

SOVEREIGN LODGE OF ODDFELLOWS.

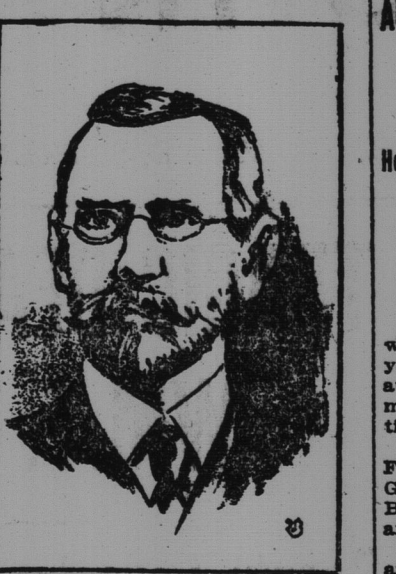
PHILADELPHIA, Sept. 18.—Under weather conditions that were somewhat disappointing, the annual communication of the Sovereign Lodge of the Independent Order of Oddfellows was formally opened here today.

CZAR CALLS SECOND PEACE CONFERENCE.

Steps in Ahead of Roosevelt and Asks Powers to Send Delegates to the Hague.



SULTAN OF SULU.



DR. REGINALD R. LEACH.

Who has not only proposed to Miss Roosevelt but is represented as being despatched to present his claims for her hand and to the president.

The St. Paul physician who has been endeavoring to secure the cooperation of the authorities in charge of the fever station in Louisiana in his test of an arsenic cure for the yellow scourge.

AUTUMN CARNIVAL, OCTOBER 16th to 21st.

Horse Races, Regatta, Fair of Nations and Irish Guards Band Will be Chief Attractions.

At the meeting of the merchants' week committee of the Board of Trade yesterday it was decided to hold an autumn carnival on the week commencing October 16th, and running until Saturday, Oct. 21st.

The Irish Guards band will be here for that week, and it is hoped to have the Fair of Nations start on October 16th.

POLICE MONITOR BURLGAR

LEFT A NOTE BEHIND.

A family newly arrived in the city and recently moved into an uptown house were absent yesterday visiting friends in the country.

The Daily and Weekly Sun are distributed in all parts of Canada and the United States.

New Dress Goods.

Is it Dress material you want of any kind? Then come here. We can show you an assortment comprising the most popular materials in staple or fancy goods.

S. W. McMACKIN, Successor to SHARP & McMACKIN, 335 Main St., North End.

BEAUTIFUL ELECTRICAL EFFECTS IN "FAUST."

The exquisite effects obtained by the skilful use of electricity to add effect to scenery and make impressive many scenes in modern plays can be exemplified and proven in the forthcoming elaborate production of Lewis Morrison's new "Faust," in which Lewis Morrison himself appears as Mephisto.

SCHOONER SUNK OFF CANSO.

HALIFAX, Sept. 18.—The Gloucester fishing schooner Puritan was wrecked today on Shaag Rock Ledges, near the entrance to Canso, Captain Harding arrived on Friday from the banks with a small fare of fish, and after making repairs cleared today for home.

A. E. HAMILTON, Carpenter and Builder.

Jobbing Promptly attended to Shop, 206 Brussels St. Residence, 83 Exmouth St. Phone 1928. Jack Screws for Hire.

Mr. William C. Bowden, Soloist and Teacher.

VIOLIN, MANDOLIN, VIOLONCELLO, ETC. Violin instructor of the "Motherwood" School, Rossborough. Instructor of the St. John High School Orchestra. Director of the St. Vincent's High School Orchestra. Studio, 74 Sydney St., Phone 517.

G. S. MAYES' CONTRACT IS CONFIRMED.

OTTAWA, Sept. 18.—At a meeting of the cabinet today the contract for dredging St. John harbor was awarded to G. S. Mayes of that city. The contract will amount to over \$100,000. Schedule prices are to be paid.

THE INCREASE IN PAY WHICH HAS BEEN GRANTED TO THE MOTORISTS AND CONDUCTORS OF THE ST. JOHN RAILWAY COMPANY WILL START FROM LAST SATURDAY, SEPT. 18TH.

The increase in pay which has been granted to the motorists and conductors of the St. John Railway Company will start from last Saturday, Sept. 18th.

SUSSEX, N. B., Sept. 18.—Dr. Mottershead and Murray, on Saturday performed an operation for appendicitis on Thomas Alexander of Hammond.

The case is a serious one and very slight hopes are entertained of Mr. Alexander's recovery.

Successful advertisers have always advertised in the ST. JOHN Daily Sun. That is why you should be among the number—successful men seek each others' company.

Street Car Advertising Consolidated

We beg to announce to the Merchants and Manufacturers of Canada that we have consolidated the Street Car Advertising business of the Dominion, having purchased the business of the Ambrose Pety Company, and now have the exclusive control of the advertising rights and privileges on practically every street car system from the Atlantic to the Pacific. This means

BETTER SERVICE! BETTER RESULTS! BETTER SATISFACTION!

It also means that we have facilitated the use of street car publicity. With one contract an advertiser can effectively reach the purchasing public throughout Canada. Formerly the business men desirous of covering the various centres of population in the Dominion with their advertisements, found it necessary to negotiate with Tom, Dick and Harry who held leases from the individual companies.

Today one plan, one interview, one contract, one advertisement, one check does it all.

We will place your advertisement in any or all street cars in Canada, giving you the maximum circulation at the minimum cost,

Table with columns: City, Passengers carried per year. Rows include Montreal, Toronto, Quebec, Halifax, St. John, N. B., Winnipeg, Ottawa, Hamilton, Dundas and Burlington, London, Niagara, St. Catharines & Port Dalhousie, Woodstock and Ingersoll, Toronto and York Radial, Toronto Junction, Peterboro, Shelburne, Kingston, Hull, Brantford to Paris and Galt, Guelph, Galt to Preston and Hespeler, Berlin to Waterloo, Brantford, St. Thomas, Lewy, P. Q., Windsor to Sandwich and Amherstburg.

WHAT STREET CAR ADVERTISING DOES. Leonard M. Frailey, Secretary of the Joseph Campbell Co. of Camden, N. J., the largest manufacturers of condensed soups in the world, in an interview in Printers' Ink of September 6th, 1905, said: "Our first advertising appropriation was \$5,000, and before a dollar of it was spent we investigated all the recognized media—point, bill boards, street cars, magazines and newspapers. How much would it cost? That was what we wanted to know, and finally our choice fell upon street cars, which seemed to be cheaper than all others. Our first contract called for one-third of the street cars in New York city, and after six months' advertising we had evidence that led us to increase the number of cars to one-half, and at the end of the year we were glad to contract for every car in New York city. What sort of evidence did we have? Sales! Increased sales, increased demand, and the fact that we were doing only one kind of advertising.

For Space in Any or All Cars in Canada, apply to THE CANADIAN STREET CAR ADVERTISING COMPANY, LIMITED.

NEW YORK OFFICE: Flat Iron Building. MONTREAL OFFICE: Bank of Ottawa Building, Phone Main 4920. W. J. CARRIQUE, President and Manager. TORONTO OFFICE: Temple Building, Phone Main 3103.