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American
White
Quilts,

AT

50 cents
per pound.

Gigantic BARGAIN Feast!

This is not a Clearing Sale of end of season left-overs—it is a Gigantic Bargain Feast of Seasonable Merchandise right in the heart of the season, and we urge you, with all confidence in the exceptional savings you will make, to buy liberally and supply your future needs for months to come.

50 Pieces Job WHITE LAWN,

Values up to 20c., all one Price, 10c.

40 Pieces Job White Check Lawns 12c.

40 Ends Job White Stripe & White Spot Muslins 10c. to 15c.

A Lot of AMERICAN GINGHAMS 8 cents.

Marshall Bros

Just Opened!

Another Lot of

American
White
Turkish
Towels

AT

45 cents
per pound.

OUT OF HARM'S WAY.

By RUTH CAMERON.



A neighbour of mine, the mother of four small children under six, and the employer of one helper, announced the other day that her husband had had a business promotion and wanted her to employ another maid.

"How splendid!" said the confidante, "I suppose you'll have a nursemaid to look after the children. That will give you so much more freedom."

"No," said the other woman slowly, "I don't believe I shall. That was my first thought, but I finally decided I'd have a second maid."

"For mercy's sake, why? I'd rather have the children taken off my hands."

No Constructive Training.

"Well, in a way, so would I. It would give me more freedom, but I don't think it's well for the children. No matter how good a girl is you can hardly expect her to give the children much constructive training. I decided I could leave the dish-washing and bed-making to someone else better than I could the training of my children."

What do you think of that decision, reader friend?

Myself, I think it is a very wise one.

If it is a task to tax the ingenuity and patience of mother love to give a group of small children a constructive training, how can one expect it of a paid nurse girl?

She Keeps Them Out of Harm's Way, I know a home in which there is

what many mothers call an excellent nurse girl. She is careful and trustworthy about dressing, bathing and feeding the children and keeping them out of harm's way. That last phrase sums her up. She keeps them out of harm's way, but she doesn't put them in the way of good. She doesn't teach them anything; she doesn't attempt to helpfully answer the hundreds of questions a day which the child seeks to orientate himself in this strange new universe; she does not give them any intelligent, systematic discipline. In short, she does not give them any constructive training.

The children are nowhere near so well-bred or so intelligent as the children of another neighbor who does part of her housework and also takes most of the care of her brood herself.

Nothing Makes A Child So Dependent.

Moreover, nothing makes a child lazy and dependent so much as having someone who, he knows, is employed to take care of him, amuse him and wait upon him. I used to know a woman whose husband had a prosperous business and who kept a nursemaid for her two children. The maid waited on the children by inches, picked up their toys, dressed them, ran up and down stairs for them, and did all the things they should have been taught to do for themselves.

Hard times came, the nursemaid had to go, and the mother had to look after her children herself. You can imagine what a task she found it. Four children properly trained and disciplined would have been less trouble than these two, dependent, over-tended, under-trained children.

No mother ought to be tied to her children all the time. It's hard for them and for her. On the other hand, no mother who wants to do the best

To Arrive

per s.s. Florizel Thursday:

60 cases CAL. ORANGES.

50 bunches BANANAS.

5 cases CAL. LEMONS.

3 boxes CUKS.

2 brls. MELONS.

50 brls. CABBAGE.

50 crates NEW ONIONS.

40 brls. NEW TURNIPS.

10 boxes TABLE PLUMS.

IN STOCK:

1,000 half sacks P. E. I.

POTATOES.

Soper & Moore.

Phone 480.

Salvia Hair Tonic
Makes Hair Grow

Ladies should have radiant hair. There are thousands of women with harsh, faded, characterless hair, who do not try to improve it.

In England and Paris women take pride in having beautiful hair. Every Canadian woman can have lustrous and luxuriant hair by using SALVIA, the Great American Sage Hair Tonic. SALVIA is a beautiful, pleasant, non-sticky Hair Tonic. 50c. a bottle.

Germany's
Worst Enemy.

Commodore Suter's Great Career. When the time comes for the granting of the honors of this war, a name which will come very near the head of the list will be that of Commodore Murray Suter, Director of the Air Department of the Admiralty; for to Commodore Suter is due the splendid efficiency of the naval air fleet, to which the late Sub-Lieutenant Warneford, V.C., who destroyed a Zeppelin between Ghent and Brussels, belonged, and whose feat adds one more to achievements of the Royal Naval Air Service.

Five years ago the latter was a negligible quantity, machines were few and unreliable and experienced pilots difficult to get. Commodore Suter, however, who has been described as "Germany's worst enemy," soon changed all that. One of the few men who really recognized the great value of aeroplanes and seaplanes in modern warfare, he set to work to build up an aerial fleet which to-day is second to none.

Braves and Bravery.

In the Admiralty workshops he organized efficient staffs to turn out the right type of machine and engines, paying particular attention to those of British make. Then he set to work to find the right type of men to train as pilots. A keen judge of character, he quickly surrounded himself with young men of brains and bravery—plucky youngsters like the twenty-two-year-old Warneford, who com-

bined knowledge with daring and initiative.

That is why to-day the Royal Naval Air Service has increased from the smallest to the biggest specialized branch of the Navy. For it must be remembered that the air service includes not only seaplanes and airships, but armoured motor-cars, sea-plane-carrying ships, balloon and kite sections, which are all under the direct control of Commodore Suter, who is at present superintending operations in areas as far apart as London and German South-West Africa, the North Sea and Red Sea, Belgium and the Dardanelles.

A Modest Genius.

Little is known of Commodore Suter personally, for he is a man who hides behind his work, and is not often to be met outside his office in the naval workshops. That, however, he is a practical man first of all and a fine pilot is evident from the tributes paid to his skill and daring by members of the service. Indeed, it is said that one of the greatest ambitions of Commodore Suter before the war was to fly across the Atlantic.

Before he became inspecting Captain of Aircraft in 1910 Commodore Suter had gained a great reputation as an authority on submarines. In the early years of the present century he was one of our most promising submarine officers, and the book which he wrote on the problems of organizing that service in the light of his actual experience as commander of a submarine is still regarded as a standard work on the subject.—Tit Bits.

"Zeppelin Drill"
in London Now.

Takes its Place Alongside of Fire Drill in Factories and Business Places.

London, July 8.—"Zeppelin drill" has now taken its place alongside the familiar drill in London factories and business places. In a few cases respirators have been provided by employers, and weekly or fortnightly respirator parades accompany the Zeppelin drill.

For households, advertisers are furnishing neat placards with "Directions" for conduct in case of air raid. One such card bears the following brief instructions:

"Don't go into the street.
"Close all windows and doors on lower floors.
"Keep buckets of water and sand upstairs.
"Have respirators handy in bedrooms."

A housewife writes to a newspaper to describe the steps she has taken to protect her household: "Every night the bathtub upstairs is left half-filled with water. On every landing I have buckets of water and sand. In every bedroom there is a bowl of water ready for moistening the respirators, and all my family have been advised to keep their respirators under the pillow so as to be within easy reach."

A schoolmistress writes advising parents to accustom their small children to the use of the respirator: "It

A True Tonic
is one that assists Nature. Regular and natural action of the stomach, liver, kidneys and bowels will keep you well and fit, and this action is promoted by

BEECHAM'S
PILLS

The Largest Sale of Any Medicine in the World. Sold everywhere. In boxes, 25 cents.

Fishermen Caught
on the Grounds

IN N. E. STORM.

The strong winds, heavy seas and ice have threatened much destruction to fishing property in and around the settlement of Pouch Cove of late as well as jeopardizing the lives of fishermen. Yesterday while the boats were on the grounds the elements raged in great fury. A northeaster came on suddenly, accompanied by a dangerous ground-swell. Boats ran in all directions for shelter. Some going Torbay, Flatrock and Outer Cove and two boats succeeded in coming on to St. John's. The occupants stayed at the Seamen's Institute and Police station all last night. The fishermen of Pouch Cove have been doing well with cod recently and it is unfortunate that they should meet with heavy loss to their gear on account of weather conditions. Their greatest dread is loose ice damaging their traps.

REMEMBER

The Camera House

Now has a complete line of Kodaks, Brownie and Premo Cameras in all sizes.

Also Films, Plates, Paper, Post Cards and Photo Supplies of every description.

If you don't get the results from your camera that you should, we will tell you the reason why.

Catalogues sent on request.

PARSONS' Art Store,
WATER STREET.

Fined for Smuggling.

A fisherman of Marystown was before Magistrate Avery, at Burin, charged with smuggling and selling run and gin to the fishermen on Cape St. Mary's grounds and getting fish in return. He was convicted and fined \$100. The above information was received by the Deputy Minister of Customs.

would startle a child considerably," she notes, "to be awakened in the middle of the night and have a respirator clapped over its mouth."

There is no unanimity of opinion even among the police authorities as to the proper mode of procedure for householders in case Zeppelin attack. In most places the police have advised people to go into their cellars, but the chief of police at Windsor is sure this is inadvisable. His code of directions which reads with a matter of fact common sense almost Yankee in its directness, is as follows:

"Do not congregate in one room or in the basement, as has been freely recommended. Some of the bombs recently used crashed through the room and floors to basement and then exploded. Again, if gas bombs are used, the cellar with doors and windows closed is not a haven of safety."

In a few words: In the event of an air raid, put your trust in Providence; have something efficacious on the premises for coping with a fire in its earlier stages; clench your teeth and do your best."

The British Theatre

2.30—TO-DAY—7.30.

Attractive "Vitagraph" comedy-drama—"TAKEN BY STORM."
Strong "Biograph" photo-play—"THE FIRST LAW."
Powerful "Lubin" Western drama—"THE SHELL OF LIFE."

The ever-popular MARY FULLER in an extraordinary society play:

"Dolly Turns Detective."

An excruciating comedy entitled:

"HAM AND THE VILLAIN FACTORY."

Featuring Lloyd V. Hamilton and Ruth Roland.

IMMENSE PROGRAMME SATURDAY AFTERNOON.

The Crescent Picture Palace.

"Under False Colors."

A comedy-drama with Norma Talmadge.

"THE BEAST"—A strong Kalem drama, featuring Alice Joyce.
"BRONCHO BILLY FAVORITE"—A Western drama with G. M. Anderson.

"THE PEACE MAKER"—A Vitagraph melo-drama.
"THEY CALLED IT BABY" and "HIS FAITHFUL SPOUSE" are two great comedies.

GOOD MUSIC AND SINGING—A COOL AND WELL VENTILATED THEATRE.

THE USUAL EXTRA PICTURES AT THE BIG SATURDAY MATINEE—SEND THE CHILDREN.

East End | Rossley's Theatres | West End

THE FINEST SHOW IN THE CITY AT THE PRICE.
QUANTITY AND QUALITY.

"OURS"

ALL NEW PICTURES TO-NIGHT—VITAGRAPH FEATURES.

Featuring Clara Kimball Young, Maurice Costello, Earl Williams, Flora Finch, Edith Storey, Van Dyke Brooke, and other stars.

NO GERMAN PICTURES AT OURS. GREAT SINGING ACT, I LOVE THE LADIES.

J. J. St. John.

45c.—The Real Irish Butter—45c.

Just landed ex-s.s. Durango from the Killarney Lakes, another shipment of the best IRISH BUTTER, which is little cheaper, retailing at 45c. lb. 500 dozen Nicely Perfumed

Toilet Soap,

in 1 doz. boxes. Price 35c. doz.

J. J. ST. JOHN,

DUCKWORTH ST. & LEMARCHANT ROAD.

Advertise in The Evening Telegram

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Indoors or out, on KODAK is at your service with the both

Everything for Store. Special service PRINTING.

Get a KODAK for

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A Remarkable
Statement

"With the War, and Without Russia is More Prosperous With Vodka, and Without the

The Review of Reviews characterizes this as "the greatest single sentence ever uttered for prohibition. It is the more remarkable in that it comes, not from a professional prohibitionist, but from M. Kharr, Controller of the Russian Treasury and the words were uttered in Imperial Parliament.

No better answer could be made the oft-repeated objection that abolition of the liquor traffic decreases the prosperity of a country. The facts are against this contention.

Britain May Take

Entire Canadian Crop.

Montreal Star Office, 10 Col Street, London, July 10.—Persistent rumors on the Baltic Shipping change connect Sir Robert B. visit to England with a British government proposition to take over whole of the Canadian crop of Allis.

It is impossible to get either affirmation or a denial of this from Sir Robert, though British press suggest that such a scheme is possible as a precaution, owing to Dardanelles operations taking than was at first estimated, the consequent holding-up of the crop.

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