

COBBLING



We are now prepared to do all kinds of fine Shoe Repairing. Satisfaction guaranteed.

'PHONE 488A.

N.B.—Any fine shoes sent us from the outports to be repaired will receive personal attention and treated with dispatch.

F. SMALLWOOD,
REPAIR DEPT.

New Amateur Photo Department.

We wish to announce to the Public—both city and outports—that we have opened a new Amateur Department at our Studio, Water Street, and we are now ready to take and deliver Amateur Work at a very short notice. (Note Price List) below and give us a trial order.

Developing Film.

2 1/2 x 2 1/2	1 doz.	1 doz.
2 1/2 x 3 1/4	1 doz.	20c.
2 1/2 x 4 1/4	1 doz.	25c.
3 1/2 x 4 1/4	1 doz.	35c.
3 1/2 x 5 1/2	1 doz.	45c.
4 x 5 1/2	1 doz.	55c.

Developing Film Packs.

2 1/2 x 2 1/2	1 doz.	20c.
2 1/2 x 3 1/4	1 doz.	25c.
2 1/2 x 4 1/4	1 doz.	35c.
3 1/2 x 4 1/4	1 doz.	45c.
3 1/2 x 5 1/2	1 doz.	55c.
4 x 5 1/2	1 doz.	65c.

Developing Plates.

2 1/2 x 2 1/2	1 doz.	2c.
2 1/2 x 3 1/4	1 doz.	3c.
2 1/2 x 4 1/4	1 doz.	4c.
3 1/2 x 4 1/4	1 doz.	5c.
3 1/2 x 5 1/2	1 doz.	6c.
4 x 5 1/2	1 doz.	7c.

Printing Only.

2 1/2 x 2 1/2	1 doz.	2 1/2c.
2 1/2 x 3 1/4	1 doz.	3c.
2 1/2 x 4 1/4	1 doz.	4c.
3 1/2 x 4 1/4	1 doz.	5c.
3 1/2 x 5 1/2	1 doz.	6c.
4 x 5 1/2	1 doz.	7c.

THE TOOTON STUDIOS,
310 and 406 Water St.

Typewriter Bargains!

THREE OF THEM RIGHT HERE NOW.

For \$50.00 we are selling a \$97.00 No. 7 Remington Machine.

For \$60.00 we are selling a \$100.00 No. 5 Oliver Machine.

—AND—

For \$75.00 we are selling a \$130.00 No. 5 Underwood Machine.

Come in and see a \$40.00 to \$55.00 saving on a Typewriter. If you prefer some other Machine, we can get you that, too, at an equally big discount.

DICKS & CO.,
Limited.

SKINNER'S
Monumental Art Works.

St. John's, Nfld.
Established 1874.

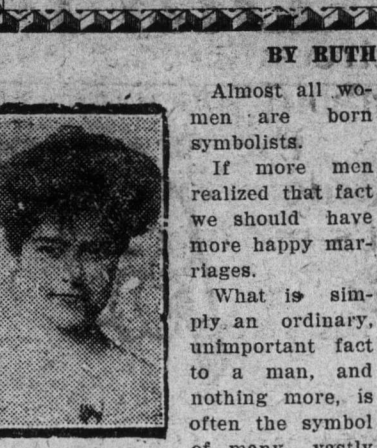


Now on hand a large stock of Headstones and Monuments, all sizes and prices. Our new catalogue of Photo Designs and Price List with Mail Order System sent to any address on request. Write to-day.

An Intelligent Person may earn \$100 monthly corresponding to newspapers. No canvassing. Send for particulars. Press Syndicate 217 1/2 Lockport, N.Y. Dec 14, 11

THE FISHERIES BEING RUINED BY MORRIS'S POLICE!

Why Women Remember Anniversaries.



BY RUTH CAMERON.

Almost all women are born symbolists. If more men realized that fact we should have more happy marriages. What is simply an ordinary, unimportant fact to a man, and nothing more, is often the symbol of many vastly important facts to a woman. That is why an ordinarily sensible woman will sometimes make a terrible fuss over what seem a very little thing to a man; and that is why an ordinarily kind-hearted man will sometimes be hard and un sympathetic over what seems a very big thing to a woman.

That is why the least sentimental wife always remembers her wedding anniversary; and that is why the most devoted husband forgets the great day.

A young couple I used to know had their first quarrel because he left her to go to a ball game one Saturday afternoon when they had only been married a few months.

She didn't want to go but she professed herself quite willing to have him go, and thinking all was plain sailing, he went. When he came back he found his wife enveloped in that peculiar atmosphere of constraint which every young husband has occasionally encountered. All attempts to break through it proved vain; he was honestly mystified. He really had no idea what was the matter, and after several

efforts grew hostile in his turn. Of course the miserable misunderstanding finally came to a head and pride and formal politeness dissolved into tears on one side and reassurances on the other. When the explanation stage arrived, the husband was truly astonished to find that it was all because he had gone to the ball game without her. "But you told me to go," he protested, with the obtuseness of a big blundering man. "I wanted you to go if you wanted to, but I didn't want you to want to," she sobbed. "But it was such a little thing anyway," he argued, man-wise. "Well, it wasn't just that you went to that game," she explained, woman-wise, "but I thought of all the times you would leave me in the future. It wasn't at all the fact that you went this time that troubled me, it was the thought that probably our tastes would differ more and more and some day you would always go off by yourself to have your good times."

To an unmarried man all that probably sounds like the veriest nonsense. To a married man it probably sounds sadly familiar. And to a woman it surely sounds natural and sensible.

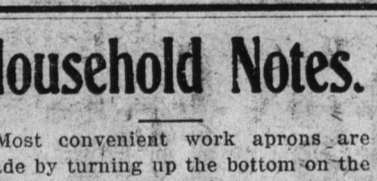
Such is the symbolism of woman which sees in one little fact a thousand big facts. And such is the mystery this symbolism causes when it isn't understood. Any man who will take this tendency into account will double his chances of matrimonial happiness.

Ruth Cameron

A BLOOD MEDICINE WITHOUT ALCOHOL.

Recently it has been definitely proven by experiments on animals that alcohol lowers the germicidal power of the body and that alcohol paralyzes the white corpuscles of the blood and thus destroys disease germs. Disease germs cause the death of over one-half of the human race.

A blood medicine, made entirely without alcohol, which is a pure glyceric extract of roots, such as Bloodroot, Queen's root, Golden Seal root, Mandrake and Stone root, has been extensively sold by druggists for the past forty years as Dr. Pierce's Golden Medical Discovery. The retarding influence of this extract is like Nature's influence—the blood is bathed in the tonic which gives life to the blood—the vital fires of the body burn brighter and their increased activity consumes the tissue rubbish which has accumulated during the winter.



Dr. R. V. Pierce, the founder of the Invalids' Hotel and Surgical Institute, and a physician of large experience and practice, was the first to make up an ALTERNATIVE EXTRACT OF ROOTS, WITHOUT A PARTICLE OF ALCOHOL OR SARCOTIC.

It is with the greatest of pleasure, that I write to let you know of the great benefit I received from the use of your medicine and self-treatment at home," writes Mrs. Wm. H. Ryan, of Lady Smith, B. C. I suffered for three years from a running sore. Several other doctors but they failed to mend or give relief. Finally I was told I was in consumption and would have to consult a specialist concerning my case. The great relief was cut out before the wound would heal. A kind friend advised me to write to Dr. Pierce, which I did, and after seven months' use of the treatment the sore is healed, and I enjoy better health than I ever did. I dressed the wound with Dr. Pierce's All-Healing Ointment and took the Golden Medical Discovery and Pleasant Pellets for my troubles. I shall always recommend your medicine.

Dr. Pierce's Pleasant Pellets regulate liver and bowels.

Household Notes.

Most convenient work aprons are made by turning up the bottom on the right side to form a generous pocket, stitching once up the centre to hold in place. When setting the house in order in the morning, these aprons save many steps.

To make the kitchen table nice and white, use hot water and a little soda and wash it all over. Then sprinkle lightly over with some silver sand and scrub well. Thoroughly rinse, then take cold water and wash it all over again.

When closing the house for a short vacation, take precautions to keep the moths out of the piano felts. Use sandalwood sticks or a piece of cotton saturated with oil of camphor. Put this in the piano and the moths will not eat the felts.

At fruit-canning time one is apt to have a little left over after filling the large jars, and sometimes there is not enough to fill a pint can. If all glasses, vaseline and cold-cream jars are saved, they will be found very handy for these odds and ends.

When a quick oven is wanted, and a fire has been running long in the stove, open the oven door, letting it remain open until it is thoroughly cooled and filled with fresh air. Then close the door, and when the fire is started, the oven will very quickly reheat.

A wood box in the kitchen should not be too low. It is a good idea to have the lower part of the box, a drawer, in which such things as stove polish, etc., are kept. If the front of the box is made to let down on hinges, it can be cleaned out more easily.

Crocuses can be had in winter if treated like Japanese lilies. Put the bulbs in a shallow earthen dish of water half filled with pebbles. Keep them in a dark place for a little while and then put them in the light, but do not set them in the sunlight until the flower buds form.

The Advertising Age.

How the Signboard Has Grown to a Vast Art and Science.

There is an amusing and illuminative little story told of Mark Twain that should be inserted in the private manual of every person who studies the art of advertising. Mark Twain related the anecdote himself as an after-dinner story. "When I was sitting the 'Virginia City' Entertainment," he said, "and writing copy one day and mulling the next, I tried to force the value of advertising in many ways. One day I received a letter from a subscriber saying that he had found a spider pressed between the pages of his copy of the paper and that he wanted to know whether this was good or bad luck. I replied to him in our 'Answers to Correspondents' columns as follows: 'Old Subscriber.—The finding of a spider in your copy of the 'Enterprise' was neither good luck nor bad. The spider was merely looking over our pages to find out what merchant was not advertising, so that it could spin its web across his door and lead a free and undisturbed existence ever after.' There is to-day across the doorway of every business which does not advertise a spider's web so finely spun and delicately wrought that perhaps it may go unnoticed by the casual passer-by. Nevertheless the spider and web are there as a sign of a quiet and undisturbed existence."

The First Advertiser.

All this brings us to the now accepted fact that advertising is not a luxury, but a necessity of commercial life. The great law of nature is that by which the whole business of existence is conducted on a vast system of supply and demand. When there is a shortage in either the supply or the demand, the equilibrium of things is inevitably upset. It is the duty of advertising to see that this does not happen—to keep things in the position of perfect equilibrium, so that the great principle of exchange

Dr. de Van's Female Pills
A reliable French regulator never fails. These pills are exceedingly powerful in regulating the sensitive portion of the female system. Refer to all cheap imitations. Dr. de Van's are sold in a box of 10 pills for \$1.00. Mail to any address. The Sarsaparil Drug Co., St. Catherine, Ont.

IN STOCK!

Sound Sweet Oranges,
Large Sweet Oranges,
Egyptian Onions, bags,
P.E.I. Potatoes, low price,
do Turnips, large bags,
do Parsnips, " "
Snow Drift Corn,
Medallion Beans,
Boyers Tomatoes,—3's.

Soper & Moore.

and better runs on with smooth continuance. When the first trader hung up a sign or scribbled his name above his door he started advertising, and every trader who has been born into the world since has had to follow his example. Many people make the mistake of assuming that because a certain firm does not display bill posters on the hoardings or buy pages in the newspapers it is not advertising. This is not the fact. So long as that firm has any article in its window, or any sign above its door, or any plate screwed on its door, it is, strictly speaking, an advertising firm, though it is advertising in an old-fashioned, outmoded, hole-and-corner fashion.

Once we realize this fact, the universal character of advertising, we see immediately that the one question upon which we should concentrate our mental energies is not whether or no we should advertise—necessity has made us all advertisers—but, rather, how shall we perfect our advertising as an art or a science. The simplest or the oldest tottering of a name outside a shop, or the mere display of goods in a window, are largely outmoded forms of advertising, because in these days the trader knows that all the town is not protruding outside his place of business. The task which the trader's advertising manager is set under modern conditions is to bring the public to the place of business; in other words, to bring the demand and the supply together. Once this has been done the art of advertising has largely played its part, and the supply must speak for itself.

The general channels through which advertisers work are by means of the poster placard, the circular, and the public press. He appeals to the public through the medium of illustration and of the written word. It is in this respect that the art of advertising has so immeasurably improved during the past ten years. When advertising was understood to-day was in its infancy as an art there was a popular impression abroad that the successful advertiser must deal in broad and exaggerative effect. He was supposed always to overstate his case. It was tacitly assumed that his goods were never so good as he said they were, and he was generally tolerated as a person who indulged in licensed misrepresentation.

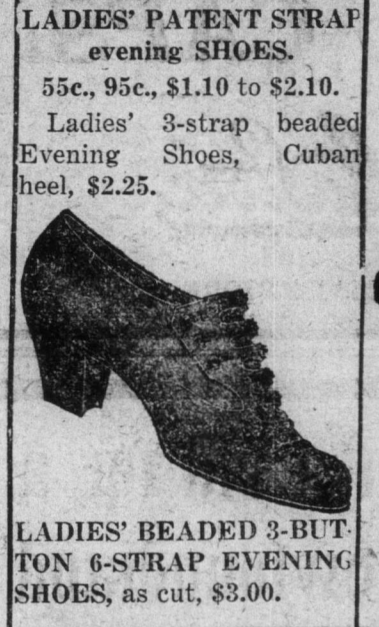
To-day the whole situation has changed, and while the art of advertising has improved in both manner and matter, in subtlety, in illustrative beauty, in style, and in technique to an extent beyond recognition, the whole of the new development, which has taken some of the best, the most sensitive, and the brightest brains of the country into its service, is based upon the old but honorable adage that honesty is the best of policy.

The tyro in the advertising world is taught to-day that misrepresentation and stupid exaggeration are the worst foes to good business. Allowing for the average amount of mendacity, it is easy to advertise goods in such a way that you can sell them to a certain public once. But it is now recognized that no first-rate business can subsist on such a principle. To advertise successfully you must advertise in such a way that you can sell your goods to the same public over and over again. You must turn this public, in fact, into advertising agents. In other words, all the art of modern advertising is based upon a more faithful appreciation of the truth as the best weapon in the advertiser's armory than has ever before been the case.

Out of misrepresentation springs the dissatisfied customer, and it is now recognized that the dissatisfied customer is the worst and most fatally damaging advertisement that any business firm can own. So naturally to-day the advertising world is seeking the truth.

DAINTY Evening SHOES

AT
Knowling's Shoe Stores



LADIES' SATIN PUMPS
in
Black, White, Blue, Pink
and Crimson Pom Poms,
with detachable strap.
\$3.00.

LADIES' BEADED 3-BUTTON 6-STRAP EVENING SHOES, as cut, \$3.00.

LADIES' PATENT 7-STRAP EVENING SHOES, Cuban heel, very effective, as cut, \$2.50.
Ladies' White Kid Evening Shoes, silk and satin bow effects, \$1.50, \$1.80.
Ladies' Patent Pumps, \$1.25, \$1.45, \$1.80, \$2.70, to \$4.50.

SHOE STORES. G. KNOWLING. SHOE STORES.
may 22, 23, 27, 29, 31, June 3

The Nickel Theatre

Home of Good Pictures.
MID-WEEK CHANGE.
EVERY ROSE HAS A STEM. An Edison drama.
THE POPULAR GAUMONT GRAPHIC. Sees all, knows all.
HIS LESSON, a Biograph. 2--Other Comedy Pictures--2
MUSICALE.
MISS GARDNER MISS GUERIN MR. McCARTHY.
Every afternoon at 2; every night at 7.
ALWAYS A GOOD SHOW.

A. & S. RODGER.

CAPS, the latest style.

CAPS, the newest shape.

CAPS, to suit all ages.

Only **20, 40 and 60 cts.**

A. & S. Rodger's.

The Popular London Dry Gin is VICKERS' GIN
D. G. ROBLIE, Toronto, Distribution Agent.
J. JACKSON, St. John's, Resident Agent.

New C
50 NEW CAN
200 sacks
50 sack
30
20 bunches BA
10,000
may 28, 11

CALLAHAN.

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Registered in the

**FULL CR
CONDEN
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