

GOOD THINGS COMING TO THEATRES OF ST. JOHN

A GREAT BILL AT OPERA HOUSE

Big Scotch Musical Revue, Jere McAuliffe, "An Old Favorite," Comedy, Classic Singing, New Serial, Etc.

SPECIAL PRICES FOR "HUMORESQUE" TOMORROW

During Wednesday and Thursday at the Imperial when Fannie Hurst's soul-stirring "mother" story "Humoresque" is presented...

KERMIT ROOSEVELT IS HONORED BY BRITISH VETERANS IN STATES

New York, March 8.—Capt. Kermit Roosevelt, who served with the British forces under General Allenby in Palestine during the war...

TURRET CAPE DAMAGED

Sydney, N. S., March 8.—Leaking badly, the steamship Turret Cape, Captain S. McDonald, arrived at Lonsburg yesterday in company with the steamship Sable Island...

AGAIN DIVORCED

New York, March 8.—A decree of divorce was granted yesterday to Mrs. Hilda Davis Simpson Owsley, formerly Miss Hilda Davis of Toronto...

DEFINITE ABOUT JOHNSTONE

Ottawa, March 8.—(By Canadian Press)—Hon. C. C. Ballantyne, minister of marine, last evening made the definite announcement that Alex. Johnston, former deputy minister of marine, who left the department to take a post in the British Empire Steel Corporation, has decided to return to his old position.

NOTICES OF BIRTHS, MARRIAGES AND DEATHS, 50 CENTS

BIRTHS: HOYT—At the Evangelical Maternity Hospital, on March 7, 1921, to Mr. and Mrs. B. Hoyt, a son, still born. DONALDSON—On March 6, 1921 at the Evangelical Maternity Hospital, to Mr. and Mrs. G. W. Donaldson, a son, Kenneth Allan. DALEY—To Mr. and Mrs. Allan A. Daley, 96 Forest street, March 7, 1921, a son, Kenneth Allan. RAWLINGS—On March 7, 1921, to Mr. and Mrs. Arthur C. Rawlings, 74 Watson street, West, a son, still born. NICHOLS—At 41 Exmouth street to Mr. and Mrs. C. G. Nichols, a son. EDMUNDS—At the St. John Maternity Home, on March 6 to the wife of Peter Edmunds, of Rothesay, a son.

DEATHS

PRIZEL—At 27 Sheriff street, on March 5, 1921, Nora May, infant child of Mr. and Mrs. Charles Prizel, leaving behind her parents, two brothers and five sisters. BURIAL took place Monday, March 7, at Cedar Hill Cemetery. BRAND—On March 4, at the home of her daughter, Miss Sarah Brand, 7 Dorchester street, Mrs. Charlotte, widow of Jas. H. Brand, aged 82 years. Notice of funeral hereafter. HARRISON—Suddenly, on March 4, 1921, Mrs. Elizabeth, beloved wife of George Harrison, leaving her husband, one daughter and six grandchildren to mourn. Funeral, Wednesday afternoon, service at 8 o'clock at Trinity Church. LOGUE—In this city, on March 6, 1921, Thomas Logue, leaving two daughters and one sister to mourn. Funeral on Wednesday morning at 8.15 o'clock from his late residence, 26 Summer street, to Holy Trinity church for requiem high mass. ASH—At the General Public Hospital on March 8, 1921, Edwin E. Ash, aged 45 years, leaving a loving wife and five children to mourn. Funeral Thursday from his late residence, 316 Germain street, service 2.30 to St. Peter's Church for Solemn Requiem High Mass. Friends invited. YOUNG—At Bridgeport, Connecticut on March 6, 1921, Gertrude H. Sempleton, eldest daughter of Edward J. and the late Mabelle Young, leaving her father to mourn. BURIAL will be held Friday March 11 at 9.30 o'clock from her father's residence Oliver Falls. HUSBAND AND FAMILY.

LOCAL NEWS

"Studio" Regular dance tonight. Evangelist Cole, Coburg street church, tonight, "A Christian Standard."

Dancing tonight the "Studio." Victoria rink carnival is postponed until March 10 on account of wet weather.

Ferris Hotel North End will reopen Mar. 19. Up-to-date lunch room in connection. 22196-3-14.

SEAMEN'S INSTITUTE. Wednesday night, 8 o'clock. Empress of Britain Concert Party. Crack of Whips. You must not miss this. Admission 20c. Reserved 25c. 8-10

MORE SHOOTINGS IN GREEN ISLE

Several Cases Reported—Manifesto Issued by De Valera.

Dublin, March 8.—Four persons were shot and instantly killed in engagements between Crown forces and Sinn Fein detachments in southern Ireland last night.

A motor lorry was ambushed near Ballinacorney, County Wick, and two privates were wounded.

Police auxiliaries engaged in an hour's fight with Sinn Fein at the Malinbeg, County Tyrone, three civilians being killed and twenty captured.

De Valera Manifesto. Dublin, March 8.—Eamon De Valera issued his long-promised manifesto last evening through the Sinn Fein publication department. It is signed by De Valera and almost all the other members of the Sinn Fein, including Arthur Griffith and several men at present in jail.

LATE SHIPPING PORT OF ST. JOHN. Arrived. Stmr Hochelaga, 2601, MacDonnell, from Quebec.

Marine Notes. The Canadian Navigator moved from the pier to the wharf, where it was to be loaded with a cargo of coal.

In Wall Street. New York, March 8.—(10.30).—Dealings at the opening of today's stock market session were very light and irregular.

Personal. Miss Jennie McNally has returned after a visit to New York and other cities in the United States.

B. C. LIQUOR QUESTION. Victoria, B. C., March 8.—(Canadian Press)—That unless the Dominion authorities supplement the provincial liquor measure by enacting legislation preventing importation into British Columbia...

WHAT THEY ARE TALKING ABOUT IN MOTHERLAND

Questions Affecting Britain and the United States.

London, Feb. 10.—There is a feeling on both sides of the Atlantic that the general relations between Britain and the United States might be improved with advantage, and this can scarcely be looked for until certain outstanding questions of high policy are settled.

A New Triple Alliance. Another matter that is agitating diplomacy is the solution of what is known as the Pacific problem.

Six Allotted to St. John—The Bridge and Other Matters Before Commissioners.

At a committee meeting of the common council this morning tenders for asphalt and for the further deepening of Newnam Brook, which closed yesterday, were opened.

German Machine Guns for Here.

Mr. Churchill returns to the scene of his ministerial debut under happy auspices, and is expected to arrive in St. John on Saturday.

Advertiser. "But," you answer, "I do advertise."

True enough, but do you put the same quality of brain into your advertising that you do into your buying?

In other words, the more care and the more study you give to your local newspaper advertising, the less care and the less thought will you need to give to the selling of merchandise after season.

Not to use your local newspapers with all the skill and judgment that you can command is to deny yourself the services of the greatest trade promoter within the use of man.

The publisher of this paper will give you the benefit of his advice on all matters pertaining to the typographical arrangement of your copy and, whenever possible, assist you in the preparation of it.

Issued by The Canadian Daily Newspapers' Association, Toronto.

L. A. I.

KEEP PREMIER TO THE LETTER OF CONSTITUTION

Ottawa, March 8.—(Canadian Press)—E. L. Desaulniers, Champlain, would hold the premier down strictly to the letter of the constitution in the deliberations of the imperial conference, and to that end has given notice of the following resolution which he intends to move in the commons: "Whereas, the government has no intention of calling a general election in the near future, and

Parlor Suites

Beautiful Parlor Suites in three and four pieces in the latest styles and now is the time to buy while the assortment is complete.

Chesterfield Suites at greatly reduced prices. Solid American Black Walnut Bedroom Suites, 4 pieces. Regular price \$450.00. Now \$360.00.

SEE OUR WINDOWS FOR BARGAINS

AMLAND BROS. Limited

19 WATERLOO STREET.

Merchant, What of Your Stock?

How fine it looked when you bought it. How pleased you were at the thought of the trade you would attract with it.

And you did. But, stay! Was the trade as good as you expected?

No! Then what was the reason? Conditions against it? Maybe, but the reason goes deeper than that.

You used good judgment when you bought and your selling prices were right. The reason was that the Public—that is, sufficient numbers of "him" or "her"—did not know it.

Your stock had no more attraction to them than that of any other merchant. So they did not come to you to buy.

That's all. No more, no less. You know very well that if you could have attracted a sufficient number of people into your store, and an average proportion of them had become purchasers, you would have sold all of your season's goods.

"Very well," you say, "but how am I to get the Public into my store in the sufficient numbers that you speak of?"

Advertiser! "But," you answer, "I do advertise."

True enough, but do you put the same quality of brain into your advertising that you do into your buying?

In other words, the more care and the more study you give to your local newspaper advertising, the less care and the less thought will you need to give to the selling of merchandise after season.

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