THE PEOPLE'S PAPER.

The Evening Telegram

THE BEST ADVERTISING MEDIUM IN NEWFOUNDLAND.

Linking up the Advertiser with the Dealer.

By M. S. Olds, Advertising Manager of Stein-Block

Few people can be found to-day who will dispute the power of judicious advertising. It is looked upon as a prime factor in business success. The merchant who foes not advertise is considered a back number by his associates. Advertising has seized hold of the tools of civilization and wrought strongly with them. The printing press is its knight errant and the electric current its torch. Yet advertising is by no means easy to define. I think, if you should ask me to define advertising off-hand, I should say that advertising is the science of promoting

Now I am not intending in this paper to lay down for you a set of rules that will prove an infallible guide to anybody with so important a problem confronting him. That would be impossible, for the great questions of distribution require special investigation and special treatment, each according to its needs. What I do want to do is to call your attention to a few fundamental working principles that cover in a general and practical way one or two features of successful distribution. I have called my subject, "Linking Up with the Dealer," and I am going to try to tell you a few practical things that may help you in smoothing out the road.

Of course, you must advertise. This can be done in most of the nationally circulated mediums that have been brought into being and continue to be fatly nourished by advertising. The newspapers can help you tremendously to achieve victory in that wonderful battle against indifference, which we call publicity.

There is no profession in which more can be learned from hard experience than advertising. Some of you may be advertising men some day and I want you to remember these little points that have come up in the course

of the day's work: First and Always-Let whatever you send or write to your customer be as safe and honest as the checks that carry your firm's signature. Second-Answer your customer's letters the same day

they are received. You will earn his respect and his Third-Be frank with him and try to write to him just as you would talk to him, as one honest man to another Fourth-Answer his questions minutely and carefully. Sometimes they may seem insignificant to you, but to him

they are very important. Fifth-Do not try to get something from him for nothing. Do not permit him to expect something from you for

Sixth-Remember that he is probably just as good a fellow as you are, and that he is quick to detect a shortcoming in you and your work.

Eighth, Ninth and Tenth-Be on the square with him from one year's end to the other-and use Common Sense

"The Man Who Disappeared."

CHAPTER VI. THE NAME OF ONE TURL COMES UP.

thanks for the sight of your moonlit garden. When shall I see you again?" Oh, run in any time. It isn't so think Mr. Thomas Larcher a very far out your way, even if you don't

"I'd like you to glance over the proofs of my Harlem Lane article. I the love affair of Murray Davenport shall have them day after to-morrow. with the "romance" of Miss Florence Let's see-I'm engaged for that day. Kenby. One might suppose that Ed-"All right. Come the next day if

"Just as you please.

"Good night!"

At the door, Larcher turned for a moment in passing out, and saw Davenport standing by the table, looking after him. What was the inscrutable she necessarily does in this narrative. Larcher, too, was not as fully in possession of the circumstances as the reader. Nor, to him, were the circumstances isolated from the thought of the subject.

So matters stood until two days after the interview related in the Edmanson, Bates & Co., Toronto. expression - half amusement, half sands of others that made up his previous chapter. At the end of that | friendliness and self-accusing regret life, as they are to the reader. Ed- interview, Larcher had said that for KEEP MINARD'S LINIMENT IN

CHAPTER VII. Mystery Begins. The discerning reader will perhau

this and that together and associated "That'll be Friday. Say one o'clock, of connecting links. But the still and we can go out and lunch togethshe necessarily does in this narrative.

im because he was unlucky; Larcher had always conceived her as such a woman, and so of a different type from that embodied in Miss Kenby. To be sure, he knew now that Davenport's fickle one had a father; but so had most young women. In short, the small connecting facts had no such significance in his mind, where they were not grouped away from other facts, as they must have in these pages, where their very presence together implies inter-relation.

In his reports to Edna, a certain delicacy had made him touch lightly upon the traces of Davenport's love affair. He may, indeed, have guessed that those traces were what she was most desirous to hear of. But a certain manly allegiance to his sex kept him reticent on that point in spite of all her questions. He did not even say to what motive Davenna Hill's friendship for Miss Kenby, post ascribed the false one's fickle and her inquisitiveness regarding ness; nor what was Davenport's pres-Davenport, formed a sufficient pair ent opinion of her. 'He was thrown over by some woman whose name he judge otherwise. For Miss Hill had never mentions; since then he has many friends whom she brought to steered clear of the sex.' was what "One o'clock on Friday then. Good Larcher's notice, and Miss Kenby did Larcher replied to Edna a hundred not stand alone in his observation, as times, in a hundred different sets of

which faintly relieved for a mo- na's allusion to Miss Kenby's "ro- the second day thereafter he was en-

second day was, to spend the afternoon with Edna Hill at a riding school. Upon arriving at the flat where Edna lived under the mid Adams, Albert Ayles, Mary, Theatre Hill protection of her easy-going aunt, he found Miss Kenby included in the Barnes, H. T., card arrangement. To this he did not object; Miss Kenby was kind as well as beautiful; and Larcher was not as beautiful; and Larcher was not as beautiful; and Larcher was not beautiful; and Larcher was not as beautiful; and Larcher was not beautiful; an as beautiful; and Larcher was not unwilling to show the tyrannical Edna that he could play the cavalier to one pretty girl as well a; another. He

Barnes, Capt. D.

Braker, Aggie, card Braker, Aggie, card Barter's Hill Fowler, Miss M., LeMarchant Road Barter, Mrs. J., card, Barter's Hill Fowler, Miss M., LeMarchant Road Barter, Mrs. J., card, Barter's Hill Fowler, Miss M., LeMarchant Road Barter, Mrs. J., card, Barter's Hill Fowler, Miss M., LeMarchant Road Barter, Mrs. J., card, Barter's Hill Fowler, Miss M., LeMarchant Road Barter, Mrs. J., card, Moorgan, John, card, Capt. Moorgan, John, card, Capt. Moore, Miss Florence, Benskin, L. F.

Benskin, L. F.

Barnes, Capt. D.

Braker, Aggie, card Braker, Miller, J. J.

LeMarchant Road Moorgan, John, card, Capt. Moorgan, John, card, Capt. Hamilton, Street Benskin, L. F.

Rowe, Agnes, retd. that he could play the cavalier to one pretty girl as well as another. He did not, however, manage to disturb her serenity at all during the afternoon. The three returned, very merry, to the flat, in a state of the utmost readiness for afternoon tea, for the day was cold and blowy. To make things pleasanter, Aunt Clara had finished her tea and was taking a nap. The three young people had the drawing room, with its bright

| Morgan, John, card, care G. P. O. Moore, Miss Florence. care Gen'l Delivery Miller, Miss Laura, Water St. Hutchings' St. Ford, Miss S., Care Jacob Bishop, Mundy Pond Road Fudge, Wim., care G. P. O. Blackmarsh Road Bowden, C. R. Field Brothers, Mrs. Mary, care G. P. O. Blackmarsh Road Bowden, C. R. Field Brothers, Mrs. Mary, care G. P. O. Moores, Mrs. Win., Springdale Street Moores, George, Woores, George, St. Gladney, M. P., Barter's Hill Bowman, Miss Jean, card, Casey's St. Gorman, Michael, card Goss, Thomas, Angel St. Gorman, Michael, card Goobie, E., retd. Gulliford, George A. Springdale St. Frank, G. P. O. Murray, M., card Mulligan, Mr., South Side Manning, Mrs. B., Springdale St. Springdal the drawing room, with its bright coal fire, to themselves.

Everything was trim and elegant in Butt, Edith this flat. The clear skinned maid who brought the muffins and cake, might have been transported that instant from Mayfair, on a magic carpet, so neat was her black dress, so spotless her white apron, cap, and cuffs, so clean her slender hands,

'What a sweet place you have,
Edna,' remarked Florence Kenby,
poking around.

Crawlord, Patrick,
care G. P. O.
Carney, Miss May, card
Cripman, Mrs. W. H.
Cove, Thomas, card 'So you ve often said before, dear.

And whenever you choose to make t sweeter, for good, you've only got o move in.' Florence laughed, but with some-

hing like a sigh. What, are you willing to take poarders? said Larcher. 'If that's the case, put me down as the first ipplicant.

'Our capacity for 'piying guests' s strictly limited to one person, and o gentleman need apply. Two umps, Flo dear?' --

'Yes, please. - If only your restriations didu't keep out poor fath-

'If only your poor father would consider your happiness instead of is own selfish plans.' 'Edna, dear! You mustn't."

Why mustn't I2' replied Edna, pouring tea. 'Truth's truth. He's your father, but I'm your friend, and you know in your heart which of us yould do more for you. You know and he knows, that you'd be happier, and have better health, if you came to live with us. If he really loves you, why doesn't he let you come He could see you often enough. Bu I know the reason; he's afraid you'd get out of his control; he has his own projects. You needn't mind my saying this before Tom Larcher; he read your father like a book the first

time he ever met him.' Larcher, in the act of swallowing some buttered muffin, instantly looked very wise and penetrative. 'I should think your father him

self would be happier,' said he, ' if he ived less privately and had more of "He's often in poor health," re

"In that case, there are plenty of olaces, half hotel, half sanatorium where the life is as luxurious as can "I couldn't think of deserting him

Even if he -weren't altogether un selfish about me, there would always be my promise.' "What does that matter - such a promise?" inquired Edna, between

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It will take some patience and per sistent treatment, but there is no way by which you can so certainly restor The best time to restore the nervous system is long before such a critical condition is reached. Such symptoms of energy, failure of memory and pow-er of concentration, irritability and discouragement tell of a failure of

gaged; hence he had appointed the third day for his next meeting with Davenport. The engagement i r the

Aylward, Bridie, retd.

Ewing, James, slip Elsworth, Moses, slip Frampton, Josiah, card

Springdale St. H Button, Miss Lizzie.
Central Street Hamblin, Margaret.
care Mrs. 3

Carew, Mrs. Carry Crawford, Charles L., Hodder Supply Co. late Bay of Islands House, John, Albert St. Carew, Mrs., Lime Street Crawford, Patrick,

Dawe, Gordon Dean, Thomas H.

care Dickenson,
Rennie's M. Road
Punn, James, card
E

General Post Office, July 17, 1911.

England, J., card, Signal Hill Road Lilly, Flora, card, Pleasant Street Lidstone, Emily, retd. Ilis, Miss Clara,

Emerson, Henry P. Elliott, Thomas, card, care G. P. O. Manie, Miss Maggie, care G. P.O. Quinton, Capt., Mansfield, Mrs., retd.

Murray, M., card
Mulligan, Mr., South Side
Manning, Mrs. B.,
Mc Spring Road in, Margaret, care Mrs. John Cain Gebean, Wm... Haffey, Anastitia, Wishing Well Road McKay, E., retd. Healey, Joseph, Blackhead McGrath, Peter McCarthy, John, Pleasant Stro Hiscock, Annie, retd. Hodder, Alexander, British House McCowen, Dr. G. R. McNamara, Miss Louise Iolwell, Mary, retd. Hodder Supply Co. McDonald, David, card, McGrath, J. T.

J Johnson, Mr., Pennywell Road Noseworthy, Miss Ada, Gower Street Noseworthy, Moses, Kendrick, R., retd. Niel & Bishop, card Kavanagh, Julia · Kelly, Miss Annie M. Cobbett, Mrs. George,
New Gower Street
Churchill, Mrs. Agnes, card,
Gower Street
Curtis, A., retd.
Culliford, Frank

Keefe, Miss Anne M.
Keefe, Miss Angela,
Signal Hill Road
Knight, Mrs. F. H.,
Adantic Avenue
Kitz, H.,
care Gen'l Delivery

Leary, M. G.
Oxton, T. W.
Oxton, T. W.
care Gen'l Delivery

care Gen'l Delivery care Gen'l Delivery Parsons, Elijah, Prescott St. Way, Miss Madge, card Warren, Alfred, retd. Laurence, J. M., card,
Signal Hill Road
Lambert, Thomas,
Freshwater Road
Raynter, Wm.
Parsons, Elijah, Prescott St. Way, Miss Madgwarren, Alfred, Warren, Alfred, Walsh, Patrick, late Portugal Cove
Paynter, Wm.

Dean, Thomas H.
Donnelly, Mr. and Mrs., retd.
Dove, Miss B., card
Duffin, Mrs., Water St. West
Dunphy, Joseph,
Duckworth Street

Freshwater Road Paynter, win.
Lacey, Mrs. J.
Parrin, Edith
Parsons, Mrs. Mary, retd.
Pearcey, Wm.,
Iate Grand Falls
Peddle Bros., care G. P. O
Penny, W. H.,

Walsh, John,
Wash, John,
Lang Pond Road
Way, Mrs., Gower St.
Whelton, J. J.
West, Wm., Alexander St.
Penny, W. H., care G. P. O. Penny, John W. Pearce, Miss Rose, care G. P. O. Pearson, W. H.

Peaue, Blanche, retd.

Mrtin, Herbert,
care Gen'l Delivery Power, Win.
Maher, Miss Bridie, card,
Prescott Street

Q
Capt. care Campbell & McKay

Simms, G. Snow, John C. Snow, Lillie, care G. P. O. Strong, F. G

purrell. John, Lime St. quires, Miss Magt. 'aylor, Robert, card empleton, Miss P., retd. Filley, Mrs. Wm., retd.

Furnbull, Frank, St. John's West Wadden, Mrs. P., retd.

Penny, W. H.,
late Ayre & Sons Wilcox, Moses, card
Whiffin, Eveline,
late Badger Brook Water Street White, Miss H., card.

SEAMEN'S LIST.

A Rerrett Arthur	Sullivan, Michael, s.s. Ethie	Payne, Frank H.,	Norris, Ambrose, Schr. Pacque
schr. Annie Raymond Andrews, Harvey, s.s. Algerine Lewis, Wm., schr. A. K. Maclean C White, George S., schr. Emulator	Parsons, Charles, schrif Florence D. Bradbury, Jonathan, schr. Florence Strickland, Capt. John, Florence M. Smith G Lambert, Albert, schr. Gladie Holden	Kennedy, Wm., schr. Dewling, Capt. John schr. Parsons, Capt. Sam schr. M	Norris, Ambrose, Sehr. Pacque Senguriam, Capt. G Schr. Shamroc V Matthews, Richard, Schr. Victor Region Noel, J., schr. Victory W
Barnes, Chas, W.	Perry, George, s.s. Louisburg	Blagdon, Silas, schi Mosher, Wesley, schi	r. Portia Winsor, Edward, or. Portia Schr. Waterwite



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