

A Sure Place.

To get his share of the business that will be done during 1912 the wise shopkeeper will take advantage of every opportunity to let the public know what and where his goods are. To do this successfully he must advertise in the daily paper—and when he is convinced of that fact little more remains to be done. He will, if he is wise, allot a liberal amount to give the necessary publicity to the opportunities which his store offers the public, and then select his medium—If he desires the best results and will not risk being disappointed, the surest course for him is to take space in the

The Evening Telegram**Stop Steamer in Gale to Bury a Seaman.**

New York, Jan. 2.—Forced to halt in mid-ocean during a snow blizzard and fearful gale to bury one of her crew was the dramatic story told yesterday when the Arabic, of the White Star Line, reached here. So rough was the high mooned seas that the officer reading the burial service was swept from his feet, and later it was found impossible to bury the seaman in the usual manner.

On Christmas morning Richard Ashcroft, a fireman, was taken ill with pneumonia. On the afternoon of the third day afterward he died, while the steamship was pitching in a gale blowing from the northwest. Captain Finch ordered the body buried over the rail at midnight, as is the custom, when all the passengers are in their cabins.

At the appointed hour several of the crew joined the captain and J. R. Cummins, the purser, to participate in the services and assist in the burial. The body was placed on a canvas sack with several fire bars and wrapped in a British flag for the last rites. At that time the storm, which had been brewing all day, grew violent and a heavy gale from the northwest carried with it a severe snow blizzard.

The faithful little party formed a sorrowful-looking group as they staggered along the deck with their burden. When Mr. Cummins began to read the burial service the pitching and rolling of the big steamship sent him sprawling on the deck. More than a dozen times the services were interrupted by the hurricane-like wind and the heavy seas that swept over the deck.

Several unsuccessful attempts were made to lower the body over the railing from an improvised bier resting on the rail. The change of watches at the midnight hour added solemnity to the scene, and Captain Finch instructed the seamen to lower the body again to the deck. He hurried away, and soon the rumbling sounds of the moving vessel were hushed and nothing was heard save the mournful noises of the elements. He had ordered the Arabic to stand still that the burial might be carried out with dignity.

The body was then taken to the port quarter main deck aft, in a shelter from the storm. Mr. Cummins concluded the reading of the burial rites, and Captain Finch gave the last word, "We hereby commit this body to the deep," the seamen gently lifted their burden over the rail and it was sent to its grave.

Mr. Cummins said it was the most trying experience of his life at sea. He said the strong hearted seamen were in tears, although some of them scarcely knew the unfortunate fireman. For two days and one night afterward he said the seas rose up at times as if not satisfied "with the one victim and intended to claim them all for toll." It was a melancholy group of officers and seamen on the Arabic when she put into port, and their mental distress was not diminished until the steamship was made fast at the pier.

An Original Invitation.

The annual West Country (Eng.) Festival was held a few days ago, under the presidency of Sir John Spear, a Devon M.P. The letter of invitation began as follows:—

"Didn't 'ee know, then, us Wes' Country voke in Lunnun was heven our trawsey on Saturday, Oct. 28th? Well, us be, then, sure. The tay is in Regent's Hall, an' the'll be dree tays, like. Fust won at 4.45, next 5.40, third, 6.30; so yu better cum tu, 'cus ev'rybuddy what yu knawed down long wat's up in Lunnun 'll be there fur sure."

We wonder how long the goodly western speech will continue to be spoken. The modern educational system cannot be sure, teach boys and girls how to write or spell with any degree of real proficiency the English of the books, but it has done a great deal to destroy the old and comely traditional tongues of east and west, north and south.

McMurd's Liniment Cures Colds, Etc.

U NEED EM! Winter Caps,

Fur Bands and Knitted Bands.

Prices: 50c., 60c., 85c., 90c., \$1.10, \$1.20, \$1.50.

Nansen Caps, price \$1.00.

The Young Man's Store.

The K&A Store

G. F. KEARNEY.

J. M. ATKINSON.

Phone 726

Jan 12, 1912

Uncle Walt THE POET PHILOSOPHER.

The grocer chased me up and down, in sunshine and in shade; he knew I always paid my bills and yearned, to get my trade. He hounded me and pestered me by every human means, until at last I sought THE UNTIDY his store to buy some boneless beans. He had some mouldy looking clerks, who loafed around the store, and combed their whiskers with their hands and watched the clock and swore. The floor was littered up with jugs and boxes, crates and kegs, containing uninviting fruit, and prehistoric eggs. The floor itself had not been swept since Noah bossed the ark; the windows of the dreary joint with grim and dirt were dark. I took the grocer by the hand and led him to the street, and said: "Some friend should push you down and pat you with his feet. A man who runs a grimy store that's full of grimy clerks some day will see the sheriff come to close the whole blamed works. Go, turn the hose on all those clerks, and clean your dismal joint, and when you ask me for my trade I will not say 'Aroint!'"

Copyright, 1911, by George Nathan Adams. Back Mason

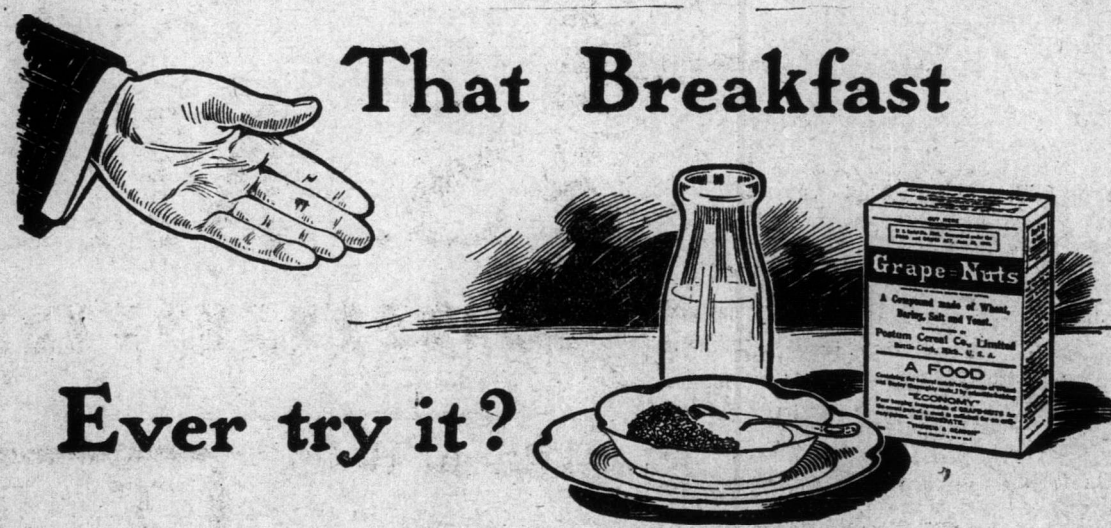
Lodge Empire.

Last night the officers of the above Lodge for 1912 were duly installed by the District Deputy, Bro. S. G. Collier, assisted by Bro. W. H. Goodland, P.P. of Lodge Dudley. During the evening Bro. G. B. Lloyd was the recipient of a very handsome Jewel of Merit from the members in appreciation of his work for the Lodge and the Sons of England in Newfoundland. In making the presentation the D.D. warmly congratulated Bro. Lloyd and referred to the noble work he has done for the Order, and wished him many long years of service in the good work of the S. O. E. Bro. Lloyd who was greatly taken by surprise, replied in a few well chosen words and the brethren who were present heard one of the best speeches for the evening. After the meeting closed a re-union was held when light refreshments were served and a short toast list gone through under the Chairmanship of Bro. A. G. Williams. Songs and speeches were given by several of the brethren and helped to

pass a very pleasant hour. Lodge Empire during the past year has made great progress and greater results are expected in the near future.

Judgment for the Defendant.

The case of F. McNamara vs. N. Walsh, of Catalina, for breach of contract tried in the Central District Court yesterday terminated by judgment being rendered for defendant. The steamer Euphrates was chartered to take deft's schooner, Drummers Tax, to Catalina, and as the vessel sailed without the aid of the ship plaintiff claimed \$100. Defendant contended that he had waited as long as possible for plaintiff's ship to tow the vessel, but that as she did not do so, and the Drummers Tax insurance had nearly expired and to wait longer would entail much risk to him, was impelled to send the vessel forward when a good time had offered. Gibbs, K.C., for plaintiff; Mr. James McGrath, for deft.



Ever try it?

Many persons are inclined to be careless about the food they eat. They forget that what they are is largely the result of how they live—that one's breakfast exerts a strong influence for the success or failure of the day's work.

A Saucer of

Grape-Nuts

served direct from the package with cream for the morning meal is a good start for the day.

It is easily digested, and full of rich, well-balanced nourishment for body and brain.

"There's a Reason" for Grape-Nuts.

Canadian Postum Cereal Company, Limited, Windsor, Ontario, Canada.

St. John's Masonic Life

INSURANCE ASSOCIATION.

ANNUAL REPORT FOR 1911.

To the Members of the St. John's Masonic Life Insurance Association.

Brothers—Your Directors now present to you their thirty-first annual report. We have to record during the past year the demise of five brethren, viz., William N. Bendell, John Martin, Moses Parsons, Robert Wright and James W. Caldwell. The regular assessments have been made and collected, and the beneficiaries paid in accordance with the rules of the Association, with bonus provided by resolution passed at the last annual meeting.

Ten members have joined the Association the past year.

The Treasurer's accounts have been audited by Bros. T. J. Duley and W. N. Gray. They are now submitted for your inspection. After paying death claims and current expenditure, there is a balance on hand and invested of \$4,066.67.

The accounts show the Association to be in good financial condition. During its thirty-one years in operation there have been paid one hundred and forty-eight calls, nearly forty-five thousand dollars to the widows and orphans of deceased brethren. It is only those who are in need can appreciate the benefit the amounts paid to them have been.

The Directors are again desirous of bringing this matter before the Masonic brethren, urgently requesting them to unite themselves with this truly Masonic benefit, especially the younger brethren; and to suggest to those who are members of it their helping forward the good work by assisting the Directorate in obtaining members, so that the coming year may be a record one.

In accordance with the Bye-Laws, the following Directors retire this year, viz., Bros. John W. Taylor, Tasker K. Cook, James McIntyre and Geo. W. Gushue. They are eligible for re-election.

Respectfully submitted, LEVI DIAMOND, President. JOHN JEANS, Secretary.

The above Directors were re-elected.

A Government That Governs.

Special to Evening Telegram. PARIS, To-Day.

The ministerial declaration setting forth the policy of the new French Cabinet was read in the Chamber of Deputies and the Senate. The declaration is a dignified document which covers a variety of subjects, insisting that France intends to remain faithful to her alliances and friendships, and that to be strong and respected she must have a government that really governs.

G. F. S.—His Lordship the Bishop will give an address at the quarterly meeting of the Girls' Friendly Society to-morrow evening at 8 o'clock.

Woman Suffrage for Sweden.

Special Evening Telegram.

STOCKHOLM, To-Day.

Women will henceforth take a full and equal share with men in the political life of Sweden. In the Speech from the Throne at the opening of the Riksdag yesterday there was an announcement that a bill was to be introduced enfranchising women and making them eligible for election to the Riksdag on the same conditions as men. Every Swede over 24 years of age and not under any legal disability has the right to vote for members of the Second Chamber.

Italians Seize French Mail Steamer.

Special Evening Telegram.

TUNIS, To-Day.

A message received here gives the information that the French mail steamer Carthage, from Marseilles for Tunis, has been arrested on the high seas by an Italian torpedo boat destroyer and taken to the Cagliari Island, Sardinia. The Italian authorities have seized an aeroplane belonging to the aviator Duval, and parts of another belonging to aviator O'Re. Both men are here for the purpose of giving exhibition flights. As soon as they learned of the seizure, they lodged a protest.

Truce Likely in the Cotton Lockout.

Special to Evening Telegram.

MANCHESTER, To-Day.

It is the prevailing opinion that the adjourned conference will on Friday confirm the agreement for a truce between the cotton mill owners and the operatives along the lines outlined at the conference yesterday. The employers demanded, and the men are apparently willing to give assurances, that there shall be no further strike on the non-unionist question within the period stated. It is expected that the mills will resume work on Monday.

Makes Hair Grow.

McMurdo & Co. have an invigorator that will grow hair or money back.

The time to take care of your hair is when you have hair to take care of.

If your hair is getting thin, gradually falling out, it cannot be long before the spot appears.

The greatest remedy to stop the hair from falling is SALVIA, the Great American Hair Grower, first discovered in England. SALVIA furnishes nourishment to the hair roots and acts so quickly that people are amazed. A large bottle for 50c.

And remember, it destroys the Dandruff germ, the little pest that saps the life that should go to the hair from the roots.

SALVIA is sold by McMurdo & Co. under a positive guarantee to cure Dandruff, stop Falling Hair and Itching Scalp in ten days or money back. A large bottle costs 50c. The word "SALVIA" (Latin for sage) is on every bottle.

Annual Treat.

OF THE T. A. JUVENILES.

Last evening the T. A. Juveniles were given their annual treat. A concert was held in the Theatre flat at which there was a goodly attendance including the President and Officers, the Guardians and lady friends who did the catering. The programme which was arranged by Miss M. Bates, the numbers being rendered by Messrs. Slattery, Moore, Walsh, Halley and Summers and Fitzpatrick. The company returned to the lower hall after the programme had been concluded where an excellent repast was served. President Ellis delivered an excellent address in which he thanked the ladies for their assistance. He advised the 400 boys present to remain total abstainers through life. Chairman Norris also addressed the boys words of encouragement and praised them for their good work. Dancing was then commenced and kept up till an early hour this morning. The music was furnished by the Society's Band. The event was a grand success. The ladies in charge deserve to be complimented.

Postal Athletics.

Editor Evening Telegram.

Dear Sir,—The statement in your issue of yesterday that an Athletic Association has been formed by the Postal and Telegraph employees is not quite correct. The Postal Telegraphers are not included.

POSTAL OPERATOR.

[Our esteemed correspondent is in error. We can find no reference to Postal Telegraph employees in the statement under reference.—Ed.]

VINARD'S LINIMENT CURES DIS-
EASES

Danderine

Makes your hair grow long, heavy and luxuriant and we can prove it

Get a 25 Cent Bottle Now and Forever Stop Falling Hair, Itching Scalp and Dandruff

Hair Becomes Soft, Fluffy, Lustrous and Abundant After a Danderine Hair Cleanse



Danderine is to the hair what fresh showers of rain and sunshine are to vegetation. It goes right to the roots, invigorates and strengthens them. Its exhilarating, stimulating and life-producing properties cause the hair to grow abundantly long, strong and beautiful. It at once imparts a sparkling brilliancy and velvety softness to the hair, and a few weeks' use will cause new hair to sprout all over the scalp. Use it every day for a short time, after which two or three times a week will be sufficient to complete whatever growth you desire.

Immediately after applying a little Danderine all dandruff will disappear, all itching of the scalp will cease and there will be no more loose or falling hair. If you wish to double the beauty of your hair in ten minutes surely try this—moisten a cloth with a little Danderine and draw it carefully through your hair, taking one small strand at a time, this will cleanse the hair of dust, dirt or any excessive oil—in a few moments your hair will be wavy, fluffy and abundant and possess an incomparable softness, lustre and luxuriance, the beauty and shimmer of true hair health.

If you care for beautiful, soft hair and lots of it surely get a 25 cent bottle of Danderine's Danderine from any drug store or oil counter—A real beautician waits you.

Published by Authority

His Excellency the Governor has been pleased to recognize the appointment of Mr. Finn Koren, as Norwegian Consul at Montreal for the Dominion of Canada (with the exception of British Columbia) and for Newfoundland.

His Excellency the Governor in Council has been pleased to appoint Mr. Peter J. Tremlett, (Salmonier), to be a Deputy Surveyor of Crown Lands; Mr. Joseph Ward, (Dark Cove, Gambo), to be a Surveyor of Lumber. Department of the Colonial Secretary, January 16th, 1912.

Stormy Again Yesterday.

Yesterday afternoon it again became stormy in the northern and western sections of the Colony and considerable snow fell. This materially interfered with the train service, and the Reid Nid. Co's telegraphic system was interrupted for a while west of Arnold's Cove. The service of the Postal Telegraphs was also interrupted and last night its foreign work came by way of Cuckhold's Cove.

Avoid all those aches and pains you are suffering from and use STAFFORD'S LINIMENT—Jan. 17.

The Guards' Reading Room.

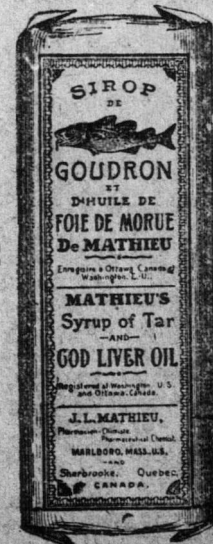
A very enthusiastic meeting of the Methodist Guards' Reading Room Committee was held last night. The reports of the various officers were read and adopted. The past year has been a most successful one, and the room is now in a good financial position. Interest in this year's work is very keen and the programme is of an exceptional character. The following officers for the year were elected: Chairman, Batt. Sergt-Major White; Secretary, Sergt. G. Taylor; Treasurer, Corp. H. Jones; Librarian, Corp. H. Jones; Asst. Lib., Corp. H. Barrett; Gymnasium Instructor, Sgt. Rose; Gymnasium Captain, Private H. Keats.

A Neglected Cold May Cause Consumption.

Thousands of people die every year from the effects of this dreaded disease, which, if treated in its first stages with

MATHEU'S SYRUP

of Tar and Cod Liver Oil and other medicinal extracts, will cure the diseased lungs and give strength to the patient. Sold everywhere.



PORT GREVILLE, C.B., Dec. 31, '09. Blacking & Mercantile Co., Ltd., Amherst, N.S. Dear Sirs,—Please ship by next express if possible, 3 doz. Matheue's Syrup. It is the best cough mixture on the market. Yours truly, W. STERLING.

CHURCH POINT, July 31, '08.

Blacking & Mercantile Co., Ltd., Amherst, N.S. Dear Sirs,—Nearly one year ago I had my first order of "Matheue's Syrup" from you. It was not known in this country, and I gave samples to several families whom I knew would use it. After a few weeks I began to have a call for it, and trade has increased wonderfully since. I have not the least doubt but that it will soon be the best selling remedy for coughs, colds, etc., on the market. In my store here sales are good and our people ask for it. Several stores in this county now keep it in stock and report sales increasing. I have bought from you since August 16th, 1907, 4 Gross and have only three dozen on hand at this date, and which I am holding for retail trade in my store. Yours truly, LOUIS A. McLANSON.

MATHEU'S NERVE POWDERS are free from opium, chloral and other dangerous drugs and they are supreme against headache, sick headache, neuralgia, overwork. 25 cts. per box of 18 powders. Prepared by J. L. MATHEUE Co., Sherbrooke, Can. THOS. McMURDO & Co., Wholesale Chemists and Druggists, St. John's, Nfld.