



KEEP YOUR MONEY WITHIN THE EMPIRE

AND BUY

Reliable Dry Batteries and Multiples.

Made in Canada by Loyal Subjects of the King and Empire.

More than 100,000 Reliable Batteries, built especially to stand the Newfoundland climate, imported into St. John's recently. When you ask for Reliable do not take a substitute, as the Light House on your rock bound coast is placed there to guide you right, so is the Light House placed on the Reliable Battery to guide you in your purchasing right.

Reliable Batteries are Lively and Lasting.

MANUFACTURED SOLELY BY

The Dominion Battery Company, Ltd.,

Toronto.

For Sale by.—Reid Mfd. Co., Direct Agencies, Ltd., Martin-Royal Stores Hardware Co., Ltd., Neyle's Hardware, Monroe & Co., Ltd., Geo. Knowling, Ltd., Jas. Baird, Ltd., Cowan & Co., Ltd. Bishop Sons & Co., Ltd., A. E. Hickman, Ltd., R. G. Rendell & Co., Acadia Gas Engines, Ltd.

Advertising Pays.

Wrigley's, manufacturers of the famous Spearmint, Doublemint and Juicy Fruit Chewing Gum, have just issued a unique circular to their retail trade, which tells one of the most wonderful advertising experiences that we have ever read. Wrigley's Chewing Gum has been introduced to the public in Canada, almost exclusively by newspaper advertising. Figures given in this circular show that Wrigley's is sold by more than 80,000 Canadian retailers, that it is advertised in 267 newspapers, magazines and farm papers, from Newfoundland to Vancouver. These publications have a total of 3,127,628 circulation each issue, which means 165 million Wrigley advertisements go out to the public yearly through these papers. With this tremendous urge, it is no wonder that the public has responded so heartily in buying Wrigley's Gum.

It is barely ten years ago that this message began to go out to the reader. The sales have increased. Every year the sales have increased. Every year more papers have been used. To-day the advertising is larger than ever and the selling cost less.

Recently a western editor made a comparison between Wrigley's advertising and the advertising, or lack of advertising, of some of his local mer-

chants. He published a statement in his columns to the effect that Wrigley's merchants spent more money with him in a month than some of his local merchants in a year, yet, his circulation was infinitely more valuable to the local man than it could be to Wrigley's. Wrigley's could only sell chewing gum. The local merchant has hundreds or maybe thousands, of items that interest the purchaser once he comes into the store. Advertising is needed to arouse interest, to create the desire to buy, in order that the merchant may get the sale. Then he must deliver the goods or the service which will induce the customer to come again. So with Wrigley's, the chewing gum must be good or the customer does not wish another package. Wrigley's have wisely added good advertising to good chewing gum. They have told people that in Wrigley's the flavor lasts, that it benefits the teeth, appetite and digestion and to "Chew it after every meal."

It seems to us such an advertising story as this is of interest to every reader of this paper, whether he wants to sell a stock of merchandise or a flock of chickens, whether he needs a page advertisement or a line ad. Advertising will help to sell goods, rent your house or get you a job.

Hat Aged Sixty-Eight.

A straw hat that lives to the age of twenty-seven years may be considered a veteran, but it is quite juvenile compared with one that has seen sixty-eight years' service, and which is worn daily by an elderly man who works in a Government office not a great distance from Parliament Square.

This hat is of the beaver type, and was handed down to the present proud wearer by his grand-father. The hat is said to look all its sixty-eight years, but has stood the test of time as no modern hat could do.

There is another man who possesses an overcoat which he has worn in all weathers for the past forty or more years, and "it still looks newer and fresher than other coats made many years later."

It was made in the Great Exhibition year, 1851, by the master tailor of the Carbineer regiment, for an officer who was the present owner's master, and to whom it was bequeathed after ten years' wear. It was taken to Mr. Poole, the well-known tailor, to be copied, but, alas! no such cloth, even in 1866, was to be found to equal that remarkable coat. In fact, it was the last of the Moh-

cans in coats. And the present wearer is proudest when he dons it, with feet shod in a pair of shooting boots given to him fifty years ago.

Clemenceau as Duelist.

M. Clemenceau, the French Premier, is able to take very good care of himself when it comes to a duel with pistols.

It was after the uprising of the Communists of Paris of 1871, and the young Clemenceau, who had been Mayor of Montmartre, had just been acquitted of the charge of not having done enough to save the lives of two Generals. Scarcely, however, was his life relieved from jeopardy under the law than he was compelled to risk it, or so he thought, on the duelling ground.

Here, says Mr. Hyndman, Clemenceau was quite at home. But he used his skill with the pistol very moderately, being content to wound his adversary, Commandant Poussegas, in the leg.

None the less, the result was that he was committed to prison for a fortnight as a lesson to him not to act in accordance with the French code of honour in the future.

Ancient Perfumes.

The first nation to learn the secret of aromatic substances was Persia. The priests of Egypt were the only people who studied science at that time, and Egyptian perfumes achieved great celebrity, especially those made in Alexandria.

Reserved originally for religious rites, perfumes subsequently became of current use among the wealthy classes. During banquets they were diffused through the halls and were burned in profusion. The Israelites during their sojourn in Egypt adopted the use of aromatic substances primarily for religious purposes and afterwards for personal usage. The Jews were fond of cosmetics and even used them to paint the face.

All these perfumes were extracted from essences of trees and various plants. The Greeks, who loved elegance, were especially addicted to

MAJESTIC THEATRE

Wednesday and Thursday,

5 Reels "Pamela's Past" 5 Reels

Featuring the favourite Film Actress and Actor, MAUD FEOLY and IRVING CUMMINGS, supported by a strong cast.

Owing to the fact that such a great many people could not gain admittance to see Hawker's attempt at the trans-Atlantic flight, the management announces that the picture "HAWKER'S GREAT ADVENTURE," will be shown the remainder of the week. Thus everyone will be enabled to see it.

MAIN FLOOR 10c. MATINEE DAILY, 5 and 10c. BALCONY 20c.

MAJESTIC THEATRE

the use of perfumes, and they taught their secrets and usage to the Romans. The latter in the days of their decadence went so far as to scent the coats of their dogs.

80 Pound Aeroplane.

The first Government sale by auction of aircraft and spare parts was held at Hendon. The lots put up for sale included 30,000 struts, 2,200 skids, 15 aeroplanes advertised as "in second-hand condition," canvas, ground flares, scrap material, and some 1,500 propellers.

Particular interest centred in the aeroplanes, which made from £60 to £260. Two Avros, with 110-h.p. Le Rhone engines, realized the highest figure, which was paid by the Cambridge School of Flying and Oglvie Brothers. Three other Avros, described in the catalogue as similar machines, were knocked down for £300, £205, and £210, while an Armstrong-Whitworth, with 160-h.p. Beardmore engine, realised £260. A couple of B. E. 2's made £80 and £90. The last three aeroplanes, all D. H. 6's, went at £95, £80, and £65. Mr. Grahame-White buying the first two. The bulk of the 400 lots offered did not bring very good prices, and 700

hollow spruce struts, 5ft. long, went for £5.

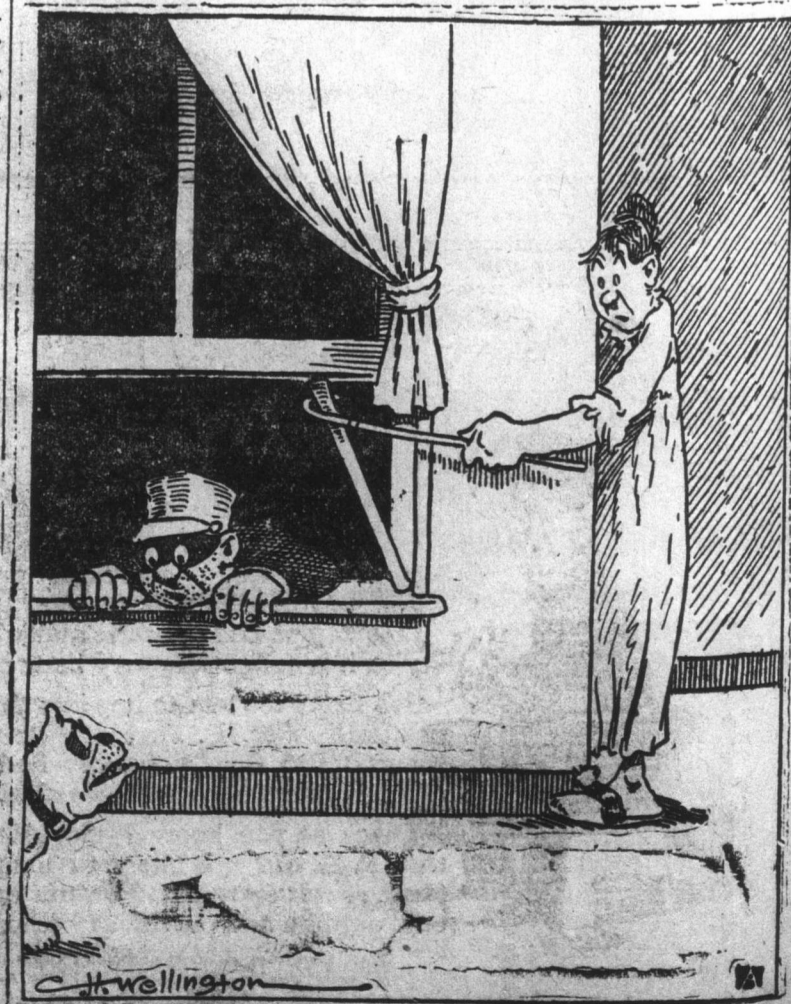
An interesting feature of the auction was the bidding by flying officers desirous of obtaining aeroplanes for private flights. The general impression among those attending the sale was that the prices were materially below the market value, and that sums more in keeping with the real worth of the lots, most of which went at firewood prices, would have been obtained if greater publicity had been given to the proceedings.

Why Pastor Blushed.

AMERICAN MINISTER ON WOMEN'S "ABSENCE OF CLOTHING."

There is a lively controversy between New York "Smart Society" and Dr. Stratton, pastor of one of New York's fashionable churches, on the subject of evening dress. Dr. Stratton having declared that although "C fronts" and "V backs" were "bad enough in the past, the modern Society woman, with her absence of clothing, made him positively blush the smart set retaliated by suggesting that that he was not accustomed to seeing ladies in evening dress. Dr. Stratton's reply to this is that if social standing is judged by the size of one's money bags and one's pork-packing ancestors rather than by a connection with the "Black Douglasses" of Scotland, then he is not of the elite.

And the Worst is Yet to Come--



Men's

Anticipating m

BOYS' COTTON WA
Blue and White, sizes 3 to \$1.95.
Fawn and Green, sizes 3 to \$2.05.

BOYS' BLOUSE
A small assortment of B Shirts, only 60c. each.

BOYS' LINEN
White, Khaki and Fancy each.

Side T by Ruth C

THE PUT-YOURSELF-IN-HE

In one of the yards which backs up against the railroad track, on the way to town there has stood for the last two weeks an automobile on which is a large placard "For Sale." This placard is plainly addressed to the people in the train.

I called the Authorman's attention to it one morning and he said, "How few people have any sympathetic imagination."

"What on earth has that to do with that machine," I asked.

"What would you do in case you were interested in that machine?" he countered.

"Why, I don't know. I suppose I'd have to get off at the nearest station and try to find the place."

Sympathetic Imagination Would Have Added A Telephone Number

"Exactly," he said, "and there'd be mighty little chance of your doing that. Wouldn't a person with any sympathetic imagination—which is just another way of saying put yourself-in-his-place sense—have put a telephone number on the placard. I saw there were telephone wires running to the house."

"I suppose so," I admitted.

"Of course he would," he asserted. "How many people do you think would telephone compared to those who'd get off and hunt the place up? Ten to one, ten to one, at least."

A fairly just proportion, don't you think?

And an interesting point of view on the business value of a sympathetic imagination.

A Key To The Minds And Hearts Of Men

A sympathetic imagination is a wonderful thing to have—because it is the key to the minds and hearts of men and women.

All great writers have the sympathetic imagination in a large degree, and all little writers in some degree.

You don't press a button any more but we still do the rest.

Expert workmen, modern methods, improved equipment & tested chemicals insure results.

Let us finish what your Kodak began.

TOOTON'S,
THE KODAK STORE,
320 WATER ST.

PILES

Do not suffer another day with itching, bleeding, or protruding Piles. No surgical operation required.

Dr. Chase's Ointment will relieve you at once and as certainly cure you. See a box; all dealers, or Edmanston, Baker & Co., Limited, Toronto. Sample box free if you mention this paper and enclose 2c. stamp to pay postage.