

PERSISTENCY IN ADVERTISING

One stroke of a bell in a thick fog does not give a lasting impression of its location, but when followed by repeated strokes at regular intervals the densest fog, the darkest night can not long conceal its whereabouts. Likewise a single insertion of an advertisement--as compared with regular and systematic ADVERTISING--is in its effect not unlike a sound which, heard but faintly once is lost in space and soon forgot---
Printing Art.

TRY AN ADVERTISEMENT IN THE DAILY MAIL

If your Stock of Stationery is getting low Telephone
THE MAIL PRINTER

GOOD ANTIMONY

TO BE HAD HERE

(Toronto Mail and Empire)

The advice of Sir George Foster to Canadian manufacturers that they should seize the present opportunity for securing markets that heretofore have been in the hands of Germany and Austria, has already met with a great response, and from all parts of the Dominion enquiries are being received as to what particular lines of manufacture have been cut off. There is one branch of industry, however, which seems to have been greatly overlooked, although it was until the war of great importance in Germany, and in which Canada has unrivaled opportunities to establish great and permanent industries her unbounded natural resources making it certain that once her markets are secured--and this the present war makes a simple task--there should be no limit to her output on this side of the Atlantic. The opportunity in question lies in the development of the mineral wealth of the Dominion, for Canada is fortunate in the possession of unrivaled mineral resources, many of which have failed to be developed only owing to the fact that Germany and other European countries already held the great markets of the world. Owing to the restriction of supply, tremendous advances in price have already taken place, and greater are sure to follow. From figures compiled and facts secured by W. H. Smith, mining engineer, Tweed, and Joseph James, Actinolite, Ont., the possibilities are highly encouraging. Antimony, which has come in large quantities from Austria-Hungary in the past, has already doubled in value, with less than one month's needs in sight on this continent. Canada can supply large quantities of good antimony from Nova Scotia and New Brunswick, and as some of the deposits have already been extensively developed, they can produce from the start. Some other very high-grade deposits of antimony are to be found in the Yukon district, Yukon territory. Ferro

DARING HOLD UP OF

MAN AND HIS WIFE

Montreal, Sept. 28--To be held up by four men at the revolver point and robbed of twenty-five dollars while his wife was forced to give her purse, was the experience of Mr. Whitehead, of forty six Melrose Ave. This daring robbery was committed at eight o'clock on Saturday evening at the corner of Harvard Ave. and St. James Street. Notre Dame des Graces, within twenty-four hours of a similar hold-up in the same vicinity.

Mr. and Mrs. Whitehead were in their home on Saturday evening, when four men sprang from the shadow at the corner of St. James and Harvard Avenue. The leader of the gang cried, "Hands up," pointing a revolver. Mr. Whitehead was compelled to empty his pockets of valuables. Not content with a watch, silver cigarette case and twenty-five dollars in cash they took from Mr. Whitehead, one of the men threatened Mrs. Whitehead, and she was obliged to give up her purse.

The four robbers made their escape and no arrests have been made yet.

Men and women everywhere who are willing to work a few hours in their spare time for \$15 weekly. No experience required. Outfit free. The Co-Operative Union, Windsor, Ont.

Cook's Cotton Root Compound.



A safe, reliable regulating medicine. Sold in three degrees of strength--No. 1, \$1; No. 2, \$3; No. 3, \$5 per box. Sold by all druggists, or sent prepaid on receipt of price. Free pamphlet. Address: THE COOK MEDICINE CO., TORONTO, ONT. (Formerly Windsor)

manganese, for which as high as one hundred dollars per ton has been paid, is very scarce, as well as the raw manganese ore, and this can be supplied also in large quantities from Nova Scotia and New Brunswick.

NEW YORK SURGEON DISCUSSES THE WAR

Dr. Louis Livingston Seaman of New York, it will be remembered, sailed to New York from Antwerp an indignant protest against the bombardment of that city by Zeppelins. Dr. Seaman is a well known figure in New York; he has figured conspicuously, for instance, in the work of the American Committee for the celebration of the Century of Peace. An English journalist had an interview with Dr. Seaman, part of which may be quoted:

"The doctor," says the interview, "is a typical product of the United States, with a hobby for rushing out to wars--officially when his country is engaged, unofficially otherwise. With means enough to pursue his hobby and with a surgical skill that makes him welcome in any hospital, he has seen every war of his generation 'from the inside.' He came to Antwerp instinctively and the next day was tending the Zeppelin wounded and working to rouse the United States to a sense of the atrocities of German war methods.

"It is not exactly news to me," he said, "and I reckon it won't be exact news to America that these Germans are war-mad barbarians. I have seen a good deal of them before this. The other day in Potsdam I saw proudly displayed the astronomical instruments which the Germans under Von Waldersee, stole from Peking. That was a vandal trick against which our general Chaffee in Canada protested at the time. The German general sent his letter back to him without any reply.

"In that Boxer campaign (I was there) the Germans practised on the Chinese the game they are playing now on the Belgians. Their army came when all the real fighting was over. By August 13th there was no more fight left in the Chinese than in so many jack rabbits. The Germans arrived November 20th and for want of any fighting began a policy of systematic murder. They'd send punitive expeditions all round the country, leaving on each village they encountered a war tax. If the tax were not paid the village was fired and the inhabitants fired upon. From accounts which came in to us the native population was in some cases almost exterminated. That was to give the German soldier his taste of blood, to fit him for the work he is doing now in Belgium and might be doing in England if the luck had gone that way.

"I saw more of the Germans in their colony in East Africa in 1904. I was out there investigating sleeping sickness. The Germans had imposed a most oppressive hut tax on the natives, a tax which could only be paid by six months' forced labor each year, and the natives were stirred up by their priests to revolt. German atrocity in reprisal was something incredible. One incident. The priests or magic men, to encourage the natives, had told them that the German rifles shot out nothing but water which would not harm them. Well, one day, before my very eyes, the Germans collected 208 of the chief men of the village, assembled all of the rest of the inhabitants, including women and children, strung the men up to trees and then fired volleys into their hanging bodies. The firing went on until the bodies were riddled with holes."

CHINESE COAST PIRACY

Government Helpless to Stop Evil on Account of Lack of Funds.

Seventeen Chinese pirates shipped as passengers the other day on a small steamer plying the China Sea, overpowered the crew and made off with \$30,000.

As a matter of fact, the China Sea is the only part of the globe where this ancient and bloodthirsty means of livelihood is still in a flourishing condition. There ancestor worship is still practised by the pirates and it would be considered scarcely honorable for a man to give up the profession by which his forefathers have subsisted for generations.

At present, according to officers of the Japanese liner Nippon Maru, piracy is in a more flourishing condition than it has been for years, for the Government is without funds to operate a coast patrol. The whole coast of China is infested with sea bandits, who lie in wait in the mouth of creeks and rivers and pounce upon small native boats. So far their activities have been confined to Chinese vessels, although the steamer Shanghai, which was robbed by the 17 who shipped as passengers, was flying the British flag.

During the days of the opium traffic Chinese piracy was in its glory. The pirates chose the opium ships as their special prey, and those who did not pay tribute before their ships sailed were very likely to have the cargo confiscated before it ever came to port. An anonymous writer in Chambers' Journal, an English publication, told of one adventure of this sort in which the pirates were beaten off. A German bark, the Etienne, had started from Hong Kong for Tien-Tsin. It had six chests of opium aboard. The second day out the vessel was becalmed, and lay "like a painted ship upon a painted ocean," within a mile of Mira Bay, a pirate stronghold.

Through marine glasses the crew of the Etienne could see a crowd of men swarming like ants down the shore at sunset and preparing to launch boats. The Chinese carried spears and they propelled their boats with long sweeps. There was one bit of artillery aboard the Etienne, a carronade, which is a short gun of large calibre, useful only at close range.

The carronade was fired once, in the hope of bringing assistance, then reloaded and preparations made to receive the pirates. On they swept by three big boats, black in the sunset glow, and yelling loudly. The pirates were naked to the waist. The crew of the Etienne were served with rifles and cutlasses, and three barrels of bottled beer which had been sent aboard the ship just before it sailed as a gift to the officers, were brought on deck. The beer was emptied into tubs on deck and the bottles smashed. The deck was then strewn with broken glass.

The pirate ships as they approached fired several times, and one 12-pound shot struck the main mast of the Etienne. When they were within 100 yards the carronade of the European ship was discharged and there was a thinning of the Chinese aboard one of the vessels. The short cannon was hastily reloaded, and when another Chinese ship crew alongside was fired point blank into its bows. Then the Etienne's crew, very small in comparison with the number of the pirates, swarmed into the rigging in order to pick off the Chinese with more ease.

As the barefooted Chinamen swarmed upon the deck of the Etienne they were thrown into the greatest confusion by the broken glass and leaped howling about the deck nursing their wounded feet, while the crew aloft poured down an effective fire upon them. But it was not long before the pirates began to clamber up the rigging. With rifles and revolvers the Europeans picked them off. "They fell like overripe fruit into the sea," says the author. But there were plenty more waiting to take the places of those who fell. Eventually, however, the pirates were repulsed and forced to flee after heavy loss in the sharp sea battle.

How to Cut Glass

There is a method of cutting glass without the aid of a diamond which is very little known. Take a piece of common string and dip it in alcohol and squeeze it reasonably dry. Then tie the string tightly around the glass on the line of cutting. Touch a match to the string and let it burn off. The heat of the burning string will weaken the glass in this particular place.

While it is hot plunge the glass under water, letting the arm go under well to the elbow so that there will be no vibration when the glass is struck. With the free hand strike the glass outside the line of cutting giving a quick, sharp stroke with any long flat instrument, such as a stick of wood or a long-bladed knife, and the cut will be as clean and straight as if made by a regular glass cutter.

MILLINERY

Since our first Millinery Opening a number of New and very smart Models have been secured. All the newest and up-to-date goods are to be seen in our Millinery Salon. A fine assortment of Hair Switches has just been received.

The Misses Young

476, Queen Street

Fredericton, N. B.

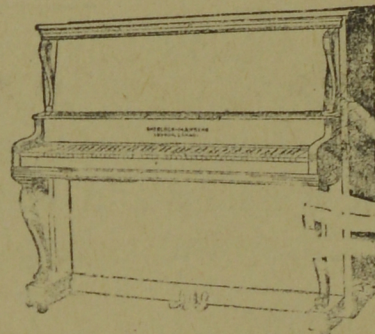
The Best Place

To buy ready-to-wear for Ladies', Misses' and children is at our exclusive ready-to-wear store Ladies Coats, \$3.50 to \$36.00; Childrens Coats, \$1.50 to \$15.00; Ladies' Sweater Coats, \$1.00 to \$4.50; Childrens Sweater Coats, 50cts. to \$3.75; Childrens Knitted suits, \$1.25 to \$3.50; Dresses, Under wear, Motor Scarfs, Hosiery, Gloves, Kimonos, Underskirts, etc., all at lowest prices. Suits made to your measure.

R. L. BLACK

YORK STREET

Agents for Standard Patterns.



SHERLOCK-MANNING

20th. Century Piano

Canada's 'Biggest Piano Value'

It is the very Highest standard made

E. O. MacDONALD

560 Queen St.

W. E. SEERY

Has Removed

to the Pitts Building 68 York Street
Up One Flight.

All the Latest Goods to Pick From.

Clothes Cleaned, Pressed and Repaired.

Fire Arms Repaired

Gas Engine Supplies and Repairing

Columbia Batteries

Wm. C. Burtt - F'ton. N. B.
625 QUEEN STREET

Select your clothing from the standpoint of its Wearing Quality



It is the only thing worth while in clothing and it is the one point which makes MacKINNON'S CLOTHING such a favorite with every man who has once worn it.

J. A. MacKINNON YORK STREET
TAILOR and CLOTHIER

Taxidermist and Tanner

The hunting season is now open. Where are you going to get your Taxidermy work done?

I have hundreds of satisfied customers the world over, so why not send it to me? My work is all done under the best improved methods, and I not only guarantee the best of work, but I guarantee that all business dealings with me, will be entirely satisfactory, and you will get the service that you have a right to expect.

Taxidermy in all its branches. Heads, birds, fish, feet, etc. All kinds of tanning. Send your work to

GEO. A. DAVIS, Taxidermist
Campbell St. Phone 498-11 Fredericton, N.B.
Call or send for Shipping Tags.

"No Alum"

must be the watchword when the housewife buys baking powder.

Alum is well known to be a powerful astringent, and should never be used in food.

Prof. Geo. F. Barker, M. D., of the University of Pennsylvania, says: "I consider the use of alum baking powder highly injurious to health."

Food economy now, more than ever, demands the purchase and use of those food articles of known high quality and absolute purity and healthfulness.

ROYAL

Is a Pure, Cream of Tartar
BAKING POWDER

Contains No Alum

Perfectly leavens, leaves no unhealthful residues, makes the food more delicious and wholesome.