

# Economy in Shoe Purchasing



Many people purchase low-priced Shoes under the impression that it is economy to do so. But it is not economy, because low-priced Shoes must necessarily be made from low-priced materials—GIVE BUT HALF THE WEAR OF HIGH GRADE SHOES AND COST A GOOD DEAL MORE IN THE END.

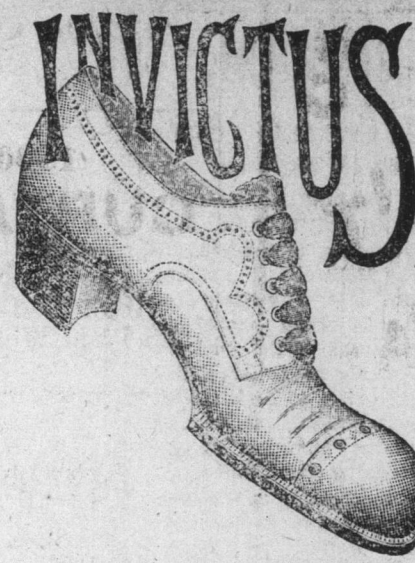
## INVICTUS SHOES

cost little more than mediocre Shoes, yet they are the highest grade of footwear you can buy. THEY GIVE MORE REAL SERVICE THAN TWO PAIRS OF "POPULAR" PRICED SHOES, plus the comfort and smart appearance that is only associated with the finest footwear.

Be Economical---Wear Invictus Shoes.

*Marshall Bros*

We stock a full line of Men's High and Low Cut INVICTUS Shoes



BLACK and TAN, with or without Rubber Heels.

### Married Women in Business.

By RUTH CAMERON.



RUTH CAMERON

The man who sells his important factor in any business. But not so important as the man who sells his important factor in his own life. In the business of married life, in nine cases out of ten, the women are the buyers. One often hears married women complaining because their work is so monotonous and uninteresting and wishing they could go into business where they would have some chance to use their brains. Yet in the majority of cases these women are not using their brains in their share of the world's business. In fact the small income is the hardest to spend wisely. To spend even a small income in the wisest, most efficient way is truly a task for all a woman has not only of brains but of character. Take the brain side of it first. A first class buyer, the kind who if she were a man would be offered positions by other houses, will know the value, not only the price, of all she buys. In the matter of food she will understand the food values of various articles, she will see everything she buys instead of shopping by telephone. It is not the people who have the least money who buy most carefully. A settlement worker told me of a woman who had six dollars a week to feed a family of five and included in her budget a head of lettuce a day (ninety per cent. water). The Woman Who Fills, Not Just Fills Her Job. In the matter of dry goods she will

also be enough of a judge of materials not to be at the mercy of the clerk. She will know sleazy goods, she will be able to detect the shoddiness that so often lurks under the gloss of attractive styles. She will know at what shops each article can be bought at best advantage.

These are a few, just a few, of the ways in which a woman who wants to fill her job of buyer, not merely hold it by virtue of the marriage service, will use her brains. Now as to character. The woman who buys to the best advantage must have self-restraint. She must know what she needs most and be able to steer a straight course towards it despite all temptations.

She Just Went On A Spending Spree. A dear little married friend of mine showed me a most attractive tea table she had bought. It was a bargain, it was pretty, it was nice to have. But she needed so many things of every kind more! "My husband says I shouldn't have bought it. He's always finding fault with what I buy," she pouted.

Poor little lady! I know just how it was. She has to scrimp and save all the time and she fell in love with this and knew it was a good value and she just went on a spree and bought it!

And that's where character comes in. Had a ship's anchor fall on my knee and leg, and knee swelled up and for six days I could not move it or get help. I then started to use MINARD'S LINIMENT and two bottles cured me.

PROSPER FERGUSON.

Fruit used in frozen fruit should always be cut or mashed. A child's cupper should be a simple metal served early. Fish is excellent food and not eaten nearly often enough.

### Important Items!

#### Hay Seed!

On hand and ready for immediate delivery, NEW TIMOTHY HAY SEED, 112 lb. sacks.

#### POTATOES!

Local Potatoes for seed purposes, including Red & Whites.

Soper & Moore, WHOLESALE JOBBERS, Phone 480.

### Rann-dom Reels.

#### WILD OATS.

Wild oats is a term given to that period in a young man's life when he is harder to control than a two-cylinder automobile sliding down a clay hill in the mud without chains. When a boy has made love to every girl on the town site and is able to run fifteen balls from the break, he is considered eligible to the wild oats class and is not worried about by anybody but the night watch. Wild oats are sown at various ages, the symptoms becoming most violent between eighteen and twenty-four. Some boys secure a promising stand at sixteen and have to take a post-graduate at the reform school. One of the saddest sights on record is that of a staid business man who comes down to middle age with a gossip-proof reputation and then starts sowing a crop of wild oats that makes the best effort of his oldest son look like raising grape-fruit in Alaska. When a man who has always lived a quiet and devout life breaks out of the barn and begins to feed gin-fizzes to the ladies in the front row of the circle, he is putting in a crop that will stand up and grin at him long after his boy's escapades have been forgotten.



There would be considerably less wild oats sowing in this republic if more fathers would interrupt the poker game at 2.00 a.m.

There would be considerably less wild oats sowing in this republic if more fathers would interrupt the poker game at 2.00 a.m. with a stern air and a shingle. The boy whose parents never know whether he is at the Carnegie library or on a beer drink twelve miles in the country wouldn't be up to his ears in devilry if he knew the "old man" was on picket duty. The father who thinks more of ten hours sleep than he does of preventing his son from becoming a pickled inebriate will have something to face on the judgment day that will not have any gold medals strung on it. Wild oats make an expensive crop, but the expense can be put up with easier than the anxious eyes and whitening hair of a good mother. If a boy has the stuff in him he will come through with his head up, ready to take his place in a world where a real man is worth more to his country than a battleship. It is better to put up with a touch of wild oats than rear a triple-plated sissy with concave legs who lives on hot-house grapes, monogrammed cigarettes and French fiction.

#### Household Notes.

Stimulants are more effective given hot. Never put a bandage on so tight that it will interfere with the circulation. All the water should be drawn from the tub before the ice cream is packed. Carrots scrubbed clean and shredded raw are good added to a hot dish like soup. Choose the coolest place in the kitchen for the refrigerator to stand in.

#### Everyday Etiquette.

"When my girl chum brought her brother over to meet me for the first time should I have risen when I greeted him?" asked Alice. "A hostess should always rise when introduced to a man or woman. It is not necessary for a lady to rise to greet a man but when she is introduced in her own home it is a mark of hospitality and good breeding to greet the friends with a welcome handshake and a cordial remark," remarked her aunt.

### \$50.00 in Cash Prizes!

With every 25c. purchase at either of our Drug Stores, Duckworth St. and Theatre Hill, you receive a numbered ticket, and if you are holding a lucky number at the time the numbers are drawn (July 31st) you win one of the Cash Prizes we are giving away.

1st Prize	\$50.00
2nd Prize	\$15.00
3rd Prize	\$10.00
4th Prize	\$5.00

P.S.—The above does not apply to "wholesale" buyers, but only the "Retail Cash Purchases" made at our two stores.

These prizes will be drawn by two prominent business men on the above mentioned date.

DR. F. STAFFORD & SON, Theatre Hill, STAFFORD'S PHARMACY, Duckworth Street. Stafford's 3 Specialties: STAFFORD'S LINIMENT, STAFFORD'S PRESCRIPTION "A", STAFFORD'S PHORATONE COUGH CURE.

### The Gas Range!

The Gas Range means comfort for the housewife; shorter kitchen hours for her, and a cleaner kitchen. It is a great mistake to think that cooking with gas is expensive.

Whenever a woman becomes used to gas for cooking, thoughts of a coal or wood stove fill her with gloom. A Gas Range is so much easier to operate, so efficient for all kinds of cooking, and so much cleaner, that the idea of going back to the old style methods is decidedly unpleasant. Yet in winter many housewives think they must use a coal or wood stove, because there is no other way of heating the kitchen. THERE IS ANOTHER WAY AND IT IS FAR BETTER THAN THE OLD. THE CLOW GAS STEAM RADIATOR WAY. May 23rd.

#### Household Notes.

A tightly rolled piece of cloth is an excellent thing for rubbing spots off clothing.

Don't regard any time-saving method of doing housework as shiftless; it isn't.

Sometimes a plain meal can be made interesting by adding a very good dessert.

Don't rely on inspiration in the getting of meals; it is far better to plan definitely.

Bread to be wholesome for any member of the family should be thoroughly baked.

Turpentine will destroy many of the insects that are objectionable around the house.

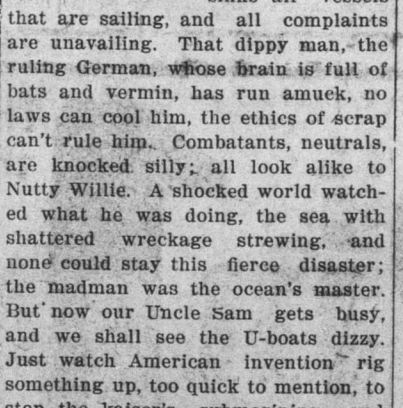
Meat fried in the oven does not need the attention which meat fried on the stove does.

When potatoes are so high, economy can be practiced by cooking them with the skin on.

Mayonnaise dressing is a trifle too heavy after a full dinner. French dressing is more suitable.

#### SUBMARINES.

The submarine still sinks and slaughters, and is the terror of the waters. Regardless of the laws of nations, and scornful of rules and regulations, it roots around the grieving ocean, wherever the blamed thing takes a notion, and sinks all vessels that are sailing, and all complaints are unavailing. That dippy man, the ruling German, whose brain is full of bats and vermin, has run amuck, no laws can cool him, the ethics of scrap can't rule him. Combatants, neutrals, are knocked silly; all look alike to Nutty Willie. A shocked world watched what he was doing, the sea with shattered wreckage strewn, and none could stay this fierce disaster: the madman was the ocean's master. But now our Uncle Sam gets busy, and we shall see the U-boats dizzy. Just watch American "invention" rig something up, too quick to mention, to stop the Kaiser's submarining, and leave him on the dump fence leaning. You can't do up our Uncle Sammy, on land or on the billows clanny. No trap's so good, ach, donnerwetter, that he can't dig up something better!



## CORKWOOD,

Thick and Thin.

VERY LOWEST PRICES.

A. H. Murray.

### Your Business Success in 1917

Rests upon the dependability of your service of supply.

Three big facts—big buying power, tremendous production, expert workmanship—stand behind our claims of superior service. It will pay all merchants to see our spring ranges in

Men's and Boys' Suits, Overalls, Shirts, etc. DO IT NOW.



Newfoundland Clothing Co., Ltd.

And the Worst is Yet to Come--



Advertise in The Evening Telegram

## War

### Messages Received Previous

MADRID TO SEVILLE

Resolutions were passed at a meeting in favor of the Allies, held here yesterday presented to the Spanish Interior to-day. It should not remain a European conflict; it should change here. France and Britain should break diplomatic relations with Germany; and the consequences which she is competing the defence of her

ITALIAN SU

The Italians have moved up the river and occupied the Gulf of San Giovanni, near the Gulf of Tarentum. The Italian navy has announced, and has turned nine six inch guns to the front, although the weather conditions statement reads: "The Italian position has been strengthened by the artillery preparations. The Italian troops have taken the

DAMAGED BY

Folkestone was the most damaged of the day's air raid.

BATTLE RAGING

NEW YORK

A News Agency dispatch here to-day follows: "The British Army near Craonne is one entire week in the raging around Craonne. The ultimate force that is sent to the Meuse. The munitions haven't been continued incessantly. The British troops have been victorious for the French troops from Laon Plateau.

BRITISH OFF

The official from the British Army in France to-day captured some prisoners in a successful attack on the Meuse. Early this morning of about 50 of the British one of our small Ypres. One of the British Ypres. There was a day south of the Ypres sector. The bombing raids were by our airplanes. The airplanes are mis-

CONSERVAT

"If both parties are there," said a member of the "there will be very enforcing it in the sec. I am not vo agitation down the