



A Pointer!

When you buy anything buy your money's worth in good service. When you want anything in the way of Men's Wear — Shirts, Gloves, Hats, Umbrellas or even Clothing, just bear in mind the fact that your money goes farther if you spend it here.

- Men's Negligee Shirts 75c., \$1.00, \$1.25, \$1.50.
- Men's New Ties 25c., 33c., 50c.
- Men's 1-2 Hose 25c., 33c., 50c.
- Men's Pants \$1.25, \$1.50 to \$3.49.
- Men's Hard and Soft Hats 50c. to \$2.75.

CORBET'S
196 Union street

The apple tree never asks the bee how he shall grow; nor the lion the horse how he shall take his prey.—William Blake.
The modern majesty consists in work. What a man can do is his greatest ornament, and he always consults his dignity by doing it.—Coryle.

THERE never was a housewife who would not appreciate help in lightening the baking-day task. That's why we ask grocers everywhere to recommend

REGAL FLOUR

For REGAL is the very best bread and biscuit flour that is made or sold in Canada.

THE ST. LAWRENCE FLOUR MILLS, CO., Limited, MONTREAL

MAN-TALK TO MEN

By J. R. HAMILTON
Former Advertising Manager, Danamaker's, Philadelphia (Copyrighted)

SINCE the beginning of organized society everything without a name has ended with a question mark. The reason why marriage itself has been able to maintain so much sentiment amongst civilized races is that it gave to our children a name.

There is no virtue in a name itself, except that it throws the light of investigation upon whatever that name stands for.

Now the object of this article is simply to get you to remember the names of the articles you buy or at least the names of the people you buy them from. Because that is the only way of increasing good business methods in this city.

In this last twenty years business men have discovered a new method of establishing a name. They do it through advertising.

Now again there is no special virtue in advertising except that it does two things. First, it sells goods cheaper, because it sells more of them. And second, it shortens the time that it formerly took to establish a name. There are just as honest business men who do not advertise as there are who do. That is not the point. The point is that they are not as good business men and that you do not have any way of telling whether they are honest or not.

Now there are a great many advertisers in this paper today and every day who have established for themselves, or for their products, a good name. There is a lifetime of hard effort attached to the signature of many of these Ads, so you cannot possibly do better than to read this advertising for whatever you wish to buy.

When a man or a product has an established name, you know where to go, if the quality does not live up to the guarantee.

So turn to the advertising in this paper today; read it, buy from it, and you will know that if at any time the thing you buy isn't right, the man with a name will make it right.

April 5, 1913

SIX COUPONS FOR CONSECUTIVE DICTIONARIES

Cut out the above coupons, with five others of consecutive dates, and give them to this office, with the expense books enclosed herein and opposite any style of Dictionary selected (which covers the terms of the cost of postage, stamps from the factory, checking, clerk hire and other necessary EXPENSE items), and receive your choice of these three books:

- The \$4.00** (Like illustration in the announcements from day to day.) This Dictionary is NOT published by the original publishers of Webster's Dictionary or by their successors. It is bound in full limp leather, flexible, stamped in gold back and sides, printed on Bible paper, with red edges and corners rounded; beautiful, strong, durable. Besides the general contents as described elsewhere there are maps and over 60 subjects beautifully illustrated by three-color plates, numerous subjects by monochrome, 16 pages of valuable charts in two colors, and the latest Census. Present at this office SIX Consecutive Dictionary Coupons and the . . . **98c**
- The \$3.00** It is exactly the same as the \$4.00 book, except in the style of binding—leather, half leather, or cloth. It is also illustrated with maps, charts, and subjects. Present at this office SIX Consecutive Dictionary Coupons and the . . . **81c**
- The \$2.00** It is plain cloth binding, stamped in gold. It is also illustrated with maps, charts, and subjects. Present at this office SIX Consecutive Dictionary Coupons and the . . . **48c**

Little Beauty Chats

By ELAHOE BRACON

Sun Your Crown of Glory

URING the summer it is a pleasure as well as a duty to give the hair plenty of sunshine but when cold winds blow and windows rattle temptingly in their casings, it is not every woman who wishes to court the rays of sunshine that fall on ice-cold panes of glass.

The winter girl must conquer her aversion to settling herself near the storm-vent window, as it is essential that the hair should receive its daily meed of sunshine, if not of air.

Sunshine will give new life to tresses that have been ravaged by artificial heat and heavy felt hats—the latter pressing down on the scalp and cutting off the circulation—so arrange to give your tresses a sun shower on those days when King Sol is to be seen only in the distance.

Wait until midday before taking this novel hair bath if you are the chilly damed, as the sun is then quite free with its warming glances.

Must the hair come down? Certainly, otherwise a goodly portion of your tresses would be unvisited by the rays of sunshine. Let your hair hang loose, by all means.

As you sit idly sunning yourself, it would be well to treat your hair to a vigorous brushing with a stiff-bristled brush. What do you say to this? I hope the idea pleases you, as brushing one's locks in the sun will give them a new glimmer and color. All the unusual oils will be banished by the sunshine and brushing combined, and as a result your coiffure will be soft and smooth.

If you will make a daily habit of this winter sun bath you will have the exquisite satisfaction of seeing the condition of your hair improve.

Decline not this aid to hair health as light and air are the only things that give normal scalp needs to keep it on its good behaviour. Think of the glorious hair of the women of early history. They never wore hats and they knew not the meaning of the word coiffure, so their hair, having plenty of sunshine and air, grew and flourished.



AMERICAN GIRL WINDOW-SMASHER NOT IN DANGER

British Home Secretary Refuses to Let Private Doctor See Her

Tells Mother of Miss Emerson She Will Be Released April 9 if She Behaves Herself—Detroit Woman Fond of Publicity.

London, April 4.—The British foreign office has not refused its good offices in requesting the home office to grant permission for Mrs. Emerson's own physician to examine her daughter, Miss Zelle Emerson, in Holloway jail, but informed the American embassy that there was little hope of success in the matter on account of the brusque tone of Mrs. Emerson's letter to Reginald McKenna, the home secretary, who deeply resents the reflection on him contained in the missive.

Angered by the failure of Home Secretary McKenna to answer her letters and by the news that Secretary of State Bryan will not interfere, Mrs. Emerson today laid siege to the home office. She called there at an early hour and found that Mr. McKenna had left for the house of commons. Leaving a letter reiterating her request, Mrs. Emerson started for the house of commons where she sent a similar letter through a member of the house of commons to Mr. McKenna.

Seating herself in the lobby, Mrs. Emerson declared she would not leave the house until she had obtained a definite answer by message or personally from the home secretary. Mrs. Emerson's escape was brought to an end when Mr. McKenna's secretary handed her a letter which after

Daily Hints For the Cook

CHESHIRE PORK PIE
Take two or three pounds of pork and cut it into strips the size of a finger. Soak a buttered pie-dish with puff paste, and put in a layer of pork seasoned with pepper, salt and nutmeg; next put in a layer of thinly sliced apples upon which a little sugar should be dusted. Place alternate layers of pork and apples until the dish is full, then pour in half a pint of cider and place a few bits of butter on the top. Brush over with paste, cut a small slit in the top, brush over with beaten egg, and bake for one hour and a half.

Wife Abuser to Get the 'Cot'
Toronto, April 4.—Thirty days with ten lashes at the end of the first ten days, was the sentence Magistrate Denison handed out to Peter Kastrow, who pleaded guilty to abusing his wife because she used bad language.

PILES CURED IN 6 TO 14 DAYS

Your druggist will refund money if PAZO OINTMENT fails to cure any case of Itching, Bleeding, or Protruding Piles in 6 to 14 days. 25c.

The Breakfast Bell

It's music to the ears of school-boys and school-girls in homes where the morning meal is

SHREDDED WHEAT

served with hot milk and cream. Being ready-cooked and ready-to-serve it is easy to prepare a warm, nourishing breakfast with Shredded Wheat in a few moments—a breakfast to study on, to work on, to play on. Its daily use builds sturdy, hardy youngsters—better than porridges that are bolted down without chewing.

For breakfast heat the Biscuit in the oven a few moments to restore crispness; then pour hot milk over it, adding a little cream; melt or sweeten to suit the taste. It is deliciously nourishing and wholesome for any meal with stewed prunes, baked apples, sliced bananas, preserved peaches, pineapple or other fruits. At your grocer's.

MADE IN CANADA
A CANADIAN FOOD FOR CANADIANS



The Canadian Shredded Wheat Co., Ltd.
Niagara Falls, Ont.
Toronto Office: 49 Wellington Street East

"77"

FOR GRIP & COLDS

A writer says, "When I feel a Cold or Sore Throat coming on I rub my throat and breast for several minutes, so as almost to produce pain. I get immediate and permanent relief. If this had occurred only once or twice, I might think it was simply a natural recovery on account of my otherwise good health, but after so many times I have come to the conclusion that the relief was the result of drawing fresh blood to those parts which were affected, by friction."

To accelerate the circulation take "Seventy-seven" at the first feeling of a Cold, it will disappear quickly.

If you await till the Cold gets deep seated it may take longer to break up. At your Druggist.

Humphrey's Homeo. Medicine Co., 156 William Street, New York.—Advertisement.

SHIPPING

ALMANAC FOR ST. JOHN, APRIL 5, 1913

A.M. P.M.
High Tide.....11:02 Low Tide..... 8:19
Sun Rises.....6:02 Sun Sets..... 6:51
Time used is Atlantic standard.

PORT OF ST. JOHN.
Arrived Yesterday.

Stmr Hesperian, 6,124, Main, Liverpool via Halifax, Wm Thomson, pass and gen cargo.
Stmr Wabana, 2,307, Reside, Sydney, Starr, with coal.

Sailed Yesterday.

R M stmr Empress of Ireland, Foster, Liverpool via Halifax.
Stmr Corinthian, Bamber, London via Havre.

CANADIAN PORTS.
Halifax, April 4—Ard, stmr Raven (Nor), Cuba; Victorian, Liverpool; Beynolds, Cadiz.
Sid—Stmr Lord Dufferin, New York and Brazil.
Halifax, April 4—Sid, stmr Hesperian, St. John.
Annapolis, April 4—Sid, schr Cheslie, for Weymouth.

BRITISH PORTS.
Liverpool, April 4—Ard, stmr Megantic, New York.
Southampton, April 4—Ard, stmr Kaiserin Augusta Victoria, New York.
Brow Head, April 4—Signalled, stmr Virginia, St. John; Teutonic, Portland (Me).
Liverpool, April 4—Sid, stmr Empress of Britain, St. John; Corsican, do.
Bellisle, April 3—Ard, stmr Inishowen Head, Pictford, St. John.
London, April 2—Sid, stmr Kunara, Lewis, St. John.
Preston, April 2—Passed, stmr Manchester Exchange, Adamson, Philadelphia for Manchester.

FOREIGN PORTS.
Portland, Me, April 4—Ard, schr Moonlight, Calais; Anna Lord, Annapolis (N.S.); Annie B Mitchell, Sullivan (Me).
Calais, Me, April 4—Ard, schr S. C. Allen, Philadelphia; Rebecca M Walls, New York.
New York, April 4—Ard, schr Ann Louise Lockwood, St. John; W. L. Maxwell, Calais (Me).
New London, April 4—Ard, schr Mary E. Pannell, Perth Amboy.
New York, April 4—Ard, schr Wm L. Maxwell, Baiyes, Calais.
Antwerp, April 3—Ard, stmr Mount Temple, St. John.

VESSELS IN PORT
Steamers.
Bray Head, 1,864, Robert Reford, Glasgow, No 5.

This Week Only SPECIAL Beauty, Quality and Durability

We are offering this week only as a special inducement to wise housekeepers this beautiful Brass Bed exactly as illustrated at the unusual price of \$10.35



Order Now, There Being Only a Limited Amount. Other Brass Beds Ranging to \$65.00

J. MARCUS, 30 Dock St. Open Evenings.

La Diva
NON-RUSTABLE
CORSET

Ready for the new Costume

For any woman of ordinary height and weighing between 115 and 140 lbs., the La Diva 718 is the ideal foundation for this season's costume, and makes possible a perfect fit and an up-to-date figure, and it sells only \$3.00.

This years D. & A. and La Diva Models are great successes; they are comfortable, support the figure well, and give that supple, graceful, almost corsetless effect which is the aim of the fashionable "modistes".

Made specially for Canadian Women after long studies of Canadian figures in one of the largest and best equipped corset factories in the world the D. & A. and La Diva corsets offer style and comfort superior to imported corsets yet at from \$1.00 to \$5.00 per pair less.

There is a model for every figure. Our catalogue sent free on request, will help you to choose the best for yours.

DOMINION CORSET CO., - - QUEBEC.

BABY'S OWN TABLETS

ALWAYS DO GOOD

Mothers, whether your baby is suffering from indigestion, colic or worms, or from some other form of childhood ailment, you will find Baby's Own Tablets a sure relief. Thousands of mothers use nothing else for their little ones. The Tablets always do good—they cannot possibly do harm and are equally good for the newborn babe or growing child. They are sold by medicine dealers or by mail at 25 cents a box from The Dr. Williams' Medicine Co., Brockville, Ont.

