

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 Clothing.

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.

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.

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 fully nourished by advertising.

There is no profession in which more can be learned from hard experience than advertising.

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.

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 nothing.

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.

gaged; hence he had appointed the third day for his next meeting with Davenport. The engagement for the 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 protection of her easy-going aunt, he found Miss Kenby included in the arrangement.

Everything was trim and elegant in 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, looking around.

'So you've often said before, dear. And whenever you choose to make it sweeter, for good, you've only got to move in.'

Florence laughed, but with something like a sigh.

'What, are you willing to take boarders?' said Larcher. 'If that's the case, put me down as the first applicant.'

'Our capacity for 'pying guests' is strictly limited to one person, and so gentleman need apply. Two umps, fio dear?'

'Yes, please.—If only your restrictions didn't keep out poor father—'

'If only your poor father would consider your happiness instead of his own selfish plans.'

'Edna, dear! You mustn't.'

'Why mustn't?' 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 would 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. But 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 penetrating.

'I should think your father himself would be happier,' said he, 'if he lived less privately and had more of men's society.'

'He's often in poor health,' replied Florence.

'In that case, there are plenty of places, half hotel, half sanatorium, where the life is as luxurious as can be.'

'I couldn't think of deserting him. Even if he weren't altogether unselfish about me, there would always be my promise.'

'What does that matter—such a promise?' inquired Edna, between sips of tea.

To be continued.

In Dread of 'Something'

You can scarcely tell what—it may be Hysteria, Insanity, Nervous Collapse.

You can only throw off this depression when the nerve cells are restored to health by such treatment as Dr. Chase's Nerve Food.

Your digestive system has failed to supply proper nourishment to the nerves and you are compelled to seek aid from other sources.

It will take some patience and persistent treatment, but there is no way by which you can so certainly restore health and vigor as by the use of Dr. Chase's Nerve Food.

The best time to restore the nervous system is long before such a critical condition is reached. Such symptoms as sleeplessness, headaches, nervous indigestion, muscular weakness, loss of energy, failure of memory and power of concentration, irritability and discouragement tell of a failure of the nervous system and warn you of the approach of serious trouble.

Dr. Chase's Nerve Food 50 cents a box, 6 boxes for \$2.50; all dealers, or Edmanson, Bates & Co., Toronto.

KEEP MINARD'S LINIMENT IN THE HOUSE.

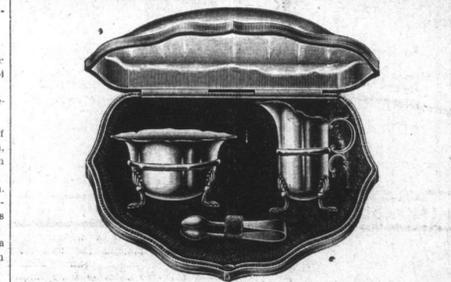
UNCLAIMED LETTERS, REMAINING IN G. P. to July 17th, 1911.

Table with columns for names and addresses, listing unclaimed letters for various recipients.

SEAMEN'S LIST.

Table listing names and details of seamen, including names like Barrett, Arthur and Sullivan, Michael.

WEDDING PRESENTS



The Latest Designs in Hall Marked Tableware and Novelties, Also Platedware from the best makers in London, Birmingham and Sheffield. Inspection Invited.

JOSEPH ROPER.

Men's SUMMER UNDERWEAR Men's Balbrigan Shirts and Drawers, 45c. a Garment.

Just the kind for Summer wear. Also a full range of Men's OUTING SHIRTS, In neat light patterns.

WILLIAM FREW, Water Street. Job Printing Executed!

THE LONDON DIRECTORY

(Published Annually) ENABLES traders throughout the World to communicate direct with English MANUFACTURERS & DEALERS in each class of goods.

EXPORT MERCHANTS with the goods they ship, and the Colonial and Foreign Markets they supply.

STEAMSHIP LINES arranged on the Ports to which they sail, and indicating the approximate sailings.

PROVINCIAL TRADE NOTICES of leading Manufacturers, Merchants, etc., in the principal provincial towns and industrial centres of the United Kingdom.

A copy of the current edition will be forwarded, freight paid, on receipt of Postal Order for 20s.

Dealers seeking Agencies can advertise their trade cards for 25s, or large advertisement from 25s.

THE LONDON DIRECTORY Co. Ltd. 25, Abchurch Lane, London E.C. 4.

Per S. S. "Stephano." APPLES, ORANGES, BANANAS, PLUMS and APRICOTS, GRAPE-FRUIT and LEMONS, GREEN CORN, CUCUMBERS, TOMATOES and CAULIFLOWER, STRING BEANS, NEW YORK TURKEYS, NEW YORK CHICKEN.

JAMES STOTT. ANYONE, anywhere can start a small order business at home. No canvassing. Be your own boss. Send for free booklet. Talk to Wm. Hancock, 51612 1/2 Ave. N.Y. ac16, U.S.

MINARD'S LINIMENT CURES GARTGET IN COWS.

"The Man Who Disappeared."

CHAPTER VI. THE NAME OF ONE TURL COMES UP.

'Well, I'm keeping you up. Many thanks for the sight of your moonlit garden. When shall I see you again?'

'Oh, run in any time. It isn't so far out your way, even if you don't find me here.'

'I'd like you to glance over the proofs of my Harlem Lane article. I shall have them day after to-morrow. Let's see—I'm engaged for that day. How will the next day suit you?'

'All right. I'll be there at five if you like.'

'That'll be Friday. Say one o'clock, and we can go out and lunch together.'

'Just as you please.'

ment the indifference of the man's face? CHAPTER VII. Mystery Begins.

The discerning reader will perhaps think Mr. Thomas Larcher a very dull person in not having yet put this and that together and associated the love affair of Murray Davenport with the "romance" of Miss Florence Kenby.

One might suppose that Edna Hill's friendship for Miss Kenby, and her "inquisitiveness" regarding Davenport, formed a sufficient pair of connecting links. But the still more discerning reader will probably judge otherwise.

For Miss Hill had many friends whom she brought to Larcher's notice, and Miss Kenby did not stand alone in his observation, as 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 thousands of others that made up his life, as they are to the reader. Edna's allusion to Miss Kenby's "romance" had been cursory; Larcher understood only that she had given up a lover to please her father.

Davenport's inconstant had abandoned him 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 Davenport ascribed the false one's fickleness; nor what was Davenport's present opinion of her. 'He was thrown over by some woman whose name he never mentions; since then he has steered clear of the sex,' was what Larcher replied to Edna a hundred times, in a hundred different sets of phrases; and it was all he replied on the subject.

So matters stood until two days after the interview related in the previous chapter. At the end of that interview, Larcher had said that for the second day thereafter he was en-

SLATT

Wholesale Dr. WE OFFER to our and Export Buyers ed Stock of Dry Goods and English—yet put See our Stock of Fine Embroideries and Dressing elsewhere

W. A. SLATTER Duckworth and George

"MOLASS

For Horses, Cows "MOLASSINE" FE For O "MOLASSINE" broked "MOLASSINE" MA 200 in "MOLASSINE" P "MOLASSINE" D

May be obtained from Ayres C. P. Egan, T. J. Egan, O'Brien, A. D. Rankin, J. St. John, Steer Bros, Worrall, etc., etc. St. J. Parsons, Harbor Grace, Hiscock, Briggs & A. N. Pulp Co., Ltd., Badger, N.S.

HARV

Cabbage

Due to 50 barrels Green C 30 crates F. McNAMA

SOLIGNUM

Has no equal because it PE SERVES the S Other Stains cover penetrate or preserve All Dealers insist on having the market at the

TO THE NFLD. H

MEN - THO

The Sunb's Cures Sunb's Prompt relief After shaving us

J. B. MITCHELL

Telephone 711.

Shop

If you want to increase your profits, and time give better Customers, by se

Gossage

Prices, etc., chfee

GEORGE M