

Great BARGAIN Sale.

OPENING DAY:
THURSDAY, AUGUST 1st.

During this Sale all SUMMER GOODS, Dress Cottons, Linens, Silk Muslins, DeLaines, Muslins, etc., will be offered at less than cost. Each Lot will be marked in plain figures.

Special attention is called to our Dress Dept.

Lustres, all shades, 5 yard lengths, 48 in. wide, **\$1.75.** Good value for \$2.50.

Costume Tweeds and Meltons in great variety. Our extra special lot **\$1.60** for 5 yard lengths.

Prices in all departments will be cut so that you will have to admit that this is a REAL Bargain Sale.

A Special Feature will be Our 20c. Counter.

We intend to make such a display here that it will prove an attractive feature to every one.

Other Bargains will be announced later—wait for them.

Remember Thursday, Aug. 1st.

Robert Templeton.

Are You a Snob?

BY RUTH CAMERON.



"If there is one thing on earth I hate," I heard a young person exclaim indignantly the other day. "It's a snob." The young person had just come into contact with a new rich friend who had used her wealth as a platform from which to look superciliously down upon some of her old friends. Hence the young person's venom against snobs.

Now I wonder what the snob hater would say if she knew that, in my eyes at least, she is very much of a snob. I think she would say, "The idea! Why, how could I be a snob even if I wanted to? I'm poor as a church mouse."

But she IS a snob just the same. You see there are many kinds of snobbery. The snobbery at which the young person became so indignant was that of wealth. Now I think she herself is an intellectual snob.

She has had unusual educational advantages and she certainly uses them as a platform from which to look superciliously down on those who have not been so fortunate. For instance, just the other day I heard her openly express her scorn of people who could enjoy a moving picture show in the presence of several people who do count that form of amusement among their pleasures. Again, she never sees anyone reading a popular novel without taking occasion to remark that she has no time for such reading, and referred casually to some classical work which SHE is enjoying.

Tell me now, in the light of this intellectual snobbery, do you think the young person has any right to object because her wealthy friend often drags references to her wealth into the conversation? I know another woman whom I should call a moral snob. She was born with a heritage of high principles and she has always led an exceptionally sheltered life. As a result she has a very high moral standard and is always ready to look down upon those who are less lofty minded. She will make no allowance for a heritage inferior to her own or for a pressure of temptations which she has never known. Upon anyone who does not accept her moral standard she looks down with snobbery that is just as blatant as that of the rich woman.

To look down upon someone else for not having what you are fortunate enough to possess—whether the possession is material, mental or moral—surely that is the meaning of snobbery. And surely the man or woman who is guilty of intellectual or moral snobbery has greater reason to be ashamed because he or she has more reason to know better than the man or woman whose only advantage is that of wealth.

So let's be very, very careful before we condemn snobs that we are not condemning ourselves most heavily.

Ruth Cameron

HATS!

Ladies' Hats.

Final clearing of all LADIES' Untrimmed Hats, this season's newest styles. Owing to the past few days unfavorable weather we find 6 doz. Untrimmed Hats unsold.

ALL OUR POPULAR 1.20 HATS NOW GO AT 60c. EACH.

All other shapes Half-Price Also

15 only Home Millinery HATS—

- \$3.60 for \$1.80
- 4.20 for 2.10
- 5.00 for 2.50
- 6.00 for 3.00
- 7.40 for 3.70
- 8.00 for 4.00

Soper & Moore

The Political Bee.

BY H. L. RANN.



The political bee is a sharp-toothed insect which crawls under a man's hat and puts up a loud buzzing just prior to a primary election.

After a man has been stung by this bee two or three times, he isn't good for anything except to hold some office with a salary which has hard work keeping up with his grocery bill.

The political bee seldom attacks anybody twice in the same place. It generally starts in the board of supervisors or works up by slow and easy stages to the governorship, when it becomes a violent and incurable disease and starts an insurgent movement in the direction of the White House.

Many a man has exchanged a good law practice and a clear conscience for the privilege of sitting on the committee for the Pacification of the Deceased Red Man and borrowing large fluent chunks of currency at his home bank.

The young man who can take the political bee firmly between the thumb and forefinger and step on its neck while clinging to some \$80-a-month job, will never be turned out to grass in his old age by an ungrateful and irritated electorate.

This insect has a very debilitating effect upon patriots who are elected to the United States senate, as it renders them so deaf that they are unable to hear anything except the voice of the common people calling them to the pension office. Sometimes they can't even hear vox populi's demand for more action and less ozone.

The presidential bee is an expensive variety which never lets go until the old-age limit steps in. In its getting so that nobody entertains this bee nowadays without having sources of supply that would choke a geyser. When the political bee becomes firmly established in a man's headgear, he will sacrifice all the comforts of home and an assured income for the chance to distribute onion sets among his constituents and associate with candidates for the post-office. When the buzzing ceases, all the average victim has left is a Prince Albert coat and the opportunity of being ginned all over again.

A Paris Chemist Has Discovered How to Grow Hair.

McMURDO HAS IT.

In Paris the ladies have entirely abandoned wearing hats, which is due entirely to this new discovery. It has been proven that Henna leaves contain the ingredients that will positively grow hair. That they contain this long-look-for article is proven every day.

The French are now placing on the market a preparation containing the extract from Henna leaves, which is having a phenomenal sale.

This preparation is called SALVIA and is being sold with a guarantee to cure dandruff and to grow hair in abundance. Being daintily perfumed, SALVIA makes a most pleasant dressing, and is sold by your druggist. A large, generous bottle can be purchased for 59 cents. McMurdo & Co., Wholesale Agent.

Sea Tramp Artist

FRANK BRANGWYN LEARNED HIS ART WHILE AFLOAT.

England's Most Celebrated Painter of Great Color Masses and Gorgeous Pageantry Found Designing Too Tame for Him and Went to Sea, Where He Filled His Notebook in Every Land.

There comes a tide in the holiday affairs of men which leads, not to fortune, but to temporary bankruptcy. Such a tide carried Frank Brangwyn out to sea, flooded him with adventures, and brought him home rejoicing, poor as could-be, but passing rich in experience and ideas and ambition. He had lived adventures of which W. W. Jacobs dreams and writes, and their humor and pathos, their laughter and their tears you see in his pictures.

It is one of the last marvels of the artistic world that this man, who spent some of the best and most impressive of his years, not in the ateliers of masters of his art, but careering about the ocean in shameful old sea-tramps, should, within the next twenty years, accomplish more than any other living artist to glorify British art throughout Europe and America. That he has done so is the bald truth.

Mr. Frank Brangwyn was born of Welsh parents in Bruges, where his father, who was an artist, added to his income by the making and sale of church tapestries. The boy's artistic spirit was born in the beautiful old Belgian city, but he was brought back to England to blossom into an artist, if artist he were to be. There was no hurry, no set purpose about his education, which was quite ordinary and commonplace, just that of any small tradesman's son, and it was left to the boy himself to fill in the blank spaces.

This he sought to do by helping his father in his business to design tapestries, and by going voluntarily to the South Kensington Museum to study and copy the old masters there. It was an ideal experience and

Ladies of Culture and Refinement Use Salvia Hair Tonic. It Makes the Hair Beautiful.

At last a remedy has been discovered that will positively destroy this pest.

That Dandruff is caused by germs is accepted by every sensible person. Dandruff is the root of all hair evils.

SALVIA will kill the Dandruff germs and remove Dandruff in ten days, or money back. McMurdo & Co. guarantees it. It will grow hair, stop itching scalp, falling hair, and make the hair thick and abundant. It prevents hair from turning gray, and adds life and lustre.

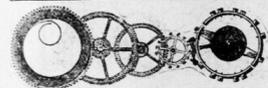
SALVIA is a hair dressing that has become the favorite with women of taste and culture, who know the social value of beautiful hair. A large, generous bottle costs only 50c., at leading druggists everywhere, and in St. John's by McMurdo & Co. The word "SALVIA" (Latin for sage) is on every bottle, and sold at all first-class Drug Stores.

Rough on the Scotsman.

"Twas in the good old days, when the "cat" was used freely. Scene—Quarter deck of H. M. S. Hardship. Pat Murphy and Jock McLean had been ordered to receive ten strokes each of the "cat." When the time came for their punishment, the captain considering their previous good character, said that if they wished to wear anything to protect their backs a little they could do so. The Scotsman replied that he would like to have a strip of canvas on his back. The request was granted, and then Pat, on being asked what he would like, exclaimed, "Shure sir, if it is all the same to you, I would like to have the Scotsman on my back."

McMurdo's Liniment Cures Distemper

The Tale of Perfect Time in a Watch



From Mainspring to Hairspring, between them lies the secret. The Mainspring is the power which it transmits to the active parts of the watch. The Hairspring has the control and regulates the motion. The Biting is most delicate; imagine a tenth part of a hair. (Impossible just now.) Yet it is enough to interfere in its performance, so wonderful is the adjustment. The friction from accumulating dirt, lack of oil etc., destroys these perfect fittings. Do not let your watch run to ruin for neglect. Remember our business is the care of watches, and our concern costs nothing.

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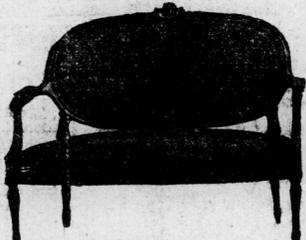
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295 Water Street.

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considered the Furniture needs and offer a choice line of Furniture that will bring brightness and comfort to the home. Everything here to fit the season. Never here before in larger,



more attractive or better variety than now. For summer time comfort, at home or away. You'll find here much that will interest you.



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St. John's, N. F.

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ABSOLUTE SECURITY THE PROFITS PROFITABLE POLICIES

allotted to Canada Life Policyholders in 1910, amounted to over **\$2,000,000.00**

and the large increase in Surplus for the past year insures that Canada Life Policies will continue to be profitable.

Mr. J. B. T., insured under Policy No. 661,854, writes: "I desire to express my satisfaction with the outcome on my policy in your Company for \$2,000. I can now draw in cash over \$700 more than the total premiums paid, and besides I have had insurance protection for twenty years."

At age 30 a Profit-bearing, 30 year Endowment Policy of \$5,000 can be purchased for a quarterly investment of \$14. This amount, together with accumulated profits, will be paid to you in one sum or in a number of instalments, as desired.

It will pay you to invest in a Canada Life Policy. Ask for a proposition suited to your age and means.

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C. A. C. BRUCE, Manager, St. John's.

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for the purpose of obtaining interest. The more interest you get, the more money you will save. We own and offer a number of Securities that will meet the requirements of those who wish to double their interest income—with safety. Ask for particulars.

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Heavy Green Cabbage.

- (On the spot.)
- 50 Bunches Choice Bananas.
- 50 Boxes Calif. Oranges.
- 50 Brs. N. S. Green Cabbage.
- 30 Brl. New Potatoes.
- 150 Sacks Choice P. E. I. Potatoes.
- 200 Bunches Turnips.
- 100 Brs. Green Cabbage.
- Last stock before races; book quickly.

Edwin Murray

DO YOU WANT

MOONEY'S CREAM SODAS,
Mooney's Assorted Fancy Biscuits,
Jacob & Co.'s Assorted Fancy Biscuits,
(Fresh Stock and large assortment.)
Hartley's Assorted Jams,
Choice French Coffee—tins and loose,
Symington's Coffee Essence,

Heinz's Mince Meat—tins,
Baked Beans, 3-lb. tins, 14c.,
Fruit Pudding, Fruitella, Dustbane.

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Mackintoshes

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MARVELLOUS VALUE!

The TORPEDO Propelling Pencil

ALWAYS ready for use. Requires no sharpening. Charged with extra Leads. Chase Vulcanite, Fountain Pen Size. The most convenient pocket pencil made.

Price **25c.** 27c. post paid.

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