



We Point the Way!

THERE are many points in connection with advertising that must of necessity—if success is desired—be studied carefully by the merchant who desires to reach new customers and to please those he has already gained.

The goods he wishes to advertise must be of the right kind — **THE KIND THE PEOPLE WANT** — and the price must be of the honest kind—good value for good money. Every merchant of course, knows this; but every merchant doesn't think of it when making copy for his advertising space. Here are

Four Cardinal Points

FOR THE MERCHANT TO CONSIDER : 1. The Right Goods ; 2. The Right Medium ; 3. The Right Copy ; 4. The Right Time. With this combination any merchant or manufacturer may enter the field of publicity with confidence.

Many merchants who have goods to sell are fearful of investing a dollar in making known to the public the lines of goods they are dealing in, with the result that much of the goods remain on their shelves for an indefinite period to the deterioration of the materials and consequent loss to the owner. This state of things in a merchant's store ought never to be heard of; but the fact remains—and facts are very stubborn things. There is a way out, however, and we point the way.

Take a space in the **EVENING TELEGRAM.**

No trouble will be experienced in unloading the goods from off your shelves that otherwise must remain there for an indefinite period.

Try an ad. in The Evening Telegram, **THE PEOPLE'S PAPER,** and watch your business grow.

LATE CABLE NEWS.

Special to Evening Telegram.
ALTONA, Prussia, Aug. 27.
Emperor William made a noteworthy speech at a banquet here last night. Referring to the Empress as a daughter of the Province, he declared that she is an example for German mothers, because she brought up six sons, serious, energetic men, who are not inclined to take advantage of the comforts and enjoyments of their rank and position, like many of the youths of the present day but have devoted their strength to the Fatherland, in strict fulfillment of their duty; and should any serious occasion arise, they are ready to cheerfully sacrifice their lives on the altar of their country. Many newspapers are drawing the conclusion that the Emperor, when referring to the patriotism of his sons, had in mind the dispute between Germany and France over Morocco.

Special Evening Telegram.
KINGSTON, Jamaica, Aug. 27.
The British steamer Alice, which sailed from here a week ago with the principal officers of the Atlantic Fruit Company aboard, is reported to be a total wreck on the Viva Nueva reef, off the coast of Nicaragua. It is feared that some have been drowned.

The Political Situation in Quebec.

The Liberals and Their Opponents.
The political fight now raging throughout Canada is, in the Province of Quebec, practically reduced to a question of the personality of the Liberal Leader, Sir Wilfrid Laurier. Reciprocity is, of course, the cry of the Liberals but the Opposition—a coalition of Conservatives, Anti-Reciprocity Leaguers and Nationalists—have no cry in general. The Conservatives and Anti-Reciprocity Leaguers wished to make Reciprocity the issue and fight it on the plea that the results would be annexation, the fusion of the French race and the passing of the French tongue in Canada. The Nationalists immediately opposed them and said that Reciprocity was merely a business question on which every man must decide for himself. The only point on which they are united, then, is dislike of Sir Wilfrid Laurier and his party.

The Nationalists are not running many candidates themselves. They are, however, instructed how to vote and are the sole hope of the Conservatives in the Province. The Hon. Mr. Borden when he enters Quebec will find himself in the rather humiliating position of knowing that he is at the head of the Opposition party solely because someone must fill that position.

The Nationalists except for this campaign have not amalgamated with any party but sides for and will vote for that party which meets with their views on Military and Naval Defence, Immigration and Canadian Autonomy. Consequently that party which they send to power may have to pay for it later as they may at any time withdraw their support.

They are sometimes partially successful in inducing the people to regard Laurier in accordance with their views but a visit of the "Grand Old Man" of Canada always brings forth the greatest possible enthusiasm. This was especially shown at the demonstration given him on his return from the Coronation and also at the meeting held at Three Rivers on Thursday where 12,000 people gathered to hear him. The Liberals may lose three or four seats which they hold at present but they will gain others.

The number of adherents to the Nationalist cannot be estimated as it fluctuates very greatly. Their sole aim is to secure the balance of power in Quebec. How far they will be successful remains to be seen. The Liberals are definite and concise in their appeal, demanding "Do you want Reciprocity or not?" Their opponents can only unite in saying it is time for a change or in asking the question, "Will you send Laurier back after seeing the way in which he has acted and our explanations of his acts?"
Aug. 19th, 1911. S. C. M.

OBITUARY.

MR. ALBERT LUSH.

It is with feelings of sincere regret we record to-day the death of Mr. Albert Lush, manager of the Bennett Brewing Co. The sad event occurred at his residence, Theatre Hill, last night. For several months past Mr. Lush has been confined to his home suffering from a dangerous malady, but recently there was an improvement in his condition and his physicians were hopeful that he might be spared. Last week, however, his illness again took a serious turn and he grew weaker each day till the end came. Kindly and genial and with a cheerful word for all, Mr. Lush was a citizen who was deservedly popular. A widow and one son and several sisters are left to mourn him. To them the Telegram extends its sympathy.



WOMAN'S WORK is never done. So runs the proverb. But with Sunlight Soap, as a helper the wash is quickly over. Dirt flies before Sunlight Soap like the morning mist before the rising sun.

SUNLIGHT SOAP

TRY THE SUNLIGHT WAY.

Uncle Walt

THE POET PHILOSOPHER.

In childhood, when my works were aching, my granny doctored me; she held my nose and kept me taking boneset and ginger tea. Then soon departed all the colic, the anguish and the pain, and I went forth to sport and frolic, till I got sick again. And thenceforward all the kids were treated by grannies in their day; they swallowed yarb tea superheated, and sickness skipped away. But now the world is so enlightened, we fear at granny's dope; at old time remedies we're frightened—the surgeon is our hope. The surgeon comes with saw and cleaver, he comes in sombre garb; he gives no tea to cure our fever; he scorns the ancient yarb. He tells us that some cog or ratchet has slipped in our insides; he cuts us open with a hatchet, and all our works divide. He hews us with his gory axes, till, with expiring sigh, we sadly ask him what his tax is, and then curl up and die.

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Fire Alarm Yesterday.

At 5.30 p.m. yesterday an alarm of fire was sounded, bringing the Western and Central firemen to the residence of Mr. D. Carroll, Patrick St. A spark from the chimney lodged on the roof and burnt a small hole through the shingles, but Mr. Carroll with others got up a ladder, ripped up the shingles and a few buckets of water extinguished the blaze, which was just below one of the attic windows on the front of the house. Little damage was done and the services of the firemen were not required.

Fell From House.

While at work repairing the roof of Mr. Thomas Carmel's house, on Carnell's Street, at 2 p.m. Saturday, Mr. Wm. Johnson fell from the roof to the street, and people who were near thought that he had been killed or at least dangerously injured. He was unconscious for quite a while and Dr. Tait was called after he had revived. The doctor found no bones broken nor anything seriously wrong except that the man was badly shaken up. The ambulance was called but the man preferred not to go to hospital, and was taken to his home on Lime Street.

Auto Accidents Reported Yesterday.

Yesterday there was a persistent rumor about the city that a man had been killed by an auto near Bay Bulls, but the police knew nothing of it nor was there a word of truth in it. The same applies to the story given by some of our contemporaries Saturday that a little boy had been killed at the Goulais. The child, who ran suddenly from behind a load of hay and crossed the road, was hit by the auto, which had slowed down. Dr. Anderson attended him, and so slightly was he hurt that he is now able to run around as well as ever.

Dr. de Van's Female Pills

A reliable French regulator; never fails. These pills are exceedingly powerful in regulating the excessive portions of the female system. Refuse all cheap imitations. Dr. de Van's are sold at 25c a box, or three for 75c. Mailed to any address. The Scobell Drug Co., St. Catharines, Ont.

Invermore's Passengers.

The Invermore arrived at Port aux Basques at 6.55 a.m. yesterday. Her passengers were: O. Whiteway, P. L. Warner, Miss R. C. Hurley, Miss E. Boyle, Rev. H. J. Read, Miss H. Horwood, R. Monnehan, Miss M. Hutchings, Miss E. E. Morse, E. P. Galliam, J. Adger, Miss K. Gordon, Miss T. Stanger, T. Manzer, P. and Mrs. Dolish, Mrs. G. Crutkshank, Mrs. J. Ash, Mrs. H. Coswell, Mrs. A. Mitchell, Mrs. W. Earle, P. Beech, T. P. Metcalf, H. P. Metcalf, J. Bullock, A. W. Lake, E. Elliott, E. A. Elliott, M. Davis, J. S. Quinn, N. and Mrs. Halley, P. J. Gardner, Geo. A. Silling, Miss L. Scotland, C. F. Dale, E. Jordan and 30 second class.

Stafford's Liniment, a genuine remedy for poisoned wounds, old sores, cuts, bruises, etc.—aug10.11

"Commodore" Sardines

Possess an alluring daintiness, delicacy and delicious flavour, making them a temptation and delight.

15 cents tin, three tins for 35 cents.

Ex Florizel August 25th,
California Oranges,
Pears, Tomatoes,
Potatoes, Cabbage.

6 Quart Baskets
Plums, 80 cents.

C. P. EAGAN,
Duckworth Street and Queen's Road.