

THE EVENING TIMES AND STAR, ST. JOHN, N. B., FRIDAY, MAY 6, 1910

7

## HOW LONDON CARES FOR STRAY INJURED PETS



CARE FOR WOUNDED BEG

PUBLISHING AN-AMERICAN PIONEER



Several institutions are supported by humane residents of London for the care of lost and suffering animals. One of these is the Home for Lost and Starving Cats, in Ferdinand street, Camden Town, and has done a very good work in preventing suffering among the cats.



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STAR Flour is advertised because we know that the Bread made from it satisfies—Color, Flavor, Richness and Uniformity. Quality counts in what you eat.



## IT DOES PAY A CITY TO ADVERTISE

Facts in Experience in Other Places Which Show the Good of the Campaign Upon Which St. John Has Entered

In view of the effort being put forth by the advertising committee of the board of trade in St. John to awaken the citizens to a better appreciation of their advantages and to interest manufacturing in the city, it is interesting to note that other cities are doing in the way of municipal publicity. There are many different methods of exploitation and in almost every case where a systematic effort has been put forth the results have justified the work and the money expended.

An American advertising journal recently sent out a list of twenty questions to 430 municipalities throughout the United States and received 172 replies; all but one expressing strong belief in the value of municipal advertising. The main question was: Has your city done any systematic advertising since 1907? If so, what methods were employed, what mediums used and which yielded the best results? Did it pay?

Many of the replies cited specific instances where new industries had been attracted and the population increased. Albany, N. Y., advertises to increase its population and industries and each year circulates thousands of booklets and arranges for frequent excursions of business men. As a result a number of new industries have been established and the population increased.

Elmira, N. Y., has been expending an average of \$33,000 a year and the secretary states that her best results have been obtained from newspaper work. Several towns stated that they had found the trade excursion a very effective means of advertising. The city of Oakland, Cal., has probably achieved larger results than any other city in the United States in the shortest space of time. In seven years its population was increased nearly four times over what it was when the campaign commenced.

The city of Santa Cruz, Cal., has been expending from \$2,000 to \$7,000 a year advertising to increase its business and its population. Memphis, Tenn., as a result of advertising induced many industrial plants to locate there since 1901, representing nearly \$24,000,000, and employing more than 12,000 hands, thus adding between 50,000 and 60,000 to the population. Many other replies of a similar nature were received, some telling of the various methods employed and the different public relations. Nearly all the writers agreed that the city should share the expense, although they were equally certain that the benefits would be shared by the business organizations. Most of the replies were allowed to handle the money. The business organizations everywhere even to be convinced of the fact that to keep abreast of the times it is necessary to advertise.

A Great Piano Exhibit

Joining from the number of manufacturers who have already signified their intention of exhibiting their products at the next annual convention of the National Association of Piano Dealers of America to be held in Richmond, Va., May 16, 1910, this exhibit is likely to prove one of the most interesting of the convention.

The plan of the affair is simple. Each exhibitor will be a separate stand with a regulation store front, the interior decorated and brilliantly illuminated. The auditorium will have a special lighting scheme, six large electric fixtures being hung from the centre of the building each having 100 electric lights of the same design was used at the last national fair at Washington. The entire decorative scheme will be white and gold. The association is going to great expense to make this feature of the convention an outstanding one from every point of view and nothing but the best will be accepted. More than sixty manufacturers have already arranged to exhibit their products.

Mr. Jackson, you want to marry my daughter? Who, she's only a child! From Right Well, I thought I'd get around early before the rack began.

## ABDUL HAMID'S MILLIONS PROTECTED BY GERMAN COURT

Berlin, May 5.—The provincial court of Berlin has frustrated the efforts of the Turkish government to secure possession of the \$3,000,000 deposited with the Imperial Bank of Germany by Abdul Hamid, the deposed sultan.

The banking house originally refused to surrender the funds because the order for them did not bear the secret seal agreed upon when the deposit was made. Subsequently the bank took the additional ground that the former sultan, being practically a prisoner, was not in a position to give a voluntary order for the disposition of his money. This latter view was sustained by the court, which decided that Abdul Hamid had not requested payment of his own free will but under compulsion by the Turkish government. It is assumed that the latter will carry the case to the imperial supreme court.

## A PARIS FASHION HINT

PHOTO COURTESY, DR. DE BOUTILLON

Burnt straw hat with white wings.

Midland Notes

Midland, N. B., May 5.—Saturday, the last day of April presented such a mixture of weather as is seldom seen here. There was a high wind with heavy snow squalls accompanied by several loud peals of thunder and vivid flashes of lightning.

Mr. and Mrs. F. E. Sharpe and little daughter spent Sunday at Bellefleur Creek. Ackman Sprague, accompanied by his sister, Miss Edith Sprague, left for Boston today.

Miss Lena Sharpe left for St. Stephen last week.

Arthur Uquhart, accompanied by Miss Thomas spent Sunday in Midland the guest of Miss Davis.

F. E. Sharpe is building a new barn. Andrew Carruthers attended the sale at A. Kierstead's on Saturday April 30.

W. H. Sharpe was to the Millstream on business on Friday.

Mrs. Edward Kellier spent Sunday with her parents Mr. and Mrs. Benjamin Martin.

Wm. Robertson visited relatives in Midland.

## TRAVELLERS' GUIDE

I. C. R. DEPARTURES

No. 6—Mixed for Moncton 6.30; leaves Island Yard.  
No. 2—Express for Pt. du Chene, Halifax, Campbellton and Pictou, 7.00.  
No. 18—Sub. for Hampton, 13.15.  
No. 26—Express for Pt. du Chene, Pictou and Halifax, 12.40.  
No. 13—Express for Quebec, Montreal and Pt. du Chene, 18.20.  
No. 10—Express for Pictou, Halifax and the Sydney, 23.25.

ARRIVALS

No. 9—Express from the Sydney, Halifax and Pictou, 6.15.  
No. 135—Sub. from Hampton, 7.20.  
No. 7—Express from Sussex, 9.00.  
No. 132—Express from Montreal, Quebec and St. Paul, etc., 14.00.  
No. 5—Mixed from Moncton arrives Island Yard, 16.00.  
No. 25—Express from Halifax, Pictou and Campbellton, 17.20.  
No. 1—Express from Moncton and Truro, 21.20.  
No. 11—Mixed from Moncton (daily) 4.00 a. m.

C. P. R.

Effective October 2nd, 1909 Trains daily, except Sunday, unless otherwise stated.  
Atlantic line.  
6.45 a. m. Boston Express—For Bangor, Portland and Boston; connecting for Fredericton, St. Andrew's, St. Stephen, Houlton, Woodstock and North; Plaster Rock, Grand Falls, Edmundston, Fort Fairfield, Carleton and Presque Isle.  
5.00 p. m. Fredericton Express.  
5.30 p. m. Montreal Express—connecting at Fredericton Junction for Fredericton and at McAdam Junction for Houlton, Woodstock, and St. Stephen; at Montreal for Ottawa, Toronto, Hamilton, Buffalo, Chicago, St. Paul, etc., and with trains for Winnipeg and all Canadian Northwest points; British Columbia and the Pacific Coast.

Montreal Express will run daily (Sunday train liable to cancellation without notice). During period that train runs daily, connection will not be made on Sunday for Fredericton, or for points north or south of McAdam Junction.  
6.40 p. m. Boston Express—For Bangor, Bangor, Portland, Boston, etc.

ARRIVALS

8.35 a. m.—Fredericton Express.  
11.40 a. m.—Boston Express.  
12.00 noon—Montreal Express, daily (Sunday train liable to cancellation without notice).  
11.20 p. m.—Boston Express.

EASTERN S. S. CO.

Leaves St. John at 8.00 a. m. Wednesday for Eastport, Lubec, Portland and Boston, and Saturday at 7.00 p. m. for Boston direct.

Returning leaves Union Wharf, Boston, Mondays at 9.00 a. m. and Portland at 1.00 p. m. for Lubec, Eastport, and St. John, and Fridays at 9.00 a. m. for St. John via Eastport, omitting Portland.

ST. JOHN-DIGBY

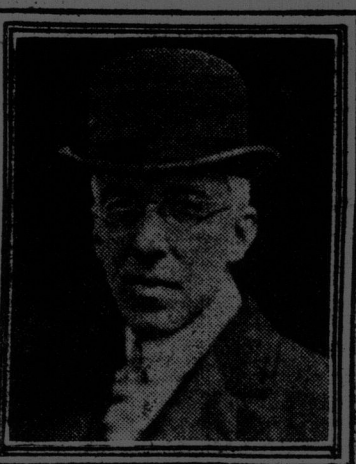
Steamer for Digby leaves St. John at 7.45 a. m. every morning (Sunday excepted) and is due to arrive back about 5.30 p. m. The S. S. Yarmouth performs the winter service, and the S. S. Prince Rupert the summer trips.

THE GOLF ELBOW

Mistah Phony—"How is youah good health dis mo'nin', Mistah Black?"  
Mistah Black—"I've all hunky-dory, 'cept my right arm, Mistah Phony, I've suffered from de golf elbow."  
"Wet you been doing?"  
"Beatin' 'em up!"—New York Weekly.

## JUDGE WHO WENT BROKE WHEN AT MONTE CARLO

New York, May 5.—Judge Peter S. Grosscup, presiding jurist of the United States circuit court of appeals in Chicago is back after a trip to Europe and to Egypt. He said he was refreshed and ready to take up his duties at once.



JUDGE PETER S. GROSSCUP

"I did not suffer any pecuniary loss," said Judge Grosscup, "but it was exasperating because I had to cable to my banker here for another letter and I was rather short of funds until the answer came. I suppose that I shall have to stand the annoyance of hearing the story repeated for some time to come."

## LONG ISLAND MAN WEIGHED 568 POUNDS

New York, May 5.—William H. Burrett, aged 48, who is supposed to have been one of the biggest and heaviest men in the world, is dead in Locust Valley, L. I. He weighed 568 pounds. He was of ordinary height, but measured six feet eight inches around the waist. His neck was twenty-one inches in circumference and he wore a twenty-two and a half collar. His wrist measured eleven and a half inches.

He kept a hotel in Locust Valley, and, despite his great weight, was an active fireman.

## Marie Hall's \$50,000 Tour

Miss Marie Hall, the violinist, has been offered a guarantee of \$50,000 for a tour in South Africa next autumn. She will go first to Cape Town and from there to all places of importance as far as Johannesburg, giving recitals in the large cities, and in some of the others. The Prince and Princess of Wales are expected to be in Cape Town at the same time. On leaving South Africa, Miss Hall intends going to China and Japan, where, she says, European artists have not been heard. Her way home she will pay a return visit to Australia and New Zealand. Altogether, Miss Hall will give over a hundred concerts.

## ONLY WAY

Bronson—My wife and I never quarrel. She does as she pleases, and I do too. Woodson—I see—as she pleases. Bronson—Of course. I'm not looking for trouble.

THE PERFECT FOOD

Little children like Malta-Vita but that isn't the best reason for letting them have it. Malta-Vita provides them with all the nourishment their young bodies need, and in such a form that they digest it easily. This perfect matted whole-wheat food is the ideal food for children. It makes them healthy and robust. There is nothing else so delicious, so satisfying as a bowlful of Malta-Vita with milk or cream. It's good for the children whenever they are hungry. Always ready to eat. No cooking. No inconvenience. All grocers. 10 cents.

## MORNING NEWS

## OVER THE WIRES

Building operations are working in Montreal and about \$12,000,000 worth of new building are now under way. This is about \$1,200,000 ahead of last year's record.

A dispatch from Sydney states that French fishermen were rescued from death and starvation on the Grand Banks. The men were found by a Canadian schooner. The men were found by a Canadian schooner. The men were found by a Canadian schooner.

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## PARASOL OF WHITE

The year's season is the white parasol, not matching the small accessories such as stockings, hats and shoes, as it did last year. The time machine passed covered with clouds, with which old-time dresses, protected their complements when driving, is coming in again for verities, and it has the old folding parasol.

The board of health is planning a campaign against the owners of stalls, who do not keep them in a sanitary condition. The chairman made an inspection of several stalls yesterday.

No one can now write a satisfactory love letter.

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