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THE EVENING TIMES AND STAR, ST. JOHN, N. B., THURSDAY, MAY 18,1922


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# First Summer Attraction Extraordinary! 

Friday, May 19th EMPIRE DAY PREPARATION Friday, May 19th

## At AMDUR'S

Special Holiday Wear for Men, Women and Children. Amdur's Announce Another

## SPEOIALS FOR THE SALE

Ladies' Coats-Latest in style and shade $\mathbf{\$ 1 4 . 9 5}$ to $\$ 22.50$ Ladies Dresses-In Canton Crepe. Fashion's latLadies' Navy Dresses-Formerly listed at $\$ 2.5$.
\$2.98-Ladies' Skirts in serge and tweed. $\$ 3.98$-Ladies' Box Pleated serge skirts. \$6.95-Prunella, striped, box pleated skirts.

## Raincoats For Ladies . ......p......... $\$ 5.00$ <br> Children's Reefers: Best quality serge. Regularly Children s Reefers: Best quality serge. Regulary listed at $\$ 8.50$.wi.......... For the Sale $\$ 5.50$

Boys' Suits. Serges, cheviots, tweeds. All pop-
ular colors . . . . .as. $\$ 4.98$ and upwards
LADIES' HOSIERY
Cotton, black and brown wo. ......w. .....or 19c $\operatorname{Pr}$
Lisle, 65 c value .............. Sale Price $39 \mathrm{c} \operatorname{Pr}$
Silk Hose, black only ......nn......ce. .... 49c Pr
Heather Hose. Values to $\$ 1.00$. . . . . . . . 59c Pr

ए ROCK BOTTOM

Timely Tumble in Prices
EXTRAORDINARY OFFERINGS
Ladies' Polo Coats, - - - 8.95
Ladies' Volour Coats, - 10.95
$\begin{gathered}\text { Ladies Tricotine and Serge Suits, } \\ \text { newest styles }\end{gathered} \quad 29,75$
Silk lined, highograde. Former
price $\$ 50.00$
Ladies' Navy Serge Suits,
19.95
$\$ 15.00$ Ladrase Humesenun Suits 15.00
12,00 Ladies Siv In inem - 12.00
10.00 Latirs s.iri Diersess - 10.00
$\begin{array}{ll}\text { Ladies Hossery, Pure Thread Silh, } \\ \text { Easily worth double the sale price, } & 1.29\end{array}$
Ladies' Underwear
Vests, 19 cts.; Pink Vests, 39c.; Jersey Knit Bloomests, 19 cts.; Pi
ers, 29 cts.
Ladies' Boois and Oxforisk, 52.00 pair

## gFMARKABLE REDUCTIONS

| $\$ 9,99$ Men's Tweed Suits Limited Number | 89.99 |
| :---: | :---: |
| Men's Negligee Shirts ..s. |  |
| Men's Work Shirts .................... | $\ldots .885$ |
|  |  |
| Men's Lisle Sox ....................... . 29c Pr |  |
| Men's Cotton Sox ....................... 15c Pr |  |
| At 296. $\begin{aligned} & \text { SILK TIES FOR MEN } \\ & \text { New in style and shade }\end{aligned} \mathbf{2 9 6}$ |  |
| Men's Duster Coats . .............w. .c. . .an . . . $\$ 1.49$ <br> Men's Merino Underwear . $\boldsymbol{\text { He ................ . . 85c }}$ <br> Men's Balbriggan Underwear ...n. ......to. . . 69c <br> Men's Police Braces . . . . . . . . . ............... . 29c |  |
|  |  |
|  |  |
|  |  |
| Men's Boots . . .te. .r. . . \$2.00 to \$3.00 a pair |  |
| DRY GOODS <br> Grey Cotton, 60 inches wide . . . . . . . 15c Yd Quantity to each customer limited. |  |
| Ladies Pure Wool Tie-back Sweaters. . . . \$1.79 <br> Ladies' Tuxedo Sweaters. Extra value. .... \$3.45 |  |
|  |  |
| FN'S GARMENTS -- |  | | White Voile Dreses for Children. Slightly soiled. |
| :--- | :--- | :--- | 98C. to $\$ 1.98 \underbrace{\text { Values to } \$ 3.00}_{\text {Gingham Dreses }}$.

AMDUR'S, King Square (mat outro ont) AMDUR'S, King $\mathbf{3} q u a r e$

## By "BUD" FIS

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IGLAND, WALES ID SCOTLAND ARE隹 | istoric Estates of Great $\operatorname{Bri}$ |
| :---: |
| train are Being Broken Up | London in Trans

w. C. GOOD, M, P. . . house

## The Case for Daily Newspaper Advertising

The question has been asked: What are the
In setting out these advantages, Daily Newspaper Publishers do not discount supplementary In sets of publicity. But the area of Canada and its distribution of population are such, that Daily Newspaper Advertising has

1. UNIVERSAL APPEAL.
(a) Enters the home intimately. The newspaper enters the home and has a more intimate appeal to all members
family than any other reading matter.
(b) Reaches all classes. The newspaper appeals to all literate members
of the community, without distinction of race of the community, without distinction
(c) Thorough distribution. The newspaper finds its readers, whether they are at home or not; if they are not at home,
reaches them when travelling, on triains an ceaches them when traveliling, on
catels, clubs and libraries.
(d) Reaches the business man. The newspaper is to the business executive the The newspaper is to the business execuuc
most necessary medium of information. Minimum duplication. Because of the completeness of the service of
each newspaper, there is a minimura of duplieach newspaper, there is ars.
cation between newspapers.
2. INIMEDIATE APPEARANCE.
(a) Impulise to immediate action. Because the newspaper deals with the immedi-
ate faet and the opinion of the day its col ate fact and the opinion of the day, its col-
umns give an impulse to immediate action;
 are silent.
(b) Quick insertion. Tharough the ewspaper the reader may be
reached within a few hours after copy is prereached
pared.
(c) Quick change.

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

A newspaper advertisement which proves successful can be repeated promplly befor
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 which it appears, or to cur
wroid 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
(b) Intenstve campaigns.

Newspaper advértising permits any intensity desired, up to daily insertions.
(c) Serial campaigns.

In the newspaper it is possible to use serial copy with
sertions.
(d) Cumulative effect.

A newspaper campaign may be planned to obtain a maximum cumulative effect,
the flexibility of space and intervals.
. LOCALIZED CIRCULATION.
(a) Close to place of purchase. god reacectly to the
vertised is on sale.
(b) Spotty distribution. The advertiser using newspaps, advertise exclusively where his goods are on sale.
(c) Concentrated territory.
The newspaper offers the maximum concen-
tration of circulation in any community.
(d) Strengthening weak territory. The newspaper may be used to strengthen dearee of force desired.
(e) Progressive zone advertising. Newspaper advertising may be extended pro-
gressively by zones, hand-in-hand with and giding 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.

Price variations,
When necessary, different prices may be
quoted in different territories through newspaquoted in differen
per ad vettising.
(h) Localized copy. Newspaper copy and illustrations may be
made to meet precisely, and take advantage of, local condition
(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 maly be made of the medium,
the product, the selling plan or the copy apthe product, the selling plan or the copy ap-
proach at typical poins before embarking on
a costly general campaign.

The Daily Newspaper is the medium of the mo
And instantane the best ways and means of using it will be given to those who inquire of us; or, conAdvice as to the best ways and means of using it will be given to tho
sult any recognized advertising agency-a list supplied on request.

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IHE EVENING TIMES AND STAR, ST. JOHN, N. B., THURSDAY, MAY 18,1922

## Economy Sale

Friday, Saturday and Monday

- Seo large ad. on Page 2

The Ross Drug Co., Ltd.
100 King Street
Special Sale Tomorrow Trimmed Made Hals Yesterday we received from a big maker in Montreal nine
dozen timmed made Hats every one different. These evill
go on sale tomorrow at quick selling, wonder value prices. MARR MILLINERY CO., Limited

## See! The New Hat


we are showing in the fash-
ionable sand shade. whith
contrast or self band. The smartest hat shown in in
number of seasons-a $a$ real

PRICE $\$ 6.00$
PRICE $\$ 6.00$
F. S. THOMAS


Quick Tasty Dinner
for Business Men

CARDEN CAFE-ROYAL HOTEL


may 15 th ANNUAL MAY SALE May ${ }^{\text {Toth }}$
A Good Time to Make Your Purchases
You hear about prices dropping. Itss good news and its perfectly true, but
especially during this week when you can purchase your summer requirements at









Buy Your Underwear Today.
OAK HALL - SCOVLL BROS, Lie
Porch Rugs






The Indefinable Touch

Neckwar-Knited and Spun Silit, $51.00,51.25,51.50$ to 83.00
Woolen Cabardine- for 837.50 -and thats not commo
Hate- for every occasion -and guaranted.

D. MAGEE'S SONS, Limited SIICE 1859

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## The Range of

## Many Conveniences

It is every woman's right to have the best cooking range that can be had. The Pandora is the coal range par excellence. It saves trouble, saves work and gives joy on baking days, because of its many conveniences.

The Pandora oven is constructed from nickeled steel-a metal that has proved superior to all others for making ovens. No other metal convers the heat so quickly in the oven-none are so easy to keep clean.



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G TIMES AND STAR, ST. JOHN, N. B., THURSDAY, MAY 18 ,


IMPERIAL
AGNES AHRES, MAHLON HAMILTON AND "THE LANE HAD NO TURNNNG" A STORY THAT SHOWS wHAT A Young mirg



EXTRA FEATURES: Bible Series: Norris Ark-No.
Society Fun: The Bashul Lover.
Orchestral Concert the While. OTE: Only One Show Tonight- 7 to 8 8.30
Atter That Y. W. C. A. Exhibition to 0.15 OUR USUAL PICTURE SHOW PRICES
 A PICTURE YOU WILL LIIE
Breathes the Atmosphere of Erin, and Though Thoroughly
Modern it is filled with the Poetry of this Beople.


Chatie in'The Tramp'
Chan


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## A Grand Opening Celebration and Sale

It is all over now but the celebration.. We have finished moving and glad of it. Our stock is arranged in our new store; everything in place and in "apple pie" order, and we are happy.

## We Are Done Moving and Now Gome In and See Us <br> Your pattonge during the past year has really been the cause of our having to move from our smaller quarters into this new larger store. We feel

 . Wurd
## Free Treats and Big Bargains



Things that Appeal to Women


## Free Free

TO THE LADIES A Theatre Box of METCALF'S FAMOUS CHOCO LATES with every purchase to the amount of $\$ 1$ or more Useful souvenirs with every purchase.

TO THE MEN A RUBBER FACE SPONGE with every $\$ 1.00$ pur-
chase, or a Durham Safety Razor.

## TO THE KIDDIES

A SOAP BABY made of purest English Toilet Soap, with every 50 c. purchase.
BOY'S JUNIOR BASEBALL BAT with every $\$ 1.00$ purchase


Specials for Men



Wonderful Opportunity to Save Money on Household Supplies


| Take a <br> Bring your films to improves any snapshot. to WASSONS, 9 Sydney | odak With You <br> Whether you go by auto, motor boat train or on foot, take a camera and plenty of films. <br> KODAKS. <br> ...... . $\$ 7.50$ to $\$ 25.00$ BROWNIES . . . . . . . $\$ 2.00$ to $\$ 5.00$ FRESH FILMS . . . . . . . . . . All sizes <br> finishing. Our famous "Glossy Finish" t take a chance on poor finishing. Send <br> et, 711 Main street. P. O. Box 1343. | Household Medicines and Bulk Drugs |  |  CANDY SALE <br> All This Candy is Absolutely Fresh. <br> Frank White's Hard Mixture <br> Chocolate Butternuts <br> Maraschino Cherries <br> ALPINE BITTER SWEET CHOCOLATE CREAMSUnusually good <br> Toasted Mallos Butter Puffs <br> Chocolate Spray <br> Special Chocolates |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Sterno 13c, 2 for 25c Free Stand with 6 tins | Vacuum $\begin{gathered}\text { Bottles } \\ \text { (Pint } \\ \text { size) } \\ \$ 1.19\end{gathered}$ | Moth Bags $45 \mathrm{c}, 60 \mathrm{c}, 90 \mathrm{c}$ \$1.75, \$2.25 | $\begin{array}{llll} \text { Colorite ...... } & \text { 29c } \\ \text { Sultana } & \ldots & . & \text {. } \end{array}$ | Writing Paper 24 Sheets 24 Envelopes 29c | The "College" Fountain Pen \$1.19 $\$ 1.19$ |

