

Real Advantages--

Our business has been built on the sound principle of **Direct Personal Dealing** with our customers. Thousands of satisfied people throughout the country can testify to this. Give us the opportunity of listing **you** amongst our numerous satisfied clients.



Ladies' Blouses

1.50 to 8.00 each.

Blk. & Col'd. Hose. 30c. to 1.50 pair. Fabric Gloves. 55c. to 1.00 pair

Ladies' Kid Gloves

2.00 to 3.00 pair.

VELVET CORD. 1.60 yard.

BLK. & COL'D. VELVETEENS 1.40 to 1.80 yard.

GINGHAMS. 25c. to 40c. yard.

VOILES. 40c. to 70c. yard.

Friday and Saturday Special Sale Days

Boys' Sailor Suits from \$5.50 to \$13.50

BOYS' SAILOR CAPS. 1.00 to 1.40 each.

BOYS' BLOUSE SHIRTS. 80c. each.

Gent's Soft Felt Hats, \$3.30 to \$6.00 each

GENTS' TWEED CAPS. 1.00 to 2.75 each.

GENTS' NECKTIES. 33c. to 2.70 each.

Marshall Bros

Lace Curtains

3.30 to 6.50 pair.

Art Sateens. 55c. to 72c. yard.

Chintz. 72c. yard.

Congoleum Mats

26c. each.

WHT. & COL'D. BEDSPREADS 3.30 to 6.50 each.

SCRIMS. 25c. to 45c. yard.

DOLLY CREAM. 6c. pkg.

BLIND LACE. 14c. to 40c. yard.

Mail Order Department Prompt, Efficient Service

Mistakes Poets Have Made.

REMARKABLE BLUNDERS IN THE CLASSICS.

All the blunders in literature are not confined to living authors. Milton's lines, "Thick as autumn leaves that strew the brooks in Val-lombrosa," are familiar to everyone, but, as a matter of fact, the Val-lombrosa forests are all of pine trees, so that there are no leaves, and pine needles do not fall in the autumn, but towards spring.

In "Comus" he writes:—
"And in the violet embroidered vale
Where the luteal nightingale
Nightly to thee her sad song mourneth
well."

Unfortunately for the poet, the male nightingale alone sings and the female is voiceless.

"Outlast Immortal Rome!"
Another classic writer who allowed his metre to get the better of his sense was Pope, who wrote:—

"When first young Maro, in his noble mind,
A work to outlast immortal Rome de-signed."

He had overlooked the fact that, if Rome was immortal, nothing could outlast it.

But neither of these is any worse than the story of Pharaoh's daughter finding the infant Moses among the bulrushes on the banks of the Nile. As a matter of fact, bulrushes do not thrive in that part of the world, and there are none on the banks of the Nile.

In his youthfulness may be found some excuse for Keats writing:—

"Like stout Cortes, when, with eager eyes,
He gaze'd at the Pacific."

Balboa discovered the Pacific, and not Cortes.

FOREWARNED IS FOREARMED.

The fair young thing was making her first long trip alone, and had been warned of bold, bad men and the many dangers that beset her path.

She had to change trains and was puzzled, so she said to a young man, "Sir, what train do I take?"

"Where are you going?" he inquired.

She glared felly, and swept on to another. One of those dreadful men! This was repeated three times. Finally she asked the ticket man, and when he asked where she was going, she hesitated, and then boldly said, "London."

He put her on the London train, and just as it was drawing out of the station she leaned out of the window and shouted back: "Ha, ha! I fooled you. I'm going to Birmingham."

Harbor Grace Notes.

Mrs. Young (nee Miss Marty Hunt) and two children came to town recently from Montreal to spend a while with her mother.

Mr. J. G. Thistle, of the Bank of Nova Scotia, left by Saturday morning's train for Pouch Cove, and will spend his holidays with his parents and friends there.

Owing to the unfavourable weather to-day, Wednesday, it was decided that the Regatta be postponed until tomorrow, Thursday, which we trust will turn out to be a fine day.

Mr. George Webber, of the New-

foundland Whaling Co.'s employ, spent the week-end here at his home and returned to Beaverton by Monday morning's train.

Miss Gladys Parsons is spending this week at Brigus, where she will attend the Summer School in Religious Education which will be held there from August 6th to the 13th.

The members of the Methodist Church, Carbonear, are holding a Garden Party in the College Grounds to-morrow, Thursday. A good concert is being held in the College Hall at night.

The members of the Christ Church Women's Guild held a strawberry

festival in the School Hall on Thursday last. Teas, ice cream, candy and strawberries and cream were on sale during the evening. Quite a large gathering were present to partake of the good things which the ladies had to offer and a very enjoyable time was spent by all. The fine sum of one hundred and ninety-five dollars was realized as the proceeds of the evening.

Mr. Cavis, Principal of the Presbyterian College, St. John's, arrived in town recently and is a guest of Rev. W. R. J. and Mrs. Higgitt at the Rectory.

Messrs. Parsons Bros. have removed their stock of groceries and pro-

visions to the premises formerly occupied by the late Mr. J. L. Pumphrey. We wish Messrs. Parsons Bros. further success in their new place of business.

Miss Floss Martin of the city is visiting town, the guest of Miss Flo. Goodwin.

CORRESPONDENT.

Harbor Grace, Aug. 8, '23.

"That horse you sold me is blind, and you never said a word to me about it."

"Well, the man who sold him to me didn't tell me either, so I thought perhaps he didn't want it known."

The Necessity of a Prominent P. M. G.

The idea inaugurated but a few years ago of placing at the head of postal affairs a "Minister of Posts" has been proved on the part of the public and the servitors of such a Minister to be imperfect. The following substantial reasons show the altogether incompetency of the office as a benefit to the service:

(1) The changing of Government means the removal of the Minister of Posts from his office; (2) At a time when he has become conversant with the affairs and duties of his place and (what is more important) when he has become familiar with the several branches under his jurisdiction, and knows the value of his staff.

(3) A Minister of Posts under existing circumstances, cannot—or does not—give his best services to the business for which he is supposed to be responsible, for as a member of Parliament he has to cater to, and look after the interests of his constituents, and this nearly always to the detriment of his legitimate business—as Minister of Posts.

Some little while ago I visited this Minister's office to transact some post office business with him (personally) but the place was crowded with constituents, and I had to forego the negotiation of what was for me a very important postal affair.

Let me hasten to add that in every case the gentlemen under the Minister of Posts are always willing (and able) to arrange official matters, but none the less are the points I have enumerated to be adjusted if the service is to render all that its public upkeep demands of it.

As a matter of fact the office of Minister of Posts is an utterly useless one, the whole work revolving on the Deputy there and his staff.

In former days there was a very close connection with his staff by the permanent P.M.G.; he had time to get to know his staff and value them and be of them. To-day, his position being movable, no such knowledge or confidence can exist, or if it does and is about to be shown for the mutual benefit of public and staff, the Minister in question fades away, an apt illustration to fit the pithy theory of Flannigan's "On again," off again," gone again."

The day this mythical—also practical—office is cancelled, and a permanent Postmaster General appointed, the service will be benefited and a new era of better conditions for the public will have begun.

VERITAS.

St. John's, July 26, 1923.

The fashionable cape back is particularly effective for the woman who desires a slender silhouette.

Campbell's Patent Roofing!

\$2.59

per full size roll
with Nails and
Cement FREE.

This is a bargain in good
Roofing. DON'T MISS IT!

COLIN CAMPBELL, Ltd., Water Street,
St. John's

Campbell's Patent Roofing is heavyweight 3-Ply quality.

A roll covers same roofing space as a roll of 3-Ply felt.

You need buy neither nails or cement with this roofing.

Houses covered with this roofing pay less for insurance than houses covered with felt.

Campbell's Patent Roofing needs no tar or other coating for 1 or 2 years.

Less trouble to put this roofing on; cheaper and better than felt.

Send your carpenter down to examine it; he knows good roofing.

BILLY'S UNCLE

Sitting Tight.

BY BEN BATSFORD.



SMALLWOOD'S Big SHOE SALE



This time its
Children's and
Girls' BOOTS

We offer Big Values in Girls' Solid Foot-wear.

CHILD'S GREY CLOTH TOP LACED BOOTS—
—Sizes 6, 7 and 8. Only . . . \$2.00 the pair.

CHILD'S BLACK KID LACED BOOTS—
—Sizes 6, 7 and 8. Only . . . \$2.00 the pair.

CHILD'S SOLID BROWN CALF BOOTS—
—Only . . . \$3.00 the pair.

CHILD'S GREY TOP BOOTS—
—Only . . . \$2.50 the pair.

CHILD'S BROWN LACED BOOTS—
—With Brown Cloth Top: Only \$2.80 pair.

CHILD'S PATENT VAMP LACED BOOTS—
—With Champagne Top. Sizes 6, 7, & 8.
—Only . . . \$2.00 the pair.

GIRLS' SOLID HIGH CUT BOOTS—
—Sizes 11, 12, 13, 1 and 2. Only \$3.10 pair.

Extra Special IN MEN'S BOOTS

MEN'S DARK TAN LACED BOOTS—
—Only . . . \$4.50 the pair.

MEN'S FINE BLACK KID LACED BOOTS—
—Only . . . \$5.00 the pair.

F. Smallwood

THE HOME OF GOOD SHOES.

Forty-Four Years in the Service of
the Public—The Evening Telegram