



SUNLIGHT IN THE MORNING, SUNLIGHT ALL THE DAY.

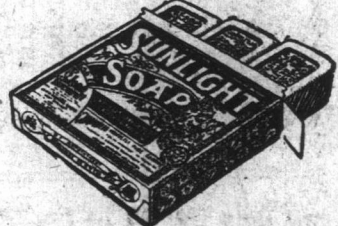
START washing-day well with Sunlight Soap. Have the clothes on the line early, and the meals ready to time. The afternoon is then yours to spend at your own sweet will.

Pleasure follows in the wake of efficient work. With Sunlight Soap the housewife does her work most efficiently, most easily. There is no mystery. You get out of soap just what the makers put into it. The cream of soap materials go into Sunlight Soap.

The Sunlight environment is in keeping with its mission of cleanliness and efficiency—no soap is better fitted to serve the British housewife than Sunlight Soap. Prove this to-day.

£1,000 Guarantee of Purity on every bar.

The name *Lever* on Soap is a Guarantee of Purity and Excellence.



SUNLIGHT SOAP

LEVER BROTHERS LIMITED, PORT SUNLIGHT, ENGLAND.

"Beaumont Hamel."

OR A LESSON FROM THE SHRINE
ERECTED IN BANNERMAN PARK.

(By Julia Salter Earle.)
July 1st, 1916 is generally termed "A Tragic Day," but would it not be better for all of us left behind to term that day—"A day fenced around with lessons taught us to take through life, gained by the blood of our Newfoundland Hero Boys." If they could come back, think you, they would say:—"Hang the wreaths on the shrine in the Park only." Ah, no; methinks I can hear them speaking to us now, and saying—do not wait until we are gone to hand the wreath, for it is useless then. Gather the flowers and form the wreath for us while we are with you. Every kind word you speak may be a forget-me-not for that wreath; every dollar given to the needy, may form a lily-of-the-valley for the wreath, the poor fund raised for the aged, may complete the wreath. Remember the boys' that we have

sent back to you. Remember their widowed mothers and wives and children. Form the wreath for them now. Had they died with us—I seem to hear our noble dead say—you would have hung the wreath on the shrine in the Park, better still, you have the boys' with you. You can never repay all they have suffered for you, although too manly to tell you. Respect them, even the ones with failures, if there are any, in respect for us.

"Beaumont Hamel"—How sacred these two words have become to us, haven't they? What lies underneath these words—blood, unselfishness, anguish. Can a wooden cross or shrine only repay the dead? Again I repeat, only with unselfishness and forgetfulness of ourselves can we ever feel we have done something in return for those boys' so much loved and revered. If we do our duty as they did theirs, and learn a lesson from the wreath, the poor fund raised for the aged, may complete the wreath. Remember the boys' that we have

say, with them
"Oh! death, where is thy sting,
"Oh! grave, where is thy victory."
They have died to make our Island Home a different place. Let us all then learn a lesson from the shrine in the Park.—By thinking of the boys' who have returned; of their mothers and wives and children; of the Poor Fund for the aged; and not alone need we stop there, for there are many sick and hungry and lonely in our midst, with whom we might spend more time and give assistance; many sick ones who would enjoy a motor ride occasionally; by doing these things a wreath may be formed which will do credit to our dead.

"Tread, Tread, Tread."
In the watches of the night;
Awakening the echoes around o'erhead
To herald the form that must seek
The dead.
Ere the glad morning light.
Tread, Tread, Tread,
Lo! how the echoes awake!
Honor and love are adorning their
head.



Your Confidence

The best way we know to get your confidence is to offer a correct service that deserves it. Our corsetiers have specialized in every

branch of corsetry and will render you a skilled service that assures your satisfaction. Our stock of the world-famed

GOSCARD CORSETS

is complete. From it you may select many charming models, especially designed for the needs of your figure type, that will give you that unconscious grace that can

only result from a faultlessly fitting corset. We guarantee the fit, comfort, style and wearing service of every Goscard.

G. KNOWLING, Ltd

CENTRAL SHOW ROOM

CENTRAL SHOW ROOM

MRS. J. M. CRAIG, of Los Angeles, Calif., who says no one can feel more grateful for what Tanlac has done than she does. Declares she has gained twelve pounds and her health is now better than in years.

"Of all the people who have taken Tanlac, I don't believe there is any one who feels more grateful to it than I do," was the statement made recently by Mrs. J. M. Craig, of 6741 East Fortieth Street, Los Angeles. "Like so many other families during the influenza epidemic last year we all had it, and my own illness, together with the worry over the rest of our family, brought on a case of genuine nervous prostration."

"I was so weak I couldn't even sweep the floor, and during the day I would have to lie down four or five times. I tried to walk but found out half a block was all I could stand before I gave out. Nervous spells came on me often."

"Every medicine I tried failed to reach my case until finally my husband urged me to try Tanlac, and I am indeed thankful that he did, for it proved to be just what I needed. The first two bottles didn't seem to help me. I guess that was because I was so extremely bad off, but on the third bottle I could tell I was improving and that gave me more hopes than ever of getting well."

"My improvement from then on was rapid and by the time I had taken five bottles of Tanlac I was better and stronger than I had been in years. I was sleeping soundly at night and had gained twelve pounds in weight. That was several months ago and from then until now I have been in as good health as I ever was in my life and have been doing all the housework by myself."

"It is simply remarkable how Tanlac has built me up and I have told everyone of my friends and relatives what a wonderful medicine it is."

Tanlac is sold in St. John's by J. Connors; by Reg. Sullivan, Pough Cove; Sound Island Store, Sound Island; Dennis Flynn, Avondale; J. J. O'Brien, Cape Breton; J. W. Smith, Baine Harbor; W. A. Burdock, Bellisquam; John Morey, Fermeuse; Mrs. Jos. Quinn, Renewa.—adv.

As they follow the steps the Master led,
To die for another's sake.

Tread, Tread, Tread,
England your triumph is high.
Terra Nova's boys the way to victory led.
Mid the German guns and the Germans' tread,
The boys' not afraid to die.

Tread, Tread, Tread,
When the future years shall tell;
The deeds that are done, the words that are said,
No names shall be cherished alive or dead.
Like our noble Newfoundland boys."

The Week's Calendar.

- JULY—7th Month—31 Days.**
5.—**MONDAY.** Cecil Rhodes born, 1853. (Died March 26, 1902). Corner Stone of Gower Street Church laid by Dr. Carman, 1834. Airship R-34 successfully crossed Atlantic, 1919.
6.—**TUESDAY.** Battle of Sedgemoor, 1685. King George V. (then Duke of York) married, 1893.
7.—**WEDNESDAY.** Treaty of Tilsit, 1807. Francis Canning found guilty of murder and death sentence passed, 1839. Daylight air raid on London, 1917.
8.—**THURSDAY.** Joseph Chamberlain born, 1836. (Died July 2, 1914). Wm. Parnell executed, 1889. Great Fire, St. John's, 1892.
9.—**FRIDAY.** Moon in Last Quarter, 8.37 a.m. Battle of Sempach, 1386. First Newfoundland Assembly prorogued, 1833. U.S.S. Junata left for Disco, 1873. German South West Africa surrendered, 1915.
10.—**SATURDAY.** British captured Gibraltar, 1703. S.S. Hope left Sydney for Melville Bay in search of great meteorite, 1896. King and Queen of Belgium flew to England, 1918.
11.—**SUNDAY.** 6th after Trinity. Battle of Oudenarde, 1708. Feat of H.M.S. Condor. Commander Charles Beresford, at Alexandria, 1882. H.M.S. Blake, with relief supplies for fire sufferers, arrived from Halifax, 1892.

Mount Carmel Requiem Mass.

The annual Requiem Mass for the repose of those who are interred at Mount Carmel Cemetery will be celebrated by the Rev. Dr. W. P. Kitchen in the Mortuary Chapel at the Cemetery on Sunday, July 18th, the Feast of Our Lady of Mount Carmel. The committee are working most energetically and making a large outlay to make the cemetery grounds as beautiful as possible.

To-Night's Line-Up.

The players in to-night's football game, Pelidians vs. St. Andrew's, will be:

PELIDIANS—Goal, Rev. E. Fletcher; backs, George Hunt, R. Chafe; halves, R. Martin, E. Chafe, A. Martin; forwards, M. Winter, T. Payne, E. Jorrett, A. Andrews, and E. Ewing.

ST. ANDREW'S—Goal, Lush; Car-michael, Tait, backs; Burns, Foster, Elton, halves; Young, Quick, Munu, Chea, Quick, Burridge, forwards; reserves, McColl and Irvine.

All Cars Stop at Smallwood's Big Shoe Sale.

No matter which part of the city you live in, all surface cars will drop you off here.

ARE YOU A JUDGE OF VALUE?
The better the judge of value you are the quicker you will exchange your money for a pair of these Shoes at Cut Prices at our Big Shoe Sale now in full swing.



Ladies' White Canvas 2-Strap Shoes \$2.59
Ladies' White Canvas Laced Shoes \$2.49
Ladies' High White Canvas Boots \$2.99
Ladies' Sample Boots, worth \$8.00 per pair, only \$5.00
Ladies' Laced Boots only \$4.20

MEN'S LOW SHOES
in Black and Tan Leathers; in Button and Laced styles, sizes 8, 9 and 10 only.
A Snap for \$5.00 per pair.

BOYS' LOW SHOES
in Black Kid Laced and Patent Leather,
only \$2.95 and \$3.40.

MEN'S DARK TAN LACED BOOTS
—Worth \$16.00 and \$17.00 per pair. **Sale Price, \$12.50 & \$13.50.**
MEN'S FINE LACED BOOTS for \$8.00, \$9.00 and \$10.00.

A SNAP IN CANVAS FOOTWEAR.

Mens Brown Canvas Boots only \$2.00
Mens Brown Canvas Shoes only \$1.50
Boys' Brown Canvas Boots only \$1.75
Boys' and Girls' Brown Canvas Shoes only \$1.40
Children's Brown, also Black, Canvas Shoes only 95c.
Cool Footwear for the hot summer days.

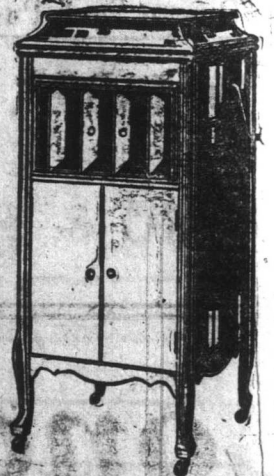
F. Smallwood, The Home of Good Shoes.

These Features in This Phonograph

are what make the Columbia Grafonola the one incomparable instrument for the reproduction of music

- The upright tone leaves give the Columbia Grafonola an absolutely flexible, exclusive system of tone control.
- The scientifically correct construction of the Columbia Grafonola gives it exquisite clearness and purity of tone.
- The artistically correct design of their cabinets makes all Columbia Grafonolas harmonize with any furniture.
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THE Columbia Grafonola is in a class by itself. Tone is, after all, the test of any phonograph, and tone is a test for the ear alone. It cannot be argued in type. Come in and hear the Columbia tone. Your own ears will quickly tell you that its quality is unequalled.



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Grafonola Department



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