

THE BUILDING OF BUSINESS.

A. F. Sheldon, of Chicago, to the Canadian Club.

Large Attendance at the Monthly Banquet at Royal

And a Good Practical Address by an Expert.

Apparently the periodical informal banquets held by members of the Canadian Club at the Royal Hotel are growing more popular than ever, for last night there was an attendance of about 180, the largest yet at a similar function held in the popular hotel.

It is assumed that the members have got wise to the excellent educational value of the addresses given, for the officers are careful to have men of distinction as speakers for the evenings—men who know.

Mr. W. M. McClelland introduced the speaker of the evening, Mr. A. F. Sheldon, of the Sheldon School, Chicago. "The Science of Business Building" was the title of Mr. Sheldon's address, which was punctuated with short, epigrammatic sayings that were philosophical from a business standpoint. He at first expressed pleasure at meeting the members of the Hamilton Canadian Club, for he had spoken at Canadian Club meetings in many of the large cities throughout the Dominion. He first asked: "What is science?" and submitted Herbert Spencer's definition as an answer: "Organized knowledge is classified common sense."

"What do we mean by business building?" "It is the power to make permanent and profitable patrons; therefore, the science of business building is to make profitable patrons."

"Success in business does not consist of making patrons alone, but they must be profitable patrons, for it is profits that count, and, after the mutual transaction, ring in the repeaters."

"I believe in advertising, for it is the motive power to the business," said the speaker, "but the wagging tongue of a satisfied customer is the best advertisement." He pointed out three degrees of classes in the human race, and four grades, namely, indifferent, student, intelligent and master. The first belong to the "what's the use" brigade, and have a fully paid-up membership. The second perceive life is governed by laws—not luck. The third knows the value of education, and in his reference to the master class he intimated that there were few good masters. That is why there is always lots of room at the top.

He then gave a dissertation on psychology, and said the study of it was essential to a good salesman. He illustrated the mind as being a house with three rooms; the names of the rooms are the knower, the feeler and the willer, and many illustrations of the peculiarities of the conflicts that went on in those rooms were given.

He advocated loyalty in business, and claimed it is a good business builder. The young man who says, "I am earning my salary and I will not do any more," is damning up the river of progress. "Loyalty counts," said the speaker.

"Success in the institution is the sum of the success in the units of that institution." In conclusion, Mr. Sheldon strongly advocated all to increase the study of human nature, for that is essential to successful salesmanship. There are three classes of salesmen, he said. The first is like a parrot, which chatters incessantly and talks the person into buying a thing and talks him out. The second is like the bird which never knows where it is at, but darts about everywhere; the third is like an eagle that sees a prospective customer and swoops right down on him and closes the deal. Many salesmen, he said, lack terminal facilities. He particularly emphasizes the importance of giving an honest deal, and laid strong stress on the absolute importance of unquestionable honesty as an essential to business success. For the success that is worth while, intelligent persuasion, he contended, was something a salesman might well adopt.

A hearty vote of thanks to the speaker was proposed by Mr. J. H. Smith, inspector of public schools, and seconded by Mr. D. M. Cameron.

A Good Shopping Place.

The Finch Bros' store, the bright spot among the many stores in the west end, is meeting with great success notwithstanding the great competition that is going on among the stores, this popular shopping place is forging ahead as it never did before. Large advertisements do their part in business building, but something else is necessary—the advertisements must be truthful and the goods must be there to back them up. This store has always been known for fair and square dealing, reliable and trustworthy goods, and the very best values to be had anywhere. With their many experienced buyers they know just what to buy, and are not confined to our home markets, but they have the best foreign markets of the world to choose from, which is one great reason of their great success.

Their advertisement-to-night tells of the many good things on sale to-morrow, which should be of interest to many buyers, filling the needful wants of their winter wardrobe. Do you realize what date it is? Autumn shopping must be attended to at once, and your best store is Finch Bros.

INLAND REVENUE.

The following are the inland revenue returns at the port of Hamilton for the month of October, 1909:

Tobacco, ex-factory	\$ 7,780 72
Tobacco, ex-warehouse	1,829 48
Cigars, ex-factory	385 40
Cigars, ex-warehouse	3,308 00
Spirits, ex-factory	25,908 84
Spirits, ex-warehouse	2,074 17
Malt, ex-warehouse	488 83
Bonded manufacturers	61 75
Methylened spirits	43,554 44
Raw leaf tobacco	85 00
Officers' salaries in bonded manufacturers	25 00
Licenses	400 00
Other revenue	\$84,310 60

Corresponding period in 1908 91,944 58

Decrease for 1909 7,633 98

Detectives are not exactly blessings, but they sometimes come disguised.

Suits Like These Were Never Shown at This Season at These Prices

Women's Smartly Tailored Suits, worth \$16.50 for \$10

Very nobby garments, made of pure wool materials; old rose, black, navy, wistaria, etc.; semi-fitting, with jet buttons, \$16.50 value. \$10

Swell Tailored Suits at \$15

You cannot duplicate them for less than \$20 outside the Shea store. Silk lined coats, finished with moire silk and jet buttons; all the good colors.

Women's \$25 Suits \$17.50

Just another Shea bargain, wistaria, green, grey, navy and black, silk and satin lined, long coats and pleated skirts, the most perfect fitting and the best tailored garment you ever saw.

Women's Fur Lined Coats

You'll not get such a chance again till February. Black and colored cloths, elegant lining, beautiful collar and deep revers, coats that \$30 is the value of anywhere, on sale for \$37.50

Infants' White Bearskin Coats

Every one made of splendid quality of bear plush, some plain, others with plain and some rich ornaments, all well made and perfect fitting. \$2.25, \$4.50, \$5.50, \$7.50

Black Taffeta Silk Waists, worth \$3.50, on sale for \$2.95

Black Taffeta Silk Waists, worth \$4.50, on sale for \$3.50

Net Waists at \$3.75

White or cream, worth \$5.00, prettily trimmed.

Wool Blouses \$1.29

For house or street wear, worth \$1.95, black, white and colors.

Bleached Table Damask

72 inches wide, pure linen. \$1.00

\$1.75, for 90 inches wide. \$1.39

Cream Table Damask

Splendid qualities. 50c, for 72 inches wide. 35c

75c, for 90 inches wide. 59c

Pillow Shams on Sale

Hemstitched with drawn work and embroidery. 50c, for 12 inches wide. 35c

75c, for 18 inches wide. 60c

Kimono Cloth 15c

Dark and light colors, worth 25 and 30c, a bargain.

This is the Season's Greatest Millinery Bargain

The Most Beautiful Untrimmed Hat Shapes You Ever Saw, Worth \$1.50 to \$5.50, for 50c, \$1.00, \$1.50 and \$2.50

Not a few of them, but hundreds of them, beautiful French Felts in blacks and every conceivable color; the import samples of the largest millinery wholesale house in Canada. Every one the newest that has been put on the market yet this season.

White and Colored Beaver Hats, worth \$6.50 to \$8.50, at \$3.95 and \$4.95

Hundreds of Wings and Mounts at "Never Before Heard of" Prices

\$1.50 Wings for 49c

\$1.50 Wings for 69c

\$2.00 Wings for 95c

French Flowers Bought at the Same Sweeping Reductions

\$1.50 Flowers for 50c

\$4.00 Wings for \$1.50

\$5.00 Wings for \$1.95

\$6.00 Wings for \$2.50

Trimmed Hats \$3.49

Hats worth up to \$6, good range of colors and shapes, trimmed with splendid materials, becoming shapes.

The Shea \$5.00 Hats

50 of them for Saturday, you'll say \$7.50 to \$9, when you see them, worth it too.

Pattern Hats \$3.95

Hats that any store in Canada would say cheap at \$12.50, but they have served their purpose, so out they go every color you want.

The Biggest Corset Sale Ever Attempted in Hamilton

Nearly 1,200 pairs of the best made Corsets in Canada, not a "second" in the lot, black, white and grey, made of American and French coutils and percales, all perfect fitting, with and without hose supporters, you paid \$1 to \$2 for these a few months ago, some other stores in town are asking these prices yet for them. All sizes, 18 to 28, Saturday at 8.30 sharp, per pair 49c

SHEA'S

"THE STORE FOR THRIFTY PEOPLE"

Saturday, Nov. 6, '09, Phone 1501. Store Open Till 10 o'clock.

Our November Fur Sale

Hundreds of pieces beautiful Furs, bought at a sweeping discount, go out to you on Saturday at equal reductions. Mink, Ermine, Sable, Isabella Fox, Isabella Opossum, Timber Lynx, Black, White and Brown Hare, Marmot, Astrakhan, etc. Muffs, Stoles, Ruffs, Throws, Ties, etc.

\$65.00 FURS for \$40.00.

\$40.00 FURS for \$25.00.

\$25.00 FURS for \$15.00.

\$20.00 FURS for \$12.50.

\$15.00 FURS for \$10.00.

\$10.00 FURS for \$6.50.

\$7.50 FURS for \$4.95.

\$6.50 FURS for \$3.95.

\$5.00 FURS for \$2.95.

\$4.00 FURS for \$1.95.

\$2.50 FURS for \$1.50.

\$1.50 FURS for 95c.

Dress Goods Sale—A Clearance

Another purchase of Twill Dress Goods, to help us clean up the balance of our stock, all new and "up to the minute" goods, all the new shades, on sale Saturday as follows:

\$1.75 GOODS for \$1.00.

75c GOODS for 49c.

\$1.25 and \$1.00 GOODS for 75c.

A Day of Savings in Women's Top Coats

The cleverest and most perfectly designed garments you ever looked at, as well as most excellent material and absolutely perfect workmanship, go to make the excellency of the Shea "Ready to Wear" Mantles.

Coats at \$10 worth \$15

Blacks, navy, brown, green, tan, taupe, wistaria, good long length, satin lined, finished with braid and buttons.

Coats at \$12.50 worth \$18.00

All the good shades of fine broadcloth, new shaped collars, etc., the beautiful tailoring shows up prominently in these.

Coats at \$15 worth \$20

We say worth \$20.00, and doubt if you could do better for \$22.50. Colors are taupe, mole, black and navy, patch pockets, and button trimmed, semi-fitting.

Girl's Coats on Sale

\$5.00 Coats for \$3.50

\$7.50 Coats for \$5.00

\$10.00 Coats for \$7.50

Misses' Coats—A Showing

Swell new garments, just imported, made of grand materials, in all good colors and newest styles. We have not shown such good values yet this season. \$7.50, \$8.95 and \$10.00

Women's Underwear \$1

Penman's No. 95, the Underwear that made Penman famous; \$1.25 everywhere.

Watson's Underwear

All the good kinds for women, per garment \$1.35, 50, 75c, \$1.125

Women's Petticoats 99c

Made of saten and moreen Taffetines, worth \$1.25 and \$1.50. Black and colors.

Mufflers 39c

Knitted of fine mercedized yarn; the kind you paid 50c for last year.

Women's Walking Gloves \$1

Made of English Cape tanned leather. Tans and browns.

Boys' Hockey Caps 25c

Pure wool in plain and stripes; 40c value.

Men's Cashmere Socks 25c

The best Cashmere Sox in the land at this price; perfect fitting.

Turnball's Underwear

All the good kinds for women, white and natural, per garment \$1.35, 50, 75c, \$1.125, \$1.50

Women's Petticoats \$1.49

Made of moire, saten and taffetines, worth \$2.00 and \$2.50. Black and colors.

Mufflers 50c

The celebrated V-shaped neck; all the good colors.

Children's Kid Gloves

Tans and browns; all sizes. \$1.35, 50, 75c, \$1.125, \$1.50

Ringwood Gloves

Misses' and women's sizes, black and colors. \$1.35, 50, 75c, \$1.125, \$1.50

Women's Hose, 3 for \$1

The best Cashmere Hose in Canada. Every pair guaranteed.

HAMILTON MAN WAS BEATEN.

(Continued from Page 1.)

most lost his life over the affair, is well known here, and highly spoken of by every one who knows him. He left Scotland for the United States six years ago, and after residing there a year came to Hamilton.

After he had lived in this city a year he sent to the old country for the other members of the family, and they have been living at 25 Thicket street since their arrival. One year ago this month he was appointed to the Canadian Express office at Niagara Falls. Young Dobson was a member of the Y. M. C. A., and of St. James' Presbyterian Church. He is 25 years old, and is a highly respected and trustworthy employee of the company.

Dobson's father and brother left for Niagara Falls last night.

THEORY OF LOCAL POLICE.

The theory of the Hamilton police is that the men used a vehicle, perhaps an automobile, but more likely a horse and rig, to escape. They think that the rig was left a short distance from the express office at Niagara Falls, and the men sauntered leisurely away so as not to attract attention, and when they got out of sight of the crowd jumped into the vehicle and drove rapidly south, probably abandoning the rig and crossing the border.

"The men worked too much like veterans as to attempt to cross the bridge of escape on a train," said an officer.

One of the local officers, discussing the robbery, said: "It is a wonder there are not more of them. It is practically the same with the express offices all over the country. Most of them are very poorly guarded, although they handle large sums of money. One man is only in charge. He has not only to prepare express packages for the trains going out, but must wait on customers, frequently being obliged in the rush to lay the money packages down for a minute. That is how the Falls robbery occurred. The only reason there are not more of these affairs is because the right men don't happen to be around at the right time. I have frequently gone into the company's office at the Grand Trunk station in the rush time when trains are leaving, and the office has been left practically unguarded."

THE ROBBERY.

Details Told by the Victim After His Recovery.

Niagara Falls, Ont., Nov. 4. — A murderous assault and robbery was committed to-night, when two men severely wounded the cashier of the Canadian Express Company and got away with over \$14,000. Entering the Canadian Express office at 5 o'clock to-night, the two men asked the cashier, William Dobson, for a trunk, and while he was looking through the books stunned him with a loaded gas pipe and decamped, taking with them a package containing \$14,000. The assault took place just as the 4.55 Grand Trunk train was waiting to pull out. The express messenger on the train asked for the package of money, and the discovery of the wounded man was made when R. B. Brown, agent for the company, went into the office to find the cause of the delay. Dobson was lying on the floor in a pool of blood. A big gash in the back of the head was the grim evidence of the severity of the attack, and a piece of loaded gas pipe eight inches long, wrapped round with insu-

lation tape, the weapon with which he was attacked, lay beside him.

When the assault took place the money, which was in a trunk in the local bank, lay on the counter, already wrapped and sealed for shipment, and the cashier was about to take it out to the express messenger on the waiting train. Two foreign-looking men came into the office and asked for a trunk. The man they took to be a foreign-sounding one, and Dobson asked them to repeat it. One man did so, and the cashier, bent down to get his delivery book, to see if the name was entered. As he stooped down one of the men struck him a terrible blow on the back of the head, splitting his skull, and rendering him unconscious. A minute later R. B. Brown, who had been attending to the shipment of express parcels, found the cashier lying on the floor. The package of money was gone. The police were immediately on the scene, but no trace of the robbers could be found. Three arrests have been made, but the police do not think they have got the right men. Walter Gilmour, of Toronto, was arrested at Merrittton, and Officer Kelly, of the Ontario police, brought him here last night. Two men who partially answered the description of the robbers, were stopped in Hamilton, but they are thought to be innocent of the crime.

Mr. Dobson, who had partially recovered from the murderous attack, was seen by Inspector Mains and a reporter to-night. Bazed from the effects of the terrible blow, Mr. Dobson was still able to give a fairly good description of the robbers. "I would know them again. One was a short, stout man, dark complexion, black moustache, and he wore a black overcoat. The other man was taller, and I did not see him clearly. They both looked like Italians. I was just looking round to see if the money was all right when the men entered the office and the shorter one asked for the trunk. I asked him to repeat the name, which sounded like Italian, and he repeated it twice. I stooped down to get the delivery book, and then the blow came. I fell, and I remember no more."

Police circles it is supposed the robbers made their escape over the bridge into the United States, although the bridge was watched and no men answering the description of the robbers went over. The men were seen to go over by the officers at that point. Mr. Dobson came from Hamilton, and has been here one year. Dr. McGarry, the attending physician, says he will recover.

Shea's Great Saturday Sale.

Immense purchase of millinery will be the great attraction. Untrimmed shapes, wings, mounts, flowers, will go on sale at one-quarter to one-half of their regular values, the biggest opportunity for Hamilton ladies, for every thing is of the newest and best quality shown in the trade this season. Shapes, \$1 to \$2, for 50c; \$2.50 to \$3, for \$1; \$3 to \$4, for \$1.50. Beaver shapes, worth \$7 to \$9, for \$4.95. Wings, mounts, flowers, at greater reductions, \$2, for 50c; \$3, for 95c; \$4, for \$1.50; \$5, for \$1.95. Trimmed hats, \$6, for \$3.50; and \$7.50 to \$8 hats for \$5. \$12.50 and \$13.50 pattern hats for \$8.50. Sewell suits, in the newest New York styles, worth \$15 and \$18, for \$10. Suits worth \$25, for \$17.50. New and swell mantles at \$6.75, worth \$10. \$15 coats for \$10. \$20 coats at \$15. Skirts at \$3.95, worth \$6, and a swell line of tailored skirts at \$3.95, worth \$7.50. The biggest offerings of neck furs ever made by the Shea store, \$15 Minks, marmots, real ermine, Isabella fox, sable, brown, grey and black hare, on sale at one-quarter to one-half of regular prices. Big values in women's and children's underwear, and a quantity of women's morning waists at little more than one-half price. Bargains in gloves, hosiery, and knitted goods, a clearing lot of dress goods at less than wholesale. Shop in the morning for best service.—James Shea.

PARIS' BIG SENSATION.

Madame Steinhilf Again the Centre of Attraction.

She Found Refuge in a Flood of Tears to-day.

Man Declares He Had No Connection With the Crime.

Paris, Nov. 5.—Contrary to expectations, Madame Steinhilf again took the stand this morning at her trial for the murder of her husband and stepmother. She plainly showed the effects of the trying ordeal she has passed through during the last two days. Great black rings were under her eyes and her face was as white as paper. Nevertheless, she rose to her feet when the enquiry began and responded bravely to the direct examination.

The presiding judge, M. Devalles, showed anxiety at the outset lest the strain of previous days had taxed the witness' strength too severely. But he was quickly reassured by Madame Steinhilf, who said: "No, I am not at all fatigued."

In opening the examination Judge Devalles dealt with the appearance yesterday of Rene Collard, an actor, who caused a momentary sensation by asserting that he was the real assassin. The judge disposed of this incident as pure invention.

Judge Devalles then turned his attention to Madame Steinhilf. He confronted her with various conflicting statements she had previously made regarding the occurrence on the night of the crime. He also questioned her closely on the involved financial condition of the Steinhilf household at the time of the murder.

Madame Steinhilf's composure gradually gave way before the succession of sharp questions. Her feeling at last found expression in an agonized flood of words, in which she appealed to the jury to believe in her innocence. She complained bitterly that in the hour of her misfortune she had been deserted by high-placed friends and deserted also that society women who had frequented her home had now deserted her.

Notwithstanding this passionate appeal Judge Devalles pursued his examination relentlessly. When he pinned her down with proof that she had concealed jewels which she afterwards said had been stolen, she turned her back on him and, with crossed arms and flashing eyes, admitted that she had done so, justifying her action by the motherly instinct of shielding her daughter from the knowledge that these jewels had come from her lover.

The prisoner indignantly denied that her sensational attempt to revive the case last fall by an accusation against young Wolfe, son of the cook in the Steinhilf household, was due to the insistence of the lover, Maurice Bordenet, the merchant whom it was supposed she desired to marry.

"Bordenet had passed out of my life," said Madame Steinhilf, "and I had not thought of him. My sole solicitation was to save my daughter's engagement to Pierre Bismont."

TAKES IT BACK.

On further examination before a magistrate, Lefevre, who declared yesterday in court that he was concerned in the murder, said that his name is Rene Collard, and that he is an actor. He admitted that he had not the slightest connection with the crime, merely acted on a chivalrous impulse to save

Mme. Steinhilf, of whose innocence he was convinced. He was detained pending investigation of his identity.

YESTERDAY'S INVESTIGATION.

A summary of yesterday's evidence shows that the judge failed to shake Mme. Steinhilf's original version of the crime. She admitted intrigue, but heatedly denied that she sent her mother to solicit money from her lovers; and she insisted that her husband had never profited by her own immoral life.

Admitting she had done wrong, in a tearful voice she beseeched the jury to pardon her faults. She defended herself by saying that since she did not live with her husband as his wife she longed for sympathy and love.

The judge said the prosecution might have contended that she had an accomplice, but added: "That is not its contention. It maintains that you alone assassinated your mother and husband."

Mme. Steinhilf replied: "Why not add in order to marry Mr. Bordenet?"

The judge exclaimed: "I beg you not to interrupt me."