

Zelma had a fair test today of the

squall came out of the northwest and

but the Canada and Zelma, who got down to racing canvass, did well. At the finish the wind dropped again, the Canada finishing first, with Zelma on a minute thirty-six seconds, correct time, behind and the Aggie twenty

minutes later.
Oakville, Ont., July 30.—In the six mile course today, Canada finished 1:25:45; Zelma, 1:31:48. This gives Canada the race by 5:30:00, corrected time.

SHORT TALKS ON ADVERTISING

No. 24.

paying the money to Austin Bates and his associates.

There is a theory that the men in the pails. There are facts which prove the theory true.

All men who advertise are not successful, but, with rare exceptions, successful men have been advertisers.

Advertisers are the men who use the modern engines for facilitating business. Beside it the telegraph, the telephone, the locomotive and steamboat are dwarfed. If it were not for advertisement, they would not be used. Business would not be so great, and it is to justify their employment.

The man in Chicago advertises, and the man in St. Paul buys—by telegram, perhaps—and has his purchase delivered by the locomotive. But the advertising came first. It always does.

It conveys information, and an invitation to buy at the same time.

An advertisement in a paper like the SUN, places this information before the eyes of the greatest present or prospective. Count the cost of a suitable advertisement against the possible number of those who will need some special thing on any day. The chances will always be found on the side of the profitability of the advertisement.

Nine times in ten a good ad. will bring more than enough in direct profit to pay for itself, leaving its greater cumulative value clear gain. Half the time it will do more than pay for its direct profit, but to do this it must be carefully tended. Treat the newspaper fairly, and it will pay every time.

MARINE MATTERS.

Brigita. Ors, now here, goes over

[illegible][illegible]

A very pleasant wedding occurred at the residence of Geo. R. Burdett, of Portland, brother-in-law of Mrs. Willard McDonald, on the third of July. The contracting parties were Rev. Robert Watson, B. A., of Oxford, Pennsylvania, pastor of the first Presbyterian church, and Miss George M. McLeod, daughter of Mr. James McLeod, of Waterville. The ceremony was able and gracefully performed by the Rev. Willard McDonald of Fredericton. The bride was attended by her niece, Mrs. Beale Burr, and the groom by Mr. E. S. Burdett, both of Waterville, Maine. The bride was attired in cream silk, with lace and pearls.

cream cashmere, with lace trimmings

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A woman
can't get

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