

1911

SHOE

Our new
We did not
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PROE, LTD.,
Newfoundland.

EASY!

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and Packets of Union Blend
get the money

ST TEA CO'Y.

BOYS

vs-Tongue

Boots.

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\$2.70
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WOOD,
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Boots.

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out these.

WOOD,
OD SHOES.

Cabbage!

Rosalind,"
b's. Am. Cabbage.
b's. Evaporated Apples,
Oranges.
re prompt delivery. New
ast shipment.

MURRAY

ERY'S

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kinds—American
arket.

derwear, Muslins,
ods before purchas-

Battery Build'g,
near City Hall.

That's it



Its extreme whiteness and impalpable fineness make a paint that has no equal for durability and color.

Brandram's Genuine B.B. White Lead carries more Lined Oil, which gives it a greater covering capacity, and actually makes more paint and better paint.

For more than 20 years, Brandram's Genuine B. B. has been the world's standard white lead.

Made in Canada by
BRANDRAM-HENDERSON, LIMITED.
MONTREAL, HALIFAX, ST. JOHN, TORONTO, WINNIPEG.

How To Attract Trade.

THINGS TO DO AND NOT TO DO.

The way you run your business is your best or your worst advertisement. If you are not getting as many customers as you should get, then you are not doing the proper things to attract trade.

A business properly run advertises itself and attracts trade. If careless methods are used you cannot expect the best results. To run your business properly does not require expert advice, but thought and attention.

Your success depends on what other people think of you and your business methods. In figuring out how you can attract more trade, put yourself in the position of the public and look at yourself and your business as they look at you.

CLEAN SIDEWALKS.

A clean sidewalk, especially on stormy days, is sure to attract the attention of the passer-by which will naturally draw his attention to the windows.

Always make it a point to keep your sidewalk clean.

YOUR WINDOWS.

Keep your windows clean inside and out. Change your window display often. Many times customers coming into your store to buy some particular article will have their attention called to some other article in your window, and buy things that they did not originally intend to purchase. Use neat, attractive signs in your windows, calling attention to prices and particular bargains or specialties.

CLEANLINESS.

Clean floors, show cases and counters attract trade. The surest way to promote cleanliness is to have good light. Light and dirt do not go together. The cheapest things in this world are light, air and water. Very few people appreciate their importance.

Proper ventilation is very important. People are often unconscious of good ventilation, but bad ventilation is undesirable and very unhealthy.

LIGHTS.

Keep your store well lighted inside

as well as out. A well lighted store is always attractive to people passing. When customers come into your store they appreciate your showing your goods to advantage.

Remember that unusual things attract trade and advertise your business. You must not be absurd, but you can do unusual things without doing ridiculous things.

NEAT EMPLOYEES.

People like to see employees with clean collars and like to see goods handled by clean hands. Have plenty of soap and water always at hand so that your employees can have facilities for keeping clean.

QUALITY OF GOODS.

Don't depend too much on cut prices to attract trade to your store. The bulk of your customers' preference is not so important to your customers as is the quality of your goods and the attention, politeness and cleanliness they notice when buying your goods.

DELIVERY.

Your responsibility to your customers does not cease after goods have been sold. They must be delivered. If you deliver with horses and wagons, remember that people do not like to see dirty delivery wagons drawn by poor horses, driven by unskilled drivers. If you employ messengers to deliver goods, it is well to have them wear neat, clean uniforms. The better they look, the more they call attention to your business and your business methods.

THE BEST ADVERTISING.

The best advertising in the world is "mouth to mouth" advertising. Treat your customers so well that they will tell their friends about you and they will tell you. This is the cheapest and best advertising in the world.

You have often heard it said, "A satisfied customer is the best advertisement." This is absolutely true. You know that satisfied customers talk favorably about your business and dissatisfied customers either do not talk at all or talk unfavorably.

SUGGESTIONS.

If your business is so situated or

CHRONIC BRONCHITIS

Cannot be cured with ordinary soothing syrups. The disease must be attacked at the root to eradicate the irritation of the lungs, heal the wounds and strengthen the respiratory organs. The composition of

MATHIEU'S SYRUP

of Tar and Cod Liver Oil and other Medicinal Extracts marks it among all other remedies as the true specific for the diseases of the throat, the bronchial tubes and the lungs. Here are a few conclusive proofs:

Waterbury, N.S., Dec. 27, '07.
Fillmore & Morris, Amherst, N.S.
Dear Sirs,—Here with we enclose our cheque \$15.01 in settlement of our account to date.
W. O. COOK & SON.

ST. JOHN, N.B., Jan. 10, '07.
Fillmore & Morris, Amherst, N.S.
Dear Sirs,—We telegraphed you to-day to ship immediately 5 Gross Mathieu's Syrup. We hope you will send it promptly, but if you are not able to send the whole amount at once, please send us some as our stock is getting low.
NATIONAL DRUG & CHEM. CO.

ORANGEDALE, C.B., Aug. 7, '08.
Blacking & Mercantile Co., Ltd., Amherst, N.S.
Dear Sirs,—We have nothing but good to say of Mathieu's Syrup and can conscientiously describe it as the most popular and successful Cough Medicine we have handled. Owing to the absence of any drug store in this vicinity there is a great variety of proprietary medicine sold in the course of the year, and Mathieu's Syrup pre-eminently lead in its own class. Yours sincerely,
D. MARTIN.

AGAINST HEADACHE there is no remedy so active as Mathieu's Nerve Powders which contain no opium, morphine or chloral. 25 cts. per box of 18 powders.

J. L. MATHIEU CO., Sherbrooke, Can.
708. McMurdo & Co., Wholesale Chemists and Druggists, St. John's, Nfld.

so large that you should do newspaper, bill board, street car or window advertising, you will find that neat, clean looking printed matter is the best investment. Remember that your competitor can buy the same space in the same newspaper that you can. Whether your advertisement will be more attractive and bring you more business than his, depends entirely on what you say in the space you buy and how you say it.

IMPORTANT.

Simplicity is the most important thing to emphasize in giving instruction to a printer or newspaper as to how your advertisement should appear.

Don't allow several different kinds of type, rules around your advertisement, or decorations of any kind, unless they have something to do with what you are talking about.

Don't crowd your advertisement. Don't think that because you are paying for space you have to fill it all up. What you want is to get your advertisement read—often times the more white space and the more simplicity, the quicker people will notice and read it.

STICK TO YOUR SUBJECT.

If you are advertising bargains, price is the thing to emphasize. If you are advertising regular goods at regular prices, the thing to talk is quality.

Always emphasize service, mentioning careful attention customers get from your employees, prompt delivery of goods purchased, freedom from mistakes, etc.

Be specific. Tell your goods are good goods. Don't make claims that are not true.

Straightforwardness and simplicity will attract people quicker than so-called originality. Some advertisements are failures because they are too original.

Don't talk or advertise over people's heads.

Cheer—Confidence—Success.

Failure is more often due to lack of ideas than lack of capital.

One idea breeds another. Your employees can help you.

Holding trade depends upon your method of doing business.

Use big ideas and small words.

City customers walk blocks and country customers drive miles to attend a good special sale.

Everything you say or do advertises you favorably or unfavorably. Good goods attract attention. Good service holds trade.

Respect yourself and others will respect you.

Remember that people get impressions from little things.

The interest other people take in your business depends upon the interest you and your employees take in them.

See that no mistakes occur in customers' accounts.

Politeness, fairness and accuracy attract and hold trade.

Eliminate all unnecessary things that occupy your time and attention. Teach your clerks.

DODD'S KIDNEY PILLS

FOR ALL KIDNEY DISEASES
CURES RHEUMATISM GRAVEL
BRIGHT'S DISEASE
DIABETES BACKACHE

Seven-Deck Liner.

Mr. Alfred A. Booth, at the annual meeting of the Cunard Steamship Company at Liverpool recently, referred to the contract for the new steamer Aquitania, and said they had arrived at the conclusion that she must have seven living decks, against six in the Lusitania and Mauretania.

The difficulty of finding dock accommodation for these large vessels had been overcome through the construction of the new Gladstone Dock, which would be completed shortly before the Aquitania was ready for sea, and would be used both as a wet dock and dry dock.

The delay in embarking the mails at Queenstown on the westward voyage had been reduced by nearly two hours.

A lasting and satisfactory settlement of the claims of competing lines, Mr. Booth said, could perhaps only be arrived at after another war rate.

A dividend of 5 per cent. was declared.

PERSONAL NOTES.

Const. P. O'Neill who has been doing special duty at St. Bride's since September, returned here by Monday night's train, and will resume duty in the city.

Const. E. Lawlor who did duty as Health Inspector while Inspector O'Brien was ill, and did good work has resumed duty in the police force.

Cable News.

Special Evening Telegram.

WASHINGTON, April 18.

Assurances by the Mexican Government that it will adopt a definite restriction policy along the border, and news that the rebel forces had evacuated Agua Prieta, have done much to relieve the tension under which President Taft and the members of his administration have laboured during the last few days. These assurances followed demands by the State Department that fighting, which endangered American lives in the border towns, must be stopped. That the situation is not now regarded as acute is evidenced by the fact that leaders in the Senate and House of Representatives, with whom the President conferred prior to the assembling of the Cabinet, declared that no action would be taken by Congress.

To callers, President Taft said there was no intention to intervene in Mexico. The two big developments of that morning had strengthened him in that position. An attack on Ciudad Juarez, in Mexico, is momentarily expected, according to despatches from the United States Consul there. The Consul reports that he has asked Colonel Sharpe to keep Americans from crossing the Rio Grande during the progress of the battle.

Special to Evening Telegram.

LONDON, April 18.

The Rt. Hon. Winston Churchill, Home Secretary, introduced into the Commons to-day an Aliens Bill, which, if enacted, will markedly change the attitude of the Government towards those who have sought the British shores as political or criminal refugees. The Home Secretary disclaimed any desire to interfere with the right of asylum for persecuted ones, but under the proposed law, aliens hereafter arriving in Britain will be required to furnish securities for good behaviour for five years. If that time can establish that they have been law-abiding during the probationary period, they will be exempt from further bonds. The carrying of pistols, unauthorised by the police authorities, is prohibited.

Special to Evening Telegram.

AGUA PRIETA, April 18.

The rebel army, after eighteen hours' fighting in defence of this town, evacuated it during the night. The national troops entered at dawn. It is believed that the rebels had exhausted their ammunition.

Special to Evening Telegram.

CORK, Ireland, April 18.

The fifth cigar supply coming through the States from Porto Rico has been cut off owing to the continued strike of the cigar makers.

Vision of Crime.

Sentence on "Second Sight" Evidence.

Probably for the first time in history a man has been convicted of murder on the strength of a vision.

The evidence heard in the trial at New Jersey of William Strong, a farmer, who was accused of murdering his wife, suggested an episode as bizarre and terrible as the famous dream scene in "The Belles" so magnificently played by the late Sir Henry Irving.

Mme. Pauline Girard, a clairvoyant, was the chief witness for the prosecution. On her evidence, despite the protest of counsel for the accused, Strong was convicted recently.

Mme. Girard calls herself a "psychometrist." Her method is to hold in her hand a trinket belonging to the person concerned, on which, she declares, a vision of his past arises before her. Strong was persuaded to visit her, and while she invoked a vision, two detectives hidden behind a screen in her parlour watched the effect on the accused.

In her evidence the clairvoyant described the murderer of her client's wife as wearing glasses and having fair hair. "He sat on the corpse for a long while," she went on dreamily.

Nerves Were Exhausted

Wants others to know of her remarkable cure by use of DR. CHASE'S NERVE FOOD.

Mrs. Martin's condition as described in her letter below gives some idea of the extraordinary reconstructive power of Dr. Chase's Nerve Food. Such cures as this have placed Dr. Chase's Nerve Food where it stands today—the most popular and most effective nerve restorative that money will buy.

Mrs. Edwin Martin, Ayer's Cliff, Que., writes:—"Before I began using Dr. A. W. Chase's Nerve Food I was in a terrible condition. Dizzy spells would come over me and I would fall to the floor in a faint. I could not even sweep the floor without fainting and my nervous system seemed to be entirely exhausted."

"The use of Dr. A. W. Chase's Nerve Food has built up my system wonderfully so that I can do my housework and washing without any trouble, and I want others to know about it." Insist on getting the genuine Dr. A. W. Chase's Nerve Food, 50 cts. a box, 6 boxes for \$2.50, at all dealers, or Ed. Mansson, Bates & Co., Toronto.

describing her vision. On this Strong, it was alleged, broke down and confessed with sobs that the murderer she had pictured was himself.

In court Strong declared that the confession was extracted from him after Mme. Girard had placed him in a trance. Though counsel for the defence denounced the prosecution as "having outstepped all bounds of decency" in securing the assistance of the clairvoyant, whom he characterised as a professional trickster, the jury were unanimous in the conviction.

Strong, who is sixty years of age, was sentenced to thirty years' imprisonment.—Daily Mail.

Rehearsals at Westminster for Coronation

LONDON, April 10.—With the final approval of the Coronation Service, which follows closely on traditional lines, the rehearsals of the ceremony have begun in Westminster Abbey.

To insure smooth working of so elaborate and complicated a function necessitates the most careful and systematic training of all the scores of individuals who have duties to perform. Each person has to study his part as closely as an actor and every section of the service has to be rehearsed again and again until the whole splendid scene is perfected.

To the Duke of Norfolk, as Earl Marshal, falls the duty of "stage managing" the great spectacle. Under his direction the officers of work carries out the actual arrangement of the "setting." He has to school and train each participant in his role; he arranges and regulates all details of robes and dresses; he controls and directs the rehearsals and on the great day is responsible for every item of the ceremonial.

There is one exception in form at any rate to the Earl Marshal's control. The principal figures in the whole scene—the Sovereign himself—is instructed and rehearsed, not by the Earl Marshal, but by the Archbishop of Canterbury and assisted by the Dean and Chaplain of Westminster.

At first the rehearsals take the character of simply plotting out the general arrangement of the scene, assigning positions and stations to individuals, calculating distances and places, planning the structural work necessary and preparing a detailed time table.

Meanwhile all those who have to take part in the ceremony are having their various duties allotted to them and in a short time regular rehearsals will be begun and will continue in the Abbey almost daily, different sections of the service being taken in succession.

At these rehearsals the principal functionaries go through their duties in every day attire with walking sticks for swords of state and wands of office, silk hats and footstool for regalia and two ordinary rush bottom chairs for the "thrones."

In a few weeks all the most important parts of the service will thus have been cast in their first rough mould, and the polishing process will then be begun.

During this period the King will be a regular attendant at the Abbey learning his part. Then will come the final rehearsals of the whole scene, culminating in two, or it may be three full dress rehearsals of the whole service with the King present in person, every participant in robes and the full regalia in use.

The elaborate Festival of Empire and Pageant of London, to be held at the Crystal Palace, is nearly ready and there is no doubt now but that under the guidance of Herbert W. Matthews it will open in the early part of May. Six thousand workmen are busy completing the various buildings of which there are more than 300. All the Overseas Dominions are represented by a fac-simile structure of their capital buildings.

The cost of the Coronation to the State, according to a "white paper," just issued, is estimated at \$925,000, which is just \$30,150 more than the cost of King Edward's Coronation, nine years ago.

Prices for seats along the Coronation Route are now announced, and range from one to five guineas.

The Isle of Man (G. B.) has had in force for 200 years a law fixing 6 per cent. as the highest rate of interest that can be charged on a loan. In the Isle of Man every woman has a parliamentary franchise. The Manx were many years ahead of the English in prohibiting the sale of cigarettes and liquor to children. Every widow has the income of half the personal estate of her husband and a life interest in his real estate.

Marine Notes.

The S. S. Rosalind left Halifax at 5 a.m. yesterday and should arrive tomorrow morning.

The Mildred, Capt. Wiltshire, arrived at Harbor Breton yesterday morning from Barbadoes, after a run of 25 days, with molasses for Job Bros.

A MAN who declared: "Money talks," (The scheming and saving old fox.) Said, "A shine for a dime! Nay, nay—POLO for mine— Fifty shines has a single dime box."

POLO

SHOE POLISH

POLO BIG boxes not only give you more for your money, but keep the paste fresh longer than a smaller box can. Ask your grocer or shoeman for Polo—the polish in the BIG box—black or tan. The tan both cleans and polishes.

"Good for Leather—Stands the Weather"

10¢

Vaccination for Plague

The fact that a number of English, French, and German doctors, who left Paris last week for Harbin, in Manchuria, in order to fight the plague now raging there, were vaccinated against that dread complaint before setting out, serves as a reminder of how widespread is now the custom of combating disease by this means.

We have not yet, it is true, got so far as to vaccinate people against household's knee, or ingrowing toenails. But vaccination against typhoid fever, carbuncles, influenza, hydrophobia, and a whole host of other more or less serious ailments, is now an accomplished fact. Even cancer has been so combated, and successfully.

The principle, of course, is in every case the same. A person is purposefully infected with a disease in a mild form, in order that when he catches it in the ordinary way, if ever he does, its severity may be modified. It is, in short, a case of fighting plague with plague, small-pox with small-pox, and so on.

The germ of the disease is cultivated artificially through successive microscopic generations, becoming less and less deadly with each remove from the parent stock, until eventually it can be introduced into the human system without causing anything worse than a slight temporary indisposition.

A typical case of this is afforded by the small-pox germ in ordinary vaccination, whose original power for evil has been so weakened as to interfere scarcely at all with the patient's general health, while conferring almost complete immunity against small-pox, at all events for a considerable time.—P. W.

The King and the Peers

The King's consent to the introduction of Lord Lansdowne's Bill for the reform of the House of Lords was announced in that House yesterday, April 18th, in the following message from His Majesty:—"I have received your Address, and, relying upon the wisdom of my Parliament, I desire that my prerogatives and powers in so far as they relate to the creation of peerages and the is-

sue of writs of summons to the Lords spiritual and temporal to attend and sit and vote in the House of Lords shall not stand in the way of the consideration by Parliament of any measure that may be introduced in the present session on the subject of the constitution of the House of Lords."

Indigestion & Dyspepsia

In all its Forms can be Cured.

It is quite a daily occurrence to hear persons say: Oh, what a feeling of distress I have after meals, fullness of the stomach, heaviness and headache, I feel too tired to do anything, I have no heart to exert myself and at times I care for nothing. I often have a pain in the pit of my stomach, no appetite, my heart beats rapidly on the slightest exertion. I feel just as when rising in the morning as when retiring to bed. My sleep is often disturbed, and I often awake with a sense of suffocation and a difficulty of again going to sleep. I have to be careful of what I eat, and my life seems a veritable burden.

Now, it seems a shame and a pity for persons to be suffering like that when it is in their power to get cured by taking a Bottle of Dr. Stafford's Prescription A. A sure cure for persons afflicted with stomach troubles. It can be obtained at
DR. F. STAFFORD & SON,
Duckworth Street and Theatre Hill.
Small size, 25 cents; postage, 5c. extra; large size, 50 cents; postage, 10c. extra. Mail orders must be accompanied by remittance.—Oct. 29, 1910.

Mr. Winan's Pistol Shooting

Mr. Walter Winans, the well-known Anglo-American millionaire, so far holds a substantial lead over his rivals in the duelling-pistol championship now being competed for in Paris. The first prize will be awarded to the competitor with the two highest scores out of a possible sixty in each round. The contest is open to the end of June.

Three of the first scorers to date are Mr. Winans 59 and 57, M. Bartholom 51 and 50, and M. Guilloreaux 50 and 48. Mr. Winans is now writing a book on revolver shooting for women, prompted by the recent outrages on white women by natives in South Africa.

There is HEALTH and STRENGTH in every cup of

EPPS'S

Its fine invigorating qualities suit people of all ages. Rich in cocoa butter, and FREE FROM CHEMICALS.

COCOA

GRATEFUL AND COMFORTING

Here's the Crowd Again

They know DEVINE'S is the spot for rich things in the BARGAIN line. These are our offerings, read every item carefully:

20 dozen White Lawn Blouses, worth \$1.50, from 60c to \$1.00 each.

10 dozen Black Sateen Blouses, from 80 cts. to \$1.00.

400 yards Embroidery, from 4 cts. yard up.

1000 yards Chiffon, original price 30 cts. and 45 cts. yard, now 10 cts. and 20c.

N.B.—Milliners, this is your opportunity.

J. M. DEVINE, 302 Water Street.