

Added Attraction at the Crescent Theatre

AMATEUR CONTEST AND VAUDEVILLE SHOW TO-NIGHT.

The big programme at the Crescent tonight consists of the usual Amateur performance together with a vaudeville bill headed by the popular Dan Delmar, Paddy Hill and Master "Mickey" Munnery. All means see those at the Crescent to-night.

Monroe Salisbury is at his best in the role of "Silent" Duval, in Ingapore Bernstein's production, "The Great One," which was written and directed by Jacques Jaccard. Salisbury plays the role of a half-breed who has been educated at St. John's University, and later sent to the North by his guardian as secret agent for the guardian's firm. He is shown as a hidden star at the university, his prowess incurring the animosity of some of the student body who resent the heroism of a half-breed. A pretty girl defends him. Later efforts to repay his debt of gratitude provide the basis of the tremendously thrilling action of the story.

Operating This Public Utility to Suit People

PUBLIC INTEREST REPRESENTED BY THE BOARD MEMBERS.

ST. JOHN'S—In accordance with the understanding under which the St. John's members of the directorate of the New Brunswick Power Co. assumed office, a complete and frank public statement has been made showing that while American interests own about 90 per cent. of the capital invested in the company, they had no control of the management until April, 1923, when the Federal Light and Traction Co., of New York, purchased the control. The Federal Co. appointed the present directors, who have practically no financial interest in the Power Co., with the understanding that they would be free and independent to represent public welfare in the operation of the company, this being the practice of the Federal Co. in properties controlled in over 20 different localities and carrying out their policy of giving the community served a voice in the operation of its public utilities.

The statement of the Power Co. for 1923, shows losses in both gas and street railway branches. No reduction in gas rates will be made for the time being and the street railway will continue to give its patrons the lowest average rate of fares in Canada, recognizing that the whole transportation is a benefit to the merchants and city generally. However, the earnings of the electric energy branch on the other hand were such that the directors recommended a reduction in rates of 17 per cent. to 35 per cent. which was approved by the company.

In comparing rates, it should be kept in mind that the New Brunswick Power Company pays the city 4 1/2 per cent. of its gross revenue, that is, out of each dollar this company receives from its gas, railway and electric departments, it turns into the city treasury four and one-half cents.

A public utility of this kind, properly operated and with financial resources with which to make necessary improvements is one of the best assets a community can have and we would like to draw attention to the fact that during 1923 there has been an entire change in the control and directorate of the New Brunswick Power Company. The city has now directly interested in its welfare, the Federal Light & Traction Co., a group of men who have the financial resources, who are in a position and are willing to do much to benefit this community and all they expect is fair treatment and the right to earn a fair return on their investment. They are not responsible for what the N. B. Power Co. may or may not have done previous to 1923 and they purchased the controlling interest in this company because they had faith in the future of this city and the fairness of mind of the majority of its people.

With the first of March the plant capacity of the New Brunswick Power Co. was increased by about 50 per cent. under the terms of a contract between the power company and the St. John Drydock and Shipbuilding Co., Ltd. By this contract the N. B. Power Co. has leased the power plant at the drydock site which is capable of generating about 3,000 h.p. for a term of three years. It will be connected up with the city plant of the company, which has a capacity of about 4,000 h.p. Under the terms of the new arrangement the power company is given the right to operate the plant either for the purpose of supplying current for the dock and its allied activities or ordinary purposes. The company will continue to supply the drydock with power and the plant at the dock will serve for auxiliary purposes in carrying peak loads. The power plant at the dock is oil burning and can therefore be called upon at short notice to meet unusual demands.

The company has placed orders for about \$75,000 worth of new equipment for its gas department as part of a program for improvement and expansion which will involve a total investment of more than \$700,000.

SINGLING OUT--The Best of the New Arrivals

THIS WEEK'S SALE--INFORMATIVE OF THE NEW STYLES as well as of some real good buying opportunities in every Department.

The Store Abloom with SPRING MERCHANDISE



FRENCH RATINES.
In shades of Coral, Peach, Mauve, Saxe, Light Blue, Jade, Henna, French Grey.

INTRODUCING Some New and Very Pretty Spring Costumes

Handsome Spring Costumes in Mixed Tweeds, tailored collar, patch pockets, button trimmings, with and without belt; smart appearing Costumes, away under the regular value, \$15.00. Friday, Saturday and Monday \$9.98

GREET THE NEW SEASON with one of those new Jersey Dresses

JERSEY DRESSES--Ladies' fine Jersey Ribbed Dresses, straight line effect, round neck, long sleeve; shades of Navy, Copper, Coral, Jade, Rose, Saxe and Black. Values to \$5.00. Friday, Saturday and Monday \$5.98

FRIDAY, SATURDAY & MONDAY

KNITTED SILK Vest Tubing SEE IT!

See this Beautiful new all-Knitted Silk Tubing for Ladies' Vests, etc. Elegant shades: Flesh, Pink, Orchid, White. Seamless with an all-over fancy self pattern. See this beautiful goods to-day. Special to intro- \$1.10

Voiles, Ratines, Skirtings, etc., Springlike and bringing good values

UNDERSKIRTINGS--36 inch mercerized fancy figured Underskirtings in assorted Rose, Gold and Blue patterns. Regular 70c. value. Special 54c.
SILK MUSLINS--Some new and pretty Silk Muslins go on sale--double width, shades of Sky, Saxe, Navy, Pink, Rose, Lemon, Shantung, White and Black. Friday, Saturday and Monday 43c.
CHECK SKIRTINGS--A nice material for Summer Skirts, 36 inches wide, in Blue and Brown shades, assorted patterns; The newest. Friday, Saturday and Monday 37c.
DRESS VOILES--A brand new lot, 38 inches wide, in plain shades: Light Blue, Saxe, Navy, Grey, Mauve, Peach and Brown. Friday, Saturday and Monday 33c.
"INDIAN HEAD" LINEN--34 inch Pure White, known from coast to coast for its superiority. The yard, Friday, Saturday and Monday 45c.
RATINES--38 inch, shades of Light Blue, Saxe, Mauve and Fawn. Special Friday, Saturday and Monday 23c.



The Showroom--

Now a Veritable Style Show with every thing Pertaining to Spring Wear

SILK JUMPERS.
Shantung Silk Jumpers, and they are beautiful; V-neck and Peter Pan collar; short sleeve, buttoned waist; others with girde, 38 to 46 sizes. Reg. \$5.50. Friday, Saturday and Monday \$4.29

WOOL JUMPERS.
Ladies' fine Wool Jerseys, round neck, short and long sleeve, tured up cuffs; girde; shades of Coral, Sand, Jade, Henna, Saxe, Peacock, Brown and Black. Regular \$2.29. Friday, Saturday and Monday \$1.89

"PRINCESS" UNDERSKIRTS
In finest Satens and popular shades: Saxe, Navy, Rose, Grey, Brown and Black; assortment of sizes. Reg. \$2.00. Friday, Saturday and Monday \$1.69

SLIP-ON SWEATERS.
Fine knitted Wool Slip-Ons, long sleeves, girde and V-neck, pretty shades: Jade, Grey, Navy, Fawn and Black; just to hand. Regular \$2.50. Friday, Saturday and Monday \$2.29

HAND BAGS.
Pretty beaded Hand Bags, oval shape, nicely finished with through tassels and silk cord, assorted shades; values to \$2.50. Friday, Sat. & Mon. \$1.79

NEW GIRDLES.
These are the newest, they show many attractive shades, look well with anything. Regular 35c. Friday, Saturday and Monday 26c.

FEEDERS.
White and Coloured Terry Feeders; a daily necessity. Friday, Saturday and Monday 32c.

BLOOMERS.
Ladies' finest Jersey ribbed Bloomers, elastic at waist and knee; assortment of sizes. Special the pair 49c.

NEW CHOKERS.
Just the snappiest assortment yet in Stone Marten and Opposum; a great set to your New Spring Costume. \$7.98

SQUIRREL CHOKERS.
Another new line and they are certainly very charming, very fashionable for Spring. Special \$15.98 and \$17.98

GIRLS' CORSET WAISTS.
Children's and Misses' White Corset Waists, with suspenders; to fit 2 to 14 years. Regular 95c. pair. Friday, Saturday and Monday 84c.



Setting the Home in Order for Springtime. Note the Values

BLIND PULLS--A little item but important, as they improve your window appearance and save handling the blinds. Friday, Saturday and 3 for 25c. Monday

SCRUBBERS--Coarse, wear-resisting Crash Scrubbing Cloths, 20 x 20 size; hemmed. Friday Saturday 14c.

CUP TOWELS--Finished Striped White Crash Cup Towels; 18 x 36 size. Friday, Saturday and Monday 17c.

TOWEL RACKS--White, Enamelled Wood Towel Racks, with turned ends; everlasting wear and very neat. Each 15c.

DOOR MATS--A big assortment of those heavy crocheted Coconut Front Door Mats, in assorted sizes, at their special prices they represent a big saving on durable mats for muddy weather use.

Small size \$1.49
Medium size \$1.69
Large size \$1.98

RUNNER CARPETS--Beautiful rich tones in 27 inch stairs, of good quality; nice for hallways and stairs, of course. Regular \$2.25. Friday, Saturday and Monday \$1.95

BALL FRINGE--Decorative Fringes for all kinds of window hangings, pretty shades, plain and mixed. They're new. The yard, Friday, Saturday and Monday 10c.

NEW CHINTZ--Inexpensive, useful and pretty; 35 inch wide; all over Rose and Leaf pattern. The yard 33c.

COTTON CRETONNES--48 inches wide, White and Cream grounds, twill finish, large coloured floral border; serviceable; 95c. value. Friday, Saturday and Monday 79c.

ART SATENS--The newest and prettiest for the New Season, in floral and Paisley Patterns, 50 inches wide. Friday, Saturday and Monday, the yard 45c.

SCRIMS--A charming range, all White, showing large soft checks and stripes; 36 inch width. You could not wish for prettier. Friday, Saturday and Monday, the yard 33c.

Gloves and Hosiery. Silk Curtainings

Specially "Singled-Out" for the Week-End

SILK HOSE--In handsome shades to match up with your spring outfit; quite a variety. Reg. 80c. Friday, Saturday and Monday 74c.

FABRIC GLOVES--Ladies' Charmos Suede finish Gloves, elbow length; shades of Grey, Beige and Sand. Reg. \$2.00. Friday, Saturday and Monday \$1.85

DORSKIN GLOVES--Elbow length; these are distinctive. Gloves with openwork effect and fine silk stitchings; shades of Covert and Hides. Reg. \$4.5. Friday, Saturday and Monday \$3.95

EMBROIDERED NOVELTIES--These are for finishing off Middy Suits, Silk Novelties for neck, sleeve and collar in assorted shades. The Sets Special 25c. 40c. 45c.

WOOL SOCKS--Beautiful quality English Wool Socks for children; shades of Pink, Sky, Green and White. Friday, Saturday and Monday 35c.

GIRLS' HOSE--English Wool Cashmere Hosiery. In assorted fancy ribs, fast Black and thoroughly dependable; to fit 7 to 11 years. 75c. value. Friday, Saturday and Monday 59c.

SILK GLOVES--With double tipped finger points; shades of Fawn, Covert, Pongee, Champagne, Grey, White and Black; 2/3 dome wrist. Regular to \$1.50 pair. Friday, Saturday & Mon. \$1.00

CASHMERE HOSE--Plain, in fashionable shades Coasting Bear, Champagne, Nigger and assorted Tans and Grey. Our Special 49c.

SILK AND WOOL HOSE--Classy English Hosiery in all the popular shades and pretty Hosiery; others in plain Cashmere. 75c and 80c. value. Friday, Saturday and Monday 69c.



Suiting His Particular Fancy-- That's Our Business

PIJAMAS--Men's Spring Pajama Suits in plain Chambrays; shades of Holo, Cream and Blue, White also; all sizes. The Suit \$4.35

NORFOLK SUITS--A new line, showing good wearing English Tweed Suits for school wear; light and dark mixtures; fitting 6 to 10 years. Special from \$7.90 to \$10.90

TOP SHIRTS--This is a line in White Chambray, with detachable self collar; a distinctive Shirt for Spring or Summer wear. Special \$2.15

HALF HOSE--Two-tone Socks in finest Art Silk; the newest for nobby dressers. Special \$1.10

CASHMERE SOCKS--In plain shades Greys, Fawns and Browns, spring weight and remarkably good value. Special 65c.

COMBINATIONS--Men's spring weight Combinations, in Silk and Wool; a very nice change from the winter weight; all sizes. The Suit \$5.85

BOYS' PANTS--300 pairs of them in Mixed Greys and Browns, lined throughout, 2 side pockets, open knee; made from strong English Tweeds; to fit 5 to 9 years. Special \$1.28

TOP SHIRTS--Shirts for everyday wear; light grounds with vertical stripes, collar attached, single cuffs. Special \$1.45

SPRING CAPS--This line brings you the snappiest in Spring styles, plented and banded back, finest mercerized linings. Special \$1.85

Boys' Oiled Coats

BOYS' OIL COATS--Khaki shade Oil Coats, finished with velvet collar, full length needed for the spring show. sizes; to fit 8 to 16 years. Special \$2.95



SALE OF SUPERIOR DARK TAN FOOTWEAR

Rich looking, reversible Silk Curtainings, with a metallic glispen; shades of V-Rose, Saxe, Gold, Champagne, Cream, Brown and White; 35 inch width. Dollar value. Friday, Saturday and Monday 79c.

MISSIE'S SHOES--Single strap style in a nice Dark Tan leather; very comfortable shape; sizes 12 to 2. Special \$1.98

BOYS' BOOTS--Sturdy Dark Tan Boots for Spring wear, rubber heels; sizes 1 to 6. Special \$2.88

LADIES' BOOTS--8 inch height in Dark Tan, laced style; reputable footwear, especially for spring wear. Special \$3.18

MEN'S BOOTS--Dark Tan Calf Boots in a nice medium weight, Goodyear welt; sizes 6 to 9. Our Special \$4.68

DARK BLANKETS--Dark Brown and Dark Grey Blankets, full size; ideal for campers and loggers; neat for home too; \$1.90 value. Friday, Sat. & Mon. each \$1.49

Travelling Rugs
Large Reversible Plaid Rugs, fringed; a nice assortment to select from; suitable for motor, carriage or lounge. \$5.95 Regular \$6.15 value. Friday, Saturday & Monday

TIMEDIRECTS--Scientific-giving round nickel case Alarm Clocks, with luminous hands and numerals. Reg. \$4.00. Friday, Saturday and Monday, Extra Special \$2.98