

FOR SALE.

A Dinner Set of Royal Copenhagen China

complete for 18 Persons

also

One Brass Chandelier.

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MRS. THORNBERG.

Bonne Esperance.

ST. CROIX

SCHOOL ATTENDANCE REPORT No. 23.

Week Ending January 27, 1922.

Municipality of St. Croix.

SCHOOL	CLASS	PERCENTAGE
Frederiksted Public	Urban	100.00
La Vallee	Rural	100.00
Annaly	Rural	100.00
Frederiksted Junior		
High	Urban	99.10
Christiansted Junior		
High	Urban	98.53
Diamond	Rural	98.00
Christiansted Public	Urban	97.59
Friedensfeld	Rural	97.39
Peter's Rest	Rural	96.45
La Princesse	Rural	96.09

Municipality of St. Thomas and St. John,

SCHOOL	CLASS	PERCENTAGE
Senior High	Urban	100.00
Washington	Urban	99.48
Grant	Urban	99.10
Lincoln	Urban	98.32
Sixth Grade	Urban	98.10
Town	Urban	97.57
Junior High	Urban	95.56
Nisky	Rural	95.29
St. John	Rural	94.08
Madison	Rural	91.78
Monroe	Rural	90.95

LOCAL.

DIED at her residence in this town at 10.30 yesterday morning after three days' illness, Mrs. EUGENIA ØGAARD. The funeral will take place at 4.30 this afternoon.

The mail-schooner Creole from St. Thomas arrived here at 7 o'clock last evening with St. Thomas mail only, the Mystery not having sailed for San Juan before Tuesday night to complete the round trip of last week there was no incoming Porto Rico mail.

The Industrial Brass Band played on the wharf last night

To the Editor of "St. Croix Avis."

Dear Sir:—

In your esteemed paper of Tuesday's date there appeared an article in reply to "Staunch Theatre Goers", from

the pen of Mr. Einar Svendsen of the Christiansted Theatre. We should like to say a few words on the subject. What is the cause of this question of the Sunday evening show coming up all of a sudden? Until some just reason can be given for this sudden change we stand firmly opposed to the Sunday evening movie show. How far this Sunday night show will be a success remains to be seen, for no one cares to be racing from Church service in order to be on time at the Theatre, which eventually must be the case at times, especially when there might be some special service in one or all of the churches on one of those nights, and it is expected that the religious side will be attended to first. We have also got quite accustomed to our Band concerts on Sunday evenings, which are very welcome, and for that reason the audience is bound to be divided. For the third time, we are in favor of Monday and Thursday nights.

Concerning the question of the prices of admission we say, it is but natural that this point should be raised when wages and other things are going down, and about the Theatre keeping at 40 and 20 cts. even when the exchange was as high as 28½% and did not raise the price, is very good argument on one side, but on the other side we don't think that the Theatre lost anything by so doing, as nobody goes into this kind of business for his health, when it means a great outlay of money as Mr. Svendsen has shown us. We will refrain from further details just now. It is hoped that the proprietor of the Theatre, and the representative of the film company who is shortly expected will come to some understanding whereby a speedy reduction in prices will be effected.

With malice toward none, and all success to the Christiansted Theatre, we are,

Respectfully,

STAUNCH THEATRE GOERS.

Thrifty Virgin Islands Survive Business Depression.

Horizon Corporation A Highly Productive Enterprise.

BY ASHLEY L. TOTTEN.

The beginning of a new year has opened possibilities hitherto unknown to our people. A few days ago I came in direct contact with the officers of a business enterprise, known as the Horizon Corporation. It did not take me long to realize that of all enterprises started in Harlem, I was at last face to face with a proposition deserving of deep and serious consideration; and worthy of our whole hearted support.

Since the World's War, there has been a great wave of energy on the part of several individuals who have organized

into various corporate bodies for the purpose of doing business. Some have taken an active part in the housing problem, encouraging investments along those lines, hoping to alleviate conditions and incidentally to reap very profitable results. Others promoted magnificent schemes, alarming and threatening to the mercantile world, but so far, most of these have failed of their expectations. Those, now in their last dying stages were dismal failures at the start.

While many reasons have been advanced for these dismal failures and discouraging set-backs, an investigation shows that the primary cause is an utter lack of experience in the business taken up, and alarming ignorance of the management of corporate affairs. The Horizon Corporation has outlived them all and looms up in the face of universal business depression, as one of the best business enterprises ever placed before the public. There is a reason—Mr. S. A. Irving a native of our little island of St. Croix, who migrated to this country several years ago is its present President. This energetic young man started life here making a careful daily study of the best means with which to establish an independent field of livelihood for our people. He is the Pioneer of the Motor Trucking Business in Harlem.

Whenever any one sees Mr. Irving on the streets, he is always talking "Money"? Approached some time ago as to his interest in the affairs of the Islands, he said "Show me the money, and do the talking after. Much as I love my home and my people, I cannot conceive an idea of helping them to help themselves without money". Mr. Irving worked here at his trade for several years, at a time when a colored mechanic was unknown to New Yorkers. He saved and saved, until ten years ago he started business for himself in what has since proved to be the most highly productive enterprise in the United States. Give an ambitious man a motor truck, and in five years he will show you a small fortune. Show the Public a good garage in which to store their cars, and you'll have to call on Police Department to regulate Traffic.

Mr. Irving started in the transportation business with one motor truck for the purpose of getting the practical experience and to accumulate the necessary data of a profitable trucking business, and now, after more than ten years of this kind of work is ready, not only with the theoretical knowledge, but an inestimable store of practical knowledge and experience of one of the leading industries in the United States.

Associated with him is Mr. Alexander McIntosh who is Secretary and Financial Manager of the Corporation, and who comes from one of the best and most prominent families in St. Croix. Here we have another young man who is actually the medium through which this