

## SOCIAL HAPPENINGS

The three-act comedy put on by the students of the Fredericton High School was repeated again last evening and was a decided success in every particular. The audience was just as large and enthusiastic as on the first night of the entertainment.

It was one of the first occasions in which His Honour The Lieutenant-Governor and party was present at a public gathering in this city. His Honour's presence was much appreciated by the teachers and students.

There was a change in the Valentine specialty after the first act. Little Joanna Corbin presented each of the young ladies taking part in this feature with a corsage bouquet.

At the close of the feature each member of this part of the cast held up a figure and a letter, the whole spelling "1785 Fredericton 1935."

Each and every one taking part in this High School play is entitled to the highest praise. Their presentation showed careful training on the part of K. C. Bishop and Miss Pearl Young of the High School staff. The students are fortunate in having members of the High School staff who can help them out in affairs such as this.

Celestial Chapter, No. 3 Order of the Eastern Star met recently in the Masonic Hall with a good attendance of members present. Most Worthy Matron Mrs. Harold Pickard was in the chair. The meeting took the form of a supper meeting, after which a social half hour was enjoyed before the meeting proper. Considerable routine business was transacted. A satisfactory report by the Bridge committee showed the Bridge party to

have been a financial success. Visitors from Fredericton Junction, Andover, Presque Isle and Halifax, and several out of town guests were present and welcomed, including Mrs. Eldon Mullin, a past worthy matron of Celestial Chapter. The drawing for the sterling silver carving set took place and was won by ticket No. 228, held by John R. Winters.

Mrs. W. C. Crockett entertained last evening at a bridge of four tables in honor of Mrs. W. Albert Mott a visitor to this city. Those serving were Mrs. J. B. McNair, Miss Jean Hodge, The Misses Everett, and Miss MacLaughlin.

The Misses Everett entertained recently in honor of Mrs. W. Albert Mott of Campbellton, who is a guest of Mrs. W. C. Crockett. Miss Mattie McLaughlin was prize winner.

Mrs. H. A. McClarey, of Cherrybank Springhill, was a visitor to the city this week, the guest of Mrs. John Toner, Westmorland Street.

The cast of the play "Up at Minty's" produced at the Fredericton High School on Thursday, and Friday of this week are being entertained this evening at a banquet at a local restaurant.

Close to two hundred people attended the monthly ball given by the Royal Canadian Mounted Police last evening and which was one of the most attractive social events of the winter season. The ball was held in the grill room which was decorated in excellent taste. A feature of the decorations was the "Mountie" hat and holster, which were appropriately placed on either side of the hall. Flags also were draped about the hall. Walter McGinn, and his orchestra furnished music for the fifteen dances and several extras. At the supper dance the couples were served coffee sandwiches and cake. The blending of the red coats of the Mounted Police with the ladies' dresses added to the color of the occasion and the "ball" was pronounced the finest held this year. Another is to be held in March.

A great many friends of Miss Olive Benson, daughter of Mrs. Alma Benson of this city, will be sorry to learn that she is seriously ill. Miss Benson has been residing at Meadow Lake, Saskatchewan, and recently became ill. About a week ago she was

## Home &amp; School Assoc.

Monthly meeting in George Street Baptist vestry Monday, FEB. 25th, at 7.30 o'clock. H. H. Stewart will speak on Schools, Parents and Teachers. Remarks by Rev. John Linton. Musical numbers. Public welcome.

## Hear Hon. R. B. Hanson

Minister of Trade and Commerce, AT WILMOT BROTHERHOOD Pythian Hall, Loyalist Bldg. Queen St.

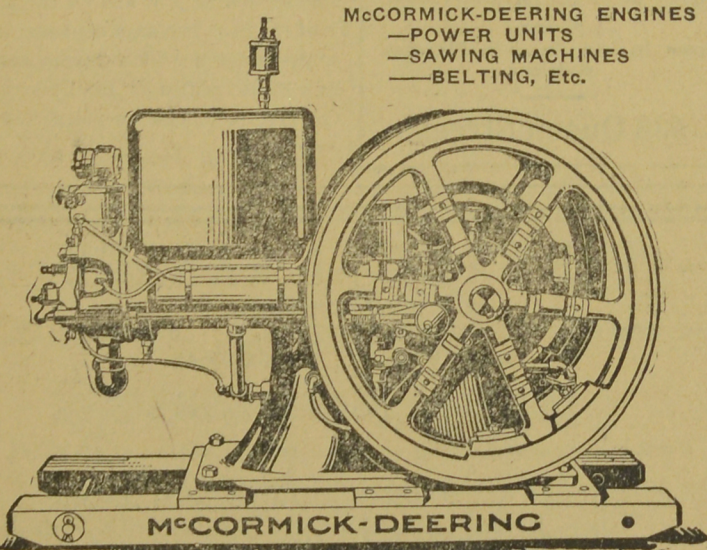
## Tomorrow Afternoon

— At 2.30 —

## Valentine Photos

WE ARE MAKING VERY ATTRACTIVE VALENTINE PHOTOS... Price \$3.50 per dozen in the smaller sizes, and \$6.50 in the larger sizes.

## Harvey Studio



J. CLARK & SON, LTD.

## YOU CAN NEVER TELL

You never can tell when you sent a word—  
Like an arrow shot from a bow  
By an archer blind—be it cruel or kind,  
Just where it will chance to go.  
It may pierce the breast of your dearest friend,  
Tipped with its poison or balm;  
To a strange's heart in life's great mart  
It may carry its pain or its calm.

You never can tell when you do an act,  
Just what the result will be;  
But with every deed you are sowing a seed,  
Though its harvest you may not see.  
Each kindly act is an acorn dropped  
In God's productive soil;  
Though you may not know, yet the tree shall grow  
And shelter the brows that toil.

You never can tell what your thoughts will do  
In bringing you hate or love.  
For thoughts are things, and their airy wings  
Are swifter than carrier doves,  
They follow the law of the universe—  
Each thing must create its kind;  
And they speed o'er the track to bring you back.  
Whatever went out from your mind.  
—ELLA WHEELER WILCOX

taken to the Prince Albert Sanatorium just outside of Prince Albert, Saskatchewan, where it is expected she will be given every attention and her recovery is looked for.

On Thursday evening last the First Fredericton Company Girl Guides (St. Anne's) with their Captain, Mrs. A. A. James met at the church and went on a delightful toboggan party at Brick Hill. The girls who were twenty five in number had as their guest Miss Kate Stewart, district Commissioner of Girl Guides. After a great deal of fun the girls returned to the church where delicious refreshments were served.

His Honour Lieutenant-Governor MacLaren and party consisting of Mrs. MacLaren, Miss MacLaren, Major T. C. Barker, A.D.C., and Major Gordon Jones of the University will attend the Brunswick Baptist Church on Sunday morning.

## Baden-Powell Scout Campaign is Planned

(continued from page 8)

14. Mr. B. B. Barnes, Miss Margaret Scott.
  15. Mr. William G. Quinn.
  16. Mr. Walter Vail, Mr. Hedley Forbes.
  17. Mr. Donald Smith, Mr. Joe Cain.
  18. Mr. Fred C. Lane, Dr. A. Sterling.
  19. Mr. Harry Smith, Mr. R. L. Phillips.
  20. Mrs. Leo F. Cain.
  21. Mr. J. B. Dickson, Mr. William Walker.
  22. Mr. Jack Lawlor, Dr. Percy Thompson.
  23. Mr. George H. Clark, Mr. Frank L. Cooper.
  24. Mr. C. R. Hawkins, Mr. E. A. MacKay.
  25. Mr. George E. Howie.
  26. Mr. Harold Porter, Mr. Randolph Crocker.
  27. Mr. H. W. Woods, Mr. Parker Currier.
  28. Mr. J. D. Palmer.
  29. Prof. Gordon Jones.
- Devon—Mayor A. J. McEvoy, Mr. H. B. Colwell  
Marysville:—Under the direction of Mr. Joseph Dolphin.

## BOARD OF HEALTH

The scheduled monthly meeting of the local Board of Health last night was not held on account of shortage of business. This month's agenda will be included on the March business. The statistics for the month, however, were as follows: Marriages, 6; births, 20; and deaths 8.

## FIRES THIS MORNING

Fires occurred at the residences of William P. Grannan; Miss Ladds, Aberdeen street, and at James Shannon, George street, this morning. None were serious in extent, the last named being caused from a plugged chimney and the others slight chimney outbursts.

## SELFRIDGE LAYS SUCCESS TO DAILY ADVERTISING

Merchant Says Daily Newspaper Advertising Built Up Great London Store Business.

LONDON, Feb. 22—Gordon Selfridge American, who came to London to build the great department store business which bears his name, startling British merchants by his lavish newspaper advertising, believes his knowledge and use of such advertising were at least as great a factor in his success as his experiences in merchandising.

"Without newspaper advertising I could not have gone very far," he said. "I had learned its value while I was with the Marshall Field store in Chicago. I was the first merchant to give the Chicago Daily News, at the beginning of its marvellous growth, a full page advertisement and this attracted wide attention.

"If I am not mistaken, the Chicago Daily News was the first or at least one of the first newspapers in the world to print full page, two, three and four page advertisements of department stores. And we all know the success of Chicago merchants and of that city as a whole.

"The advertising pages of the leading newspapers of America constitute a market place for every housewife for every man. And during the last several years the great newspapers of the United Kingdom have presented more of a family market place in their pages than formerly.

"In the eighties, Marshall Field and I thought that when we appropriated seven-eighths of one percent, of our receipts for advertising, it was quite liberal. Last year I spent two and one half percent, of our receipts in newspaper advertising. We will probably spend more than that in 1935.

"In the United States every important city has at least one and some times two advertising mediums indispensable to business men, if they are to succeed. The New York Times ranks at the top in New York city. Any firm or commodity appearing in the advertising columns of the New York Times wins distinction.

"Among other newspapers of class in the United States is the Washington Evening Star and Sunday Star. Undoubtedly the Evening Star is by far the first in advertising value in its section. The same can be said of the Philadelphia Evening Bulletin, Baltimore Sun, Plain Dealer, Detroit News, St. Louis Globe-Democrat, Kansas City Star, Omaha World-Herald, Portland Oregonian, San Francisco Chronicle and the Los Angeles Times.

Mr. Selfridge was asked if advertising rates were higher in the United States than in England.

"The contrary," he replied. "I paid \$7,000 for one page, one insertion, preferred position, in a London daily. The rate for an inside page is \$4,500 an insertion, or \$30 an inch of 14 agate lines. There is no discount for yearly contract or bulk space. And this is true of all London papers.

"Notwithstanding the high cost of a advertising space in the United Kingdom, I could not continue business successfully without the liberal use of the advertising pages of the leading daily newspapers.

"What do you think of radio advertising Mr. Selfridge?"

"There is little, practically no advertising over the radio is taxed ten shillings (2.50) a year, while in the United States radios are tax free. But the broadcasting companies there can disturb your families and your guests in the midst of a concert or other entertainment by advertising all sorts of wares.

"The only resources is to shut the radio off, and I have seen this done, accompanied by an indignant expletive. I do not regard the radio as having permanent value as an advertising medium.

"Newspapers in the United States exploit the advertising of the radio broadcasters by printing their programs free. True, English newspapers print programs free, but the British Broadcasting Company is not in the advertising business.

"American newspapers name the entertainer who is to boost the product of some company. British homes

## Founded on QUALITY!



Winchester Cigarettes are founded on Quality—

—highest quality tobacco

—a quality blend that is the result of years of experience

—Highest standards of quality in manufacture

—for all who prefer a

QUALITY CIGARETTE!

**Winchester**  
CIGARETTES

*Blended Right!*

Quality unconditionally guaranteed by  
Imperial Tobacco Company of Canada, Limited

escape all this cheap commercialization of the radio.

"I agree with J. B. Priestly, the writer, that there is no more reason for printing the radio programs in the newspapers free than there is to print the programs of theatres and movies free. But this is the business of the newspapers, not mine."

## PASSED THROUGH CITY

Hon. J. E. Michaud, M. P., who was attending Bishop LeBlanc's funeral at Saint John passed through here en route to Edmundston where he will spend Sunday at his home and then proceed to Ottawa.

WASHINGTON, Feb. 23—Radio dispatches to the Navy Department yesterday said an unidentified airplane burst into flames and fell into the sea near Saba Island in the West Indies.

**ARTHUR F. BETTS**  
Plumbing and Heating  
315 QUEEN ST. PHONE 512

OLYMPIA, Washington, Feb. 23—Merritt Hunter, jr., 20, was convicted yesterday of the murder of his attractive Japanese-American sweetheart, Lilian Kanda, 19, and the jury recommended a death sentence.

**FITNESS TO SERVE**

Our service is priced to meet your wishes. Families of moderate circumstances are served with distinction.

**SHAW & TERRY**  
FUNERAL HOME  
PHONE 711 & 102-21  
78 W. MORLAND ST. - FREDERICTON N.B.

## FREE PANT SALE

THE NEW SPRING AND SUMMER SAMPLES ARE HERE!

And We Are Offering With Every "BERGER" Clothes of Quality Suit Ordered, An

Extra Pair of Trousers or Knickers Absolutely Free!

SUITS \$24.50 (2 trousers)  
SUITS \$28.50 (2 trousers)  
SUITS \$33.50 (2 trousers)  
SUITS \$38.50 (2 trousers)

COME IN NOW AND HAVE YOUR MEASURE TAKEN and order your Suit with Free Extra Trousers for immediate or future delivery.

**Fredericton Clothiers, Ltd.**  
AGENTS ALSO FOR TIP TOP TAILORS  
65 CARLETON STREET TOM BOYD, Manager

## Final Clearance Sale!

It Will Pay You to Buy These Wonderful Values in Grey Fur Purse and Muff Combinations ..... \$1.95 each  
Seven Ski Suits, ages 10 to 14, at ..... \$3.95 each  
Six Children's Snowsuits, ages two and three, at \$1.95 and \$2.95 ea.  
ALL LADIES' and CHILDREN'S WINTER COATS at HALF PRICE  
Girls' Fancy Pullover Sweaters, ages 10 to 14, at ..... 79c each  
NEW DRESSES—NEW SKIRTS—NEW BLOUSES—NEW HATS  
Martha Washington House Dresses and Smocks  
LINEN and COTTON SALE NOW ON—10 PER CENT OFF

**R. L. BLACK** 62 York Street