

HOW ADVERTISING PREVENTS CAR ACCIDENTS.



The Right Way to Leave a Car

How to Get Off a Car

Wait until the car comes to a complete stop. Have your LEFT arm and hand free. Step squarely down onto the step or running board, holding to upright hand-hold immediately in front of you with your LEFT hand and facing direction car is headed. Before stepping off see that no vehicle is passing, to collide with or run into you. Retain your grasp upon the hand-hold to steady yourself and step down (forward) from the step or running board with your RIGHT foot first, releasing your hold as soon as your foot reaches the ground.

ASSIST US IN PREVENTING ACCIDENTS

Omaha & Council Bluffs Street Railway Co.

An "Ad" that Caused People to Reflect



The Wrong Way to Leave a Car

out, which began with the insertion in each of the daily papers of the city the following "ad" in display type:

THE ART OF ALIGHTING FROM STREET CARS TAUGHT FREE. Watch the daily papers—Fully illustrated.

This was the forerunner of a series of illustrated lessons on the art of alighting from street cars which have appeared from time to time for the last seven months. These display "ads" are being used by the Omaha and Council Bluffs Street Railway company in its campaign of education, with a view to reducing the numberless accidents that have always been considered unavoidable in the natural course of the transportation business. The success achieved by this artificial design against casualties has not only largely reduced the number of accidents in Omaha and Council Bluffs, but has actually threatened to put the claim department of the traction corporation out of business.

For six months ending June 30th the number of accidents was reduced from 312 for the same period a year ago to 177, while for the months of May and June the casualties were only sixty per cent. of the record for the corresponding month of last year. The company, for business reasons, declines to make public the amount saved in the claim department, but such statistics as are available indicate that this saving is not less than \$15,000.

Claim Agent Gross says he believes that it will save his company half a million dollars in the next ten years. The loss of life and limb must necessarily be correspondingly reduced, and the inference that the company is the loser by each casualty on an average of \$250 leaves the deduction that 2,500 casualties will be avoided in the next ten years. Figuring one per cent. fatalities, which is considered small, twenty lives will have been saved.

According to street railway statistics, showing the result of accidents,

the following table will give some idea of what may be expected by humanity as the result of this advertising in the next ten years:

Lives saved	200
Accidents resulting in fatal complications	30
Loss of arm or leg	100
Broken arms and legs	200
Nervous shock, serious	200
Minor injuries	1450

Total accidents avoided 2000. "Your left foot on the step," is the instruction to the women. "Grasp the hand-hold with the left hand, face the direction in which the car is moving and step off, right foot first." Periodically reading notices are used, containing suggestions to the women about the manner in which they should grasp their skirts with the right hand. Conductors are instructed to care for packages, and to hand them out on to the platform as the passenger alights.

"With all respect for the intelligence of the public," says Mr. Leusser, "the task of educating the people how to ride on street cars is not an easy one. Both custom and fashion are responsible for the habit formed by thousands of persons, particularly the gentler sex, of stepping off street cars backward. Oftentimes a woman will step down on to the step or running board of the car, grasp the hand-hold on their right and swing off backward before the conductor can stop her,

with the almost invariable result that she is thrown to the pavement.

"Women often become excited and attempt to alight while the car is under a lively headway of speed. In such instances they usually fall on their backs, often striking their heads on the pavement and receiving injuries which prove fatal. Injuries received as the result of wrecks and collisions are comparatively few, because the car is under control of the motorman, who is able to avoid collisions with other cars or street vehicles.

"We are not confining this campaign to the task of educating the people. We have recently employed ten road officers to act in a supervisory capacity and intelligently instruct our trainmen on their conduct toward the public.

"Experience has proved that the public, as a general rule, considers the conductor and motorman of a street car as part of the mechanical make-up of the company. Seventy-five per cent. of the persons who ride on street cars address conductors in a manner that would stamp them as being without the knowledge of the first rules of the persons who ride on street cars. Human weakness is bound to almost invariably bring a reply in kind. It is only fair to expect that patrons of the corporations will make their wishes known to employees in a civil and courteous manner."

DEATH AT ARDEN

The Late Mrs. Lucinda Fralick, Aged Ninety-Four Years. Arden, Sept. 26.—The light rains of late have benefited the pastures and the country looks green and spring-like. The yield of milk from cows is improving, and more milk sent to the factories. The patrons of Arden cheese factory were paid last week for August milk at the rate of ninety-seven cents per hundred pounds. Harlowe factory at one dollar and four cents per hundred. F. L. Wornworth went to the Kingston General Hospital last week suffering from rheumatism, and reports he is improving.

On Monday morning last, at one o'clock, Mrs. Lucinda Fralick, widow of the late Reuben N. Fralick, of Moccasin, farmer, died at the home of her son-in-law, Thomas Andrew. Deceased was born near Utica, N.Y., on Feb. 20, 1813, and consequently was in the ninety-fifth year of her age at the time of her death. The greater part of her married life she lived with her husband near Utica, in the township of Ernestown, where her children were born. She leaves two sons and two daughters, Elphann, who lives near the old homestead, Horton N., in North Dakota, Mrs. Thomas Andrew, of Kennebec, at whose home she died, and Mrs. Clarrisa Franklin, of Olden. Deceased spent the last twenty-five years of her life with her daughter, Mrs. Andrew, and always enjoyed good health, till March last, since when she was confined to her room. She did not appear to suffer any pain. Her life gradually ebbed away, and she died without a struggle or groan. "The weary wheels of life at last were still." The funeral took place on Tuesday, at the Methodist church, and the remains were interred in the Arden cemetery, after an impressive sermon by the Methodist minister, Harvey L. Green has been home on a visit, and has left again. Minor Williams is back for a few days from North Bay.

Selling His Farm.

Barriefield, Sept. 24.—Arthur Hora has rented his farm and residence to Capt. Cactwright. The farm will be enlarged and many improvements made. Mr. Hora will sell his stock and household effects, among which is a collection of rare sea shells, gathered by his father during his life on the ocean, and for which he refused \$1,000. Mr. and Mrs. Saunders and baby girl were visiting at her father's home, Sunday. Mr. Purdy, Belleville, is visiting at Mrs. Byrne's. Mrs. J. Purdy, of New York, and Mrs. Emil Worden leaves, Thursday, for their home in Rochester, after a month's visit with her mother, Mrs. M. Byrnes. Mrs. and Miss McArdy, Rochester, at Mrs. M. Byrnes'. Mr. and Mrs. Young and Mrs. Bajus, city, visiting her daughter, Mrs. McCormick. Mrs. W. Hunter, Pittsburg, spending a week at home with her mother, Mrs. Norman. Mr. and Mrs. Brewster, Miss Brewster and W. J. Brewster, Calgary, and Miss Mildred McLaughlin, Streetsville, at Mrs. W. Horton's.

Synopsis of Canadian Northwest HOMESTEAD REGULATIONS.

Any even numbered section of Dominion Lands in Manitoba or the North-West Provinces, excepting 8 and 36, not reserved, may be homesteaded by any person the sole head of a family, or male over 18 years of age, to the extent of one-quarter section, of 160 acres, more or less.

Application for homestead entry must be made in person by the applicant at the office of the local Agent or Sub-Agent. Entry by proxy may, however, be made on certain conditions by the father, mother, son, daughter, brother or sister of an intending homesteader. An application for entry or inspection made personally at any Sub-Agent's office may be filed to the local Agent by the Sub-Agent, at the expense of the applicant, and if the land applied for is vacant on receipt of the telegram such application as to have priority and the land will be held until the necessary papers to complete the transaction are received by mail.

In case of "persecution" the entry will be summarily cancelled and the applicant will forfeit all priority of claim.

An application for inspection must be made in person. The applicant must be eligible for homestead entry, and only one application for inspection will be received from an individual until that application has been disposed of.

A homesteader whose entry is in good standing and not liable to cancellation, may, subject to approval of Department, relinquish it in favor of father, mother, son, daughter, brother or sister, if eligible, but to no one else, on being declaration of abandonment. Where an entry is summarily cancelled or voluntarily abandoned, subsequent to institution of proceedings, the applicant for inspection will be entitled to prior right of entry.

Applicants for inspection must state in what particulars the homesteader is in default, and if homestead entry is found to be incorrect in material particulars, the applicant will lose any prior right of entry, should the land become vacant, if entry has been granted it may be summarily cancelled.

Duties.—A settler is required to perform the conditions under one of the following plans: (1) At least six months' residence upon and cultivation of the land in each year during the term of three years.

(2) If the father (or mother, if the father is deceased) of a homesteader resides upon a farm in the vicinity of the land entered for by such homesteader, the requirement as to residence may be satisfied by such person residing with the father or mother.

(3) If the settler has his permanent residence upon farming land owned by him in the vicinity of the homestead, the requirement may be satisfied by residence upon such land. Before making application for patent the settler must give six months' notice in writing to the Commissioner of Dominion Lands at Ottawa, of his intention to do so.

REGULATIONS.—Coal.—Coal mining rights may be leased for a period of twenty years at an annual rental of \$1 per acre. Not more than 1,500 acres shall be leased to one individual or company. A royalty at the rate of five cents per ton shall be collected on the merchantable coal mined.

Quartz.—A person eighteen years of age or over, having discovered mineral in place, may locate a claim, 1,000 to 1,500 feet. The fee for locating a claim is \$5. At least \$100 must be expended on such claim each year or paid to the mining recorder in lieu thereof. When \$200 has been expended or paid, the locator may, upon having a survey made, and upon complying with other requirements, purchase the land at \$1 per acre.

The patent provides for the payment of a royalty of 2 1/2 per cent. on the sales. Placer mining claims generally are 100 feet square, entry fee \$5, renewable yearly. An applicant may obtain two leases to dredge for gold of five acres each for a term of twenty years, renewable at the discretion of the Minister of the Interior.

The leases shall have a dredge in operation within one season from the date of the lease for each five miles. Rental, \$10 per annum for each mile of river leased. Royalty at the rate of 1 1/2 per cent. on the output after it exceeds \$10,000.

W. W. CORY, Deputy of the Minister of the Interior, N.B.—Unauthorized publication of this advertisement will not be paid for.

HERE'S SOMETHING NEW IN POST CARDS

Greetings from Kingston, "Life Models" and Kingston Views. Come in and have a look.

T. McAuley.

When You Buy COAL From P. WALSH

You get genuine Scranton, as he handles nothing else.

C. H. Powell,

Carpenter and Jobber, 103 Raglan St.

THE SHOE OF ALL SHOES

The Foss Packard Shoe for Men

Recognized from Atlantic to Pacific as the best shoe made. Wear them once, and you will never wear another kind.

Fall Styles Now Open Two Prices—\$5 and \$6 a Pair.

SOLD ONLY BY Reid & Charles, 111 Princess St. successors to D. J. McDermott.

Tooke COAT SHIRTS make dressing easy, and are designed with an eye to general comfort. Strongly made and well shaped, they do not "pull" over the shoulders or under the arms, but fit the body comfortably. The stitching throughout is straight to the line, and every detail is finished with the most exacting care.

TOOKE BROTHERS LIMITED MONTREAL-CANADA



NEW PRINCESS THEATRE

WILL BE OPEN TO THE PUBLIC

SATURDAY, Sept. 28th, at 7 P.M.

ORCHESTRA WILL BE IN ATTENDANCE AND

GEO. HAMMOND WILL SING

Ladies' and Children are Especially Invited to Attend.

Admission, 5c

5c. Admission.

Princess Street, Near Sydenham.

Special Sale Children's Fall Coats

Saturday Morning.

318 New Fall Coats

Made of High Class Imported Tweeds and Cloths, in Dark and Light Designs, perfectly tailored and finished. Regular values \$3.50 to 10.00 each. To be sold in two lots.

To fit ages 2, 3, 4, 5, 6, 7 years

For \$1.98 Each

To fit ages 8, 9, 10, 11, 12, 13, 14 years

For \$2.98 Each

See Window Display.

R. WALDRON.



First Fall Showing

Newest Shoe Styles

All the Swellest American lines from the best factories are now here. We will be pleased to show them to you.

J. H. Sutherland & Bro.,

The House of Good Shoemaking.

Canada Life Assurance Company

Insurance in force, (over) \$115,000,000.00. Assets, (over) 33,000,000.00. Profits paid policyholders 1905-6, (over) 1,420,000.00. Another Agent is wanted in Kingston district by this Company a liberal contract to the right man. Apply at the office—18 Market street.

J. R. URQUHART, Special Agent.

J. O. HUTTON, Manager.

Solder & Babbitt

ALL GRADES. WRITE THE METAL MAN.

Canada Metal Co., Ltd. WILLIAM ST. Toronto, Ont.