

ST. JOHN STAR, MONDAY, NOVEMBER 21, 1904

## NATURAL HISTORY.

Ladies Association Held an  
At Home on Saturday.

A Good Programme Has Been Pre-  
pared for the Coming Season.

The Ladies' Association of the Natural History Society entertained themselves and their friends at the rooms of the society on Saturday evening. There were a large number present, the fair sex predominating. The ladies who form this association are just as keen scientists and seem equally eager in the pursuit of knowledge as the men. There are now eighty-three members of the Ladies' Association, and about a dozen more have made application for membership. The reception on Saturday was a social event preparatory to the inauguration of the winter course of lectures, which have been arranged for. The guests were received by the president of the Ladies' Association, Mrs. Matthews, assisted by the vice-presidents, Mrs. G. U. Hay and Miss Jack.

Dr. Matthews contributed to the information and pleasure of those present by his very interesting description of the valuable collection of old Acadian relics contained in the museum. The majority of the articles were presented to the society by Dr. A. C. Smith.

Gordon Leavitt spoke in a most interesting manner about the collection of New Brunswick birds owned by the society, which is very complete. Dr. Hay confined his remarks to the society's collection of ferns, and his remarks were listened to with appreciation.

The refreshment department, which was by no means unimportant, was under the general direction of Mrs. Frank Holman and Mrs. George Murray. There were assisted by a bevy of young ladies, viz., Miss Purves, Miss Jarvis, Miss Calhoun, Miss Dunbrack, Miss Hatheway, Miss Gilchrist, Miss Hayworth, Miss Price, Miss Euluck and Miss Kerr.

The following programme has been arranged by the ladies for the coming season:

Jan. 13—Emerson and Nature, Mrs. Emma S. Pike.  
Jan. 19—Scene in Rome and Naples, Mrs. George Murray.  
Jan. 28—Glimpses of a Quaint Old German Town, Miss Hone.  
Feb. 2—Children's day—Nuts, Miss Ethel Jarvis.  
Feb. 9—On China, Mrs. James P. Warner and Miss Purves.  
Feb. 16—Scenes from the Life of Huxley, Mrs. George F. Matthews.  
Feb. 23—Some Relics of the French Occupation of Acadia, Miss Alice D. Jack.  
March 2—Children's day—Our Feathered Friends, A. Gordon Leavitt.  
March 9—The Land of Kilaore, Miss Olive.  
March 16—Voices from the Meadow, Mrs. George U. Hay.  
March 23—Reunion of members.  
A series of elementary lectures of talks will be given during the winter, beginning Tuesday evening, January 19th, and continuing on following Tuesday evenings, not occupied by the regular meetings of the society, until finished.

These talks, which will be of the most elementary character, are for the benefit of the ordinary and associate members of the society; but a limited number of children and pupils from the schools will be admitted on producing a ticket containing the name and number of each applicant. Tickets may be obtained at the society's rooms on Saturday afternoon, January 17th, or on application to the chairman of the lecture committee.

The following are the subjects and lectures of the course:  
The Elements of New Brunswick Geology, by Dr. G. F. Matthews, January 10th and 14th.  
On Types of Insects, by Wm. Mcintosh, March 14th.  
On Fishes, Reptiles and Frogs, by C. F. B. Rowe, March 2nd and 8th.

REGULAR LECTURES, 1904-1905.

Tuesday—1904.  
Oct. 4—New Brunswick Fungi (followed by a lecture), G. U. Hay, D. St.  
Nov. 1—The Human Telephone, Professor L. W. Bailey, Ph. D.  
Dec. 6—An Earthen Pot of the Stone Age, G. F. Matthews, D. St., and S. W. Kain.

Tuesday—1905.  
Jan. 3—(a) Birds That Hunt and are Hunted, A. Gordon Leavitt; (b) Additions to List of New Brunswick Plants, G. U. Hay.  
Jan. 17—Annual meeting, president's address, election of officers.

Feb. 7—(a) The Magdalen Islands, Their People and History, W. P. Hatheway; (b) Physiography of Grand Lake and its Affluents, W. S. Butler.  
March 7—(a) Palm, Geo. E. Melvin, M. D.; (b) Archaeological Notes, S. W. Kain.

April 4—A Talk on Our Insect Collection, W. Mcintosh; (b) Notes on Our Fishes, C. F. B. Rowe.  
May 2—(a) Bird Notes, J. W. Banks; (b) Function of Plants, J. Brittain.

June 6—(a) Report of the delegate to the Royal Society; (b) The Geology of Rockwood Park, G. F. Matthews, D. St. Professor W. P. Hatheway will contribute a series of papers on the Physiography of New Brunswick. Dr. J. A. Fletcher, entomologist and botanist, of Ottawa will be in St. John during the coming winter and, so, will give an address.

The newspaper that reaches the people in the quiet of their homes, where plain facts can best appeal to the intellect, is by far the most preferable medium of communication—Washington Star.

## WILL STARTLE THE EMPEROR.

Russian People are Beginning to Sit up and Take Notice.

ST. PETERSBURG, Nov. 20.—The Zemstvo representatives meeting today adopted the remainder of the memorial and besides considering several supplementary articles providing for practical co-operation of the Zemstvos in the Red Cross work and for extension of school facilities. The vote on the question of the adoption of the memorial stood 88 to 10. The meeting probably will be continued several days. The memorial and minutes of the meeting will be sent to Prince Sviatopolk Mirsky for transmission to the emperor.

What the result will be is a matter of speculation, but the men who have participated in this meeting in most cases are the most influential men in their respective provinces and are resolved to press the movement vigorously.

A Zemstvo banquet will be arranged for Dec. 4th, the fortieth anniversary of the emancipation proclamation issued by Alexander II., and on this occasion speeches along the lines of the memorial will be made. The Zemstvos, which are to meet in Dec. 14, will be urged to adopt resolutions embodying a similar programme of agitation.

The government's attitude is awaited with breathless interest. The mere fact that a meeting with such programme was permitted, although official auspices were denied, is unprecedented; but the vigorous character of the memorial adopted and the resolutions to push the agitation must compel the government to act.

The Associated Press has heard that recently the emperor has spoken much of M. Witte's famous memorandum, written just before his fall, on the advisability of yielding the people a voice in the government. One thing which must commend itself to the emperor is the fact that the memorial represents the view of able and moderate men who have no sympathy with revolution. They have taken particular pains to discourage the student demonstrations which were planned for Saturday and Sunday in front of the Zastavna Cathedral, and none occurred.

Not a single word about the meetings have been printed in the newspapers here, and yet the news has spread everywhere and created a tremendous stir among the masses. The sole topic of discussion in St. Petersburg.

Thursday.  
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## DO ALL MERCHANTS REALIZE THE IMPORTANCE OF ADEQUATE SPACE FOR THEIR ANNOUNCEMENTS?

IN A BATTLE NOT MORE THAN ONE IN A HUNDRED

RIFLE SHOTS IS EFFECTIVE

THE OTHER NINETY-NINE BULLETS

"FIND THEIR BILLETTS" OF COURSE; BUT THEY DO NOT

KNOW HUMAN TARGETS.

BUT WITH THE ARTILLERY—THAT IS A DIFFERENT STORY. THE BIG

TARGETS—GUNS DO NOT ALWAYS FIND

THEIR MARKS; BUT IF THE GUNNERS HAVE

FOUND THE RANGE THE MAJORITY OF

SHOTS DO DEADLY WORK—NEITHER IN

WIPING OUT WHOLE COLUMNS OF MEN; IN

DESTROYING OPENING ARTILLERY, OR IN

DEMORALIZING THE ENEMY.

THE MORAL FORCE OF A "BIG ADVERTISEMENT" IS AS GREAT AS THAT OF A "BIG GUN."

A "Company" of soldiers may be adequately armed for ordinary service with rifles only—if the rifles are modern and of long range.

A regiment, if operating independently in active service, must needs have at least a few "big guns," perhaps some breech-loading, rapid-fire "three-pounders."

Brigades, isolated from its base, must carry at least a small Artillery Corps, equipped with field guns large enough to "pound" a fortified enemy, or to cover either an offensive movement or a retreat.

An Army Division, in hostile country, can move only as fast as its "big guns" can be transported for the "big guns" are the "mailed fist" of a Major-General.

Without them he is partially disarmed; losing any of them to the enemy is counted to be a humiliating reverse, apt to nullify a whole plan of campaign.

"BIG STORES" MUST BE EQUIPPED WITH "ADVERTISING ARTILLERY," OF LONG RANGE AND QUICK-FIRE.

The little store, like the company of soldiers, may get along with little aid, if they are placed in "long range" positions.

A "bigger store," like a regiment, must have some display space—some field guns, for offense and defense.

A "biggest store," like a Major-General, must carry "bigger guns," must expand its display advertising from inches into columns.

A really "big" store, like an Army Division, must carry the "biggest guns," must use whole pages for "broadside" advertising, and his name, advertising its "mailed fist" for competition, and its "gilded hand" for patrons.

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