

Don't wait for Luck to fall into your lap. Take a firm grip on Opportunity.

You Need Vitality, Strength, Force.

If you are Weak, Nerveless, Bloodless, your arms are bound, your energies paralyzed.

Scott's Emulsion

is the Vitalizer—and your opportunity.



TRADE-MARK

ALL DRUGGISTS

11-46

ONTARIO REFORMERS CONCLUDED CONVENTION

Toronto, Ont., Nov. 2.—Those who attended the annual meeting of the General Reform Association of Ontario, this week reached the conclusion of their labors yesterday.

The final pronouncement upon a platform will be made by the new leader, N. W. Rowell, K. C. A small sub-committee was appointed to confer with Mr. Rowell, who will issue an address in a few days, enunciating the policy of the Ontario Liberal party.

DELAY IN BANCROFT TRIAL

Wilmington, Del., Nov. 3.—Though the sensational divorce case of John Bancroft, Jr., from his wife, Madeleine Bancroft, of the notable du Pont family, and the counter suit of the wife for divorce, are scheduled for trial at the term of court beginning next Monday, it is probable that both cases will be postponed until the January term, owing to the delay in securing testimony from witnesses now abroad.

BIRTHDAY OF THE MIKADO

Tokio, Nov. 3.—The fifty-ninth birthday anniversary of the Emperor Mutsuhito was enthusiastically celebrated today in the capital and elsewhere throughout the empire. Messages of greeting were received from President Taft, King George and the heads of other nations. This morning the Emperor and his suite attended the customary military review on the Aoyama palace grounds.

The Illinois Federation of Labor has resolved by referendum vote against the proposal to form a strictly labor political party.

Every Day

One uses up strength and energy in work or play.

To maintain a normal condition, the body must have proper food and drink.

Grape-Nuts FOOD

contains the needed food elements Nature demands for rebuilding of brain and body.

Windsor, Ontario, Canada.

MCGILL PROFESSOR TALKS ON ADVERTISING

(Montreal Herald.)

More advertising and better advertising would do more for Canada in future, than the absence or presence of any tariff, according to Prof. W. D. Tait, professor of psychology at McGill University, who spoke before the Montreal Publicity Association last night in Cooper's, Notre Dame Street, on the psychology of advertising.

The day was past, said Prof. Tait, when the buyer sought the seller, but the era of advertising was only starting. The annual expenditure on advertising in the United States was estimated to be over 600 million dollars. Fifteen per cent. of this vast amount of advertising was considered good, and eighteen per cent. was held to be wasted. The annual loss through useless advertising was somewhere in the neighborhood of two hundred million dollars.

NEEDS PERSONALITY.

The most important factors in a successful advertising campaign were salesmanship and personality, both words being taken in their larger sense and personality as meaning human nature.

"Appeal more to the person to whom you are endeavoring to sell your goods," advised Prof. Tait, "and speak less of your goods. Many salesmen make great mistakes in this direction. You cannot appeal to the human mind unless you know something about it. Here psychology comes in."

Psychology, the science of the human mind, Prof. Tait said, was still young, and it was within only the past five years that it had paid any attention to the psychology of advertising.

In many lines of modern business, continued Prof. Tait, the articles offered for sale were so alike that to sell one's own against the competition of those of rivals, it was necessary to appeal to the individual. Thus, it came about that the most valuable asset of the advertising man was his ability to know how to deal with men. A knowledge of scientific psychology would, Prof. Tait said, help an advertising man a great deal in this direction.

SUGGESTION AND ARGUMENT.

There are two methods the lecturer said, whereby men could be influenced, suggestion and argument. Suggestion, he said, to be successful, must incite to a certain line of action rather than to a line of thought, for its success depended upon lack of criticism or upon a certain degree of ignorance.

Prof. Tait spoke of the kind of men with whom the two methods of suggestion and argument should be used. He favored a combination of the two but was inclined to believe that suggestion was in most cases the more potent. The choice of methods depended upon the article being sold, the circumstances and the person.

CHARACTER IMPORTANT.

Prof. Tait spoke of the importance

GOSSIP OF THE PLAYS AND PLAYERS

Gerald Griffen is appearing in a new comedy act called "The Lady Killer."

William H. Crane is shortly to start his tour in the play, "The Senator at Home."

A spectacular play, entitled "Colubus," was recently produced in a Chicago theatre.

under the direction of Harry Askin under the direct-on of Harry Askin in "The Girl I Love."

Fay Templeton is to star under the management of the Shuberts in a play called "A Man and Three Wives."

Lillian Albertson, who married and retired from the stage, is to return to it in "The Miracle," a play by Bayard Veiller.

Sadie Martinot has written a musical comedy called "The King of Washington Heights," in which she will appear herself.

Francis Wilson, the comedian, has written a new play and will appear in it himself in New York, it is said, about Christmas time.

The widow of George Fox, the famous Humpty Dumpty, died recently at her home in Brooklyn. She had formerly been a well known actress.

Blanche Walsh is going into vaudeville this season with a playlet entitled "The Thunder God," in which she will appear as an Indian squaw.

A new musical comedy, entitled "The Girl Aboard Ship," is to be presented at the Princess Theatre, in Chicago, about the beginning of December.

Charles Froham has obtained the American and English rights of a new comedy by Sir Arthur Wing Pinero, which will be finished next February.

The Shuberts are soon to produce "The Wedding Trip," a musical comedy, the book by Mme. De Gressac and Harry B. Smith and the music by Reginald De Koven.

When Elsie Ferguson opens her season in Rochester, N. Y., next Monday, in Charles Nirdlinger's new play, it will be called "The First Lady in the Land," instead of "Dolly Madison."

Joseph Medill Patterson's "Rebellion" is not to be that playwright's sole contribution to the royalties of the season. He and Hugh Ford, the stage director for Liel & Co., are collaborators on "No Extraterritorial," which is a dramatization of incidents in several of the late E. O. Henry's stories.

Cook's Cotton Root Compound

The great Uterine Tonic, and only safe effective Monthly Regulator on which women can depend. Sold in three degrees of strength—No. 1, \$1; No. 2, 10 degrees stronger, \$3; No. 3, for special cases, \$5 per box. Sold by all druggists, or sent prepaid on receipt of price. Free pamphlet. Address: The Cook Medicine Co., Toronto, Ont. (Forwards 10 Cents)

THIS DATE IN HISTORY

1580—Sir Francis Drake returned from his voyage around the world.

1770—James Whitfield, fourth Roman Catholic archbishop of Baltimore, born in England. Died Oct. 19, 1834.

1783—Thomas Mifflin of Pennsylvania chosen of the Continental Congress.

1794—William Cullen Bryant, the poet, born in Cummington, Mass. Died in New York City, June 12, 1878.

1840—St. Jean d'Acre bombarded by the allied British and Turkish fleets.

1852—Junius Brutus Booth, noted actor, died. Born May 1, 1796.

1856—The British bombarded Canton and destroyed the Chinese fleet.

1868—Gen. U. S. Grant elected president of the United States.

1900—Sound-money parade of 100,000 voters in New York City.

1903—Independence of Panama proclaimed.

1910—Fifty Jesuits, the last members of religious orders in Lisbon, were expelled from Portugal.

Almost 536,000 workmen are killed or injured every hour in American industry.

SPECIAL PRIZES

First Prize—\$20.00

Second Prize—\$10.00

Third Prize—\$10.00

To be given to the three ladies in the Tour Contest who bring in the greatest amounts in cash subscriptions during the ten days intervening between Thursday morning, Nov. 2 and 9 o'clock Saturday evening, Nov. 11.

Votes on subscriptions sent in may be cast or carried away for later polling as desired.

of the character and reputation of the advertising medium used.

"In a few years," he said, "mere circulation will not count. The advertisers will pay for quality rather than quantity."

NOTED ACTOR IS DEAD AT SALT LAKE

Salt Lake City, Nov. 2.—Kyrle Bellow, the actor, died here at 5 o'clock this morning of pneumonia. Funeral services will be held here and body sent to New York.

New York, Nov. 2.—Howard Kyrle Bellow was an English actor of great prominence and for many years had played in this country. He was born in Prescott, England, in 1855 and was the son of a clergyman. Bellow went to Australia as a gold prospector, or and in 1874 made his first appearance as an actor in Solferino, Australia. He returned to England and a few years later joined the company of Sir Henry Irving. In 1888 Kyrle Bellow formed a partnership with Mrs. James—Brown Potter and for ten years they started together, making a tour around the world. He created the part of "Raffles." Mr. Bellow has been appearing this season in "The Mollusc" and was to have begun a long engagement in San Francisco next Monday.

CANADIAN BEAVER MARINE ENGINES GIVE CERTAIN SERVICE

WRITE FOR CATALOGUE
SHERMAN, COOPER CO. LTD.
1051 Eastern Ave. Toronto

LATHS IN CANADA

Despite the use of metal lath and patent methods of interior finish wooden lath production amounted to eight hundred and fifty-two million pieces, worth one million, nine hundred and forty-three thousand dollars in Canada during 1910. This information has been obtained from statistics compiled by the Dominion Forestry Branch, which show that nearly thirty million more lath were produced in 1910 than in the year before, but that owing to a decrease in the price per thousand, the total value of the industry was thirty-five thousand dollars less. Two-fifths of the total was cut in Ontario, which province increased its 1909 production by fifty-seven million or nearly twenty per cent. New Brunswick, the second province in importance, increased its proportion of the total from one-fifth to one-quarter, by cutting sixty-two million more than last year. The production of laths in Quebec and British Columbia during 1910 was considerably more than in 1909, amounting with Ontario and New Brunswick to ninety-four per cent. of the total. The remaining five provinces cut smaller amounts, and with the exception of Alberta, each showed a decrease from the amount produced in 1909. The average price of laths in 1910 was \$2.28 per thousand or 16 cents less than in 1909. The price varied considerably between the different provinces, British Columbia laths being \$1.66 per thousand, while in Prince Edward Island the price was \$2.57.

LADY COLIN CAMPBELL HAS PASSED AWAY

London, Nov. 2.—Lady Colin Campbell, author and journalist, died today after a long illness. Her suit in the divorce court a quarter of a century ago, when she obtained a judicial separation, created a great sensation. Her maiden name was Gertrude Blood.

Electric Restorer for Men
Phosphonol restores every nerve in the body to its proper tension restores vim and vitality. Premature decay and all sexual weakness arrested at once. Phosphonol will make you a new man. Price \$3 a box or two for \$5. Mailed to any address. The Seebell Drug Co., St. Catharines, Ont.

Sold in Fredericton by A. J. RYAN.

EDUCATORS MEET IN ALABAMA

Tuscaloosa, Ala., Nov. 2.—The seventeenth annual meeting of the Association of Colleges and Preparatory Schools of the South opened at the University of Alabama this afternoon for a two days' session. Many delegates were present, representing the foremost educational institutions of Virginia, North and South Carolina, West Virginia, Georgia, Florida, Alabama, Mississippi, Louisiana, Tennessee, Missouri, Arkansas and Texas.

The raising of the standard of college entrance requirements in the South is foremost among the subjects slated for consideration. The work of the Southern Women's Colleges is another matter that will receive much attention. Dean C. H. Barnwell of the University of Alabama is the presiding officer of the convention.

She—"Is she a Suffragette?" He—"Yes." She—"And what is her husband?" He—"A sufferer."

A Sprain or Cut calls for quick treatment. Don't try experiments. You are safe and sure with the old, reliable

JOHNSON'S ANDDYNE Liniment

Used over 100 years for Rheumatism, Swellings, Stiff Joints, Wounds. Used inwardly for Colds, Sore Throat, Croup, Bowel Troubles. 25c and 50c Bottles. At all Dealers. I. S. JOHNSON & CO., Boston, Mass.

The 101 Year Old Liniment

Parsons' Pills
Best laxative. Tone the System.

POWDER FACTORY FIRE CAUSED EIGHT DEATHS

Ch. Galie, Wash., Nov. 2.—Fire, which destroyed the powder factory of the Imperial Powder Company here yesterday, caused seven young women employed in the factory to lose their lives, and an eighth probably will die. Only two girls escaped, although a dozen men were unhurt.

Many Japanese factory workers work sixteen hours a day for seven days a week and hardly ever get a holiday.

ONLY ONE PROTEST LIKELY IN ONTARIO

Toronto, Nov. 1.—It is understood that there will be only one election protest go to court in Ontario viz., Norfolk, where McCall is said to be determined to unseat Wm. Charlton if it is possible. It is said that a saw-off has been arranged for the other places and an effort is being made to placate McCall and have the Norfolk case dropped also.

Over 6,000,000 acres of land are under to-morrow cultivation throughout the world.

B. J. GRIFFITH

New 5 and 10c Store

The place to buy all kinds of household goods. Tinware Glassware, Stoneware, Crockeryware and stationery Wall Papers. We Keep Everything, our Prices are always the Lowest and our goods are the Best for the money.

SPECIAL FOR SATURDAY

1 qt bean jugs 2 for 25c reg. price 20c;
1 qt fruit jars 65c doz., 2 qt 85c doz.



MOOSE HEADS

Moose heads mounted by Emack's modern method cannot crack, or shrink, cost no more than what you would have to pay others for the old way.

All of the largest heads are mounted this way

by EMACK

BARRETT'S CYCLE SHOP

Stickney Gasoline Engines, Batteries and Supplies for all Engines.

Estimates given on all Branches of Electrical Wiring, Electrical Fixtures, Fans and Irons.

De Laval Cream Separators, Talking Machines and Supplies Lock and Gunsmith.

ALL WORK GUARANTEED

W. MINTO, JR., PROPRIETOR.

143 Queen St.

Fredericton, N. B.

When you Order Your NEW FALL SUIT

CALL ON

W. E. SEERY, 550 QUEEN STREET

Create variety of patterns to select from.

Style, Fit and Finish first-class.

Now Is The Time

We can handle your orders

..... For

PRINTED MATTER

It may save you inconvenience if you will look up your stock

of office supplies and let us have the order for later

delivery, so that what you may need will be

ready when you want it.

MAIL PUBLISHING CO., LTD.

WHEN YOU BUY

-- at --

Harris Forbes

Merchant Tailor, York Street, you know that you have bought the best, my prices are always the lowest consistent with quality.

W. Allan Staples

Electrical Construction and Supplies
Estimates given on all branches of Electrical Wiring.

Select line of Electric Fixtures, Fans, Irons, Stoves, Batteries, etc., always in stock.

JOHN G. ADAMS

THE LEADING UNDERTAKER
THE BEST EQUIPMENT
THE BEST ATTENTION

Office Telephone, 26-11

Residence Telephone, 308-21

Queen Street--Down Town

Telegraph or Telephone Orders promptly Attended to Day or Night

ATHERTON'S BOAT LIVERY

Boats and Canoes to Let

Second hand boats and canoes for sale.

Boathouses, Westmorland Street
FREDERICTON, N. B.

GLASS PALACE Confectionery Store

ICE CREAM, SODA WATER

DR. SWETT'S ROOT BEER

on sale all winter

Best line of Confectionery always on hand.

HOT SODA in a few days.

W. H. Golden

W. A. LINSLEY

The Restaurant Man

The place to eat,
The place to stop,
The place for a square meal.
The farmers like it,
The public appreciate it,
The prices are right,
The service is best,
The place is on King Street.

W. J. IRVINE

DENTAL SURGEON
Opp. Soldiers' Barracks
and next door to Bank of N. B.
building, Queen Street.

Office Hours--10 a. m. to 1 p. m.; 2 p. m. to 5 p. m.
PHONE 219-11

C. E. Scott & Son

are the people who will feed you when Hungry--give you a good Bed to sleep in and see you are never Over Charged.

They want to see you right away

at

Regent St. - Fredericton N. B.

Telephone 77-11.

ADA M. SCHLEYER

City Florist

Headquarters For
ROSES and CARNATIONS
FLORAL EMBLEMS and BRIDAL
BOUQUETS a Specialty

GARDENING
of all kinds done

POTTED PLANTS IN SEASON

Charlotte St., Fredericton

Phone 217

All British trade unions concerned in the recent great national and sympathetic strikes have added to their membership as a result. To give one example, during the six weeks ended September 3, the London Carmen's Trade Union established a record. In that period they enrolled 16,000 new members.