

## ADDRESS To the Ratepayers of the Municipality of St. John's.

GENTLEMEN—Having been elected by you as a member of the Municipal Council eight years ago, and having been re-elected four years subsequently, I now offer myself as a candidate for the position of Mayor in the pending election, in the belief that the eight years' experience I have had at the Council Board will enable me, if elected, to perform the duties of that office satisfactorily, to the great majority of the citizens.

I fully recognize that the affairs of the Municipality are such as to call for the earnest endeavors and unceasing attention of those who may be selected by you to administer the city's government during the next four years, and so far as I am concerned, I shall leave nothing undone to forward the interests of the people of St. John's, and to the best of my ability I shall strive to maintain an honest, upright and capable conduct of its business.

During the past eight years public works of much importance, and of a character which are of the highest importance, have been carried out, notably the construction of the High-Level Water Service, a considerable extension of the sewerage system, and a deepened and bettered street lighting service. The financing of these undertakings, it was thought by some, would have been impossible with the city's limited resources; but whereas prior to that time the Council was never able to pay its interest in full, we are now able to do so, and the city's financial status is sufficiently to pay the whole of the existing interest, but also the interest on the outlay for these improvements, and for the past six or seven years the city has always been able to meet its total interest charge, even though the amount thereof has been increasing from year to year by reason of the enlarged outlays for public improvement and the increased cost of the city services.

At the recent session of the Legislature a measure was enacted investing the Municipal Council with increased powers, and providing the machinery where the extension of the water and sewerage systems could be more readily and the Small Homes receive the benefits of these services. If elected, I shall use my utmost, together with my associates at the Council Board, to carry out the policy of which this measure is the expression. The amount appropriated for those purposes is \$200,000, and this will have a further addition to our interest charge, but in view of the rapidly with which the city is expanding, and of the increased revenue which will accrue to the Council from the assessment on the structures which are now being erected every day, I see no reason why it should not be possible, not alone to meet existing obligations, but also to provide for the carrying out of still other civic improvements.

In my humble judgment the matters which will press most strongly on the incoming Council are as follows:

### 1.—SANITATION.

The reform of the present sanitary systems is imperative. The reduction of the area served by the night carts and their elimination, so far as it is possible, must soon be taken in hand. This will involve still further extension of the water and sewer systems, since the recent monetary provision will be insufficient to carry the benefits of these systems to every home in the city, as should be the case. The constant flushing and care of the surface drains, which, if regularly carried out, would contribute not a little to the improved health of the community, will command my attention.

### 2.—HOUSING.

The need of inexpensive, but comfortable, homes for the workmen of the city is all too evident. I shall gladly co-operate and give my best aid towards the working out of any project which may be devised for providing such homes and improving conditions for those residents of St. John's who suffer from this drawback at present.

### 3.—MUNICIPAL LIGHTING.

With water powers within comparatively easy reach of the city, which should be capable of utilization for the development of electric energy for lighting purposes, I would be disposed to advocate the establishment of a municipal lighting system, feeling satisfied that thereby the city could greatly increase the number of lights and at the same time effect a saving in the cost of providing this accessory to the city's comfort and convenience.

### 4.—CONGESTED LOCALITIES.

The overcrowded condition of several sections of the city which, by reason of their convenience to industrial centres, have become the home of large numbers of people, demands that such steps should be taken as are found feasible to effect a redistribution of population in these sections, and I shall do my utmost, if favoured with your confidence and support, to promote such measures as will help to transfer the working people from these sections to others where they can live under more comfortable hygienic conditions. By this means, as well as by improving the sanitary conditions, it should be possible to reduce the present appalling death-rate of the city.

### 5.—EXTENSION OF STREET CARS.

In order to provide a convenient means by which industrial and business centres

might be reached from the outlying parts of the city, I would favor urging the Newfoundland Company to extend its street car system so as to open up areas within easy reach of the city, with a view of encouraging those of our people who can afford it to erect homes for themselves in the suburbs, and it may be that a means can be devised by which tenement cottages could also be erected, the present municipal boundaries being extended so as to embrace these localities and give the city the advantage of the revenue derivable from the assessment on these properties.

### 6.—CITY MARKET.

A long felt want is that of a city market, and I shall advocate the providing of it as soon as circumstances will permit, while the question of establishing fish markets in the covers or elsewhere, dredging the public covers and providing public lavatories will also demand the early consideration of the Council.

### 7.—READJUSTMENT OF TAXATION.

The present system of civic taxation is a cumbersome and inequitable one as compared with those which prevail in American and Canadian cities, and I would favor the substitution of a similar method which would, at the same time, more equally distribute the burdens of city taxation on the different classes of residents. In this connection I would point out the unfairness of the existing situation with regard to absentee landlords who receive very large sums every year for rentals, all of which go out of the colony never to return, and yet they have continued to escape the payment of any special contribution towards the upkeep of the municipality whose progress and prosperity is the prime factor in making their property valuable.

### 8.—STREET PAVING.

I think the time will soon have arrived when the paving of other streets in the city might be undertaken, particularly Duckworth and New Gower streets, which are steadily becoming important business thoroughfares. The experience of other cities in recent years has shown that new paving processes have been devised by means of which a satisfactory pavement can be provided at a moderate cost.

### 9.—MUNICIPAL BUILDING.

The accumulation of valuable plans, documents and records belonging to the city; the inadequacy of the provision that now exists for the official staff in order to have this work done satisfactorily; all suggest the desirability of providing a municipal building, which would besides removing these defects, contain a chamber having facilities to enable the public to attend the deliberations of the Council and thereby stimulate greater public interest in its actions. Enormous losses might accrue to the city if a fire were to destroy the only existing records which the city has of important undertakings, and other documents relating to city properties. The providing of such a building as I suggest could be accomplished with very little extra cost to the city.

### 10.—RETIREMENT OF COUNCILORS.

I would press for an amendment to the Municipal Act which would provide for members of the Council retiring by rotation, as by this means it would always be possible to have at the municipal board a number of members possessed of the experience gained by a considerable term of service in the Council, and a familiarity with the various matters of business embraced within that period.

These are the principal matters which suggest themselves to me as embodying our city problems of the near future, and I shall labor as best I know how towards their earliest solution. I would emphasize, however, that these undertakings cannot be even partially accomplished by any Mayor and Council, however earnest and hard working, unless they enjoy the sympathetic and whole-hearted support of the ratepayers of the municipality. Such support I would bespeak most sincerely, feeling confident that the residents of the city will secure a greatly increased efficiency in civic administration if such interest is manifested.

To matters of detail, such as arise daily, I shall give the same undivided attention as in the past, and therefore beseeching you my best efforts on behalf of the city and its interests, and respectfully soliciting your votes and influence, I remain,

Your obedient servant,

WILLIAM J. ELLIS.

St. John's, June 16, 1910.

# Rare Values HOLIDAY GOODS

Best Value in the city in Men's NEGLIGE SHIRTS,  
85 cts., 90 cts. and \$1.20.

Cool, Comfortable and Stylish.

A SNAP IN MEN'S LIGHT FANCY VESTS,  
\$1.20 and \$2.20.

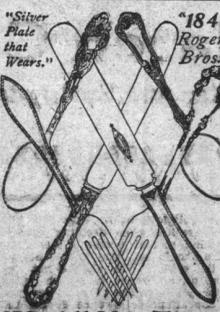
## A. & S. RODGER.



Let us arrange for you a most attractive Holiday Trip by 1st class Boats.

Remember, now is the time to consider how YOU are going to spend Your Summer Vacation. We are booking passages for OUR POPULAR ROUND TRIPS, only

**\$18.50.**  
Meals included  
**BOWRING BROS.**  
Limited.  
Constal Mail Service,  
Telephone 306.



"Silver Plate that lasts." "1847 Rogers' BROS." We All Use Them. Perhaps you have seen their best days and you have about made up your mind to purchase new. You think you are sure if you see for and receive "Rogers' goods" it will be all right. You are not, however, for there are many grades of so-called "Rogers' goods." There is only one "1847 Rogers' BROS." brand of Knives, Forks, Spoons, etc. (note "1847"), which is the original and genuine. This same brand was used by our grandparents and is the only "Rogers' silverware" which has seen use since the year 1847. Fictitious brands of "Rogers' spoons, etc. were unknown till many years later. Be sure the words "1847" is stamped on every article and you will get original quality. Call and inspect them at

**B. H. TRAPNELL'S,**  
WATER STREET.  
**JOB PRINTING**

## PEOPLE'S THEATRE,--T. A. HALL.

CHARLES H. ROSSKAM  
PRESENTS  
The Chicago Stock Comp'y.  
TO-NIGHT--ST. ELMO.

To-Morrow Night, *Genesse of the Hills*. Saturday Afternoon, *Genesse of the Hills*. Saturday Night, *Genesse of the Hills*.

Specialties by Mr. Foret at this evening's performance.

MATINEES WEDNESDAY and SATURDAY at 2.30 p.m.

NEXT WEEK: Monday evening, *An Enemy to the King*; Tuesday evening, *An Enemy to the King*; Wednesday afternoon, *Nell Gwynne of Old Drury*; Thursday evening, *Nell Gwynne of Old Drury*; Thursday evening, *The Straight Road*; Friday evening, *The Straight Road*; Saturday afternoon, *Kathleen Mavouneen*; Saturday evening, *Kathleen Mavouneen*.

Prices: Evening--25, 30, 50, 75 cents. Matinee--Children 15c., adults 25c. Seats now on sale at Atlantic Bookstore. June 16, 1910.

**REID NEWFOUNDLAND COMPANY.**

## REMEMBER!

Round trip tickets issued to and from all Stations between St. John's, Carbon-ear and Placentia, good going on all trains of Saturday and to return on all trains of Monday following.

**SUNDAY EXCURSION!**  
Special Excursion Train leaves St. John's at 2.30 p.m. each Sunday, going as far as Kelligrews, stopping at intermediate stations. Returning, leave Kelligrews at 8.07 p.m.

Return Tickets at One First-Class Fare.  
**Reid Newfoundland Company**

**G. F. BENNETT & COMPANY**  
Pay Highest Current Prices for  
Codfish, Lobsters

**RAW FURS.**

### Cost You Nothing!

To the person sending in a forecast of the result of the Municipal Election for 1910, with each candidate returned in order of merit, and the number of votes polled, will receive a box of choice cigars or its equivalent from the West End Tobacco Store. The competition will close the day previous to polling day. The first one sending the nearest to the result will receive the prize. All competitors to be addressed to  
W. W. J. O'NEIL, E. Tobaccoist,  
July 14, 1910, 365 Water Street.

### The Railway Passengers Assurance Co., of London, Eng.

(The Oldest Accident Company in the World).  
Capital \$5,000,000. Reserve \$3,000,000. Claims paid over \$30,000,000.  
Insurance against Accidents and Illness of All Kinds. Employers and Public Liability. Workmen's Insurance. Passenger and Freight Elevator Liability; also Guarantee Bonds of every description. Applications received for Sub-Agencies.  
**HENRY C. DONNELLY,**  
General Agent for Newfoundland.  
Board of Trade Building  
P. O. Box 116. July 14, 1910.

## RED CROSS LINE!

Proposed Weekly Sailings

S.S. "FLORIZEL" and S.S. "BORNU," alternately.

NEW YORK—Leave 11 a.m. Saturdays.  
HALIFAX—Arrive.....Mondays.  
Leave 11 a.m. Tuesdays.  
ST. JOHN'S—Arrive.....Thursdays.  
Leave 1 p.m. Saturdays.  
HALIFAX—Arrive.....Mondays.  
Leave 11 a.m. Tuesdays.  
NEW YORK—Arrive.....a.m. Thursdays.

Beginning with FLORIZEL leaving New York on June 4th, and ending with FLORIZEL arriving at New York on October 6th.

(Subject to change without notice.)

PASSENGER ACCOMMODATION.  
The FLORIZEL carries Saloon and Steerage Passengers. The BORNU Saloon only.

July 14, 16, 18 Agents: HARVEY & CO.

## Some Swell Shoes

Are here in the VERY LATEST SHAPES and in the most fashionable leathers. Our Ladies' Shoes for Summer season, beauty, comfort and service, is the Combination, Vici Kid, Ideal Kid and Patent Leather stocks are the favorites. Splendid value, smart styles and yet moderate prices. Ladies' Boots, \$2.00, \$2.30, \$2.50, \$3.00 and \$3.30. We guarantee satisfaction always. All widths, all sizes.

**SAGE & WALLACE,**  
THE PEOPLE'S SHOE STORE, 312 WATER STREET. July 14, 1910.

Pork and Beef remain at famine prices, and BREAD is the most economical and health-giving food we can buy. But there is bread and bread. It depends on the flour. A chemical analysis will show that

## ROYAL HOUSEHOLD

is richest in GLUTEN, the nutritious part of wheat, the part that makes brain and bone and tissue, like the protein of milk or eggs. Use only

## ROYAL HOUSEHOLD.

## We're Easy!

Five Dollar Greenbacks are Burning Holes in our Pockets  
**Do You Want One?**

Save the Alphabet Cards in all pound packets of Union Blend Tea, bring to us and get the money.

## H. W. de FOREST TEA CO'Y.

### THE MATCHLESS MILTON PIANO

WE GUARANTEE every Milton Piano for a lifetime against defects in material or workmanship, for we know that its continued popularity, and the further development of this business is dependent on the satisfaction the instrument gives the purchaser.

**CHARLES HUTTON, Sole Agent for Newfoundland.**

## New Potatoes, Cabbage, etc.

TO-DAY, ex "Bornu," from New York.  
100 Crates New American Cabbage,  
Extra Choice and Large.  
25 Barrels New Potatoes,  
25 Crates Bananas.

**F. McNAMARA, Queen St.**  
**JOHN KELLY**  
MONUMENT and HEADSTONE DEALER.

I AM prepared to perform all work in the MONUMENTAL and HEADSTONE line entrusted to me. EVERY JOB will be given personal supervision. I secured the very latest designs whilst I was in the United States. These designs can be seen on application. Orders executed promptly. Prices moderate.

**JOHN T. KELLY, 324 Water St.,**  
opp. Messrs. Allan Goodridge & Sons. P. O. Box 411.

All information required will be gladly furnished on application. ap20,3m,ead

**Job Printing Executed.**