

# POOR DOCUMENT M C 2 0 3 5

THE EVENING TIMES AND STAR, ST. JOHN, N. B., TUESDAY, MAY 23, 1922

## STANDARD OF WORK AHEAD OF OTHER YEARS

### Annual Report of the Ladies' College at Mount Allison.

#### Principal's Figures of Table Supplies of the Year Show Good Appetites—A Slight Decrease in the Attendance, but More Graduates—The Future.

At the Mount Allison University exercises on Monday night, the 70th annual report of the ladies' college was submitted by Rev. Dr. Wigle, principal.

Dear Friends:—It is my great pleasure to submit to you the 70th annual report of the Ladies' College.

To Almighty God we give thanks for His gracious care through a most strenuous academic year. We have suffered a loss of life nor visible impairment of body or mind. We are sorry, however, to report the prolonged and somewhat serious illness of our highly esteemed professor emeritus, John Hammond, one of the most celebrated Canadian artists. This is the first time in over a quarter of a century that the illness has not been honored by his presence on the platform at the closing exercises.

We wonder if the general public can also what a bee hive of intellectual industry we have in this institution. It is true that we are regularly subjected to an attack of chronic and contagious consumption in spite of the best medical treatment and nurse's care. This epidemic requires a daily ration, approximately, of eighty quarts of milk, seventy-five loaves of bread thirty pounds of butter twenty-five pounds of sugar three bushels of potatoes, 125 pounds of meat and other delicacies as well as an immense quantity of turnips, beets, cabbage and carrots. School is open approximately 260 days, which means the following totals:—20,800 quarts of milk, 15,000 loaves of bread, 6,500 pounds of butter, 7,800 pounds of sugar, 780 bushels of potatoes, 22,000 pounds of meat, 100,000 pounds of eggs and all the vegetables mentioned.

But it is also true that we taught 240 different classes. These nearly all met twice a week, which means that about 80 classes are taught every week. The college year consists of thirty-five weeks making 16,000 classes. Add to this private lessons, night classes, special preparations for graduates and college plays, we have a grand total of 17,600 classes during the year. This does not yet cover the individual vocal and instrumental teaching which implies another 400, making a grand total of 18,000 schooling periods.

Comparisons are odious, to be sure, but yet this is the only way to convey an adequate idea of our status from year to year. Last year we reached higher marks with a residential registration of 222. This year 211—decrease even; non-residents last year 268, this year 241—decrease twenty-seven; total registration last year 490, this year 452—decrease thirty-eight. This slight decrease in registration is due entirely to strained financial conditions. Notwithstanding this slight decrease our graduating class is larger than last year. In fact the whole standard of the college work is far above any previous year, as evidenced by the fact that we have a greater number registered in courses than ever before.

It would no doubt weary you to hear a review of the various departments of our work, consequently I will pass over the most of it, noting only that the two departments which are outgrowing their quarters are the fine arts and household science. The students' exhibits this year in art exceed anything we have yet produced. We invite your inspection. The prospective registration for next year in household science, with the present junior class, indicates the necessity of increased accommodation this coming season. If we are to take care of all our students in this department, we shall have to add materially to our equipment. The demand for dieticians is causing many requests for us to open up that line of work.

Before leaving the department of fine arts, I wish to announce that the estate of the late Frederick McDonald of Halifax has loaned us a magnificent picture, "Homes and His Daughter," which for the time being is to be seen in the reception room. It will be an acquisition to our already splendid collection of pictures. The inscription on the picture reads: "Salvaged from the steamer Humboldt which sailed from Southampton for New York and was wrecked December 6, 1853, on 'The Sisters' off Halifax Harbor." This picture was cut by flying glass at the time of the Halifax Explosion. Value \$1,000.

Our ever-growing and ever-improving staff will undergo several changes this year as usual. We have found the easiest way for change to be:

- 1 Small salaries paid.
- 2 Using these positions as stepping-stones.
- 3 Home-making.
- 4 Desire to get wider experience.

These changes are not so serious as they might appear. The continuity of the work is not broken up as would be the case in the university where nearly every professor is alone in his department. With us they are mostly the junior teachers who change and the work is not seriously impaired. With seven piano teachers, two in oratory, two in household science and six in literary work, one can readily see that quite a few teachers could leave and be work be left uninterrupted. Moreover it may interest you to know how long some of our head teachers do remain.

Next year the head of the conservatory will enter upon his ninth year; the head of the literary department the tenth year; the head of the vocal department the thirteenth year; the head of the art department the sixteenth year; the head of the oratory department the sixth year; the cook the nineteenth year, the housekeeper the tenth year, the farmer the sixth year. My honored predecessor served as principal twenty-seven years.

## LORD BYNG OF VIMY GREETED BY TRAINMEN

### United States Delegates Join in Singing "God Save the King" After Governor- General Enters Massey Hall.

(Canadian Press Despatch)  
Toronto, May 23.—The brotherhood of railway trainmen, assembled in convention at Massey Hall, welcomed a distinguished visitor yesterday in the person of Lord Byng of Vimy. His Excellency, who was accompanied by Captain the Hon. F. W. Eskine, his aide-camp, and Captain Oswald Balfour, his military secretary, was welcomed on behalf of the trainmen by their president, W. G. Lee.

As the former Canadian corps commander, who was in civilian attire, stepped upon the flag-bedecked Massey Hall platform the delegate broke into loud applause. Then three thousand or more trainmen's representatives, drawn from every state in the union to the south, as well as from the whole of Canada, joined in singing "God Save the King," with every body standing.

The governor-general expressed himself in sympathy with the brotherhood of railway trainmen and with the objectives of the organization so long as they remained reasonably conservative.

#### MASON'S LOYALTY PLEDGE

Melbourne, April 2.—(By mail)—A Masonic conference in Australia recently was attended by delegates from the seven Grand Lodges of Australasia. The official report contains several important recommendations, which will doubtless be considered by other Masonic jurisdictions.

It was decided that there should be included in every application for initiation a declaration of loyalty by the candidate in the following terms:—"I recognize that loyalty to one's country is an essential qualification in masonry and that only those who are acceptable who cheerfully conform to every lawful authority and uphold the interests and prosperity of their country by promoting peace, cultivating harmony, and living in concord and brotherly love." It was also agreed to recommend that the wearing of Masonic regalia and emblems in public should be discouraged.

## HOOD-CRAZED MAN SHOT SEVEN PEOPLE

### Fired Seven Rounds of Shot Into Group—All Seriously Hurt.

Moosup, Conn., May 23.—The police blamed wild hooch for a frenzied outbreak here Saturday by Edward Spaulding, 56, who fired seven rounds of No. 8 shot at a group of four men and three women, all of whom are seriously injured. It was nearly 4 o'clock in the morning before the state had removed all the injured to the Backus Hospital at Norwich, 18 miles from here.

Doctors said that Marcel Vankowski, 26, may die. He received a full charge of 200 pellets in the chest at a distance of less than ten feet. His wife, Amelia, shot in the back, probably will recover, although she and the five others will be permanently marked.

Another on the danger list is Peter Koper, whose left arm and left cheek were shot away. He has a high temperature and there is danger of infection where the shot flattened out against the skull. It is planned to remove his left eye, which was punctured. His wife, Mary, probably will lose her right eye.

Spaulding, who was captured without difficulty in a nearby barn, to which he had retreated with two double-barreled guns and a revolver described his crime to State Policemen Albert Fields and Arthur Williams in the presence of Constable Wilfred Larose, who organized the posse that surrounded him in the barn. He made no resistance when commanded to surrender.

Spaulding, who for years has tended the gates at the Gless Fall grade crossing here, had been drinking heavily of "moonshine," which is being made everywhere in this sparsely settled section of Eastern Connecticut, and several days ago, he had an argument with some of the men he attacked.

Koper said he knew of no reason why Spaulding should have fired at him and his friends. He said they had just left the home of Vankowski, across the road from where Spaulding lived, when the full-scale began.

#### MAKE IT EASIER FOR DRINKERS

Victoria, B. C., May 23.—So that persons who have the habit of carrying liquor with them may be able to purchase it in bottles of more convenient size, the Liquor Control Board has decided to put out some of the favorite brands in sixteen ounce bottles, as well as the regulation twenty-four ounce size.

## LOST \$12,500 IN DICE GAME AND FIGHTS PAYMENT

### Detroit, May 23.—John Juval Dodge lost \$12,000 in a dice game in 1921, according to a complaint in a suit brought in circuit court here by Al Day a boxing bout referee. Day seeks to collect \$10,000, payment on a check for that amount having been stopped by Dodge. Another check for \$2,500 was honored. The young millionaire contends the dice used were "loaded" and that the game was arranged to "shake him down."

Day declares the game was played with Dodge's gold "bones."

#### ZITA IN MADRID

Madrid, May 24.—Former Empress Zita of Austria, accompanied by her children and her mother, the Archduchess Marie Theresia, arrived here yesterday. King Alfonso, the Queen Mother and the Princess and the premier and foreign minister met Zita at the station. She had luncheon with the royal family at Pardo Palace.

# The Case for Daily Newspaper Advertising

The question has been asked: What are the Advantages of Daily Newspaper Advertising by contrast with all other forms of advertising?

In setting out these advantages, Daily Newspaper Publishers do not discount supplementary forms of publicity. But the area of Canada and its distribution of population are such, that Daily Newspaper Advertising has been and must be the basis of all the pointedly successful Canadian advertising campaigns.

## 1. UNIVERSAL APPEAL.

(a) Enters the home intimately. The newspaper enters the home and has a more intimate appeal to all members of the family than any other reading matter.

(b) Reaches all classes. The newspaper appeals to all literate members of the community, without distinction of race, class, creed, sex, income, or occupation.

(c) Thorough distribution. The newspaper finds its readers, whether they are at home or not; if they are not at home, it reaches them when travelling, on trains and cars, in hotels, clubs and libraries.

(d) Reaches the business man. The newspaper is to the business executive the most necessary medium of information.

(e) Minimum duplication. Because of the completeness of the service of each newspaper, there is a minimum of duplication between newspapers.

## 2. IMMEDIATE APPEARANCE.

(a) Impulse to immediate action. Because the newspaper deals with the immediate fact and the opinion of the day, its columns give an impulse to immediate action; results are often felt even before the presses are silent.

(b) Quick insertion. Through the newspaper the reader may be reached within a few hours after copy is prepared.

(c) Quick change. Advertisements in a newspaper may be changed or even cancelled up to a few hours before going to press.

(d) Quick repetition. A newspaper advertisement which proves successful can be repeated promptly before the conditions favoring success have altered.

(e) Timely copy. Newspaper copy can be adapted to the day on which it appears, or to current events, and can avoid untimely references.

## 3. FREQUENCY OF APPEARANCE.

(a) The choice of the day. The newspaper advertiser has his choice of the precise day of the week most suitable to his advertising.

(b) Intensive campaigns. Newspaper advertising permits any intensity desired, up to daily insertions.

(c) Serial campaigns. In the newspaper it is possible to use serial copy with any desired interval between insertions.

(d) Cumulative effect. A newspaper campaign may be planned to obtain a maximum cumulative effect, through the flexibility of space and intervals.

(e) Close to place of purchase. The reader of a newspaper advertisement can go directly to the place where the article advertised is on sale.

(f) Spotty distribution. The advertiser with spotty distribution can, by using newspapers, advertise exclusively where his goods are on sale.

(g) Concentrated territory. The newspaper offers the maximum concentration of circulation in any community.

(h) Strengthening weak territory. The newspaper may be used to strengthen weak spots in the distribution with the exact degree of force desired.

(i) Progressive zone advertising. Newspaper advertising may be extended progressively by zones, hand-in-hand with and aiding the extension of distribution.

(j) Seasonable by territory. Reasonable variations in the demand in different territories may be taken into account in newspaper advertising.

(k) Price variations. When necessary, different prices may be quoted in different territories through newspaper advertising.

(l) Localized copy. Newspaper copy and illustrations may be made to meet precisely, and take advantage of, local conditions.

(m) Traceability. The effect of newspaper advertising may be traced by observing the course of sales in each community.

(n) Try-out and test campaigns. At low cost, tests may be made of the medium, the product, the selling plan or the copy approach at typical points before embarking on a costly general campaign.

The Daily Newspaper is the medium of the moment—the axis of opportunity; flexible, powerful and instantaneous in its ability to create Sales.

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

Issued by the Canadian Newspapers Association, Head Office—Toronto.