advertised shows, exhibitions and sales on the terra cotta walls of public baths, acquainted the public with sales of estates and abandoned debtors and began the practice of notifying the Romans of articles lost and found and houses for sale or rent.

The Romans are commonly credited with the origin of the sign board. To-day we have the bulletin board, which corresponds to the Roman tabella found in the ruins of Pompeii and Herculaneum, where public announcements were made.

Advertising met the same fate as the Romans did when the Huns came sweeping down from the north. Until the middle ages very little of it was seen. But with the appearance again of the town crier, supplied with the customary long winded declarations and a choice supply of adjectives, advertising began to make itself felt in the conduct of business affairs.

The public craves began to organize themselves both in France and in England, and they were persons with considerable prestige.

From crying out the superior qualities of merchandise and all kinds of goods and wares the crier began to make announcements of things lost and found, of sales, weddings, christenings and other interesting events.

Gradually as time went on inns began to use distinctive signs and symbols to mark their hostleries, just as individuals had employed coats of arms. All kinds of devices were used and are still used by inns to the present day. All such signs as the blue anchor, the black dragon, the three tuns, the bear's head, the red lion and so on, made definite representations and implications.

Of course, with the development

SISTER OF FIELD MARSHAL SIR JOHN FRENCH KILLED BY A SHELL



Mrs. Harley, sister of the Commander of the British Home Defence Forces, who was killed at Monastir, Serbia, while in charge of a motor ambulance. She was driving the car when a shell exploded nearby and a splinter struck her in the head and killed her instantly. She was fifty years of age and had been decorated on the field by General Serail for particularly brilliant Red Cross work under fire.

Royal Canadian Voluntary Reserve Force Royal Naval Recruiting Meeting

Y.M.C.A. Hall

Friday Evening

MARCH 30

8 P. M.

Silver Collection Only

REV. MR. BOAL

The Great Irish Orator

In his illustrated Lectures on the British Navy showing among others, the only authentic picture of the sinking of The Lusitania

J. H. SPENCE, Chairman

Everybody Welcome!

FOOD SOURING IN STOMACH CAUSES INDIGESTION, GAS

"Pape's Diapiesin" ends all stomach distress in five minutes

Wonder what upset your stomach—what portion of the food did the damage—do you? Well, don't bother. If your stomach is in a revolt; if sour, gassy and upset, and what you just ate has fermented into stubborn lumps; head dizzy and aches; belch gases and acids and eructate undigested food; breath foul, tongue coated—just take a little Pape's Diapiesin and in five minutes you wonder what became of the indigestion and distress.

Millions of men and women to-day know that it is needless to have a bad stomach. A little Diapiesin occasionally keeps this delicate organ regulated and they eat their favorite foods without fear.

If your stomach doesn't take care of your liberal limit without rebellion; if your food is a damage instead of help, remember the quickest, surest, most harmless relief is Pape's Diapiesin which costs but fifty cents for a large case at drug stores. It's truly wonderful—it digests food and sets things straight, so gently and easily that it is really astonishing. Please, for your sake, don't go on and on with a weak, disordered stomach; it's so unnecessary.

of the pringing press, advertising took a great spurt. The use of posters came into vogue, and all kinds of pamphlets were printed and distributed. Printing gradually began to supersede the hand-written manuscript. William Caxton set up his press in Westminster Abbey in 1471, and two centuries later, in 1422, a newspaper, believed to be the first real newspaper was printed. It was called the Weekly News and purported to contain news of doings in Germany, France, Hungary and Bohemia.

From then on newspapers, mostly weekly publications, began to appear from time to time in increasing numbers. Advertisements of medicine began to be inserted in the newspapers at an early date. The insertion of the first real newspaper advertisements, however, is credited to Nathaniel Butler, who advertised books.

CASTORIA

For Infants and Children

In Use For Over 30 Years

Always bears the Signature of *Chas. H. Hutchins*

Repair Directory



Rubber Boot and Shoe Repairing

The Work is Vulcanized and Guaranteed

Bell Phone

1550

45 Dalhousie St.

Auto Phone

500

Opp. Fire Hall



Accurate Watch Repairs

At Moderate Prices
A. SHEARD
216 Colborne St.



Modern Shoe Repairs
Boys Shoes, hand made, machine finished. All solid leather.
W. S. PETTIT
10 South Market Street



Furnace Repairs
Sheet Metal Work and Hardware of all Kinds
R. Feely 181 Colborne Phone 708



John Harwood
Cleaning, Pressing, Repairing, first-class work, reasonable prices
Phone 747
234 Colborne Street

CARPENTER WORK
Hardwood Floors, Repairs, Estimates for Buildings
Hugh W. Turner
Phone 1333
237 Wellington St.

KILLED BY TRAIN.

By Courier Lensed Wire.

Quebec, March 29.—A. Bergeoin, of Chaudiere parish, was instantly killed at 5 o'clock this morning at

Levis by being run over by an I. C. R. freight train shunting in the yards. He was frightfully mangled, both arms and legs being severed from the body and the head beaten to a pulp on the ties.

Do The Bristle

Come Out Your TOOTH BRUSH

Aggravating Isn't It?

It is hard to get tooth brushes these days, owing largely to war conditions.

The French brushes are the best, but only being received in this country in small quantities.

We have just received a consignment of Best Quality

French Toothbrushes

Are no higher Price just 25c each And Everyone Guaranteed

G. Brand

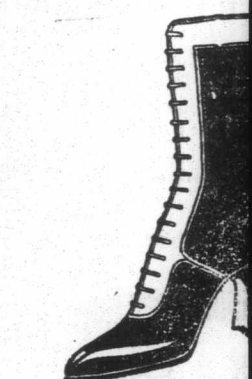
DRUGGIST

Corner of Market

Dalhousie Street

Phone 430

BRANTFORD'S BEST SHOE STORE



What Women

would not appreciate a pair of these hands shoes.

Surely after steady winter have experienced warm weather just around the corner.

Be prepared for the first nice by having a pair of our Shoes.

With Easter near at hand would advise early selections.

COLLIER SHOE CO.

122 COLBORNE BOTH PHONES.