

## Advertising the Advertiser.

IN THESE DAYS NO MERCHANT CAN BE SUCCESSFUL UNLESS HE REPRESENTS YOU.

Fifty years ago every store had a "barker" just as every sideshow has now. He was not so loud, but he was equally insistent. He stood on the sidewalk in front of his store and urged you to come in.

When you entered, he rang a bell. You were surrounded by highwaymen and there immediately began a system of brigandage which was not even surpassed by hold-up men on lonely roads.

The first business of these so-called salesmen was to find out how much money you had. Every ruse was resorted to to get you to open your wallet or your purse. The second object was to get as much of that money as possible and his value to his concern was measured entirely by your loss.

This is not romance; it is history. Not the worst stores, but many of the best stores did it. The only price on an article was the highest price you would pay.

The law of Caveat Emptor (let the buyer beware) was the Commercial Law of the land. It was understood that you and the merchant were commercial enemies and that you were his legitimate prey.

Such things as a definite price or the returnability of merchandise or a guarantee of good faith would have been considered foolhardy.

Now, out of all this chicanery, this cross-roads bartering, this world-old hostility of buyer and seller, have come the clean, wholesome, trustworthy institutions of the present day.

And the one great factor that has brought this change about is—Advertising. And the reason for this is that a man is naturally far more careful of what he writes than of what he merely says.

To-day you walk into a store with as much confidence as you would enter your own home. You feel that every possible safe-guard is thrown about you for your protection. The merchant, where he once was your commercial enemy, has become your business representative. Your pleasure is his command. He will do anything within reason to meet your smallest request. Even the manufacturers and big distributors have caught this feeling that they must represent you, or you will not patronize them.

This is the great thing that Advertising has done for trade. And the peculiar part of it is that you feel this safety, this reliability, this surety of fair play only towards those who advertise.

This is why the advertising columns of this paper should mean so much to you. That is why you should make this advertising a part of your daily news.

That is why you should begin to read it to-day, and continue to read it every day for everything you buy.

## Notes From St. Bride's.

We had a visit from Magistrate O'Reilly and Sergt. Kent last week about a breach of the Fishery Rules. A good number of fishermen were interested and the Magistrate found it necessary to have a store formerly occupied by Mr. J. T. Young to hold court.

Caplin made their way here yesterday. The weather being stormy, the fishermen did not do much, but a busy week is expected.

The new Agricultural seed potatoes arrived, but too late in the season to sow them. They were all cooked up with fresh fish and eaten, and the old women said they were very nice and dry.

The survey did not start on the Cape Shore Road as yet, for which six thousand dollars is promised to cut down the hills.

Mr. Coffey, of Angel's Cove, lost his Agricultural bull this spring and five of the Agricultural rams died here.

Not much fish has been caught here as yet. The spring was too stormy for boats to go out, but a good sport is expected now.—Com.

June 17th, 1912.

## Rowdyism.

Yesterday three rowdies, who were going from house to house purchasing old rubbers, appeared on Cabot Street and acted only as "hooligans" can. They broke a jug containing milk which a little boy was bringing home, drank about a gallon of milk taken from Mr. P. Kelly's wagon while he was absent serving customers, and then unmercifully beat his horse. The people of the higher levels will soon be compelled to ask for police protection. They have just as much right to it as the dwellers on Water, New Gower Streets and Military Road.

SEWING MACHINE SALE.—Attention is called to our sale of Sewing Machines. Reduced prices last two weeks longer. CHESLEY WOODS June 17th.

MADE WITH BRIGHT OR BLACK WRAPPER

**Central Union**  
**PLUG**

**SMOKE OR CHEW**

**UNION MADE**

**THE UNITED STATES TOBACCO Co.**  
**RICHMOND, VA.**

## Central Union Tobacco.

For Sale by Bowring Bros. Ltd., J. C. Baird, J. J. Callanan & Co., Geo. Neal, A. Goodridge, W. E. Bearns, P. J. Shea, G. M. Barr, Franklin Agencies Ltd., J. D. Ryan, Job's Stores, Ltd., T. J. Edens, H. J. Brownrigg, C. P. Eagan, J. J. Tobin, F. McNamara, Woods' Candy Stores.

## PURITY BUTTER

is Butter for particular people.

2 lb Prints---10 lb Tubs---30 lb Tubs.

Irish Bacon,	<b>FLOUR!</b>	20 Cases
Irish Hams,	(Brls. & 14 lb. bags)	Bermuda Onions,
Boiled Ham,	5 Roses,	Valencia Oranges.
Cooked	Verbenas,	New Potatoes.
Corned Beef,	Robin Hood,	Australian Apples,
By retail,	Royal Household,	30c. doz.
Fresh Country	5 Stars,	Tomato Catsup,
EGGS.	Quaker,	large bottle, 15c.
	Stock's Patent,	Jellies in Tumblers,
	Sure Best,	ass'd, 12c. each.
	Boss,	
	Windsor Patent,	
	Anchor.	

**T. J. EDENS**

Stafford's Liniment (The Queen of Liniments) for sale by Mrs. McCourt, Duckworth St.—June 17th.

CHURCH PARADE.—The C. G. C. will parade to last Mass at St. Patrick's Church on Sunday.

## Fish Carrier Sold

Capt. Sinclair and his crew of four men arrived by the Florizel last evening, their vessel, the F. J. Morris, having been sold in Jamaica. The F. J. Morris was a staunch little fish carrier and was owned by Mr. Joseph Morris, of Trinity. She left here on May 1st with a cargo of fish shipped by Goodridges for Kingston, Jamaica. The little craft being only forty tons many thought that she would never survive such a long voyage, but surprise was general among seafaring men when it was learned that she had reached her destination, all well. The passage occupied 30 days. About a week after leaving this port, the schooner met with a mishap. A succession of strong head winds was experienced during which she labored heavily. On May 8th while riding out a gale the craft got her foremost completely carried away. After being temporarily fixed up she continued to make good headway under a "jury" rig and no further damage occurred. After discharging her cargo at

Kingston the vessel was brought to Savannah LaMar, another port in Jamaica and sold to Messrs. Northon & Co. The captain and crew took passage to Boston, thence proceeding to Halifax where they joined the Florizel.

## HILL'S PILLS FOR LIVER ILLS

If you are troubled with Headaches, Biliousness, Sour Stomach or Constipation, take a few doses of HILL'S PILLS. You will be better the next day. Price 25 cents a box. For sale by T. McMurdo & Co.

## Schr. Leaking.

Messrs. Bishop, Sons & Co. yesterday afternoon had a wire from Harbor Grace saying that the schr. Henrietta, on her way to Labrador, became leaky off Greenspond and had to run in there. She was in a sinking condition on arrival. No particulars were received but it is thought that the supplies on board were all spoiled. Cargo and hull are insured.

Mr. D. Baird, wife and son, were passengers by the Florizel yesterday from Halifax.

## Revisits Home.

Mr. Donald Bryan and wife arrived here by the Florizel from New York yesterday on a visit to the old home-land. Mr. Bryan is a son of the late D. Bryan, who for years was connected with the Board of Works. Mr. Bryan has been absent about 30 years from St. John's and has made a name for himself in musical and theatrical circles in Gotham. He first became famous in the "Merry Widow" and the "Dollar Princess." He possesses a rich tenor voice and will likely appear in an entertainment to be given here. Mr. Bryan is an old Christian Bros. pupil, and two other brothers of his, Messrs. Redmond and Joseph Bryan, reside in Boston. We welcome him to St. John's.

## Fell in Hold.

While at work on the Adventure yesterday a man named Joseph Hollett, of Hovestown, tripped in the deck and fell into the hold. He was rendered unconscious, taken into the cabin, and after a short while revived, restoratives having been administered. Dr. Campbell was called, found no bones broken, treated him and he was driven home. He is all right to-day.

## Cable News.

Special to Evening Telegram.

LONDON, June 20.—Rear-Admiral Algernon Charles Laitton died yesterday at London, aged 69. His wish was that the following message should be published: "Farewell to all my shipmates of the lower deck as well as the quarter deck."

Special to Evening Telegram.

ST. JOHN, N.B., June 20.—In the Provincial Elections here to-day the result was a clean walk over for Fleming. The Conservatives show an increased majority. The returns at hand give the Conservatives 40; Liberals, 2; Independent Conservatives, 2. Four other seats are yet to be heard from.

Special to Evening Telegram.

NEW YORK, June 20.—Roosevelt has declined to join the New York Men's League for Woman Suffrage. Immediately after the recent announcement by the Colonel that he was for Woman Suffrage, the Secretary of the League called at the former President's office and left a membership blank for him to sign. The Secretary has now received an answer. It says that Roosevelt at the present time "does not wish to avail himself of your kind offer."

Special to Evening Telegram.

PEKIN, June 20.—Chinese troops stationed at Mukden mutinied last night, according to a dispatch from that city. Many natives were the victims of their ferocity. Hundreds of houses were robbed by roving bands, while the stores were looted and burned. Foreigners and their property were respected by the mutineers. The women and children found refuge in the British Consulate. There is quiet to-day; all the stores are closed and a strong Chinese guard is posted at the city gates.

Special to Evening Telegram.

CHICAGO, June 20.—Roosevelt and his campaign manager, Senator Dixon, conferred this afternoon after the adjournment of the convention. When they concluded their discussion Dixon announced the conclusion rendered. "We will not recognize the legality of the so called Republican Convention until it purges itself of the seventy-eight stolen delegates enumerated in Governor Hadley's motion of yesterday. The nomination for President has already been made. The American people have named Roosevelt and elected for him a majority of more than 100 delegates to this convention as the regular convention of the Republican Party. If the convention does not unseat these seventy-eight delegates the question asked is, what will happen? That will be decided later. We will await developments on this before taking any further action," said Senator Dixon.

Conflicting reports from the Roosevelt quarters to the effect that Roosevelt had released his delegates from all obligations to vote for him. Davis, of the Roosevelt headquarters, however, said he was authorized by the Colonel to say the statement as to the release of the delegates, was absolutely false. Exactly four minutes was the duration of the opening session of the third day of the Republican convention. An immense crowd of nearly 4,000 people who had fought their way into the hall, after an hour or more in line, had to go out again. The only business done was the offering of prayer, and a motion of Watson to be in recess until 4 p.m. The reason for recess was the fact that the credential committee at work on contests affecting the personnel of the convention had only fairly begun its work.

## Star vs. Feildians

The football teams for to-night are the Star and Feildians, and a fast game is being looked forward to. The line-up will be: Star—Goal, Walsh; backs, J. Hart, J. Dunn; halves, L. Kavanagh, T. Jackman, W. Duggan; forwards, J. Kavanagh, R. Jackman, T. Duggan, T. Rodgers, F. Brien.

Feildians—Goal, Lush; backs, Rev. Hewitt, Rowell; halves, Bernard, Jeffrey, G. Hunt; forwards, Wood, P. Winter, Heath, Pinnett, Raley.

## 108

## Nox a Cold in One Day

The greatest Cough Medicine ever offered to the public. Every bottle is guaranteed. Absolutely harmless. 25 cents a bottle. Sold by McMurdo & Co.

WENT ASHORE.—The schr. Dahlia, Capt. Pye, reached port last evening and will be dry docked for general repairs. About a week ago the Dahlia went ashore at Catalina but was re-floated and towed to Brooklyn, B. B., where she was caulked and temporary repairs effected. The vessel leaked badly and some of her cargo was spoiled.

Minard's Liniment for sale everywhere.

's Doing It!  
WHAT?

to the Old  
reliable

CKEL

TO SEE

Cherry Time.

drama with the  
Laughing Flor-  
ice in the principal

amp Steamer.

greatest Marine  
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ck and the Swim

Intense—Thrill-

popular Tune.

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MacKenzie sings  
the Follies Ber-  
latest New York

ly (by special re-  
of Argyle."

nee Saturday

Latest

alogue

ular Bookstore.

Suffering Creek, by

um; paper, 50c. cloth,

Story, by Marjorie Bow-

cloth, 70c.

by Gertrude Page;

cloth, 70c.

Angels, by J. M. For-

50c. cloth, 70c.

by Mrs. Coulson Ker-

50c. cloth, 70c.

g Anna K. Green;

cloth, 70c.

Fergus Hume; paper,

Barriades, by S. R.

per, 50c. cloth, 70c.

Girl, by J. C. Snaith;

cloth, 70c.

of a Modest Man, by

ra; paper, 50c. cloth,

by Tom Gallon;

cloth, 70c.

by Rene Bazin; paper,

Flurence Barclay, 70c.

of Shenstone, by Flor-

70c.

of the Star, by Flor-

70c.

of the Gate, by Flor-

70c.

Wind, by Maud Diver,

70c.

et, by Maud Diver, 25c.

V. C. by Maud Diver,

Rome Rule, by Joseph

e, by Una Silberrad,

ind, by S. M. White,

White Devil, by Guy

foundland Romance.

& CO.,

Bird store.

MARKS,

roadway, N. Y.

makers of Artificial

Arms and Hands.

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ra, The Druggist,

Water St., West,

Shin's, Nfld.

7. Telephone 334.

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or steamer.

ap25, eod. 11

Ads. Pay.