

**SHOPKEEPERS, AHOY!**  
**Look at the handwriting on the wall**  
**Don't drive your customers**  
**Into your competitor's store**



"People are getting fed up with Substitute Soaps; they want Sunlight Soap. If you won't sell Them Sunlight, they will get it From your competitor."

**EVERY INTELLIGENT PERSON WANTS SUNLIGHT SOAP.**

SUNLIGHT SOAP, sold under a Five-Thousand-Dollar-Guarantee of Purity, is made by Lever Bros., Soap-makers to His Majesty King George. It's the best there is.

When your customers are satisfied to pay good money for soap, give them SUNLIGHT, the best Soap, and keep them satisfied; keep them coming to your shop. A customer in your shop is worth two in the street.

It is a fact that shopkeepers who sell SUNLIGHT do more business than those who waste their time trying to sell unknown soaps.

**BUY SUNLIGHT--AND SELL MORE SOAP--'ATS BUSINESS.**

**Our Montreal Letter**

(From Our Own Correspondent.)

**KIWANIANS HELP THE BOYS.**

The Kiwanians gave the boys of the Shawbridge Farm a real day of delight. It was the Boys' Annual Picnic and the Montreal Club, with their wives and lady friends, provided all kinds of entertainments for the lads. The sports were keenly contested. The boys' baseball nine defeated the Kiwanians by a score of 10 to 8. Prizes of all kinds were distributed to the victors. A dinner was served by the Superintendent of the Boys' Farm, Joseph Barso, who is also a Kiwanian. The boys had a special menu. Inspection of the farm showed the

various activities in which the boys are engaged in agricultural pursuits. They certainly have a model farm. The hospital had a particular attraction for the local club, since they erected it at a cost of \$26,000. There are at present 148 members at the farm, of whom 60 are court cases, and the remainder are there voluntarily, or through being parentless. The Boys' Farm is situated at a point about 35 miles from Montreal on the C.P.R. line at the beginning of the Laurentian Mountains proper. Shawbridge is considered a great summer resort, especially for those whose constitution has been weakened down by hard work, or persons suffering from the early stages of tuberculosis. The Boys' Farm is about two miles further north than the Village of Shawbridge. The work done at Mount Cashel in-

dustrial School would compare favorably with the Boys' Farm at Shawbridge, though the work there is carried on more extensively than at Mt. Cashel. The financial interests backing the Shawbridge Farm may be greater than that interested in Mount Cashel, but when it came to work as a labor of love, devotion, sacrifice, earnestness, thoroughness, capability and success, the Irish Christian Brothers stand in a class by themselves. More power to the great work being done at Mount Cashel.

**NO SHORTAGE OF CATHOLIC TEACHERS.**

The teaching profession seems to have many aspirants to its ranks. The Director-Secretary of the Centre District of the Catholic School Commission says that at the end of June, four thousand (4,000) applications for positions were received. Probably not fifty of that number received positions. It each of the other three districts received only 200 applications, it goes to show that the profession is becoming very popular in this big and growing city, and the salaries are not only up to the standard, but far above the average paid in leading commercial and industrial centres. A minimum salary of \$900 with yearly increases of \$100, and a maximum of \$2,500 to \$3,000, with a pension of \$1,000 or \$1,200 after 25 years of service, seem to be a decent living wage, and quite an attraction for young teachers who can make a success of the profession.

**WANT CHEAPER SCHOOL BOOKS.**

The price of school books is very dear, and where there are three or four children from the same family, the cost amounts to sometimes over \$20. A movement is on foot to have cheaper books in the Protestant Schools, as many parents are too poor to pay a big price for the books. The Department of Public Instruction at Quebec will consider the question at its next meeting, and make recommendations to the Government officials who promised to give the matter their "careful consideration." With good schools, efficient teachers, and books at a low figure, every boy and girl will start with the same advantages. After that it's up to them to make the best of their school days.

**THE TOLL OF LIFE IS STILL GREAT.**

The automobile to-day is the greatest factor in the loss of hundreds of human lives. The majority of the accidents by the careless manipulation of the machines, especially with the mania for speed, together with the fact that so many drivers think that they can beat the oncoming train by taking a chance. Then there are others, who are not careful at curves. In five accidents reported in one day, all took place at curves, plus too much speed as the dominating factor. In Lanham, New Hampshire, a whole family, numbering six persons, father, mother and four children, the eldest 17 and the youngest 8, were instantly killed when the driver attempted to beat a Boston and Maine train across the track.

Near Quebec one young lady was instantly killed and four others were injured when the rear right wheel left the axle and the car turned turtle and

they were all projected to the ground. Three persons had a narrow escape from death when the auto in which they were driving was struck by a freight train at Charlesbourg West. Alphonse Blouin had a friend and his six year old boy with him. When nearing the crossing he saw the freight train approach and he applied the brakes. The machine skidded on the asphalt road and came to a stop with the front wheels on the track.

Blouin tried to start his motor, but



**A List of Fresh Groceries Just Received.**

**Ellis & Co., Ltd**  
 203 Water St.

**Preserving Season is Here.**

- Green Tomatoes for pickling.
- Spanish Onions.
- Cauliflowers.
- New Celery.
- Cucumbers.
- Vegetable Marrows.
- Green Peppers.
- Pure Malt Vinegar.
- Crystal Vinegar.
- Essence of Vinegar.
- Pickling Spice.
- Bay Leaves.
- Dried Chillies.
- Red Chillies.
- Whole Ginger.
- Whole Cloves.
- Stick Cinnamon.
- Whole Peppers.
- Whole Pimentos.
- Turmeric.
- Paprika.
- Chow Chow Spice.

**Small White Pickling Onions**

**Just Folks.**  
 By EDGAR A GUEST

**SILENCE.**  
 The silence has a language of its own  
 And whispers thoughts beyond the gift of pen.  
 Words never uttered by the lips of men  
 Or found in any books that I have known;  
 Strange messages which come to man alone  
 And hint of worlds beyond our mortal ken.  
 Spoken so softly he scarce hears, and then  
 Lost in the babble of life's harsher tones;  
 Who gives an hour to silence, hands at rest,  
 His mind released from petty care and fear  
 Will have a mystic counsellor for his guest  
 Whose speech is lost upon the common ear.  
 Unto his soul all nature will recite  
 Poems of beauty Milton couldn't write.

saw that there was no chance of beating the train across the track, so he and his friend, who was in the front seat with him, jumped from the machine just as the train was a few feet away.  
 His son, in the rear of the car, was hurled 30 feet when the train hit the machine and was picked up unconscious. He was rushed to hospital, suffering from a bad cut in the back of his neck, as well as bruises and contusions. He recovered consciousness five hours later and is expected to recover. The machine was wrecked.

R. J. LOUIS CUDDHY.

**Glad to Know It**

"I certainly am glad to know that Pearlina can be had here again," said a lady in C. P. Egan's store the other day. There are many women who will be pleased to hear that the great washing powder—Pearline—can be obtained locally again. "Pearline is the best of them all" said a grocer a few days ago and "I find it the easiest washing powder to sell." If your own grocer hasn't stocked Pearlina yet ask him to 'phone the local agent, Gerald S. Doyle, for immediate stocks.—B

**Fashions and Fads.**

Suit and coat linings claim attention for their rich vividness of color and pattern.  
 The wide belts of crushed leather are for those who do not favor the belted mode.  
 One tall tailor has loose panels on the skirt that give the appearance of box pleats.  
 If the short evening gown is not becoming to you, try one with an uneven hem line.  
 With the arrival of dark tailored clothes for fall, the trusty gardenia appears again.  
 A straight dress of crepe silk is banded with velvet and worn with a coat to match.

FOR SORE FEET—MIVARD'S LINIMENT.



**The**

ange Pekoe Tea will instantly appeal to you. Its superior quality is apparent from the very first sip.

After using Luxura, flavour of Luxura Orange you will pronounce it Simply Delicious. 1 lb. and 1/2 lb. packages.

At all grocers.

**LUXURA TEA**

F. M. O'LEARY, Agent.

sept. 2, 1m

**School Books School Requisites**  
 — AND —  
**General Stationery Supplies**

NOTE:

Before placing an order write for our complete School Goods Price List. "Everything for the School."

**GARRETT BYRNE,**  
 Bookseller and Stationer.

Fashion is exceedingly wise in dictating that the waist line suit the frock and figure.



**"FAIR AND PROMPT."**

Our New Haven, Conn. Office, recently paid a claim of \$55,383.52 to the Commercial Trust Co. of New Britain, Conn., under a \$100,000 banker's bond.

In acknowledging same, the President, J. C. Loomis, wrote as follows:—  
 "Promptness in the payment of our entire claim by the U.S.F. & G. is greatly appreciated. Your attitude of fairness and promptness enhances the sense of security afforded by the bond itself."

OUR FIDELITY BOND SAVED THIS BANK \$56,000+

**U. S. FIDELITY & GUARANTY CO.**  
 J. J. LACEY, Nfld. GENERAL AGENT.

**COAL!**

We offer at Lowest Prices:  
**WELSH ANTHRACITE**—The finest quality.  
**BEST WELSH HOUSEHOLD**  
 a Superior grade.  
**SCOTCH HOUSEHOLD**—all Lamp.  
 The above free from Slack. Also,  
**BEST SCREENED NORTH SYDNEY** ex. vessel.

**W. H. HYNES.**

aug 23, 1y, eod

**Cadbury's Bournville COCOA**

The most economical and best Cocoa on the market.

**BAIRD & CO., Ltd.,**

Agents for  
**CADBURY BROS., Limited,**  
 Bournville, England.

sept. 9, 1f.

**COAL!**

If you want the BEST order our **WELSH ANTHRACITE.**

All who used it last year say it is the best they ever had.

**Screened North Sydney. Burnside Scotch.**

**A. H. Murray & Co., Ltd.**  
 PHONE 1867.  
 BECK'S COVE.

sept. 18, 1f.

Don't Say Paper, Say the Evening Telegram.

**Fresh Fruit Juices Make the Most Delicious and Healthful Drinks.**

**KIA-ORA ORANGE SQUASH**

unequaled for its rich and pleasant flavour of fresh orange juice and cane sugar; and for health giving qualities, no beverage can be more enjoyable.

Children like and benefit by Kia-Ora Orange Squash, just as much as their elders, because it is rich in vitamins, vitally necessary for their health and strength.

**KIA-ORA LEMON SQUASH**

is really made from fresh lemon juice and cane sugar: What can be better?

24 to 30 glasses of Orange Squash or Lemon Squash per bottle—just about one penny per glass. Convenience is assured, cleanliness is certain, and no preparation is required.

Specially order Kia-Ora; don't ask for just Lemon or Orange Squash as you may get a substitute; insist on Kia-Ora and thus avoid disappointment

For sale at all good stores in large and small bottles.

501 Market

**KIA-ORA LTD., BLACKFRIARS, LONDON, S.E.**