

C. N. R. TO GIVE RADIO CONCERT

Programme to be Broadcast from Moncton Tonight

Moncton, Nov. 10.—The second of the radio concerts to be broadcast by the new Moncton station will be held Tuesday evening and all radioists are advised to tune in on C. N. R. A. at 8 o'clock sharp, Atlantic time.

Miss Anna Malenfant, the gifted contralto who has been studying for the last two years in Paris, will be heard in two numbers. The orchestra selections will be given by the Melody Boys' Orchestra, the same musicians who were heard to such good advantage last Friday.

John Stults will give habitant readings. Alyre LeBlanc will play Tosti's "Good-Bye" as a trombone solo with orchestral accompaniment. There will be a piano solo by Joseph Massolo. Orchestral numbers are tuncful and catchy and the programme as a whole should prove most enjoyable.

BUSINESS LOCALS

Dancing tonight, Studio. CLIMO'S, 85 GERMAIN ST. Somebody—somewhere—wants your photograph this Christmas. 4022-11-15

NOTICE. I hereby give notice that I will not hereafter be responsible for any goods purchased by my wife Eliza Burchill, formerly (Eliza Conway) living at 80 Ludlow street, West End.

JOHN M. BURCHILL, Jr. 4010-11-14

COME AND GET WELL. If the people of St. John could only hear of the marvellous cures we have had since coming here we would not be able to take care of the vast throngs who would come for treatment.

BRITISH EMPIRE AND GREAT WAR

Sermon by Rev. W. McN. Matthews—Tributes to Veterans.

The sermon preached on Sunday morning by Rev. W. McN. Matthews in the First Presbyterian church, West St. John, to the War Veterans, Cadets, Brunswick and Windsor Chapters of the I. O. O. F., and representative men of the city and county of St. John.

"The Great War is gradually receding into the past. Six years have passed since armistice and ten and a quarter years since war broke out.

"I would call your attention to some sweeping changes wrought by the war. Not only was there wanton destruction in the war zone but the map of Europe had to be remade. Four autocratic monarchies in Europe and Asia were swept away in the seething ferment of war and democratic forms of government substituted.

"There were also widespread economic changes and subtle and widespread changes in thought and feelings of people. Some things, however, have stood the shock of war. The British Empire emerged with undiminished prestige and with honor and integrity unimpaired.

"The British Empire emerged with undiminished prestige and with honor and integrity unimpaired. We all know by dreadful experience how the empire suffered, but I believe that through the future years, as long as history shall be read, the wonder and admiration of historians and students of history will be the way in which the British people, shattered by the blood of the war, with material resources fearfully impaired, arose with undaunted courage, launched their wounds, paid their debt, erected memorials to their heroes, and gave their influence in uninstilled measure towards restoring the world to normalcy.

TrIBUTE TO VETERANS. "In this fact lies one prime reason for celebrating Armistice Day. Any other country that went through the war from beginning to end, I would also pay a tribute to those who were mainly responsible for bringing about the triumph of right and justice—namely the Veterans of the war.

"On Vimpy Ridge and Passchendaele Our silent army sleep. Through summer's suns and winter's gales And death the starry deep; No more for them the dawn of day Nor sunset on the hill. Their shouts and songs have died away Their giant strength is still.

"The march of time goes swiftly by And brings its care and toil. But in eternal youth they lie Beneath a foreign soil. With iron drums and fire for breath They charged amidst the gloom, And shared along those fields of death The comradeship of doom.

"Yet not in vain they watch and wait Strong champions of the right. They are the wardens of our gate And guard us through the night. From selfish and paucity ease From slavery of the soul, The men that saved the land are these They point us to the goal."

"At the conclusion of these verses the congregation bowed their head in silent prayer for one minute as a tribute to the men who made the supreme sacrifice. A quartette composed of Murray Long, Percy Flewelling, U. Osborne and Foster Fowler sang effectively "Sleep, Soldier Sleep."

POLICE CALLED. Yesterday afternoon at 4:30 o'clock, Police Constable Corvic responded to a call from 78 Lombard street, and

A Word From One Who Knows

WE PUBLISHED an advertisement in which we told the facts about our own business—The one that we know best. Because these facts made us feel cheerful we thought they might make others feel cheerful. Business is good with us and we passed on the good news. This straightforward advertisement brought us a comment from a great advertiser who knows what is needed at the present time.



Automobile and Truck Manufacturers

October 13, 1924.

The Ontario Equitable Life and Accident Insurance Co., Waterloo, Ontario.

Gentlemen:—

ALL STATEMENTS OR AGREEMENTS CONTAINED IN THIS LETTER ARE CONFIDENTIAL AND NOT TO BE DISCLOSED TO ANY OTHER PERSON WITHOUT THE WRITTEN CONSENT OF THE COMPANY.

The writer noticed your advertisement in the Globe of October 9th.

Please permit us to congratulate you upon this stamp of advertising, which is of a kind best calculated to restore public confidence at the present time.

Yours very truly,

FORD MOTOR COMPANY OF CANADA, Limited,

Rutland Sales Manager.

Here are the facts that we were praised for publishing:

Table with financial data for 1920, 1922, and 1924. Columns include Total Assets, Capital and Surplus, Income, Reserves for Policyholders' Protection, and Estimated values.

EQUITABLE AGENCY CO., LTD. H. Eldon Beyea, Manager 167 Prince William Street, St. John, N. B.

The ONTARIO EQUITABLE LIFE & ACCIDENT INSURANCE COMPANY

HEAD OFFICE WATERLOO, ONTARIO

JAEGER Pure Wool advertisement. Text: "This month there again arises that yearly question of winter underwear. Why not answer it so that it will stay answered for the next three years at least. You may do this by purchasing three suits of any weight JAEGER pure wool. Get into pure wool early and be warm and comfortable and safe this winter. JAEGER garments fit perfectly, are made in every weight down to finest wool gauze and the finish and workmanship are worthy of the registered name that appears only upon the best."

Pyorrhoea advertisement. Text: "Pyorrhoea is a disease of the gums—not the teeth. You may take good care of your teeth and still get Pyorrhoea. Once Pyorrhoea secures a firm hold, pus pockets form, gums become weak and flabby, the teeth loosen and fall out no matter how white and sound they may be. Forhan's means healthy gums. It contains the right proportion of Forhan's Astringent, as used by the dental profession in treating Pyorrhoea. Forhan's protects the gums, keeps them in a firm, healthy condition, and leaves the mouth sweet, fresh and wholesome. If you don't care to discontinue your regular tooth paste, at least brush your teeth and gums once a day with Forhan's. Forhan's is more than a tooth paste; it checks Pyorrhoea. Thousands have found it beneficial for years. For your own sake ask for and get Forhan's For the Gums. At all druggists, 35c and 60c in tubes. Formula of R. J. Forhan, D. D. S. Forhan's Limited, Montreal."

Forhan's FOR THE GUMS advertisement. Text: "More than a tooth paste—it checks Pyorrhoea." Includes image of a tube of Forhan's.

Thanksgiving advertisement. Text: "The cheeriness of the Thanksgiving reunion and feast is certain to be diminished unless the house is dependably and evenly heated. Our coal insures comfort." Includes image of a coal bin and a person.

IT IS NOT TOO EARLY to arrange for that Piano or Phonograph you are intending to have for Christmas. Our stock is now complete and we have a beautiful assortment of instruments for your inspection. Easy terms of payment arranged. THE C. H. TOWNSHEND PIANO CO., LTD.

Consumers Coal Co., Ltd. advertisement. Text: "The cheeriness of the Thanksgiving reunion and feast is certain to be diminished unless the house is dependably and evenly heated. Our coal insures comfort." Includes image of a coal bin.

National Packing Co. advertisement. Text: "Meat Department at Waterloo Street Store. Phone 5015. 215 Union St."

Happiness in Every Pound advertisement. Text: "'Annie Laurie' Chocolates 65c. A real change and treat in good sweets. Rich coating, Perfect Centres, Fresh Always. 9 Sydney St. WASSONS 711 Main St. Drug Store Service"

MONTREAL TORONTO DETROIT CHICAGO INTERNATIONAL LIMITED advertisement. Text: "Leaves Bonaventure Station, Montreal, 10.00 A. M. Daily. OCEAN LIMITED. Makes Daily Connection from all Maritime Province Points. For Fares, Reservations, Etc., Apply to L. C. LYNDS, City Ticket Agent, 49 King Street"

BUSINESS LOCALS advertisement. Text: "Hooch-aye for three real Scotch nights with 'Jock' Elder, 19-20-21. 5088-11-12. Don't forget Mrs. Marie Furlong-Coleman's Saturday evening Dansantes at Pythian Castle. 5088-11-12. Woodmere class 9 tonight. Good music. 5081-11-12. COAL HANDLERS. Semi-annual meeting Nov. 22 at 7:30 p. m. All work suspended. Election of officers, by order. 5060-11-12. The annual meeting of Associated Charities will be held November 12, at The Church of England Institute, 116 Princes St., at 4 p. m. Those interested cordially invited. 5090-11-12. Rich men of ancient Rome wore sandals that were elaborately embroidered and set with precious stones. Cecil Lord Rector of Aberdeen University. London, Nov. 11.—Viscount Cecil, long known as Lord Robert Cecil, has been elected Lord Rector of Aberdeen University, in succession to Sir Robert Home. The voting, which was on the customary political lines, was—Cecil, Conservative, 449; Lord Meston, Liberal, 240; C. P. Trevelyan, lately Minister of Education in the Labor Government, 161. When You Feel a Cold Coming On. Take Laxative BROMO QUININE Tablets to work off the cause and to fortify the system against an attack of Grip or influenza. A Safe and Proven Remedy. The box bears signature of E. W. Grove, 30c. Made in Canada."

Brown's Grocery Co. advertisement. Text: "6 BIG SPECIALS. 98 lb. Bags Regal or 5 Crown Flour \$4.15. 24 lb. Bags Regal or 5 Crown Flour \$1.23. 49 lb. Bags Royal Household Flour \$2.35. Best White Potatoes, per Bush (60 lbs.) 65c. 11 lbs. New Onions 25c. Blue Bird Tea, per lb. 62c. At our West Side Sanitary Market we carry a full line of Choice Western Beef, Lamb, Pork, Fowl and Chickens, Ham and Bacon at lowest prices. We also carry a full line of all kinds of vegetables. Phone W. 166."

Robertson's advertisement. Text: "554 Main St., Phone M. 3461. Cor. Waterloo and Goding Sts. Phone M. 3457. 12 lbs. Lantic Fine Granulated Sugar \$1.00. 100 lb. Bag \$8.25. 2 pkgs. Lantic Pulverized Sugar 25c. Delmonte Seedless Raisins 10c pkg. 10 lbs Best Onions for 25c. 1/2 bbl. Bag Best White Potatoes (82 1/2 lbs.) 85c. 4 lb Tin Pure Fruit Jam 55c. 4 lb Tin Pure Strawberry or Raspberry Jam 75c. 4 lb Tin Orange Marmalade 70c. Orange Pekoe Tea 52c lb. Blue Bird Tea 65c pkg. 1 lb Pail Peanut Butter 25c. Fancy Peas 18c, 2 tins for 35c. 1/2 lb Tin Boneless Chicken 25c. 4 Tins Sardines 25c. 3 Tins Kipper Snacks for 22c. 2 lb tin Sliced Pineapple 20c. 2 lb Tin Peas 18c. 2 lb Tin Plums 15c. Corn Beef 22c tin. 2 Tins Condensed Milk (sweetened) for 25c. 2 Tins Carnation Milk for 27c. 2 pkgs Bran Flakes for 25c. 35c Bottle Olive Oil for 29c. 25c Bottle Mustard Pickles 19c. 3 15c Boxes Matches for 33c. 6 Cakes Surprise Soap for 25c. 3 lbs Bulk Cocoa for 42c. Meat Department at Waterloo Street Store."

M. A. MALONE THE 2 BARKERS, LTD. advertisement. Text: "516 Main St. Phone M. 2913. 100 Princess St. Phone M. 642. Save money by purchasing your Groceries at Barker's. Satisfaction guaranteed or money cheerfully refunded. 12 lbs. Finest Granulated Sugar 99c. 100 lb. Bag Finest Granulated Sugar \$8.15. 98 lb. Bag Royal Household Flour \$4.50. 24 lb. Bag Royal Household Flour \$1.23. 10 lbs. Best Onions 25c. Best White Potatoes, per peck (15 lbs) 17c. Choice Orange Pekoe Tea, lb. 51c. 1 lb. Block Pure Lard 21c. 1 lb. Block Shortening 19c. 4 lbs. New Buckwheat 23c. 3 lbs. New Prunes 23c. 2 lb. Tin Corn Syrup 19c. 5 lb. Tin Corn Syrup 25c. 7 Rolls Toilet Paper 25c. 3 Tins Classic Cleanser 23c. 2 lb. Tin Sliced Pineapple 19c. 2 Tins Brown's Clams 35c. 1 lb. Allspice 12c. Apples, per barrel, from \$1.50 up. 5 pkgs. Jelly Powder 25c. Matches, regular 15c size, 3 pkgs. for 30c. Orders delivered. Thanksgiving Day, Monday, Nov. 10, our stores will be closed."