

# What About Your Advertising?

Now is the time when it is necessary for every shopkeeper to enter upon a campaign of publicity --- and the time when the purchasing public is watching this paper for the ads. containing the information it wants to know.

**WHAT ABOUT YOUR ADVERTISING?** Many years' experience together with the essential equipment enable us to give the advertiser a first-class service. **THE EVENING TELEGRAM** is growing in influence every day and is being **READ BY ALL THE PEOPLE ALL THE TIME.** No stronger proof of the popularity of **THE EVENING TELEGRAM** could be put forward than the fact that we have found it necessary to order **a third shipment** of paper for the approaching season's work to keep pace with an ever-increasing circulation. We do not say this boastfully---(we admit we are a bit proud of the fact)---but only to show that what we say regarding **THE TELEGRAM'S** influence is borne out by the evidence---for the paper that is read so extensively as **THE TELEGRAM** cannot fail to be of great help to any person in an advertising campaign.

## The Evening Telegram Will give you SERVICE

### Chinese Actress Beheaded.

Just a year ago, on a cold day in March, a tragedy was enacted outside the Cheng-yang gate of Peking which is likely to furnish material for many a recital in the future. It was the decapitation of the loveliest of all the Chinese women reformers, the young actress known as Chin

Chilan. This girl in her childhood had been sold off a farm in the interior to a travelling slave dealer; she developed into the leader of a company of comedians, with whom she traversed the south visiting Hongkong and wandering into French Annam.

China does not favor female actresses, but looks to men to assume female parts. Chin Chilan, however, introduced a new era. Her beauty

secured for her the widest fame ever won on the Chinese stage. She played tragedy as well as comedy, and at length was so successful and splendidly patronized that her company numbered fully a hundred members. Everybody was enamored of this wonderful woman.

But a crisis came in 1910 when she arrived at Tientsin and inaugurated a season in the famous T'ieh Hsien Tea Gardens. Crowds poured in from all parts of the district for many miles around. Amid the furor thus created a very wealthy Pooting merchant, madly in love with Chin Chilan, spent three taels (a sum equaling six hundred pounds) on a banquet in her honor. But complications occurred, which led to fatal disclosures. Nobody suspected the enchanting Chin Chilan of complicity with the revolutionaries.

Shortly after that banquet the merchant was mysteriously assassinated, and the authorities not knowing whom to accuse indicted the actress. Not an atom of proof against her was forthcoming; but to the astonishment of the investigators it was found that much of the fortune that she had been making by her success had been passed over to her secret friends in America, who were engineering the revolutionary programme, and that other large sums had been expended in the purchase of arms and ammunition. Her doom was quickly sealed and the beautiful head fell by the Chengyang gate.---New York Sun.

### Girl Swimmer Rescues Man Pace Maker.

Detroit, May 18.---Swimming one mile in the Detroit river in the record breaking time of 23 minutes, 45 seconds, and saving her pace maker after he had succumbed to cramps, was the notable feat to-day, of Miss Rose Pitnof, the Boston 17-year-old girl, who is giving exhibitions here.

The American amateur record for a one-mile swim in open water is given as 25m, 40 2-5s, held by J. H. Reilly, and the professional record is given as over 26 minutes.

She rescued C. A. Woodward, a Detroit man, who attempted to make the distance with her, when he was overcome by cramps a half mile from the starting point. Miss Pitnof held him up until a boat reached him.

Owing to the fact that the distance was not accurately measured and that Miss Pitnof had the current with her, it is doubtful if the record will be recognized.

When she completed her swim, the big crowd along the shores greeted her with cheers.

The temperature of the water was about 50 degrees, and the surface quiet rough, making going bad.

The time taken from the dive to the shot of the pistol at the finish was 23m 30s, but 45 seconds was allowed for the time used in helping Woodward.

### NEW POTATOES, KIPPERS, ETC.

**The Absolute Purity**

**"STAR" TEA**

marks it a standard article for the prudent housewife.

It has never disappointed and never will, because folks get what they expect and want when they buy the peer of all.

Highest quality, to-day, to-morrow, and all the to-morrows to come.

**40 cts. lb.**

For 5lb. parcels and over, ten per cent. discount allowed.

**OXO---in Cubes**

One cube dissolved in a cup of boiling water will make a delicious nourishing beef drink. 10 Cubes to a Tin for 35c.

**OXO---Cordial**

contains the concentrated extracts and nutritious fibrine of prime Beef. 20 oz. Bottles.

**Fray Bentos---**

**Corned Beef--6lb. Tins.**

Suitable for retailing. Price is right.

**NEW POTATOES**

**SMOKED KIPPERS**

**CUCUMBERS**

**RHUBARB**

**C. P. EAGAN,** Dnekworth Street and Queen's Road.

### On Keeping a Scrap-Book.

BY RUTH CAMERON.

Do you keep a scrap-book? "Y o u," this time, means everybody in general, but housewives in particular.

The lady across the street, read, approve, forget and regret.

A small scrap-book need not cost over a quarter; scissors you have; and paste you can make out of a tablespoonful of flour. And if you will only expend that quarter, Mrs. Housewife, I guarantee you that within a year your investment will have paid back the principal twice over in the assistance your scrap-book will have given you.

I said that the "you" of my opening question meant housewives in particular, but every body in general. Perhaps someone is wondering how all this applies to other people. In this way, my friend, I spoke to housewives in particular because the little anecdote which I related had impressed upon my mind how many opportunities they were losing, but they are, by no means the only class who ought to keep a scrap-book. Indeed, I think I might say without exaggeration that everyone could, with advantage to himself, keep a scrap-book of items relating to their particular trades or professions in the case of those who are not, of items relating to whatever in life interests them the most.

A scrap-book of this sort once started is both a valuable reference book and a new interest in life.

Why not invest that quarter to-morrow? I would say **TO-DAY.**

*Ruth Cameron*

### Are the Fly and Mosquito Dangerous?

The fly, with spongy feet, collects the invisible germs of diseases, spreads them over our food and poisons us with typhoid and cholera. The mosquito with its bite injects into our veins malaria and yellow fever. The bacteria of consumption, or grip, are everywhere present for us to breathe into our lungs. The blood which flows through our veins and arteries is our protection. It should contain healthy red and white blood corpuscles---capable of warding off these disease germs.

Dr. Pierce's Golden Medical Discovery is a blood medicine and alterative made alcohol without alcohol, a pure glyceric extract of bloodroot, golden seal, Oregon grape root, queen's root, mandrake and stone root, which has enjoyed a good reputation for over forty years. The refreshing influence of this extract is like Nature's influence---the blood is bathed in the tonic which gives life to the blood---the vital fires of the body burn brighter, and their increased activity consumes the tissue rubbish which has accumulated during the winter.

"About forty years ago while in Newark, New Jersey, I had chills and fever," writes Mr. MICHAEL MAQUIER, of National Military Home, Kans. "I went to Kansas City and in the spring of 1877 the chills and fever returned. Doctors and everything I tried failed to do me good. Finally I saw Dr. Pierce's Golden Medical Discovery advertised. I took one bottle of it and the chills vanished. In about a year afterward I felt them coming back, so I got another bottle and have never had any symptoms of fever or ague since. That is all of twenty years ago, for I had the chills about twelve years before I started to take Golden Medical Discovery."

*M. MAQUIER, Esq.*

**Dr. Pierce's Pleasant Pellets are for liver ills.**

### Household Notes.

Never wring linen with a clothes wringer. It makes wrinkles that are hard to iron out.

Starched clothes are easier to iron if sprinkled with hot water half an hour before ironing.

Black silk sponged with strong black tea and a few drops of ammonia comes out wonderfully well.

To bake potatoes quickly, clean and pour boiling water over them, then let them stand on the stove five or ten minutes before putting in the oven to bake.

Line all lunched boxes with oiled paper and the food will not only retain its freshness, but not taste of the box in which it is placed.

Hot lemonade is one of the best remedies in the world for a cold. It acts promptly and effectively and has no unpleasant after-effects.

To remove a fishbone from the throat, cut a lemon in half and suck the juice slowly. This will dissolve the fish bone and give instant relief.

When punching eyelets, place the material over a cake of white soap. This makes a firm edge, which is

easily worked over. It also prevents the material from raveling.

When you desire to learn a new pattern in crocheting, first try it with a heavy yarn. After you are familiar with the pattern it may be easily duplicated in finer thread.

Cheese may be kept from going moldy by wrapping it in a cloth dipped in vinegar and wrung nearly dry. Cover the cloth with a wrapper of paper and keep in a cool place.

The habit of biting the nails may be conquered by will power in an older person, but with children cut the nails very close and dip the ends of the fingers in quinine or a little extract of quassia.

It is best to have the wall decoration meet the ceiling without interruption. The wooden picture molding is a beautifier of the room and is no longer considered a help in hanging pictures.

Old stains may be removed from leather by applying powdered pipe clay mixture with water to a paste; apply and allow the paste to remain on the leather for several hours. Repeat if necessary.

To lubricate a door lock, or any that does not work well, use lead scraped from a lead pencil. Put the scrapings on a piece of writing paper and blow them into the lock through the keyhole.

Place a piece of white blotting paper under a vase containing flowers. It will absorb any moisture which may run down the vase. This prevents stains from appearing upon the polished surface of the table.

A good way to bleach handkerchiefs when it is not convenient to hang them out of doors, is to wash them and let them soak overnight in the water in which a little cream of tartar has been dissolved.

Cover your bedsprings with a slip of unbleached muslin or ticking, sewing tapes to each corner to keep it tied on firmly. This will protect your mattress from iron rust, wear and tear, can be taken off and shaken every week and washed clean when soiled.

Dampen the hair with cologne water before winding it on the curlers and it will help to keep the curl in. Hair should be left on the curlers until dry. Anything containing gum arabic leaves an ugly white

### HEALTH RESTORED TO THIS FAMILY

Wife's experience with Dr. Chase's Nerve Food led to husband's cure.

"Since childhood, I was afflicted with biliousness and sick headache," writes Mr. A. K. VAN WYCK, Park Hill, Ont., "and as all the doctors' medicines and prescriptions failed to do me any permanent good, I had lost faith in all medicines. It was by accident that I came to use Dr. Chase's Nerve Food, for it had been recommended for Mrs. Van Wyck and did her so much good that she wished me to try it."

"I did so, and was surprised at the results. It is now three years since I discontinued the medicine and I have not had an attack of the old trouble. I hope that others may benefit by my experience."

The cures effected by Dr. Chase's Nerve Food are lasting because it builds up the system and removes the cause of trouble. 50 cents a box, 6 for \$2.50; at all dealers, or Edmansons, BOWEN & Co., Toronto.

### ORANGES!

Just landed in splendid condition, sweet and juicy.

**40 cases Large Oranges.**

Also, 10 cases **Extra Large Oranges.**

### ONIONS!

40 Sacks Silver Peel Onions, sound heavy stock.

### POTATOES!

150 Sacks P. E. I. Blues. Just in time for seed.

### Soper & Moore

powder on the hair, which is anything but pretty.

An excellent floor mop may be made from old stockings. Slash them in strips an inch wide, forming a fringe. Stitch several thicknesses of this to a stripe of cloth three inches wide and ten inches long. Saturate this with a good furniture polish and fasten in a mopstick.

When olive oil dressing will not thicken after the necessary amount of oil has been used, beat in a small quantity of dry cornstarch. This prevents the curdled or oily appearance. After standing a short time, the dressing will be stiff and will not taste of cornstarch.

Many people melt the butter and then mix it with the sugar. This makes the cake heavy and is always prohibited in good cake baking. Instead of this put the sugar in a double boiler and let it get warmer. In this way it creams the butter nicely and does not melt it.

A wise precaution before administering or taking medicine is to look twice at the label and the dose once before pouring it out and once afterward. This is a sort of double security against mistakes. Solutions should always be thoroughly shaken before being uncorked.

When putting down new linoleum place a strip of pastebord, covered with glue, under every seam, pushing the edges of the linoleum close together and pressing down firmly under heavy weights overnight. The seam hardly shows and the edges will not break.

### The Woman's Own Page.

She learns to bare potatoes

And how to sweep a room.

And how to can tomatoes

And how to buy a broom.

And how to polish brasses.

How often to shampoo;

The uses of molasses.

And rules of home-made glue.

Just how to wash her dishes.

Just how to dust back stairs;

How to pick out good fishes.

And how to cover chairs.

She learns to label pills;

To renovate black silk;

How to cut bread slices.

And how to use sour milk.

How to do an flichu.

And how to stick a stamp;

How to use crinkled tissue.

And how to fill a lamp.

She studies and she prizes

This deep and sapient lore,

And never realizes

She knew it all before!

### SUCCESSFUL MOTHERHOOD

means more than a fat baby. It means laying the foundation of a strong, sturdy constitution.

Fat alone is not enough; there must be bone, muscle, brain and nerves.

**Scott's Emulsion**

is the Acme of perfection for Mother and Child.

ALL DRUGGISTS

MILNARD'S LINIMENT USED BY PHYSICIANS.

### only a trifle more for the Safe-Cabinet

When you will have a cabinet that does all a wooden one can do plus this most important thing---protects your papers from fire, theft, dust and moisture. Measured by value alone, anyone can afford to buy *The Safe-Cabinet*. Measured by value, no one can afford to be without it.

V. CHESMAN, Agt.

### THE LONDON DIRECTORY

(Published Annually)

ABLES traders throughout the world to communicate direct with English

MANUFACTURERS & DEALERS

class of goods. Besides being a complete commercial guide to London and its suburbs, the Directory contains

EXPORT MERCHANT

the goods they ship, and the Colonial Foreign Markets they supply.

STEAMSHIP LINES

under the ports to which they are going and indicating the approximate dates

PROVINCIAL TRADE NOTICES

Leading Manufacturers, Merchants, in the principal provincial towns industrial centres of the United Kingdom.

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

ers seeking Agencies can advertise trade cards for £1, or large advertisements from £5.

LONDON DIRECTORY Co. Ltd

### Spring Sewing



### Sewing Machines.

We offer the Famous

### EXPERT--B

### BARGAIN FIGURES.

To keep step with the times

### HESLEY WOODS

### EUROPEAN AGENCY

Wholesale Indents promptly executed at lowest cash rates for all kinds of British and Continental goods, including:

Shoes and Leather, Cigars and Druggists' Sundries, Earthenware and Glassware, Motors and Accessories, Millinery and Piece Goods, Perfumery, Machinery and Metals, Jewelry, Plate and Watches, Graphical and Optical Goods, Missions and Gilmen's Stores, etc. etc.

Commission 2 1/2 per cent. to 5 per cent. Discounts allowed.

Quotations on Demand.

Cases from £10 upwards.

Shipments of Produce Sold on A.C.

(Established 1814)

WILLIAM WILSON & SONS, Address "ANNUAIRE LONDON" Abchurch Lane, London E. C.

### Canada Butter!

Very Choice Fresh Blocks.

### LOWEST PRICE.

AS. R. KNIGHT, Commission Merchant.

WORLD'S LINIMENT RUBBER, MAN'S FRIEND.