

ASEPTO PREMIUM PLAN ADVANTAGES

Talk No. 2.

The premium plan is new in St. John, but in many cities it has become a wonderful factor in business.

There is a soap premium concern in the United States that started 20 years ago in a factory smaller than ours, that today employs 1,800 office hands and that factory requires 50 acres of floor space, they supply the needs of over 2,000,000 families.

Business men that are familiar with their plan and ours are emphatic in the statement that ours is far superior. In every instance where our plan has been investigated by discerning women they have at once started to purchase from us in order to secure the premium.

A letter from Nova Scotia says "Your premiums are the best I have ever received."

Everyday we get letters complimenting us on the quality of our goods and premiums.

If it is honest values and a saving that you are after, at our store is the place to get them.



Corner Mill and Union Streets
ST. JOHN

LATE SHIPPING.

Victoria, July 31.—Ard: Str Trebla, Starratt, from Pernambuco for Rio Janeiro and Santos.
Cienfuegos, Aug. 1.—Ard: Str Pandosia, Wright, from Philadelphia.
Quebec, Aug. 1.—Ard: Str Wacoona, Neilson, from Sydney.
Philadelphia, Aug. 1.—Ard: Str Jesse Lena from St. John, N. B., in distress.
New York, Aug. 1.—Ard: Str Schelle L. Ludham from St. John, N. B. Sid: Schs Peerless for St. John, N.B.; Novelty for Halifax, N.S.; Bark Hector for Halifax, N. S.; Str Edda for Amherst, N. S.
Vineyard Haven, Aug. 1.—Ard: Str Ralph H. Hayward for Bridgewater, N.S.; Sid: Sch Ann J. Trainer for Charlottetown, P.E.I.
Pagwash, N. S., Aug. 1.—Ard: Str Competitor, under charter to load for U. K.

If Laurier is defeated the Stars and Stripes will fly at half mast.

WESTERN TENNIS PLAYERS WIN IN QUEBEC MEETING.

Montreal, Aug. 1.—The appearance of Schwenger and McRae, the pair from Victoria, B.C., in the first round of the open doubles, was the feature of the day's play at the Province of Quebec tennis championships in the Mount Royal courts today. The westerners had little difficulty in defeating Hockley and Ross of Grandmeur, 6-1, 7-5.
In the open singles the only visitor to participate was Ward of St. John, N. B., who defeated Gair of the Mount Royal player, 6-3, 6-0. Ward had more difficulty in the Montreal cup event but finally beat Grier, Mount Royal, 8-6, 8-6.

A Natural History Field Day.
The executive committee of the Natural History Society met last night and in addition to routine work discussed the improvements being made to the building, which is reported as going along splendidly. It was decided that a field day would be held at Drury's Cove on next Saturday, and those wishing to attend will leave on the 1.15 p. m. train.

Is it to be Pugsley and the dredging grafters for the next five years, or Borden, British Connection and a regime of honesty?

BOY MURDERER ENTERS PLEA OF NOT GUILTY

New York, August 1.—A plea of not guilty was entered today for Paul Geddell, the 17-year-old boy, charged with murdering William R. Jackson, but his counsel was given until next week, Tuesday, to enter a demurrer. Geddell's lawyer asked the delay to enable him to look over the indictment, which he said, he believed was invalid.

KEEPING THE LID ON IN TORONTO

Toronto, Aug. 1.—Magistrate Denison imposed fines of \$1 and costs on three restaurant keepers who sold cigarettes, candy and ice cream on Sunday and allowed them to be carried away for consumption.

CEMENT MERGER DID NO HARM

Senator Edwards Says it Has Tended to Protect Cement Concerns, But Has Not Advanced Prices.

Ottawa, August 1.—Senator Edwards, president of the Canada Cement Company, gave a strong denial today to statements from consumers in various parts of the country that they were paying more for cement today than before the Canadian concerns merged.
Ottawa dealers believe there is good ground for an inquiry under the Combines Investigation Act, but Senator Edwards scoffs at the idea. As a matter of fact, he says, before the Canada Cement Company was organized the individual concerns in Canada were cutting each other's throats to the detriment of all. The price of cement in Canada today is lower than it ever was under normal conditions before the price cutting war was inaugurated. By prevention of crisscrossing in cement and other economies in management and manufacture the company, he claims, is able to give consumers the benefit of a lower rating than would otherwise have been possible. The original flotation of the company by Sir Max Aitken, which rightly or wrongly had been attacked by Sir Sandford Fleming, had nothing whatever to do with the situation today as Sir Max was now out of the concern.

INSURRECTOES IN CHARGE.

El Paso, Tex., Aug. 1.—Insurrecto troops took possession of the Juarez Customs House early today and all former federal office holders were ordered out of it. The restoration of federal employees which had been ordered did not take place.

JOHN W. GATES IS SLOWLY SINKING

Paris, August 1.—John W. Gates' condition continues a battle for life, but it is said that chances are now against him. His doctor today says: "It is marvellous how the patient is fighting the disease, but I regret to say that his condition remains very grave; the pneumonia persists."

The Canadian Parliament and the Canadian Navy dissolved on the same day.

Mexican Governor Elected But May Lose His Seat.

Mexico City, August 1.—Benito Juarez, a son of Mexico's first reform president, was today elected governor of the State of Oaxaca. His chief opponent was Felix Diaz, a nephew of ex-president Diaz. It is rumored that the election will be contested on the ground that Senor Juarez is a non-resident of the state.

MONTREAL SWIMMERS TO COMPETE IN HALIFAX

Three of Best Men in M.A.A.A. Will Take Part in Canadian Diving and Swimming Championship.

Montreal, August 1.—At a meeting held in Montreal Amateur Athletic Association clubhouse last night, it was decided to send three men to represent the association at the Canadian diving and swimming championships to be held in Halifax this month. Lawrence Earl and George Draper, who won the championship at diving in 1909 for the diving, and Sam Silver for the breast stroke event, while Peter Cameron will enter the diving. Draper has just returned from England where he was sent to represent Canada in the Empire games. George Hodgson, who won the mile championship on that occasion, and who is the best middle distance man in the empire, will not attend the Halifax meet.
The Montreal swimming club will send two representatives, John Lyons, who won the championship in high diving in 1909 for the diving, and Sam Silver for the breast stroke event. Bob Zimmerman, who was expected to take part, and who has won Canadian championships at diving and sprinting, will be unable to make the trip to Halifax this month for the championships.

Keep both hands on the Union Jack seems to be particularly applicable to the present election.

THIRTY CARS BURNED.

Nashua, N. H., Aug. 1.—Thirty cars containing a large amount of freight and two transfer sheds at the Boston and Maine freight depot at Nashua Junction, two miles east of here, were burned today, causing a loss estimated at \$60,000. The fire was caused by an explosion of cement used in the manufacture of shoes.

BIG GERMAN HOTEL BURNED

Pymont, Germany, Aug. 1.—A crowded hotel and Kurhaus belonging to the Prince of Pymont, were burned during the night. The several hundred guests, including a number of tourists, escaped. The fire was caused by spontaneous combustion in the peat used at the baths.

WILL SIGN BRITISH TREATY ON THURSDAY.

Washington, D. C., Aug. 1.—The general agreement between Great Britain and the United States and France will be signed at three o'clock Thursday afternoon in President Taft's office at the white house. Ambassador Bryce will sign the British treaty jointly with Secretary of State Knox and the French treaty after it is signed by Secretary Knox will be despatched by special messenger to Paris to exchange for the one bearing the signature of the French Minister of Foreign Affairs Selvs.

SWISS MUST LEAVE HAYTI

Port au Prince Surrounded by Rebels Clamoring For Entrance — President Must Make Speedy Get Away.

Port Au Prince, Hayti, Aug. 1.—The capital has been completely surrounded by the revolutionists, and it is probable that they will refuse a delay of three days asked for by President Simon to effect plans to secure the capital from pillage and will enter the city immediately. It is probable also that President Simon who has consented to leave the country will be obliged to embark tomorrow for some foreign port.

There are sufficient soldiers in the capital at the present time to maintain order, and the people here feel safe. The British, French, German and Cuban ministers who went out today to confer with the revolutionist commanders and exact from them a promise that Port Au Prince will be occupied without disorder, have not yet returned.

The capital is in a panic. The armies of the revolutionists remain outside but the firing of their cannon is plainly heard here.
President Simon today issued a public proclamation declaring that the revolutionists would have to cross his dead body to wear the sword of authority from the hand in which the nation had placed it.

STEEL TRUST GOT VALUABLE MINING PROPERTY CHEAPLY

Absorption of Tennessee Coal and Iron Co. Was Good Stroke of Business for U. S. Steel.

New York, N. Y., Aug. 1.—That the steel and coal holdings acquired by the United States Steel Corporation in the absorption of the Tenn. Coal and Iron Company in 1907 had a valuation of \$20,000,000 was estimated from figures on the mineral holdings of the Tenn. Company given today to the committee on inquiry into the steel corporation.

Since the beginning of the inquiry into that deal Representative Stanley and other members of the committee have sought to develop evidence pending to show charges that the impending panic and danger to the steel trust had been the prime motive for the merger, but that it was a desire on the part of the steel corporation interests to acquire the coal deposits and rich ore deposits. Notwithstanding the determined declarations of witness after witness who participated in the exchange that the deal was a preposterous one, the committee heard today the testimony of C. P. Perin, Walter Moore and W. M. Given, expert engineers, who appraised the deposits of the Birmingham field in 1904. Today these men declared that the ore deposits of that region and their proximity to coal deposits of nearly two billion tons estimated make that territory almost unparalleled from an ore producing standpoint. Ore royalties of 35 cents a ton on more than 400,000,000 tons in that region acquired by the steel corporation from the Tenn. Co. and coal deposits aggregating more than 1,000,000,000 tons were given by the experts as a basis upon which members of the committee compute that these properties alone are worth \$200,000,000.

The British Empire or the American Republic. Which will the voters of New Brunswick choose?

NO TRUTH IN REPORT OF GERMAN "INVASION"

Paris, August 1.—Official denial was given by Premier Caillaux today to the report published here this morning that six soldiers had crossed the French frontier from Lorraine, and after cutting the telegraph wires two of the Germans had been arrested by French soldiers and taken to the prison at Longwy, Meurthe province.

- RECIPROCITY A MOVE TO OBLITERATE CANADA.
- The London Strand says of President Taft's speech: "If he had desired to urge patriotic sentiment to the full extent of his powers he could hardly have spoken otherwise. He was good enough to explain AMERICA'S INTENTION TO BREAK DOWN THE CHINESE WALL AROUND THE EMPIRE AND REBUILD IT AMERICAN, TO THE PATRIOTIC CANADIAN, TO THE IMPERIALIST, AND TO THE REFERENTIALIST."
- HIS SPEECH CAME AS A VERY PAINFUL SURPRISE.

CHRISTIAN SCIENTIST DEAD.

Boston, Mass., Aug. 1.—Wm. B. Johnson, for 19 years clerk of the Christian Science mother church, is dead at his home in Brooklyn. He was a pupil of Mrs. Eddy, the founder of the denomination. Mr. Johnson was born in England in 1839 and leaves one son.

A vote for honest rule is a vote for the Conservative candidate in any constituency.

PRESIDENT SIGNS RECIPROCITY MEASURE; BECOMES A LAW WITH NEW GOLD PEN



THE ACCOMPANYING PICTURE SHOWS THE CHIEF EXECUTIVE JUST AS HE SIGNED THE CANADIAN RECIPROCITY BILL. SECRETARY KNOX STANDING.

The accompanying picture shows the Chief Executive just as he signed the Canadian Reciprocity bill. It was made law with a gold pen purchased for the occasion by President Taft himself and later presented to Senator Penrose, of Pennsylvania, Chairman of the Senate Committee on Finance, as a token of appreciation for guiding the bill through a troublesome Senate.

WHEN THE SHIP GOES DOWN THE CAPTAIN'S CAREER ENDS

The Mistakes that Navigators Make Must be Paid for by Themselves and the Roll of Suicides Tells the Story.

Doctors' mistakes, many of them at any rate, are buried in the ground, says a writer in Munsey's. Those made by lawyers are paid for by their clients. But the mistakes made by sea captains, no matter how numerous, cost others, are in the end, settled by the captains themselves. The long roll of suicides tells the story.

There was never a Frederick Watkins without its sudden emergency, demanding presence of mind, cool judgment and skill. Let these qualities fall the master mariner is liable of new and no matter what might have been the strain on body and brain, his professional career is at an end.
There was never a Frederick Watkins who commanded the City of Paris, when the old Inman liner came staggering to the bridge of the Atlantic waves swabbing about her holds and surging against her bulkheads, the result of a fog shrouded impact with an iceberg. The liner was thronged with passengers; the unforeseen danger came near sending her and her thousand souls to the bottom, but the energy, resourcefulness and skill of her commander brought her safe to port, a deed long to be remembered.

It was remembered up to a few years ago, when a slight miscalculation in the part of Capt. Watkins sent his vessel into the Manzanillo rocks on the Cornish coast. Now you may search all of the obscure places of the earth and you may not locate him.
A Jamaica Tragedy.
There was the Princess Victoria, late of the Hamburg-American line, which drove her bowsprit into the beach at Port Royal, in the Island of Jamaica. The vessel was thronged with passengers, and the captain, West Indies. Fortunately, the vessel was calm and there was no difficulty in getting passengers ashore. When the last had been safely landed the captain went to his stateroom and put a bullet through his brain.

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There will be many to remember the tragedy of the Oder, a North German Lloyd steamer, which was on her way to her home port Bremen when she struck on the Island of Socotra, at the entrance to the Red Sea. It was with extreme difficulty that the passengers were rescued. After all had been got ashore Capt. Pfeiffer shot himself. The ship was lost.

Capt. Griffith of the Mohagan, stood on the bridge of his fast-slipping ship until the water came over his head, until the French liner Bourgoise sunk in mid-Atlantic by collision with the British steamship Cromartyshire, was last seen on the bridge with his hand on the whistle cord, as his vessel took the long dive. Von Goessel, of the Elbe, went down with his ship, plunging with folds of arms upon the bridge as the vessel slowly sank.

In the disaster to the steamship service no blame was attached to Captain Inman. Seely, her commander. Yet he dropped from the service, and now, at the age of 59, is studying admiralty law at the university of Michigan. All his sea career had been with the White Star line and for sixteen years he had commanded its vessels.

A Captain Too Defiant.
There was one case in which a captain lost his ship because of too great deference to the wishes of his passengers. The vessel was the Norse King. At the time of her undoing she was making a cruise among the Ionian islands, carrying 250 tourists. The ship was keeping a course about 200 miles from the coast of Zante, when a deputation of passengers came to Capt. Wright and urged him to alter his course.

SUPPLIES FOR DR. GRENFELL

New York, August 1.—With a cargo of boots, medical supplies and provisions consigned to Dr. William T. Grenfell for his Labrador Sea Mission, the three-masted schooner George B. Clutt left her pier in East River today and started for the north.

Will the Ottawa wielders of the whitewash brush be permitted to continue their work?

Neighboring inference.
Stranger to Mrs. Munsey?—What beautiful children you have!—Mrs. Hogan (from the floor above)—That's that slob sellia, Mrs. Rooney?—Puck.

WILL REACH COMPROMISE IN MOROCCO

Arrival of German Emperor at Swinemunde Leads French Press to Become Decidedly Hopeful Over Outlook.

Paris, Aug. 1.—Paris newspapers in general express the opinion that the danger point in Moroccan situation has passed and that compromise will be arrived at very soon. With the arrival of the German emperor at Swinemunde, the French press has become decidedly hopeful. Whether well or ill founded this change of front reveals a strong belief in the Kaiser's pacific intention. The Radical in this connection says: "Happily William II. is less impulsive than some of his speeches would lead to imagine. If as we believe, will be the case, his power will be used on the side of peace and moderation. It will not be the first time that he will have repaired the blunders of his ministers."

The Rappal says—"It is evident that the powers are in negotiation for reasonable rectification of the frontiers in Africa in order to facilitate the occupation of their respective colonies. From such a standpoint the question is capable of solution."

ENGLISH YACHT WON KING'S CUP AT COWES

Emperor of Germany's "Meteor" Was Third in Race Which Was Won by Sir Maurice Fitzgerald.

Cowes, Isle of Wight, Aug. 1.—The King's Cup, the blue ribbon of the annual regatta over Queen's course, officially six miles, was won today by Sir Maurice Fitzgerald's ketch, Juliana on a handicap allowance. The English Water Witch owned by G. Cecil Whitaker, finished second, ahead of Emperor William's Meteor, which was followed in by the White Heather. There were 12 starters.

The race provided an exciting experience for the king of Spain. He was on board one of the competitors, the Nevada which was dismasted by a squall. Fortunately nobody on board the yacht was injured.
Alfonso had had luck in the race for the 15 metre class boats in which his Hispania fouled the mark boat and was compelled to withdraw.

One Flag, one Fleet, and a United Empire.—That is what Mr. Borden stands for. Doesn't it look good to you?



Rev. Peter J. O'Callaghan, Chicago, President of American Catholic total abstinence league, who has been appointed by Pres. Taft as a delegate to the International Congress.

Book Learning.

Bacon—Yes, a great reader.
Ebert—Indeed.
Bacon—Yes, and he has learned what contentment means.
Ebert—Out of what book did he learn that?
Bacon—The dictionary.

DIED.

SEEDS.—Suddenly, at Rainy River, Ont., James A. Seeds, son of the late Thomas and Elizabeth Seeds.
Notice of funeral later.

RITCHIE.—At the General Public Hospital, on the 21st ult., Robert Rankin Ritchie, High Sheriff of the County and City of St. John, eldest son of the late Sir William J. Ritchie, Chief Justice of the Supreme Court of Canada.
Funeral will be held from Trinity Church on Wednesday, the 2nd inst. at 2 o'clock p. m.

GALE.—At 400 Main street, St. John, on Aug. 1st, Robert Gale, in the 75th year of his age, leaving a wife and two daughters to mourn.
Funeral service at his late residence, on Thursday, Aug. 3rd, at 2.00 p. m.

WE USE THE LATEST IMPROVED SCIENTIFIC METHOD TO accurately determine the exact lenses required in every case of defective sight. We do this by accurately measuring the eye in the city. Charges moderate.
D. SOVNER, Optician,
28 Dock Street

POTTS
Chairs, 1 Easy, 1 in London, Eng. thousand dollars.
The above Set. He Auction at on main street, on 10.30 o'clock.
R. F. POTTS,
M.

POTTS
chines, 5,000 Cots, Walnut Dr Showcase, Butler At 90 Germania ing. Aug. F. L.

3-Tena
POTTS
I am instructed auction at Ch... day morning, A clock, one alm... ment house No. barn. For furth... Office, 96 Germ...

PROBATE CO
City and Cou... To the Sherif... of Saint Jo... Greeting:—
WHEREAS: Trustees of the ner Hampton a John in the Ci... John, Trader, of this Court, a... ministration of... tate and have... may be passed... form of law a... said estate dir... terms of the la... of the said W... deceased.

You are ther... the devisees ar... ceased and all... other persons... estate to app... Court of Prob... for the City and... at the Probate... Pugsley Buildi... John on Mon... day of August... in the forenoon... tend at the pa... the said accou... of the order f... the said estate... by law directe... (L.S.)
G...
H. V. MOINER
Registrar
J. H. A. L. FA...
Proctor

Stock
Tenders are... desiring to p... stock in trad... of C. V. Wilco... \$9,000.00. Ter... Tenders clo... 4th, at 2 p. m... cent of the ar... certified check... signed Assign... higher, or any... accepted.
Stock and st... ined at the s... street. All fu... be had on ap...

FRED W. RO... W. E. FOSTE...
Tende...

Assessors'... St. John... Sealed Tende... this office up... on Thursday... instant, from... the revisors'... City of St. Jo... Samples and... furnished on a... signed.

All the sto... house of the... Company, Lin... A list and... can be seen... Snowball Com... B., and of J... St. John, N. I... Offers of t... by either of... whole of any... offers should... dated this v... A

IN THE MA... THE MI... PAPER... For Sal...
All the sto... house of the... Company, Lin... A list and... can be seen... Snowball Com... B., and of J... St. John, N. I... Offers of t... by either of... whole of any... offers should... dated this v... A

Electr...
Dynamo and... We try to ke... E. S. ST... 17-19 Nelson