

"AD." MEN IN CHURCH PULPITS OF MILWAUKEE

A Feature of Associated Advertising Clubs' Convention There Next Week.

Milwaukee, June 9.—Soon after it was determined that the annual convention of the Associated Advertising Clubs would be held in Milwaukee, June 11 to 13, local advertising men asked prominent Milwaukee ministers whether they would like to open their pulpits for lay sermons by advertising men on Sunday, June 11. "We accept," they said, "on condition every sermon shall be on church advertising. We want our people to know more about the power of advertising to help the church."

The advertising men accepted by organizing the most intensive programme of instruction on church advertising ever put on in this country. Not only will a "flying squadron" of the keenest advertising brains in the country fill the city's pulpits on Sunday morning, but the help of the newspaper executives and other advertising men has been enlisted for a two-day session of the church advertising department of the Associated Advertising Clubs, and in order to make the work thoroughly practical, they will tell exactly how to proceed to "get church publicity over."

A battery of newspaper and advertising experts has been massed to give "crash tactics" explanation of how to fill empty pews on Sunday nights. One of the first points that will be made clear is the fact that advertising necessitates and prompts a general improvement in

Week-End Specials

White Footwear

At Our

Union and Main Street Stores
Everything White That's New.

There's more than usual variety among Women's White Footwear this season, and here are some lines we are offering at very attractive prices.

White Canvas Sport Oxfords.....\$1.85 and \$2.50
White Canvas Black Trimmed.....\$3.50 and \$3.65
Strap Pump, Black Trimmed.....\$4.65
White Oxfords and Strap Pumps.....\$2.65 and \$3.35
Wide One-Strap Canvas Pumps.....\$3.00

Women's Patent Leather Sally Sandals.....\$4.35
Two Buckle and Pantella Strap.
Girls in the same (sizes 11 to 2).....\$3.35

Waterbury & Rising, Ltd.

Union Street

Main Street

conditions. Just as the merchant must have the stock to back up his advertisements, so the church finds that it is of no avail to attract congregations by advertising unless it functions effectively in every department—good sermons, good music, a friendly welcome for the newcomer.

The advertising specialists will also prove by cold facts that advertising pays the church in dollars and cents—in increased donations in the collection plate and in producing a congregation so big that the ushers will often have to seek folding chairs if they want to sit down, instead of having, as is too often the case, a choice of many empty seats.

Among the newspaper executives who will participate in the programme are Rowe Stewart, business manager of the

Philadelphia Record, who will explain why the church should advertise; Duncan Clark, of the Chicago Post, who will tell what the editor considers as news; A. G. Newmeyer, associate publisher of the New Orleans Item, with a talk on "The Newspaper's Attitude Toward the Church," and Herbert Smith of New York, on "What the Church Advertising Department Has Done for the Newspapers." Ralph A. Turnquist, advertising manager of the Milwaukee Journal, and Frank T. Carroll, advertising manager of the Indianapolis News, will speak on "Securing Church Advertising for the Daily Papers."

W. Frank McClure, director of publicity for the American Bond and Mortgage Co., Chicago, will give helpful hints on securing a Sunday night audience. Merle Siderer, president of the Siderer-Van Riper advertising agency, Indianapolis, will tell how advertising helped to build a Bible class. Incidentally, Mr. Siderer's Bible class is nationally famous. J. H. Brinkmeyer, president of the Poster Advertising Association, will talk on "Should Churches Use Billboards?" Robert E. Ramsey, editor of Reflections, will take up the much discussed question of direct-mail methods for churches.

The convention of the Associated Clubs will open with an inspirational meeting in the Municipal Auditorium on Sunday afternoon, June 11, at which the speakers will be Mayor Hoan of Milwaukee, Charles Henry Mackintosh, president of the Associated Advertising Clubs, and Dr. Charles Aubrey Eaton, president of the American Educational Association. Sir Charles Higham, M. P., of London, England, will also speak.

Two Dainty Serviceable and Comfortable SUMMER STYLES

Women's Gun Metal One Strap and Buckle Pumps \$9.00
Women's Brown Calf One Strap and Buckle Pumps \$9.50

These have military shape heels and Goodyear Welt sewn soles.

Try our method of fitting. It assures you wearing your correct size and therefore comfortable feet.

McROBBIE

Foot St. John 50 King Bitters. Street.

GET THE HABIT of naming THE BEST BRAND Simply ask for

Windsor Table Salt

Use the Want Ad. Way



Strong Construction That's What You Want In Baggage



Things aren't just packed into a bag—they're usually crammed and jammed in so that even with the best of care your luggage is bound to get real hard wear. You want good-looking baggage, too, of course. This combination of strong construction and good appearance is what you buy when you select a Trunk, Suit Case or Travelling Bag at this store.

General Purpose Trunks covered with painted canvas, hard fibre or steel. Particularly good value.....\$11.00 to \$16.25
Other grade.....\$8.50 to \$30.00

Steamer Trunks with similar coverings.....\$10.00 to \$29.00

Wardrobe Trunks fitted with latest improvements.....\$37.25 to \$66.00

Hand Bags in real grain leather; also leather substitutes. Sizes 16 to 20 in.....\$5.50 to \$43.00
Suit Cases in jap fibre, cord fibre, leather-like fibre and real leather.....\$1.60 to \$27.50
Hat Cases and Trunks in all popular styles.

(Men's Furnishings Dept., Ground Floor.)

Saturday Morning

You will still have an opportunity to select a few wash dresses for children 2 to 14 years, at Big Bargain Prices.

(Children's Shop, Second Floor.)

Display of Mid-Summer Millinery Now Going On

Here you will find what is newest and most in favor in hats for every summer occasion.

(Millinery Salon, Second Floor.)

Manchester Robertson Allison Limited
KING STREET - GARDINER STREET - MARKET SQUARE

RECENT WEDDINGS

Colwell-Turner.

The marriage of R. Colwell of this city to Miss G. Turner, of King's county, was solemnized in St. Paul's church on June 7, by the rector, Ven. Archdeacon A. H. Crowfoot.

RECENT DEATHS

Rev. William Walker.
Rev. William Walker, formerly rector of St. George's church and son of the late

Canon W. Walker, died yesterday at Weymouth, Mass. He is survived by one daughter, one sister and one brother. The brother is Dr. Thomas Walker of this city. Interment will be at Hampton on Saturday.

Toronto Globe: For the first time since the latest "Dumbells" show was produced, four months ago, the entire company are all appearing in the same performance. Nearly all of the cast have been out at sometime or other, especially on the return trip from the coast to Montreal. They opened in Toronto, at

the Grand, with all hands on board except Tom Young, who was left behind in Montreal with the "Bu." Tom re-joined this week, and the complete cast is intact for the first time since the opening night in Vancouver.

On Sale Tonight And Saturday Morning at London House

(Store open Tonight until 10 p.m. Closed Saturday 1 p.m.)

Special Sale excellent Spring Suits for larger women. Tricotine and gabardine in navy, sand or black.

\$74.75 Suits for.....\$56.00 \$59.76 Suits.....\$44.50
\$44.75 Suits.....\$33.50

Women's and Misses' high grade Coats and Wraps; all silk lined, at greatly reduced prices.

New Gingham Street Dresses in attractive patterns and colorings. Value up to \$7.50.....Special Price \$4.95 each

Special sale of Girls' and Boys' Spring Reefers. All fine velours.....Reduced Prices \$5.75, \$6.95 and \$8.95

Chintz House Dresses—Net garden patterns trimmed with linene contrasting colors.....Special Price \$2.98

Women's Wool Coat Sweaters in Jersey and fine knit, tuxedo style. Colors: sand, rose, Nile, cardinal and navy. Special \$4.85

Children's two-piece Bathing Suits. Fine cotton jersey with red, white or maize trimmings.....Special Price \$1.00

3 dozen White Muslin Gowns—Low neck, trimmed with pink or blue fancy stitching.....Special Price 89c each

Women's Heather Lisle Hose, in brown, green or lovet shades, excellent for sports wear.....Special Price 49c a pair

Women's Mercer Lisle Hose—Fine quality black only; double heel and toe.....Special Price 38c a pair

One-piece Knitted Bathing Suits of fine worsted yarns; several colors with contrasting trimmings.....Special Price \$1.98

Special line of sports corset girdles, elastic top, four strong hose supports.....Special Price 98c a pair

London House

F. W. DANIEL & CO.

Head of King St.



Featuring To-morrow

Jabot and Frilly Blouses

Voiles - Crepe de Chines - Georgettes
Immense Variety from \$2.98 up

Those jaunty jabots and fetching frilly blouses that New York shops are showing!

From the smartest tailored effects to the most exquisite lace trimmed model. Every blouse in this collection is stamped with a "style" of the better kind.

One novelty style is made of fine imported voile—the jabot edged with colored organdy lace.

And just notice the very moderate prices—Voile \$2.98—up to \$9.75 for the very heaviest Crepe de Chine.

It pays to buy from the maker.

Silk Underwear
Made in our own workrooms from the famous D'Allairs quality materials. Sold at factory prices.

D'Allairs
Blouses

81 King Street

Store open tonight until 10; closed Saturday at 1 p.m.

Ornamental - Useful Practical

Watch Bracelets are as distinctly feminine, as any woman can wish for, and at the same time, decidedly useful and practical for every day of the year.

Appealingly Distinctive

We are showing a large variety of smart models, both with Gold Bracelets, and Ribbon Wristlets. The fact, that we obtain the world's best movements, and exercise our best judgment, and long experience in the selection of the Cases, accounts for our ever increasing trade in Watches.

Prices range from, Best quality gold filled.....\$20.00
Solid Gold.....35.00

All Fully Guaranteed.

FERGUSON & PAGE

The Jewelers.....41 King Street

BRITISH DOMINIONS

Underwriters Agency

A British Fire Office with assets of

NINETY-FIVE MILLION DOLLARS

Agents Wanted.

C. E. L. JARVIS & SON

Provincial Agents, St. John.

BEWARE OF THE MOTH



MAGEE'S FUR STORAGE IS SAFE.

PROCRASTINATION IN FUR STORAGE Not Only Thief of Time, But Joy of Moths

Store your furs in our own scientific storage vaults. They will be constantly under skilled care. They will be fully insured against any loss or damage.

Telephone Main 3786—We Will Send For Furs.

D. MAGEE'S SONS, Ltd.

Since 1859

St. John, N. B.