

LOCAL NEWS

Ask for Chesterfield Chocolates. 3-13-14.

SION CHURCH SUPPER. In school room of church tomorrow night, 8 to 7 o'clock, under auspices of Ladies' Aid. 19414-4-26

GREENFELT LABRADOR MEDICAL MISSION. First collection Tuesday and Wednesday, May 2 and 3 from 10 a.m. to 8 p.m. Kindly send parcels to the garage of Mrs. James F. Robertson, 4 Carleton street.

DON'T MISS THIS. Grand Concert by the Y. W. C. A. Booster's, Recreation Centre on Thursday evening. 15565-4-26

DANCE AT "THE RITZ" TONIGHT. Everybody's doing it now. 15545-4-26

EAST END BOYS PRIZES. The gymnastic display given by the East End Boys' Club was repeated last night. Mrs. J. S. Flagg was introduced by Mrs. A. M. Belding and presented her character prizes as follows: \$5 to Matthew Garrett and \$2.50 each to Stanley McLaughlin and Nicholas Carter. A special prize of \$3 was given to Johnny Woods, from the Children's Aid Home in Garden street and Leo Melnyk was given a pair of tumbling shoes.

PATROLS THE AIR IN TEXAS TO CATCH LIQUOR RUNNERS

Temple, Texas, April 25.—Patrolling the air to prevent the landing of bootlegging airplanes from Mexico is the duty of Herbert Kindred, who has just been appointed flying Deputy Sheriff

of the county by Sheriff Albert Bonds.

It is stated that the aerial liquor runners and smugglers have been doing a brisk business in the rural districts of the county.

Use the Want Ad. Way

LOCAL NEWS

GYMNASIUM EXHIBITION. Physical training exhibition, St. Vincent's girls' gymnasium, Cliff St. Thursday and Friday evening at 8 o'clock and Saturday afternoon at 2:30. 15548-4-28

Knox Church W. M. S. pantry sale, Grey Dart sales rooms, Friday April 27, 2 p.m. 15579-4-27

Royal Canadian Naval Volunteer Reserve, recruits wanted. Apply at Armory Tuesday or Thursday, 7:30 to 9:30 p.m. 15586-4-27

Dance tonight, 105 Paradise row.

PLAY REPEATED. Before a large audience, last evening, St. Rose's amateurs repeated the play "Nora" in St. Vincent's auditorium. The manner in which the members of the cast handled their parts in this charming but intricate play called forth repeated rounds of applause. These players have established for themselves a reputation for histrionic ability which ensures for them good houses whenever they stage a play.

The county master and officers of the St. John County L. O. L. paid an official visit to Havlock L. O. L. last evening in the lodge rooms in the Market building. There was a large attendance and Rev. J. A. McFarlane addressed those present on matters connected with the Orange order.

Brock Soon to Join Exclusive Prison Set

Philadelphia Who Killed Three Persons With Auto May Get Office Job.

Philadelphia, April 25.—Henry G. Brock, banker and well known in clubland, who was sentenced to from six to ten years in the Eastern Penitentiary last Monday for killing three persons with his automobile, will soon join the exclusive set there.

This organization has no president, of course—it is an organization in the customary sense at all—but it has a number of special privileges, growing out of the intelligence, the good behavior and the valuable services to the prison of its members. They go to bed a little later than other prisoners and are permitted a larger area to wander about in.

It is a group which includes William Liles, formerly Republican leader of Schuylkill County, serving a term for forgery; Jesse Williamson 24, once commodore of the Schuylkill navy, serving eight years for embezzlement; Ralph Meyer, serving twelve years in connection with his embezzlement of funds from the North Penn Bank; Dr. William Bricker, serving a term for malpractice, and Charles Toomey, doing ten to thirty years for embezzlement at the Fidelity Trust.

These men have privileges which Brock has not yet received, because they are not believed to be the type of hardened criminal usually behind

Of Known Quality



In our wide variety of styles and finishes of the world's famous Whitney Carriages, there is certain to be the one Baby Carriage you are looking for. And when you make your selection you do it with the definite knowledge of quality. Come in and see the large assortment of Baby Carriages and Sulkies we have and the prices speak for themselves.

AMLAND BROS. LTD., 19 Waterloo St. OPEN EVENINGS SEE OUR WINDOWS

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.

4. LOCALIZED CIRCULATION.

(a) Close to place of purchase.

The reader of a newspaper advertisement can go directly to the place where the article advertised is on sale.

(b) Spotty distribution.

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

(c) Concentrated territory.

The newspaper offers the maximum concentration of circulation in any community.

(d) Strengthening weak territory.

The newspaper may be used to strengthen weak spots in the distribution with the exact degree of force desired.

(e) Progressive zone advertising.

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

(f) Seasonable by territory.

Seasonable variations in the demand in different territories may be taken into account in newspaper advertising.

(g) Price variations.

When necessary, different prices may be quoted in different territories through newspaper advertising.

(h) Localized copy.

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

(i) Traceability.

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

(j) 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.

JUST BEFORE YOU RETIRE:

How Do Your Eyes Feel?

If after a hard day's work your eyes feel ready to close up on you—if on arising they do not feel entirely rested.

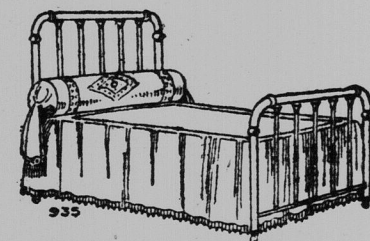
—then you are drawing on your nerve force and are sapping your vitality.

YOUR EYES NEED HELP. A properly fitted pair of glasses will give you the help you are in need of. They remove the excessive strain, soothe the nerves and allow you to forget that you have eyes.

"It pays to take care of your eyesight."

BOYANER BROS. LIMITED

Optometrists. 111 Charlotte Street.



THIS WOOD SHADED SIMMONS SET, \$33.75

Wood shades in Simmons Beds are THE thing now—and here is one in either Walnut or Mahogany color and cane panel effect exactly like the picture—strong, rugged, fashionable. Simmons reinforced spring, Simmons all-Felt Mattress—all three in any size. \$33.75

11 Others in Windows

Every ambition and every income is well cared for in our triple window display that represents the largest and most varied collection of Beds in the province. Marcus displays are always a guide to sensible shopping. Take a look day or night

J. Marcus Furniture, Rugs 30-36 DUCK ST.



Strength and vitality are constantly being sapped. The human system is in a weak, senescent condition. Robert vitality cannot be present when there is a cause for run down conditions. Chiropractic treatment eliminates the cause and restores vitality permanently. DR. TALBOT is at his office, 25 King Street, St. John, every Monday, Friday and Saturday. PHONE M. 3821. SPINAL ADJUSTMENTS FOR ALL DISEASES

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Kid Shoes, \$3

A price without an equal, a quality and shape to rely on for wear, for comfort at home or on promenade. Black Kid wide one strap Shoes, medium heel and toe piece, Kid lined quarters, all for \$3.

A dark Brown Kid one strap of finer finish, this year's heel and toe like all at Francis & Vaughan's, \$3.85. Another worthy one strap in Black Kid, \$3.50. Plain toed two straps, \$3.95.

Welted Oxfords, \$4.85

Round toed, ankle casing medium rubber heel Oxfords in Tan Calf and Goodyear welted, \$4.85—a value that speaks for itself. A cushion soled Oxford in flexible and durable Vici Kid, medium rubber heel and all, \$5.50.

"Window" Shoes—Colonials

Patent leather one straps with cut out aprons, medium heel and toe, \$3.75. And New York Colonials in Patent leather with fan tongues, \$3.75.

Francis & Vaughan 19 King Street

TEAM HAULS RECORD LOAD OF PULPWOOD

Draws 12 Cordis, 3 Feet, From Maine Forest to Landing.

Calais, Me., April 25.—Two horses owned by Higgins Brothers, lumber operators of Denysville, have established a record by hauling twelve cordis and three feet of peeled pulpwood one and a half miles over rough logging roads. Woodsmen say the load is the biggest ever drawn on a sled by a pair of horses.

The record load was sealed by Andrew Matheson and Larry Comeau and was driven by James Lyons of Denysville. It was hauled from the lumber camp to the landing here. Another load of the same size, driven by William James, upset within twenty yards of the landing.

POLICE COURT.

At the afternoon session of the police court yesterday Roy Thompson was before the court on a charge of stealing \$21 from Isaac Goldberg. Evidence was given by Isaac and Israel Goldberg. The former said that since Thompson had been arrested a man representing himself as the accused's brother had visited him and paid him \$21. The case was postponed.

Mrs. Emma May Bannister, charged with using threatening language against her husband, was allowed to go yesterday with a warning.

A restaurant keeper in whose place of business some overstrength beer was found by the police last week was fined \$200.



After musing around your car THE GREAT HAND CLEANER