

THE STAR, ST. JOHN N. B. TUESDAY, FEBRUARY 19, 1907

Talks on Advertising

If a good customer enters a store, why will the proprietor rush forward and insist upon doing the selling himself? Does he not feel that he is more competent or better qualified to talk up his goods than the clerk in his employ? He certainly does. Why, then, does he not meet all of his customers and do all of the selling himself? Simply because he can't. But along comes the newspaper man with his sign hanging out, "For Sale—A Chance to Talk," and the proprietor who buys space is given the opportunity to talk to the whole world about his goods, in his own way, in his own words, just as he insists upon doing when important customers enter his store. What is physically impossible for him to do in person becomes easy in a newspaper ad.

This same merchant has often told his friends that he is not afraid to meet catalogue house competition, Chicago department store competition, or any other competition, but that he will only give him a chance. What he means to say is that if every intending purchaser would come into his store before he buys this merchant feels confident of landing the sale by his ability to show that his goods are a better bargain than those offered by any other competitor. In many cases this is undoubtedly true, but the trouble is the foot customer is likely to go about his business and buy where he pleases without hounding up all the merchants who would like a chance to talk to him. Here it is, again, that the newspaper man comes along with his sign, "For Sale—A Chance to Talk," and the merchant who buys space is able to reach the ears of the whole community with his argument without even knowing what man or how many a thousand are thinking about buying. The chance to talk, the getting to him with the argument, and the picture is what does the business for the catalogue house, without any goods even being in sight.

See THE STAR'S Advertising Man.

How often has a woman entered a dry goods store for a spool of thread and become attracted to a pretty dress pattern which eventually created the need for a new dress! How common it is for men to buy things they see in a store when they did not even know that they needed them before they saw them! What do you suppose people did for breakfast foods twenty years ago, before the easy millions in the newspaper man's chance to talk were discovered? The display of the goods in the window or on the shelves created a new demand in the single customer. The description and the argument in an advertiser's talk created a new demand among millions.

So it is with advertising, which has now become the largest single industry in the commercial world. The advertiser buys a chance to talk and the newspapers bring him an audience of more thousands than he ever saw before, and of more attentiveness than any lecturer was ever favored. For instance, let a newspaper carrier miss a subscriber for a single copy and what a kick is raised! Would that same subscriber make half the fuss if he missed the sermon on Sunday morning? He has paid for the privilege of reading his paper and he wants it. The newspaper habit has become so common among the American people until hundreds of thousands never read anything else. With an audience many times greater than that of all the preachers in a town together, and so attentive that not one can be shut out without a row, is it any wonder that the newspaper man's chance to talk has brought colossal fortunes to the big stores which have bought the chance and value of such a chance to talk to the merchant who is not afraid to talk—Marshall Field (Iowa) Times-Republican.

REVOLTING DEATH OF WOMAN IN OTTAWA

Found Lying in Pool of Blood With Her Throat Cut From Ear to Ear.

OTTAWA, Feb. 18.—Lying huddled in a heap in a doorway between the front room and the living room of her home, 48, Bessie street, her throat cut from ear to ear, the body of Mary Flerto was found today. The body was in a very late stage of decomposition, and the woman was apparently dead for some time. It is taken to be a case of suicide by the police.

Mrs. Flerto was the wife of Giuseppe Flerto, a one-legged man employed in the coal yards of the Grand Trunk. On a shelf a few feet from the woman's body was a blood stained razor with which the crime was evidently committed, although it is almost beyond belief that the woman could almost sever her head from her body and be able to put the weapon on the shelf. Indications are, however, that the crime was committed some 15 or 16 feet from where the body was found, the woman apparently having staggered around blindly for a moment before she dropped.

Neighbors state the woman had been acting queerly and was always afraid that some one was going to steal the children.

Jere McAuliffe

Warmly Greeted, Jere McAuliffe, the ever popular, received a warm welcome at the Opera House last night. The theatre was crowded and the audience thoroughly enjoyed the performance. Jere always brings an attraction that pleases, and his present company is the strongest he has ever brought here. The bill was "Why Women Sin," a comedy melodrama, replete with sensations. It was well presented, the whole cast acquitting themselves very creditably.

The specialties were first class, and the artists, particularly Jere, were recalled again and again. The bill for this evening will be *Dens and Palaces*.

DYSPEPSIA CAUSES Constipation and Piles

Herner's Dyspepsia Cure

Cures Dyspepsia in all forms then the other troubles disappear. Be sure to get **HERNER'S** if you want a **CURE**.

TRIAL SIZE 35¢, REGULAR SIZE 50¢

The Dr. Scott White Lintiment Co., Ltd.
Proprietor of Penitentiary, Panama.

WILL ARREST GRAND TANK CONDUCTOR

Exonerated by Coroner's Jury but Found Guilty by Dominion Railway Commission.

MONTREAL, Feb. 18.—The Attorney General of the Province of Quebec has issued instructions for the arrest of John Howe, a Grand Trunk Conductor. Last fall Howe was in charge of a work train at St. Bruno, Que. While his train was standing on a long cut, he neglected to protect it and, with the result, that another train backed down on it, killing two men and injuring several. The coroner's jury investigated the accident and found that while there had been neglect of the company's rules, Howe had not been guilty of criminal negligence.

The Dominion Railway Commission investigated the accident and reported that there had been criminal negligence and that Howe should be prosecuted in connection therewith.

This is the first instance in which the commission has made this recommendation.

PROGRAMME FOR FORESTRY CONVENTION WHICH OPENS TOMORROW

FREDERICTON, N. B., Feb. 18.—The programme for the forestry convention which opens here on Wednesday, has not yet been arranged, and Surveyor General Sweeney said this evening that it would be some time tomorrow before such could be made up. There have been so many changes made owing to certain parties, at the last moment, announcing their inability to attend that no definite programme could possibly be fixed until just previous to the opening. The following subjects will be discussed at the convention:

The general need of forest preservation; attitude of educational institutions towards forestry; dependence of business interests on forests; the lumberman's interests in preservation of forests; the development of water power as related to forests; the forest policy of the United States and other countries.

Addresses upon the subjects relating to forestry protection embodying the public domain act will be made. Among the latter speakers will be the surveyor general. Others who have notified their intention of being present are: Prof. McMullen, of Yale, and C. Stewart, president of the Canadian Forestry Association, Ottawa.

QUEBEC, Feb. 18.—The ice breaker Montcalm reached Seven Islands Saturday afternoon at 3 o'clock, after experiencing considerable difficulty with the ice. She left yesterday afternoon on her return trip and if possible will sail for English Bay and Goulet on her return trip.

THE APPROACHING COLONIAL CONFERENCE

Correspondence Regarding It Presented to House Yesterday.

Communications of Interest Between Lord Elgin and Earl Grey—Cape Colony's Suggestions.

OTTAWA, Feb. 18.—The correspondence between Great Britain and the colonies in regard to the approaching colonial conference was presented to the house today by the Prime Minister. The return begins with an imperial parliamentary paper of 1906 referring to the future organization of the colonial conference. A despatch follows, stating that the conference had been adjourned for one year to meet on April 15 next. On the 20th of last July, Lord Grey wrote the Colonial Secretary, suggesting that a later date, say May 15th, would suit the Canadian government best, as parliament would be sitting in April. The suggestion was also made that the invitation should be extended to the other ministers, as well as to the Prime Minister. This would facilitate the work of the conference by having colleagues of the prime minister present—in other words, the suggestion is thrown out that it would be better to have a conference of premiers than merely a conference of prime ministers.

On the eleventh of August, 1906, Lord Elgin, in reply, stated that the date fixed for the conference was the most suitable for all parties and that it would cause great inconvenience to disturb the present arrangements. The case of the Cape colonies there would be no difficulty in securing the attendance of other ministers. This was done at the last colonial conference. Any of the other ministers who attend will be the guests of his majesty's government.

On October 17, 1906, Lord Grey replied that his ministers appreciate the reasons given against the change of date, and they express every wish to concur in the proposition for a full status of ministers. That proposition appears to be to raise difficulties which can be satisfactorily settled at the conference itself. It proposes a change in the constitution of the conference, the result of which would be a derogatory in the position of colonial ministers, other than the prime minister, who would be applied to any future one by the fact that they only participated in discussions. The imperial ministers were on the same basis, Lord Elgin forwarded to Lord Grey on December 10, 1906, a despatch in which he suggested that the conference be held in Australia, New Zealand and Cape Colony. Australia will attend the conference regarding the international relation, imperial control of appeal, imperial defense, colonies to be represented in imperial council of defense, merchandise marks, coasting laws, royal commission of decimal currency, simultaneous adoption of the metric system, and the empire's mutual protection of patents, trade obligations affecting dependencies of the empire and extension of British rule in the Pacific in view of the construction of the Panama canal.

New Zealand puts forward discussion subjects as imperial council of defense, merchandise marks, coasting laws, royal commission of decimal currency, simultaneous adoption of the metric system, and the empire's mutual protection of patents, trade obligations affecting dependencies of the empire and extension of British rule in the Pacific in view of the construction of the Panama canal. Cape Colony suggests uniform laws to regulate the naturalization of aliens and encloses copy of a naturalization law.

Lord Elgin cabled to Lord Grey on December 31, 1906, stating that the Imperial conference was expected to last three weeks or a month from April 15. On the same date the colonial secretary cabled also the subjects which the other colonies propose to discuss, which have already been mentioned.

He adds that the prime minister should be able to return as soon as possible after the middle of May. The subject of the conference is the order in which the different subjects should be taken up, beginning with the constitution of the conference, preferential trade, etc.

On January 21st last, Lord Elgin asked for the names of the ministers and staff that would attend from Canada. To this there is no reply in the correspondence.

SERVED PAPERS ON PROPRIETOR OF PETITCOAD HOTEL

MONTREAL, N. B., Feb. 18.—Constable A. W. Doyle of the police today served two papers for Scott Act violation on Edward Simpson, proprietor of the Mansard Hotel at Petitcodiac. The case came before Justice Sweeney.

Some little damage was done by fire tonight in the basement of Professor Perry's home. The fire caught near the furnace and burned considerable of the woodwork. The flames were hard to get at, but were finally extinguished with the chemical engine.

THE IRISH QUESTION AGAIN BEFORE HOUSE

Ministers Accused of Breaking Their Election Pledges.

Chancellor of Exchequer Asquith Denies Any Inconsistency and Offers to Resign If Such is Found.

LONDON, Feb. 18.—The question of Ireland again played a prominent part in the House of Commons tonight, as opposition leaders accused the ministers of breaking their election pledges by the endeavor to give Ireland an imperial parliamentary status. The opposition further tried to bring out the supposed divergence of views among the ministers on the home rule question. The idea being that Chief Secretary for Ireland, Birrell, in confessing himself a home ruler, must be antagonistic to that section of the cabinet represented by Chancellor of the Exchequer Asquith. In the absence of Premier Campbell-Bannerman, who is suffering from a cold, Mr. Asquith replied to the opposition. He promised that nobody inside or outside the house was yet in possession of the details of the government's Irish plans, and contended that there was nothing novel in the declarations made by Mr. Birrell and Mr. Birrell that the ultimate solution of the Irish problem could be found only in some form of home rule. "Who then," asked Mr. Asquith, "are those guilty of political perfidy? Am I one of them? If when the government's scheme is produced it is found to contain anything in the letter or spirit inconsistent with or in violation of any pledge or assurance I have made, either before or during the election, I will immediately resign."

"But," continued the chancellor of the exchequer, "the whole Liberal party voted with Mr. Redmond in the late house, in favor of a resolution which condemned not only the present system of administration in Ireland, and I am not going to recede one whit from that position. The government are strongly criticized for the government for attempting to deal with the question of the House of Lords, which he asserted was open the footings of political controversy as to overhauling all attempts at useful legislation."

Finally the amendment moved by Earl Percy, which raised the discussion concerning the House of Lords by external means, was rejected by a majority of 263.

PYTHIANS CELEBRATE ANNIVERSARY TONIGHT

The Knights of Pythias celebration of their anniversary, which will take place tonight, is expected to prove a function of more than ordinary interest. The proceedings, which are open to Knights and their ladies, will take place in the York assembly rooms. Over 500 guests are expected to be present. The first part of the evening's programme will be carried out by Regt. Adjt. Dodge, vocal solos by DeWitt Cairns, and a string quartet by the orchestra, reading by A. E. McGinley and selection within a short time.

Afterwards there will be an informal dance. Finally the dance of the caterer, Mr. Seammell, will commence to serve supper in order to give any of the elderly people who do not care to remain for the more frivolous features an opportunity to go home early and yet not have to be deprived of refreshment.

As the members of the Uniform Rank will be arrayed in the splendor of their full regalia the scene should be a brilliant one.

TO CURE A COLD IN ONE DAY

Take LAXATIVE BROMO Quinine Tablets. Druggists refund money if it fails to cure. E. W. Groves' signature on each box, 25c.

ROBLIN WILL FIGHT ON QUESTION OF THE BOUNDARY EXTENSION

WINNIPEG, Feb. 18.—A dispatch says Hon. R. P. Roblin, addressing the assembly of the Manitoba legislature today, made the extension of Manitoba's boundaries the sole issue of the campaign, and it is likely the battle will be fought on this line alone. In referring to the authorities at Ottawa the premier said: "I charge them with the responsibility of the decision of the federal government to the extension of the boundary to which it is entitled, with barring the way to its further growth and development with despotism and deceit. These are strong words, but when, as in the present case, the consequences are so far-reaching, so great a departure from the structure and spirit of our constitution, when the effect is to degrade the province, subject it to domination when it is fact changes the whole theory of the relations of the local and federal governments to each other, no apology for their expression is necessary, but in the contrary, it is high time to ask the people to rise in their might and strike a blow. Let your sentiments be outspoken and your verdict a mandate to Ottawa that you will no longer tolerate the violation of constitutional liberty."

PRINCE EDWARD ISLAND TUNNEL DISCUSSED

Mr. Martin, of Queens, Makes Demand for Its Construction.

Hon. Mr. Brodeur Points Out That so Far Possibility of Tunnel Has Not Been Ascertained.

OTTAWA, Feb. 18.—At the opening of the sitting R. L. Borden said there had been a question raised as to whether the resignation of Mr. Hyman had been properly witnessed, and therefore whether the resignation of Mr. Hyman was valid. He therefore moved that the letter of Mr. Hyman resigning his London seat should be referred to the committee of privileges and elections of the house.

The Prime Minister had suggested this course the last time the matter was referred to in the house.

Sir Wilfrid said the government would accept the motion. He thought if there was any doubt it should be cleared up. He suggested that there should be a stay of proceedings under the Speaker's warrant while the inquiry was proceeding.

Mr. Borden thought that should follow the inquiry.

Sir Wilfrid's announcement could be made tomorrow on that point.

The resolution passed.

W. F. Maclean asked if the government intended to give provincial authorities power to appropriate within their limits private owned telephone companies incorporated under the federal law.

Sir Wilfrid replied: "It is not in the power of the government to confer on the provincial authorities any more authority than the latter have already under the B. N. A. act."

Armand Lavergne asked on what basis the government proposed referring the senate according to a resolution adopted by the Liberal convention of 1904.

Sir Wilfrid replied that "the basis upon which the government proposes to refer the senate is a subject to be decided by the senate itself. It is not intended, during the present year, to introduce an amendment, as it is intended to make the present session a short one."

Mr. Martin of Queens, P. E. I., moved for correspondence relative to the communication with Prince Edward Island. He declared that the communication at present was inadequate to connect the island with the mainland, either by sea steamers of capacity to make the trips in all conditions of ice, or by tunnel, the construction of which was possible.

Mr. Lefurcy, of Prince Edward Island, said the problem of winter communication was the question of the island's importance as far as the island was concerned. It struck at the root of the island's existence, and the people were willing to take almost any step to obtain their rights. The people were sorry some papers published on the island of proper communication. If the terms of confederation were fulfilled, the population of the island would double within a short time.

Hon. Mr. Brodeur said the question was an important one, which required consideration. It had been impossible for any government so far to decide whether the tunnel could be successfully built. The terms of confederation required efficient steam and telegraphic communication between the island and the mainland. He was sorry some papers published on the island had daily advised Prince Edward Island to secede from confederation. An expert had been employed to prepare plans for a steamer which would adequately carry on winter navigation. However, they had not given an order for the steamer, as the plan was for a boat of such draft that the boat could not enter Pictou harbor.

Mr. McLean of P. E. I. claimed that the terms of confederation had not been carried out. He asked for a royal commission to decide whether the terms of confederation had been carried out and whether adequate winter communication with the island had been given.

B. W. Fowler of Kings supported the case of the island members.

R. L. Borden said that if steamers were not constructed which would perform the service in winter the tunnel would have to be constructed to make good the confederation pledge.

Mr. Carvell of Carleton said that he sympathized with the island and thought the tunnel would have to be dug if steamers could not perform the service.

The motion was adopted.

The speaker announced that he had issued a stay of proceedings under his warrant in the London case.

The house adjourned at one o'clock. The privileges and elections committee has been called to meet on Thursday to take up the London case and decide whether the resignation of Mr. Hyman is valid.

VICTIMS WILL DIE

NEW YORK, Feb. 18.—In a tenement house fire at 15 Clinton street tonight, two children were probably fatally burned, one woman threw herself from a fourth floor fire escape into an area way and will doubtless die, and a number of other persons were seriously hurt. The injured are: Lena Greenberg, 15, burned and injured by jumping from fourth story fire escape.

WOULD AMEND INSURANCE ACT

Dr. Pugsley Cites Some What Complicated Case.

Municipal Alms Houses Will be Called County Homes—Provisions for the Forestry Convention.

FREDERICTON, Feb. 18.—The house met at 3 o'clock. The speaker being absent and the chairman of committees ill, on motion of Hon. Mr. Tweedie, Mr. Campbell took the chair. Hon. Mr. Pugsley introduced a bill to amend chapter 165 of the Consolidated Statutes respecting municipalities. He said that the object of the bill was to provide that municipalities shall not be liable for the default of municipal officials such as constables, etc., and that municipal officers shall not be liable except for malice or negligence. This has been introduced at the instance of the municipalities of Kings in consequence of a recent decision of the supreme court.

Mr. Whitehead presented the petition of the city of Fredericton in favor of their debenture bill.

Hon. Mr. Pugsley introduced a bill in amendment of the Life Insurance Act, fifth Edward VII., chapter 4. He said that this was to meet a difficulty which had been raised by one insurance company. A man had insured his life in favor of a woman whom he had intended to marry. The marriage had not taken place, and he now desires to substitute other beneficiaries. The contents to this, but will not sign the policy. The company maintains that there is no power under section 13 of the act to make the change. I think the person insured ought to have control of his policy.

Hon. Mr. Pugsley presented the petition of Murray G. Harmer and others for the incorporation of Fiddis Lodge of Good Templars.

Hon. Mr. Tweedie introduced a bill to further amend the New Brunswick Elections Act. It provides that where there are more than three hundred voters at a poll the sheriff shall provide an additional box.

Hon. Mr. Tweedie introduced a bill relating to municipal alms houses. He explained that it was intended to change the names of these institutions to county homes. He thought that there were more than three hundred voters at a poll the sheriff shall provide an additional box.

Hon. Mr. Tweedie gave notice of motion that copies of all correspondence between Carleton Allen and Edwin Carter and the government in regard to the sale of a property in Bathurst be laid before the house.

Hon. Mr. Hazen gave notice of an inquiry in regard to the sum received from liquor licenses in Madawaska.

Hon. Mr. Tweedie laid on the table the bonded debt of Albert county.

The bill to legalize certain marriages by the Rev. Mr. McConnell was agreed to in committee. Mr. Ryan in the chair.

Hon. Mr. Tweedie in reply to Mr. Hazen, stated that the receipts and expenditures since the close of the fiscal year would be laid before the house.

Hon. Mr. Tweedie said with regard to the Election Act and the fact that a committee had been appointed to session to draft amendments, it has escaped his memory that a bill had been prepared. The bill is all ready to be brought before the house and will be shortly in the hands of the members, from whom he invited suggestions.

In regard to the forestry convention he said it would meet in that chamber, as being the most convenient place to hold it, on Wednesday and Thursday of this week. As many seats as possible will be provided, but owing to the non-response by a great many of the persons to whom invitations have been sent, it was difficult to know whether there would be a sufficient number of seats for all. The galleries will be thrown open, and the best that can be done to accommodate them will be done.

The house adjourned at 5.30 p. m.

HAVE ASKED TO HAVE BILLS HELD OVER

Secretary Magee, of Executive of New Brunswick Union of Municipalities Wires Premier to That Effect.

MONTREAL, N. B., Feb. 18.—Having received requests from members of the executive of the New Brunswick Union of Municipalities, Secretary J. S. Magee of this city has wired Premier Tweedie at Fredericton asking that the bills regarding the New Brunswick Telephone Company and the bill relating to line fences, trespassers and pounds be held over until the twenty-sixth instant.

It is regarded here as peculiar that no copies of the bill of assize importance as this New Brunswick telephone bill, affecting as it does every municipality in the province of New Brunswick, have been available.

JAMES SHAW DIED YESTERDAY

Was Senior Member of J. & W. Shaw, and Had Long and Honorable Business Career.

The death of James Shaw took place yesterday at his residence, 100, Hazen street. Mr. Shaw had been ill for over a year, but his death came rather unexpectedly, as he had seemed to be considerably better on Monday morning.

The deceased was born over seventy-four years ago at Golden Grove, St. John county, where his parents, who had come from the north of Ireland, settled in the year 1825. James Shaw was the third of a family of five children, two sisters being older and a sister and a brother younger. The brother, William Shaw, ex-M. P. of this city, is now the only living member of the family.

The deceased came to St. John at the early age of fourteen and according to the custom of the time was apprenticed. He served his time as a baker and worked at the business for some years in the city. About thirty-nine years ago, together with his brother, he built a bakery at the Shaw home, about seven miles from the city. The business increased to such an extent that two years later it was removed to St. John, where it is still conducted. With this business, Mr. Shaw was closely associated until the beginning of his illness in November, 1905.

Mr. Shaw from early manhood was an enthusiastic curler. Even sickness did not lessen his interest in the game, as was shown by his insistence on seeing the vicious rinks on their return from the Montreal hospital last month.

In religion Mr. Shaw was a Presbyterian. For the greater part of his life he was a prominent member of St. David's church, being choir master for several years. He was a very active part in politics, but still was always known to have strong views on certain subjects and to stand by them always.

In the early "nineties" he represented the parish of Simonds for one term on the St. John County Council.

Mr. Shaw leaves a family of eight children, five by his first wife and three by his second. These are William, Fred, George, barrister, and Mary, all of this city, and Albert of New Brunswick by the first marriage; Ethel, Harry and Irwin, also of the city by the second marriage.

The funeral will take place on Wednesday at 2.30 from his late residence, 111 Hazen street.

FORMER ST. JOHN MAN TRAVELS 11,000 MILES TO WED

DETROIT, Feb. 18.—Walter H. Wilson, of Fairbanks, Alaska, was in Detroit Saturday, on his way home after having travelled 11,000 miles to marry Miss Margaret Corbett, of Durham, Ont.

Wilson who was born in St. John, N. B., was married ten years ago in New York. He was taken to Roosevelt Hotel. His nurse was Miss Corbett. Friendship between them grew into love, and they became engaged.

Wilson determined to win a fortune before marrying and went to Alaska. After a year's work he had made his "struck luck" and came east to claim his sweetheart.

1 Cent!

THAT'S ALL IT COSTS YOU PER WORD

to advertise in the Classified Columns of THE SUN or STAR. Furthermore, if you allow your advertisement to run a week we charge you for 4 insertions ONLY.

HOUSES TO RENT FLATS WANTED LOSTS AND FOUNDS FOR SALES, ETC. HELP WANTED WORK WANTED

Let THE SUN and STAR do your hustling; they are ad by nearly 15,000 people every day. They are the people's papers.

1 Cent!