THE PEOPLE'S PAPER.

The Evening Telegram

THE BEST ADVERTISING MEDIUM

IN NEWFOUNDLAND.

Linking up the Adver-

tiser with the

Dealer.

By M. S. Olds, Advertising Manager of Stein-Block

Few people can be found to-day who will dispute the

power of judicious advertising. It is looked upon as a

prime factor in business success. The merchant who

does not advertise is considered a back number by his

associates. Advertising has seized hold of the tools of civi-

lization and wrought strongly with them. The printing

press is its knight errant and the electric current its

torch. Yet advertising is by no means easy to define. I

think, if you should ask me to define advertising off-hand,

I should say that advertising is the science of promoting

Now I am not intending in this paper to lay down for

you a set of rules that will prove an infallible guide to

anybody with so important a problem confronting him.

That would be impossible, for the great questions of dis-

tribution require special investigation and special treat-

ment, each according to its needs. What I do want to do

is to call your attention to a few fundamental working

principles that cover in a general and practical way one

or two features of successful distribution. I have called

my subject, "Linking Up with the Dealer," and I am go-

ing to try to tell you a few practical things that may help

Of course, you must advertise. This can be done in

most of the nationally circulated mediums that have been

brought into being and continue to be fatly nourished by

advertising. The newspapers can help you tremendously

to achieve victory in that wonderful battle against indif-

There is no profession in which more can be learned

from hard experience than advertising. Some of you may

be advertising men some day and I want you to remem-

ber these little points that have come up in the course

First and Always-Let whatever you send or write to

Second-Answer your customer's letters the same day

they are received. You will earn his respect and his

as you would talk to him, as one honest man to another.

Fourth-Answer his questions minutely and carefully.

Sometimes they may seem insignificant to you, but to him

Fifth-Do not try to get something from him for noth-

Sixth-Remember that he is probably just as good a

Eighth. Ninth and Tenth-Be on the square with him

from one year's end to the other-and use Common Sense.

fellow as you are, and that he is quick to detect a short-

ing. Do not permit him to expect something from you for

your customer be as safe and honest as the checks that

you in smoothing out the road.

ference, which we call publicity,

carry your firm's signature.

they are very important.

coming in you and your work.

of the day's work:

gratitude.

Third\_Be fr

distribution.

## Visit to Scottish Capital

g and Queen were given a The city was color decorations, the rate the present gener-Schismen have ever seen. the Lord Provost pre-King with the Keys of the sed the streets, hedged by Scots, to the Eighth Cenin the interior in anticipa-Royal visit. The old of State, used by Mary he historic home of the

## Two Mishaps.

Evening Telegram. BOSTON, To-Day. ant liner Halifax, which at George's Island, was jured, but she had proa short distance towards when she collided with the rthur going outwards. Both e slightly damaged.

### APE REPORT.

o Evening Telegram. CAPE RACE, To-Day. N. E., light, weather dull The s.s. Almeriana passed a.m. The s.s. Fiona was Mistaken Point this morn-American schr. Arethusa sight, laying off the Cape, ght that the Fiona capturof her crew yesterday. No

### licemen in Peril.

morning about 2.30 the rested the two men to whom rred yesterday, and who are of stealing \$70 at Port au hey took them out of the of Mr. Parnell, at Petty and while doing so an inciurred which goes to show the which the police are someposed in the discharge of Mr. Parnell has a son, a nan, who is blind, and when arrived he heard his eak to them and then there or a lengthy period. This ir. Parnell went to his put on his daily wearing ap-His son who was upstairs inhis to mean that robbers the house, had gagged and that they were then domicile. The young man aring this started to go up-. trying to escape. Had not killed, for the blind to strike the first man come up. Just before the and prisoners left the house the xplained to his son what had l and then learned of the latsolve. Had the policeman as he at first intended, he ot have forgotten in a hurry to Petty Harbor.

### Regatta Rip**ples.**

ted this year and several are ight and made good time. mercantile crews were also at

ne amateur crew will row the

ight for first place.

ast night's meeting of the Od s Mr. Edward Spurrell was to represent Atlantic Lodge of ity at the session of the Grand of the Maritime Provinces will be held in New Glasgow 9th of August coming. The tment of Mr. Spurrell for such ortant duty not alone evidences pularity he enjoys amongst Oddfellows but is a tangible sion of the peculiar fitness ses for the office assigned him.

W BUILDING .- Mr. Ellis's men w employed in finishing the exof the Smallwood Boot and Factory on Duckworth Street. abut on McCallum's Lane, the foundation was laid sev-

# **Graphic Story** of the Disaster

(Continued from 5th page.)

main, but a few have already come light. At United Porcupine, where lived the three Flynn Brothers, never before separated, two are yet alive, but one remains behind a charred mass. At this property there was no shelter from flames, and the men sought refuge on an outcropping of rock. There Andy Yuyil, the foreman, perished, with Frank Flynn, and Joseph Fletcher, while another named Dwyer a Colorado miner, is missing J. T. Flynn and Joseph Flynn watched their brother burn to death, the former receiving serious burns on arms and face. With them was Gilbert Gibbs, whose face was burned beyond recognition, and whose arms and body were scorched. Flames came on them with such rapidity that even blankets and towels to case about them could not be obtained, and yet those hardy men survived the furnace, and after the fire had passed, made their way over five miles into Porcupine and are now on their way to their homes in

came evident that the mine must go, fields and others may have lost men. Manager Ashmore, Mr. and Mrs. Sam- No word has been received from the uel Shovel and others retreated to- Success, where there are 54 men. wards town. With the party was C. E. Adams, a resident of Philadelphia. who was at the property in the ca- & Company escaped without loss of pacity of bookkeeper. Adams was in life or property but the town of Pearl poor health and died in the arms of Lake was again visited by fire. The Manager Ashmore, of heart failure. Went Into Shaft Stored With Dyna- ous resulted.

mite. The men from the Eldorado all escaped. What occurred at the West Dome, the centre of the most terrible part of the catastrophe, will probably never be known, but so old and experienced a miner as Robert A. Weiss would probably never have led his associates into a timbered shaft in time of fire unless all other means of escape were cut off. There are in the West Dome shaft 27 bodies, inthe bucket at the mouth of the shaft. Of the 84 employees of the West Dome

only three are known to be alive. Employees of the Preston East Dome, headed by Captain Jack Wilson, visited the West Dome property as soon as possible, and, dropping chains of ladders entered the shaft. The body of Mrs. Burt, wife of Angus Burt, the assayer, was found hanging half way up the ladder, where while trying to escape, she was hit hy a falling hurning timehr the marks of which remain on her body. The smoke and the gas from the exploded dynamite were so stifling that no other bodies could be removed. The escape of those at the Dome and Preston East Dome, which were in the centre of the fire zone, is little short

### Thirty Foreigners Perish at the Dome Mine.

of miraculous.

At Preston, East Dome, not a man was lost. Some entered an untimbered Captain Wilson's eyes were burned, out would be put out.

doubtful if half remain alive.

# PILES

It eases the burning, stinging pain, stops bleeding and brings ease. Perseverance, with Zam-Buk, means cure. Why not prove this? All Druggists and Stores.—

and retail orders to T. McMURDO & CO., St. John's, Nild.

barrels, which proved an effective bar rier to the flames and preserved their lives, and even that of their cow. Henry Hanson, who is in charge of the mill construction, with a few others, kept behind the heavy rock foundation of the mill and survived. Still others stood in the big reservoir of water on the property and escaped with sore eyes. Men stationed at the pumps on the lake although in a place of safety, became panic-strickn, made for the bush and there per-

The Vipond Property a Total Loss. The Vipond was a total loss, but all the men escaped to the Hollinger, which was just outside the fire zone. At the Philadelphia, when it be- The Digby Veteran, American gold The McIntyre and the mines around Pearl Lake, including Bewick Moreing Hea had a small fire, but nothing seri-

The Scottish Ontario properties in that section were also north of the fire. In the meantime, the fire swept through both sides of Porcupine Lake and was burning at the Foley O'Brien. At the latter the employees with Mr. Rickard and Superintendent Motz, sought shelter in a root house, making their way to the town after the buildings there had been wiped out. On the Foley O'Brien property stood the Canadian Explosives dynamite cluding that of Weiss. It is known | magazine, containing 12 tons of dynathat 100 pounds of dynamite were in  $|\ \mathrm{mite}.$  This burned for some time before it exploded. At the time of the explosion Ernest and Harry Holland. Captain Munn and several others were only three hundred yards away. They were hurled from their feet by the concussion, but received only bruises. Twelve Tons of Dynamite Exploded. On a siding in Lakeview, Porcupine, car of dynamite exploded, breaking every pane of glass in Golden City. Men and women standing in the water at South Porcupine were

> ris was scattered everywhere. A piece of iron fell at the dock shattering the arm of an unknown man about to board a canoe. He was picked up and taken across the lake and his arm later amputated. Doctors worked heroically, but the fire had destroyed drug stores and other necessaries for relief. There remained nothing but to administer stimu-

lants or sedatives. At eleven o'clock Tuesday night shaft, taking with them food and several doctors visited the Dome and buckets, and passed up water to the other mines to render assistance. The others. Captain Wilson and some of flames crept around Porcupine Lake the employees lay in a creek and to Pottsville and there destroyed all threw water over themselves, and the buildings except two Italian even over the rabbits driven from the boarding houses, into which Constable bush by the fire, which sought refuge Percy gathered all the Italians with by snuggling up against the men, the warning that any man stirring

but no serious injuries were sustain- The fire in Golden City consumed about one-third of the town, entering ped a train of doctors, nurses and At the Dome it is known that 30 from north and veering around to the supplies, as well as a hundred coffins foreign laborers perished in a shaft Murphy house, where men at the for the camp and this should arrive where they sought safety. Other bod- point of guns were forced out to fight at midnight. ies are lying about the property, and the flames. The best residences of of the force of three hundred it is the town were destroyed and several churches and other buildings also. The escape of Manager Meek and Food was soon exhausted, and this his wife and children, with Mrs. morning there remained nothing to this morning in the different traps in Meek's mother, was providential. Their eat except a small supply of crack- the outer harbour. Several other last stand was behind a row of water ers, which must suffice until relief people are contemplating putting out

Harbor Grace Notes. A fair quantity of fish was taken traps in a day or two. The only drawback is a scarcity of trap boats.

Boat Club will be launced and named this evening at the Whale Factory wharf. Dr. Morison, Esq., Minister of Jus

tice, and Mrs. Morison, who had been in town for a few days left this morn ing for St. John's. Mrs. W. A. Munn Miss Munn, Mrs. Paterson, the Misses Strang, Miss Ross and several It is expected they will return on other ladies and gentlemen also took passage to the city.

The ladies of Christ Church are arranging for a Strawberry Festival to take place about the end of the month.

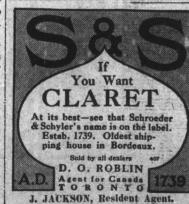
The C. C. Excursion to Bell Island on Wednesday promises to be a very successful affair, quite a number of tickets being sold.

The Newfoundland Highlanders left for St. John's by this morning's train after a very enjoyable week spent in Conception Bay. They attended services at the Kirk here vesterday, and were preached to by Rev. F. S. Coffin. The church was crowded by friends of the Brigade. The day was all that could be desired, the air being cool. they met the latter Erigade and a joint payade took place, that was very ereditable indeed. The marching of he C. ... C. was the best we have seen and was remarked by many of the visitors. Lieut-Col. Kennedy and Ma-

jor Grouchy are to be congratulated on the general appearance of the Brigade after such a short period of practice. After the parade yesterday the "kilted" boys were given permission to spend the balance of the day up to 10 p.m. with their friends, and The new racer for the C. B. B. S. the different churches had a sprink-

ling of "red coats" at night. We trust the year may bring them all to Harbor Grace again next year. The C. C. C. will leave here the last Saturday of the month for Span lard's Bay and Bay Roberts, and will camp for a short time at each place.

Tuesday. Harbor Grace, July 17, 1911.



Popular Couple Wedded To-Day. The marriage took place this morn ing at 7 o'clock at the R. C. Cathedral of Miss May, second eldest daughter of John Ryan, Esq., Theatre Hill, to Mr. Joseph F. Ross, of Delegate, Monsignor Stagni. Westmount, Montreal, Canada; Rt Rev. E. P. Roche, Vicar General, being the officiating clergyman. The wedding was a very private one those who witnessed it being exclusively personal friends of the con-

tracting couple. The bride, who was foggy on the S. W. Coast as well as given away by her father, was be- here, and the Glencoe was forced to rosperity, and that they may return comingly attired in a gown of dark remain at Burgeo last night owing grey cloth, with black hat, and to this. carried a bouquet of carnations and lilies of the valley. Her sister, Miss Kitty Ryan, was maid of honour, and Nickel-Casino Theatres, supported the groom. After the ceremony a reception and breakfast were held at lecorated with numerous flowers. ningled with ferns and palms. Mr F. Canning proposed the health of Mr. and Mrs. Ross, to which Mr. Leo. C Murphy responded on behalf of the bridal pair. Mr. J. P. Kiely toasted the bride's parents, to which suitable response was made by Mr. Ryan. Vo cal selections were rendered by Messrs. George Irving, Georgie Fairbairn and J. Kiely. At 9 a.m. the wedding party drove to Topsail by automobile, where the day will be

> Coughs, Colds, Bronchitis and all throat troubles cured by Stafford's

# Tim Shannahan

TALK ON THE ST. PATRICK'S GAR-.... DEN PARTY. ....

Every one of our party, said Delaney last night, must get a gait on and attend St. Patrick's garden party on Wednesday. At 2 o'clock every one of us must be at the railway station to join in the gay enthusiastic throng that will leave the depot. Even you, said he, pointing to the Cute Man, must fall in line and unwind the elastic band from your sealskin purse. In the olden times we worked with a will on all occasions for the of stone and lent our best efforts in every way to put up the magnificent church buildings we see around u to-day. Times have changed, and whilst we are not disposed or ex pected in these days to work as we CORONATION did then, still we are bound to de our level best in other ways to carry out the noble work. So, therefore let us have no milk and watery feel ing about St. Patrick's garden party. Let us all put our shoulders to the wheel and make it the greatest event a historic picture of the six Prime of its kind ever held in the city. We want the East Enders to join with us Minister of England, Canada, Austrain making it an immense success. and we bespeak for them a jolly time. We will have the services of 29 in., the supreme moment in the the splendid band of the T. A. So- Coronation of King George the Fifth. ciety, which will enliven the brilliant Price, 30 cts. scene with the old time airs we love

Mrs. Tucker will be there, also her ousin Matilda, and when Mrs. Tucker attends a garden party the success of the undertaking is assured.

So let the West Enders put forth their best efforts on Wednesday; let us show the country that the old time spirit is still with us; that the pride our ancestors took in all church affairs still remain with us, and let each and every one of us make it a point to turn out in force and bring with us our sisters and cousins and our aunts, aye, and mothers-in-law; and when the receipts are totalled up DICKS & Co we will feel proud to know that we have done our best to help along the success of the West End garden

TIM SHANNAHAN.

## Mr. Ellis Leaving.

We understand that Mr. Chas. Ellis, accountant with Mr. Mark Chaplin for over 20 years past, will leave here for Boston early in January, 1912, and will reside in that city in future, he having secured a very lucrative position with a large firm there. "Charlie," as he is familiarly called, has many friends in St. his intention of leaving the country. Mr. Ellis has been a favorite socially, but especially so in the domain of athletics, in which for years he has taken a prominent part. He has been treasurer of the Football League for many years, and helped in no small way to bring the game of football to its present popular standing. We wish Mr. Ellis a very prosperous future career.

### Here and There.

Six bottles of Stafford's Liniment will cure Rheumatism .- july6.tf

SMALL GATE RECEIPTS. - The gate receipts at last night's football match amounted to \$18.

LEAGUE FOOTBALL (Brigade Division). St. George's Field. 7 o'clock this evening, M.G.B. vs. C.L.B.

ANOTHER MEETING. -- Another neeting of Catholic citizens will be held at 8.30 this evening in the Star Hall to further discuss matters relating to the arrival of the Papal

Ask for Stafford's Liniment and take no other.-july6.tf

DELAYED BY FOG .- The weather for some time past has been very

day afternoon gave to the members J. P. Kiely, Esq., manager of the of the police force instructions in the use of splints, bandages, etc., at the Central Fire Station. He will continue to do so till the men are deem-Theatre Hill, the dining room being ed capable of taking the examination by Dr. Macpherson.

The Perfection of Sauce.

It's fine!

It's nice!! It's grand!!!

# and His Party GASOLENE!

in Steel Barrels, Wood Barrels

High (76°) and Low Tests.

Also, on Draft, Supplied from a "Bowser" Patent

and Greases, church. We hauled thousands of tons For Motor Cars, Cycles and Boats

H. J. STABB & Co.

# NUMBERS

The Black and White Coronation Number with group size, 11 x 15 in.-Ministers of our Empire. The Prime lia. New Zealand, South Africa and Newfoundland, with supplement, 21 x

The Graphic with colored supplement 16 x 231/2, in the State Carriage on their way from Westminster Abbey: and in Black and White, 16 x 48, a cycloramic picture of the procession. Price, 30 cts.

The Illustrated Sporting and Dramatic News with supplement, 15 x 20, King George's First Winner. Price,

The Illustrated London News Coronation Panorama Number, 16 x 23 showing the Coronation, the Abbey Ceremonies, The Procession and the Naval Revi∈w. Price, 60c.

POPULAR BOOKSTORE.

New Fruit. Fresh Poultry, New Vegetables

203 Water Street.

Fresh New York Chicken.

Fresh Salmon.

New Potatoes. New Green Peas, New Cucumbers. New Cabbage, String Beans, Ripe Tomatoes,

### Egg Plant **New Cauliflower**

Grape Fruit, Red and Black Cherries, Navel Oranges, Dessert Apples, Ripe Pineapples, Water nelons, Blue and Green Plums, Lemon Cling Peaches, Ripe Bananas,

Palermo Lemons Irish Hams and Bacon

New Gorgonzola, English Cheddar, St. Ivel Lactic Cheese

203 Water Street.

THE CREEN MOUSE

The new novel by Robert W. Chambers who certainly is to-day the most popular American writer of fiction, his striking pictures of fashionable life are presented only as his able pen can do them. The London Daily Telegraph says: — "Mr. Chambers keeps up a ripple of merriment all the time. Paper, 50c. Other books by this writer are:—Alisa Page, clo., \$1.35; The Cambric Mask, paper, The Haunts of Men, paper, 50c. Danger Mark, 50c.; Adventures of a Modest Man, clo., \$1.35; Lorraine, 75c.; The Fighting Chance, 75c.; The Firing Line, 50c, and 75c.; The Tracer

S. E. GARLAND, Leading Bookseller.

## Mark Twain's Works

If you are interested in obtaining a complete set of all his books at one-half the former price on the easy-payment plan it will cost you nothing to get full particulars and a new thirty-two page book, "Little Stories About Mark Twain." Address: Box 1176,

and this promises to be as ing a race as ever. Regatta will take place a fortence and it is time for crews ion this year and will make a ings' laborers were out in the last evening and showed ves to be a fine crew of oars \$25.00 per 100. opular Appointment

HAVANA CIGARS. Direct from Manufacturers. Bock Hy. Clay CABANAS, \$7.50 to

KING EDWARD, the BEST 5c. CIGAR in town, \$3.00 per 100. LA ROSA CELESTE, an excellent smoke, 25's \$1.00, 50's \$1.90, 100's \$3.75.

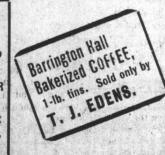


TABLE DAINTIES. Milk Pudding, 30c. dozen; 3c. package. Chocolate Sponge, \$1.00 doz.; 10c. pkge. Fruit Jelly, \$2.00 dozen; 20c. package. Chocolate Mould, \$1.20 doz.; 12c. pkge. Swiss Cream, \$1.20 doz.; 12c. pkge. Charlotte Russe, \$1.20 doz.; 12c. pkge. Swiss Trifle, \$1.20 doz.; 12c. pkge. Raspberry Trifle, \$1.20 doz.; 12c. pkge.

T. J EDENS, Duckworth St. Military Road. Duckworth St. and

### trains are sent in. Glen Foster equip- After service the Highlanders pro-Ryan-Ross. ceeded to the C. C. C. Armoury where