

SPECIAL OFFERS FOR REGATTA WEEK!

Commencing to-day and continuing up to Regatta day we offer the following items at greatly reduced prices. Take advantage of this Special Regatta Sale.

LADIES' WHITE CANVAS PUMPS,
\$1.80, \$2.00, \$2.40, \$2.70 Regular Prices.

LADIES' WHITE CANVAS OXFORDS,
Rubber Sole and Heel, \$2.90 Regular Price.

LADIES' GREY and FAWN HIGH CANVAS BOOTS,
\$3.20 and \$3.30 Regular Prices.

LADIES' WHITE DUCK BOOTS,
Laced and Buttoned, \$3.10 Regular Price.

CHILDREN'S WHITE CANVAS SNEAKERS,
Sizes 5½ to 2, \$1.30 to \$1.90 Regular Prices.

CHILDREN'S WHITE CANVAS BALS,
Sizes 5 to 2, \$1.50 to \$2.00 Regular Prices.

MEN'S BROWN CANVAS SHOES,
Rubber Sole, \$2.70 Regular Price.

THE ABOVE ITEMS AT SPECIAL SALE PRICES
FOR REGATTA WEEK.

REMNANTS DRESS MUSLINS and VIOLES.

A large assortment of dainty Muslins and Voiles in remnants, suitable for making blouses and dresses,
40c. to 90c. yard Regular Prices.

Ladies' White Cotton Hose.

A well assorted stock of Ladies' White Hose, 35, 40 and 75c. Regular Prices.

Boys' Fancy Cotton Shirt Blouses.

Just the thing for holiday wear, 50c. and \$1.40 Regular Prices.

THE ABOVE ITEMS AT SPECIAL SALE PRICES FOR REGATTA WEEK.

Marshall Bros

MEN'S SOFT FELT HATS,
Assorted Colors, \$1.20 to \$6.50 Regular Prices.

MEN'S FANCY SHIRTS,
Cotton and Silk, \$2.40 to \$6.50 Regular Prices.

MEN'S SOFT COLLARS,
assorted styles, 40c. Regular Prices.

MEN'S FANCY HALF HOSE,
Jobs, 20, 35, 75, 90c. and \$1.20 Regular Prices.

MEN'S BOSTON GARTERS,
Double Grip, 50c. Regular Price.

MEN'S PRESIDENT BRACES,
The Best Brace for comfort, \$1.00 Regular Price.

BOYS' WASH SUITS,
Sizes 3 to 8, \$1.80 to \$2.05 Regular Prices.

THE ABOVE ITEMS AT SPECIAL SALE PRICES
FOR REGATTA WEEK.

Side Talks by Ruth Cameron

HOW WE END OUR LETTERS.

How do you close your letters?

We fell to talking about letter ending the other day, and a letter signed "As ever."

"That," said the woman who received it, "is the most useful ending I know."

When I stopped to think, I agreed with her. Don't

in this day and generation of rapid living.

Of course there are fashions in letter endings as well as in everything else. Have you noticed how much less "affectionately yours" is used than it used to be? Just writing these words brings them to my mind's eye in the old-fashioned writing of an elderly New England aunt who thus dignifiedly characterised her emotions toward me.

My Favourite Ending.

Perhaps my favorite ending is "Cordially yours," and for some one whom I know a bit better, "Cordially, your friend." There is no finer word in the language than "friend," and few better qualities than cordiality, when the warmth is really, as the word implies, from the heart.

BOOKS.

I sit me down in sylvan nooks and read about a million books, of every mortal kind; and some are tales of Nick, the Sleuth, and some are loaded down with truth, and they improve my mind. I read all kinds of printed junk, the good, the noble and the punk, the ancient and the new; and men who see me reading slip predict that if I do not stop, my head will go askew. All kinds of books I buy and hoard, and I'm the guy who's never bored, to whom no days seem long; I see my neighbors groan and yawn, and wish the weary hours were gone, the hours that seem all wrong. I see impatient people go to dance, to concert or to show, to pass the eye away; and I sit happily at home and read some large and mildewed tome that makes my spirit say, "Amusement!" is the modern cry; "let us be entertained or die," the maudlin millions plead; but I don't care for tinsel shows, for ragtime noise, or things like those, for I have learned to read.

Of course there are certain endings that are so purely formal and business-like that it is almost rude to use them to a friend—"Very truly yours," for instance; "Yours sincerely" is almost in this class, but not quite. I rather like "Yours sincerely" from a new friend. Sincerity is a quality, you know.

What Is Indecent About Hastet?

"In haste" is an ending frowned upon by the polite letter writer, but never could see anything wrong about it myself. There are times when one does write in great haste, and I do not see why one should not do so to that fact. Surely there is nothing indecent about haste. If there is, few of us are decent for long.

MATCHES!

ON SPOT TO-DAY:

- 35 cases Eddy's Sesqui Matches.
- 50 cases Eddy's Safety Matches. (10 gross in case.)
- 25 cs. Blue Ribbon Matches (100 family sizes boxes to case.)
- 15 cases Sociable Safety Matches. (50 gross to case.)
- 25 cases Horwood's Blue Tip Matches. (6 gross to case.)

Soper & Moore

Wholesale Grocers.

Please note our new address: QUEEN STREET, cor. of George.

Phone 480. P. O. B. 425.

Household Notes.

It is a question whether very much making over of dresses is genuine economy.

If all ingredients are properly proportioned, a cake will be smooth on the edges.

Have a small brush to scrub your bread boards, and scrub with the grain of the wood.

Cooked mushrooms make a delicious filling for entire-wheat bread sandwiches.

A painter's small brush is excellent for removing dust from rattan furniture.

One tablespoonful of ammonia to a quart of water will clean gold or silver jewelry.

Salt sprinkled on boiled potatoes immediately after draining makes them white and mealy.

Before using a new broom, tie the strands together and soak for two hours in boiling water.

Delicious plum jam can be made with the pulp that remains in the bag after making plum jelly.

To prevent salt from lumping, mix one teaspoonful of cornstarch to six teaspoonfuls of salt.

Dish towels should be washed in cold soapy water and rinsed in cold water, every time they are used.

A London Riot Seven Centuries Ago.

In 1223 there were riots in London which showed the turbulence of the times, and the unsettled state of popular feeling. These disturbances grew out of wrestling matches between the Londoners and the men of Westminster, the tenants of the Abbot. The City men, having had the best of it, the Abbot's steward challenged them to a return match, and offered a ram as a prize. The day—August 1—ended in a sanguinary fight, the Abbot's men attacking the others with weapons of war and driving them helter-skelter to their walls. Such an outrage could not be allowed to end there, so the bell was tolled, and a public meeting held, when Serle Cotteras—the mayor—urged a pacific deputation to the Abbot, to demand satisfaction. But Constantine Fitz-Athery—a rich man and a popular leader—called for an immediate attack on the premises of the Abbot and his steward, and forthwith led the people to the assault on August 2. But he gave a political character to the proceedings by sounding the French war cry—"Montjoie! Desale! Louis!" The steward's house was wrecked, and the Abbot driven to escape by water. De Burgh, on hearing of the disturbance, hastened to the Tower, and summoned the chief citizens to give an account of the uproar. Constantine was bold enough not only to confess, but to justify the proceedings, whereupon the Justiciar, without more ado, gave him in charge of Fawkes; and next morning had him sent, with a nephew, and the crier who had sounded the treasonable war cry, quietly by water to be hung without trial at "the Elms."—doubtless, the historic elms at Tyburn. Judicial measures against the minor offenders followed; Serle being dismissed from his mayoralty, which he had held for five years—he had also been Mayor in 1215.

Just Folks

There's more in a task than the money it brings. Each duty comes laden with numerous things. There's a chance to be proud and a chance to exult. And the world may be helped by the final result. Though grim it may seem, if you'll open your eyes, You may see that behind it your character lies.

There's more in a task than its silver and gold. The joy of your children it's fashioned to hold. The dreams which you treasure for all of your years Are held in the duty which sordid appears. There's no road to glory save this one for you. For all men are known by the work that they do.

There is this in a task more than gold at the end— The respect of mankind and the love of a friend. For the thing that you fashion shall make you or mar; By your deeds the world's visions depend on the way. You shall finish the work that is given you to-day.

Do it well! Do it well! Let your task have your best. For all you hold dear you are facing the test. The praise of your neighbors, your own self-respect, And the right to meet all men face front and erect. The peace of the future, your fortune and fame Are all in the task that must carry your name.

Suits of plain color, but of two-tone effect, will be popular.

60 Years Old Today

Feels as young as ever

PEOPLE who are able to talk like this can not possibly have impure blood—they just feel fit—no headaches, dyspepsia or bilious disorders.

These diseases can be cured by

Dr. Wilson's

Herbina Bitters

A true blood purifier containing the active principles of Dandelion, Mandarin, Burdock and other medicinal herbs.

Sold at your store—a bottle, family size, five times as large \$1.00.

THE BRATLEY DRUG CO., Limited, ST. JOHN'S, N. B.

Dr. Wilson's Dandelion Bitters, in ready use, is a true blood purifier.

For sale by all Druggists and first-class Grocers.



We Are Now Ready to Make Prompt Delivery!

BEDSTEADS,

White Enamelled (with laths), 3 x 6, 3½ x 6 and 4 x 6.

BEDSPRINGS,

A long felt want supplied. We have secured a Steel Tubular Framed Spring, which will not sag or warp. Satisfaction guaranteed.

BOOK NOW.

Harris & Elliott, Ltd.

Wholesale Hardware Dealers.

Immediate Delivery!

Protect your spring trade by placing your order at once for the following popular goods:

- MEN'S SERGE SUITS—Asstd. prices.
- MEN'S TWEED SUITS—Asstd. prices.
- MEN'S WORSTED SUITS—Asstd. prices.
- MEN'S TROUSERS—Asstd. prices.
- MEN'S TRENCH COATS.

Customers report making quick sales with "Victory Brand" Clothing on account of the good fit and finish of the garments.

WHOLESALE ONLY.

The White Clothing Manufacturing Co., Ltd.

259-261 Duckworth Street.

UTT AND JEFF—

THE JOKE OF IT IS THAT SPIVIS BELIEVES EVERYTHING JEFF TELLS HIM.

By Bud Fisher.

