

Comparative Values in Footwear!

With the majority of people, price is the chief consideration in purchasing footwear. That's why there are so many uncomfortable feet in Newfoundland to-day and so many dissatisfied shoe purchasers.

For low-priced shoes cannot be good shoes—the high cost of good materials and skilled labour won't permit. Then why experiment—at the expense of your comfort—with low-priced shoes? Why not wear

INVICTUS SHOES

and be thoroughly satisfied?

Distinctive & Pleasing in Appearance,

they possess that style individuality that is the hallmark of fine footwear.

INVICTUS SHOES will outwear ordinary low-priced shoes—yet they cost little more.

INVICTUS SHOES are still made from the finest grade of imported and selected leather by men expert in the art of shoemaking.

If you have not worn INVICTUS SHOES you do not know what comfort is. Let your next shoes be INVICTUS and you will be satisfied.

We are Sole Agents for Men's INVICTUS Shoes.



JUST RECEIVED: 2 Gross Venetian Ladder Tape.

Marshall Bros

He Has Done It Himself.

By RUTH CAMERON.



RUTH CAMERON

When helping him change a wheel, "seem to know by instinct just the right thing to do."

The other female member (who, perhaps I scarcely need add, was younger and rather pretty) smiled her appreciation, while his wife who is plainly well used to commitments from her husband—for other women, managed to smile, too.

Nothing Manner or Ruder or More Underbred.

I honored that smile. I don't think I could have achieved it. Why will men who love their wives be so hateful to them? Is there anything meaner or ruder or more underbred that a man can do, than to make that sort of derogatory comparison? And yet, men who would be ready to fight if anyone applied any of these adjectives to them, and who, in their way, do love and admire their wives, are always saying that sort of thing.

But that was not at all what I started to say. I have digressed because I can never consider that subject without waxing excited.

She Can't Help Being Awkward.

To get back to the main road, I have seen that man's wife try to help him fix something on the machine, and I will admit she is awkward. I don't see how she could be otherwise, for her husband makes her so nervous by his way of flying out at her if she doesn't understand just what he wants, or find whatever he asks for instantly, and by his irritability if things don't go smoothly. That a master mechanic in her place would be awkward. If she has left some tool behind, he upbraids her for its absence as if it were her fault. After the thing is finished he will perhaps make a half apology to her, will say, for instance, that he hates machinery. But the fact remains that he

will be the same next time. And then he caps the climax by blaming her for being awkward, and by praising in her presence the calmness and self-possession of another woman who had no reason to be otherwise (like all men, he can be pleasant and controlled, even when fixing a wheel, if a woman outside the family is involved).

Man's Age-Long Right.

His wife is what he has made her. He has himself to blame and not her. And so have the hundreds of thousands of men like him who, by asserting the age-long right of man to vent his irritability on the weaker members of his family, have made their women folk nervous and timid and awkward.

Minard's Liniment Co., Limited.

Gentlemen—I have used MINARD'S LINIMENT on my vessel and in my family for years, and for the every-day ills and accidents of life. I consider it has no equal. I would not start on a voyage without it; if it cost a dollar a bottle.

CAPT. F. R. DESJARDIN, Sebr. Storke, St. Andre, Kamouraska.

"Items" in Nfld. Fisheries.

Halibut, haddock, hake, turbot, smelts, caplin, and even squid, must be listed as items in the Newfoundland fisheries; but none of the items is of great commercial importance. The turbot fishery is promising, but no large quantities ever have been taken. The industry is growing. Smelts are taken in small quantities on the west coast during the winter months, but the methods of capture are still crude. Caplin are found in abundance, but so far no successful effort has been made to put them on the market in the fresh state in large quantities. The exports of caplin have hitherto been of the salt and smoked variety, and find their way to the counters of the saloons, presumably "to create a thirst." Hake sounds are exported in small quantities from Hermitage Bay and yield substantial returns. Dogfish are numerous and really a pest to the fishermen. Some enterprising canners are now packing dogfish for export—N. Y. Fishing Gazette.

MINARD'S LINIMENT CURES DIPHTHERIA.

Fresh Vegetables, Bananas, etc.

Due To-Day.

DUE TO-DAY:
Bananas.
Canadian Green Cabbage
Canadian Potatoes.
California Oranges.
California Lemons.
Canadian Cheese.
Blue Nose Butter.
Marmalade, 12 oz. and 16 oz. jars.
White Table Corn Meal.

Local Cabbage.
Local Turnips.
Fresh Lettuce.
Fresh Rhubarb.
Baked Beans, 10c. & 15c. can.

Orders now booking for Preserving Plums—Red, Blue and Green; also Green Tomatoes.
Genuine Marowfat Green Peas.

C. P. Eagan

Duckworth Street and Queen's Road.

EGG POWDERS

Owing to the high price of Eggs we have bought a

FULL STOCK OF HIGH GRADE EGG POWDERS.

One package equal to one doz. Eggs for Baking Purposes. Packed 3 doz. to Box. We can fill your order at once.

Soper & Moore
Wholesale Importers and Jobbers.

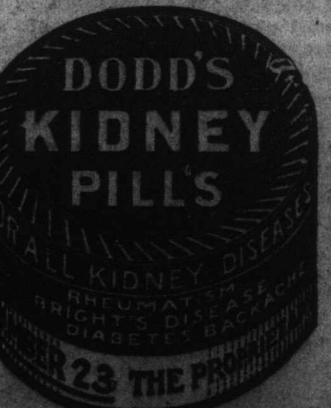


THE INDIAN GIVER.

I gave them to the country, I gave them to the sea; I was their tyrant monarch and I gladly set them free. To the blue skies and the breezes and the ocean's lapping wave, and the laughter of the summer time, my richest gems I gave. But the days are dull without them, and my nights are lank black, and I've turned an Indian giver, for I want my treasures back.

The sunbeams thought them lovely and they envied me their charms. The hills seemed even fearing them to nestle in their arms. And the fields of clover called them to go there to find their play. So in one great generous moment I just gave them all away. I gave them to the gladness of the summer, but I've learned That my life is cold without them, and I want my gifts returned.

Yes, I've turned an Indian giver Hills and clover fields and sea. In the night time I am calling, "Give my children back to me!" Give me back their gentle mother, I am weary and alone. And my soul is sick with yearning for the joys it used to own. I am hungry for the laughter of my merry little pack—Home is desolate without them. Heed my plea and send them back.



Milady's Boudoir.

THE VALUE OF FRESH AIR.

The value of fresh air in the lungs cannot be overestimated. Indeed, health crusades have drilled so long on the open window for sleeping apartments that the closed window is now the exception rather than the rule.

Fresh air, however, is now a commodity that all do not know how to use it. You may romp all day in the open, but unless you breathe deep and properly, you lose fifty percent of the value of the outing.

There are five rules for breathing correctly. First breathe through the mouth, second keep the mouth shut, third breathe deeply, fourth breathe quietly, fifth keep the head up. When one starts to practice these five rules it will seem the most natural impulse in the world, harnessed under a set of hindering rules.

The fact is that a very little practice will make the proper kind of breathing as natural as the other. Unless you will not be able to indulge in any kind of exercise without puffing or getting entirely winded.

An excellent breathing exercise is to stand erect, head well back, shoulders thrown back and hands on hips, take a long breath through the nose, with mouth closed, hold this for a moment and then just as slowly and gradually let the breath go.

Standing on tip toe while inhaling and sinking back to the floor again when exhaling, will sometimes help, and the breaths should come from the abdomen and not from the chest.

When you are tired, nervous from overwork or strain, or merely unaccountably sleepy or lazy, throw your window up and see what a few deep, long breaths will do for you. You will find they will act as a tonic.

As the M. O. Sees It.

Of raids carried out by his own battalion the M.O. has had plenty of warning. But it is otherwise when the Hun comes over the bags to have a dash at our front line.

My first experience of an enemy raid was in the Armentieres. A six mile tramp on the duckboards had made me so fit for slumber that the first intimation of anything abnormal was my batman's hand on my shoulder. "Boche raid on, sir. Stretcher-bearers coming up." I rose, and made a hurried toilet that would not have done on any parade. In about three minutes we had a sufficiency of lint, wool, and bandages prepared; a solution of eusol; pocket-case of instruments; spirit-stilliser; antiseptic inoculation outfit, and splints of all descriptions ready in the improvised first-line dug-out, usually the deepest and best of these often roomy caverns.

Low voices outside: "Gently, Jim. Mind my knuckles, Bill. Oo! Eili!"—why must dug-entrances always be so narrow?—and the gas-curtain is drawn aside to admit the head and shoulders of a grimy S. B.

The man on the stretcher is muddled and exhausted. Beads of sweat on his brow testify to the pain he is enduring. His wound is a nasty, ragged gash on the outer side of the right thigh. Nothing but a shell fragment could have caused it, and even as I clip away the field-dressing, and note that clotting has occurred, I can see my corporal writing: "Shell wound, R. upper thigh; severe," on the ticket which will accompany this casualty to the care of the Field Ambulance.

Soon our man has a cigarette in full blast, and a cup of hot tea in his interior, for the tea-urn is always a feature of the dressing-station, and most men would sooner have tea than run on these occasions. Next comes

the " ordeal of the needle." Most Tommies would far rather face a non-vital bayonet-thrust. The inoculation in cold blood, though not very painful, is uncomfortable at first, as the injection—generally performed under the skin of the chest—is bulky, and exerts tension on the skin until the serum is absorbed. This ritual over—it is a routine nowadays—the stretcher and patient are lifted down from the trestles, warmly wrapped in blankets and duly ticketed with a brief description of wound, and other particulars, including quantity of morphia—if any—administered, and the time at which it was given.

BRACE UP.

Cheer up, the heat may take the starch from you, this time of year, but there will be no heat in March, and March will soon be here. Cheer up, though feeling half way dead, exhausted by the grind; there's always solace just ahead, and history behind. Cheer up, if tired of buying ice, which thins your meagre roll; for soon you will dig up the price for loads of slate and coal. Cheer up if war news shows reverse for armies of our own; the Teuts will strike a whole lot worse than ever we have known. Cheer up if bread is lacking wheat, and long on bran and chaff; the tempting loaf you do not eat means some Hun's epitaph. Cheer up if all our wires seem crossed, and government diseased; believe me, everything's not lost because you're not pleased. Cheer up if Foch is doing things you do not understand; he's out to get some Bulgar kings, and see some kaisers canned. If some discomforts you should know, don't spring a grouchy wheeze; our boys who face the fighting foe don't balk on beds of ease. Cheer up! Let every word and deed be of a hopeful style; cheer up, for other people need the comfort of your smile.

WALT MASON

Origin of Bread Unknown.

The origin of wheat is lost in hoary antiquity. Even the original home of the cereal plants of which bread is being made is not known, all the researches and hypotheses notwithstanding. Where wheat, spelt, rye, barley, oats, buckwheat, etc. first offered man their grainy ears for food is an unsolved problem.

But that originally bread was not roasted or baked, as moderns prepare it, but eaten as dough or paste, may be inferred from its relation with the word "broth," both of these words being derived from the root "breo-wan," "bru," to brew. In all probability it was originally the boiled coarse meal with nothing added to it but salt. The leavening and baking of the bread was a later development. The origin of these processes is a matter of speculation; but so much is certain; that baking preceded the leavening of the bread that causes it to rise; also that the original form of the bread was not the loaf, but a kind of thin, flat cake like the matzo, or the tortillas of the Mexicans. Like these, it was probably roasted upon intensely heated flat stones.

With the discovery of the leaven the flat cake increased in height until it assumed the form of our loaf.

MINARD'S LINIMENT CURES GARDEN IN COM.

Books are Real Friends!

Treat them as such by keeping them neat and in good condition. This may easily be done by the use of the new and delightful dust-proof Book-Cases that are so deservedly popular.

We are stocked with a fine selection of Book-Cases in many designs and can fill the bill either for one small Case to hold a few old favorites or for any quantity to accommodate a full-fledged library.

If you want Book-Cases, come to us.

U. S. Picture & Portrait Co.

St. John's.

SLATTERY'S Wholesale Dry Goods

Are now showing the following goods:—

American Millinery Hats, Boys' Cotton Suits, Ladies' White Skirts, Ladies' Hosiery, Misses' & Children's Hosiery, White Curtain Scrims, White Dress Crepe, 38 ins. wide; Colored Dress Goods; and a splendid assortment of Smallwares. Wholesale only.

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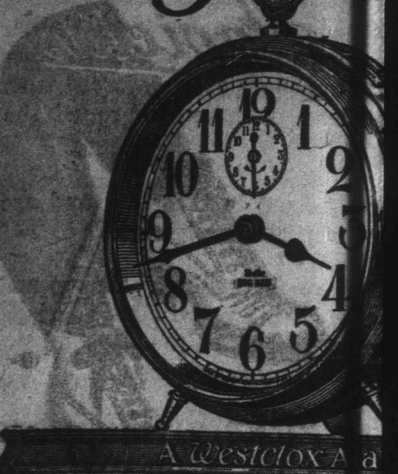
OATS, BRAN, HAY!

Just arrived, Large Shipment
Oats, Bran, Hay.

GEO. NEAL

Advertise in the "Telegram."

Big Ben



Westclox is Big Ben's family name. Westclox is a name an alarm clock is proud to bear. Westclox is a mark of quality.

All Westclox must earn the right to wear it. Like Big Ben they must be as good all through as they look outside.

The Western Clock Co., La Salle, Ill., U. S. A.

Western Clock Co.—makers of Big Ben

Public Ownership.

Editor Evening Telegram.

Dear Sir,—In reply to a request of a few days ago asking Hon. John Anderson for his opinion, as to what he thought of taking over the Electric Light and Tram Service, I was pleased to know that he was quite enthusiastic over it; would that all our healthy men were as Democratic and full of interest for the working man as the Hon. John. I was also pleased to know, from your editorial on the issue was already a live one, and that negotiations had been opened between the Government and the Nfld. Co. on the matter. I trust for the welfare of the seventy or eighty per cent. of the people of St. John's, to whom the Electric and Tram system is of no service, that such is correct, and furthermore that the Government will view it from a favorable light. If again as you say, at the Reid Nfld. Co. are favorably disposed towards the transfer, and will in return spend the transfer money towards the betterment of our railway system and the erection of a first class hotel in St. John's, with other things along the line of railway, there is nothing left, to my mind, for the Government to do, but make the deal right.

Mr. Editor, that the Reids are right by us in offering these possessions in return. The time has passed, for us to be viewing large visions through a microscope. We shall have to get big enough to see the naked eye if we are to modify ourselves to existing conditions. As a City, without any laws of incorporation, we are helpless in the matter of raising money, hence

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T. J. EDENS.

400 lbs. Beechnut Bacon.
400 lbs. Puritan Bacon.
New York Sausages.
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Pork Feet—Pickled & Spiced.
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Pork Loin.
Pork Ribs.

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Egg Butter—3 lbs. tin.
Lard—2 lbs. tin.
Cucumbers—Pickled.
Cucumbers—Pickled.
Cucumbers—Pickled.
Cucumbers—Pickled.
Cucumbers—Pickled.

Edgeworth Tobacco,
3 oz. and 4 oz. tins and Ready Rubbed.

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We expect NEW LOCAL POTATOES this week. They will be much cheaper than imported.

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Aug. 24, 1918

The

Editor