

Economy in Shoe Purchasing



We stock a full line of Men's High and Low Cut INVICTUS Shoes

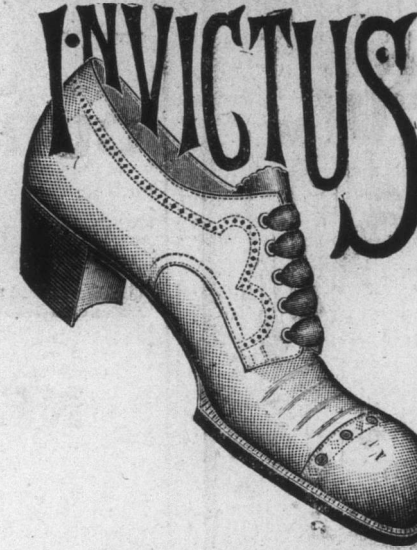
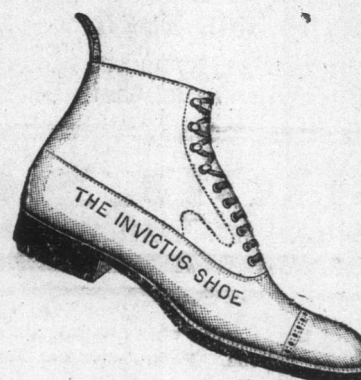
Many people purchase low-priced Shoes under the impression that it is economy to do so. But it is not economy, because low-priced Shoes must necessarily be made from low-priced materials—GIVE BUT HALF THE WEAR OF HIGH GRADE SHOES AND COST A GOOD DEAL MORE IN THE END.

INVICTUS SHOES

cost little more than mediocre Shoes, yet they are the highest grade of footwear you can buy. THEY GIVE MORE REAL SERVICE THAN TWO PAIRS OF "POPULAR" PRICED SHOES, plus the comfort and smart appearance that is only associated with the finest footwear.

Be Economical---Wear Invictus Shoes.

Marshall Bros



BLACK and TAN, with or without Rubber Heels.

Don't Get Sour.

By RUTH CAMERON.



RUTH CAMERON

Does that describe anyone you know?

I didn't happen to be acquainted with this woman but my mind went swiftly to another woman whom it fitted perfectly. So I fancy it must be a more or less common danger for people who are approaching middle age.

And especially, I think, for women who are unmarried or married and childless.

Seeing one's youth slipping out of one's fingers without having received due return for it in the life of the second generation is always a sad thing.

Not to be embittered one needs either absorbing interests of some sort or great strength of character.

And yet, to yield to this bitterness is fatal.

If You Yield You Will Be More Unhappy.

You are bitter because you have not gotten more love and happiness out of life. But if you let that bitterness entrench itself in your life and heart and consequently in your face and manner you will drive love and happiness far away from you.

Make up your mind you simply won't grow sour. Don't allow yourself to say sharp things about people. Even when sharp things are perfectly true they are apt to reflect more on people's opinions of you than on their opinions of the people about whom you say them.

Don't Be Cranky.

Don't be pessimistic and cynical and bitter in your point of view. Don't be down on the young people. Don't be always criticizing someone. Don't be cranky. Keep sweet. It may be hard just now but by and by you will get your mind set in the right direction, and it will come natural.

And if at any time you need something to bolster up your resolutions, just look about you for someone who has permitted herself to grow acid, I am sure that had example will be all you need.

Had a ship's anchor fall on my knee and leg, and leave swelled up and for six days I could not move it or get help. I then started to use MINARD'S LINIMENT and two bottles cured me.

PROSPER FERGUSON.

Crush girdles are seen again. In spite of the favor shown to silks, they will never replace woollens. Bright pink, turquoise and gold are prominent among evening gowns. The newest corage bouquets are very brilliant or in dull, faded tones.

New Goods

From New York.

CALIFORNIA NAVEL ORANGES, FRESH COCOANUTS, WESTERN TABLE APPLES, CABBAGE, ONIONS, 50 lb. crates. FRESH TOMATOES. SINCLAIR FIDELITY HAMS. KNOX'S ACIDULATED AND SPARKLING GELATINE. COX'S POWDERED GELATINE. NELSON'S GELATINE. FRESH COUNTRY EGGS.

C. P. Eagan

BUCKWORTH STREET & QUEEN'S ROAD.

Important Items!

Hay Seed!

On hand and ready for immediate delivery, NEW TIMOTHY HAY SEED, 112 lb. sacks.

POTATOES!

Local Potatoes for seed purposes, including Red & Whites.

Soper & Moore, WHOLESALE JOBBERS. Phone 450.

Rann-dom Reels.

SENSE.

Sense is an important cog in the human intellect which never strips a gear in the mud or sand. It has enabled many a man to overcome a stiff grade without knocking or straining his power-plant with promissory notes.

There are several kinds of sense in common use, the most valuable of which is ordinary horse. This is an exceedingly rare variety, and is more precious than beauty, brains or the ability to sing in the English language so that it will not be confounded with a Russian folk song. People who have been endowed by nature with several thick layers of horse sense seldom have to call at the bank to pay a dark, forbidding, eight per cent. note signed for some near relative who desired to engage in the dry goods business without knowing crepe de chine from chinichilla.



"As a general thing, women have more sense than men."

As a general thing, women have more sense than men, owing to the fact that they are not allowed to handle any money and therefore are prevented from investing it in projects which leave nothing in their wake but memory and the sinking fund. If it were not for the sense that some women are blessed with, their husbands would put a large red-lined plaster in the print on

everything in the house except the baby cab in order to get rich in thirty-five minutes from the proceeds of a platinum mine that never yielded anything but a prospectus in four colors. If the women of this country had more to say about how the pay-check should be expended the crop of genial, whole-souled suckers would fall off faster than an obesity patient in a Turkish bath.

Business sense is the kind which enables a man to tell where the new interurban will light and buy up four blocks of the right of way before the city council can beat him to it. Several of our greatest fortunes have been made by combining business sense with a few million dollars bequeathed by people who had no further use for it. This kind of sense is valuable in every walk in life, from buying a second-hand automobile to going into partnership with a total stranger. Nine-tenths of the failures which litter up Dun's and Bradstreet's poems of passion are due to a shortage of sense and a surplus of book accounts. One of the best evidences of business sense is the ability to refuse credit to the customer who owes everybody from the Milky Way to the county line and who never pays for anything except lubricating oil.

Fads and Fashions.

Hats of light brown suede are worn. Sailor collars continue to be fashionable. Wool and organdy are combined in frocks.

The fondness for the frilly blouse is waning. Net gimpes and chemisettes are made of net.

Long pencil veils are known as "baby veils."

Edge the organdy collar and cuffs with gingham.

Fine flit meshes are among the prettiest veillings.

Large silk dahlias are excellent on evening gowns.

Tailored frocks are both straight and wide at the hips.

The newest collar and cuffs sets are made of gingham.

Separate skirts are showing very large and novel pockets.

The tonneau silhouette in modified form is very popular.

\$50.00 in Cash Prizes!

With every 25c. purchase at either of our Drug Stores, Duckworth St. and Theatre Hill, you receive a numbered ticket, and if you are holding a lucky number at the time the numbers are drawn (July 31st) you win one of the Cash Prizes we are giving away.

1st Prize \$20.00
2nd Prize \$15.00
3rd Prize \$10.00
4th Prize \$5.00
P.S.—The above does not apply to "wholesale" buyers, but only the "Retail Cash Purchases" made at our two stores.

These prizes will be drawn by two prominent business men on the above mentioned date.

DR. F. STAFFORD & SON, Theatre Hill. STAFFORD'S PHARMACY, Duckworth Street. Stafford's 3 Specialties: STAFFORD'S LINIMENT. STAFFORD'S PRESCRIPTION "A". STAFFORD'S PHOSPHATE COUGH CURE.

Lodges Dudley and Empire.

HOLD JOINT CHURCH PARADE.

The annual church parade of the Sons of England Benefit Society, which is held on the nearest Sunday to Empire Day, took place yesterday afternoon and was attended, by upwards of 400 members of the Society.

At 2.30 the brethren of Lodges Dudley and Empire assembled at Victoria Hall and were addressed by District Deputy Theo. Thompson, who in a brief address explained the object of the meeting.

On the ranks being formed the society proceeded via Gower Street to Cochrane Street Centennial Church, where the Rev. Dr. Bond conducted the service, also preaching a very impressive and patriotic address, taking for his text the words: "Because I am Freeborn." The preacher in his remarks reviewed the past and present history of the British Empire and pointed out in a masterly manner the part she is playing in the Great World War. The music and rendering of the special Hymns by the choir were beautiful and befitting the occasion. The collection, which is always devoted to some charitable or patriotic purpose, was taken in aid of the Red Cross Fund and a substantial sum realized.

After service the parade returned to Victoria Hall by way of Military Road and before dispersing passed a vote of thanks to the clergy and choir of Cochrane Street Church, which was proposed by Hon. R. A. Squires, Past President of Empire Lodge, and seconded by Bro. W. J. Pike President of Empire Lodge. At the close the brethren stood at attention and sang the National Anthem.

PATRIOTS.



The country calls for men to fight against a brutal, ruthless foe; the country's cause is just and right; the bugle's sounding — will you go? Forever honored is the man who springs to arms, without delay, impatient to be in the van to lead his comrades in the fray. His breast with noble ardor burns; he grips his sword and thinks no more of all the trivial concerns of workshop, counting room or store. We hear his martial harness clank, we view him with a jealous stare, while we go paddling to the bank and salt down greasy doubtless there. "We'd gladly do our bit," we say, "but while amidst the battle smoke, our little business would decay, our bank accounts would soon go broke. War's perils we would gladly court, and meet the foe with dauntless tread, but we have granddires to support, and uncles who are needing bread." Some day we'll press our iron heels upon the faces of the foe, but we must close up sundry deals, involving money, ere we go. Some day we'll battle on the land, or on the briny ocean foam, but there's no rush, you understand; we'll wait until the cows come home." Forever honored is the man who rises, at the country's need, above the private scheme and plan, the lure of profit, urge of greed.



FORD is the car of no regrets, as it gives perfect satisfaction under all conditions.

The FORD cost of upkeep as compared with other cars is very much lower.

The FORD is sold complete & equipped and ready for the road at

\$800.00 Touring
\$775.00 Runabout

GEO. M. BARR, Agt.



NO MATTER HOW THE FIRE IS CAUSED

if you're not insured, you're a loser. Take time to see about your policies. We give you the best companies and reasonable rates.

PERCIE JOHNSON, Insurance Agent.

BURSON America's LEADING LINE.



FASHIONED HOSE

With modern dress, neat hosiery is essential. Burson Hose are unequalled for wear and elegance. They are the only seamless hose on the market. Ask for BURSON and have no other.

Prices, 40, 45, 50, 65, 80c., \$1.00 per pair.

Colours: Black, Tan and White. Sizes 8 1/2, 9, 9 1/2 and 10.

R. TEMPLETON

Your Business Success in 1917

Rests upon the dependability of your service of supply. Three big facts—big buying power, tremendous production, expert workmanship—stand behind our claims of superior service. It will pay all merchants to see our spring ranges in

Men's and Boys' Suits, Overalls, Shirts, etc. DO IT NOW.

Newfoundland Clothing Co., Ltd

Unknown Donor

\$200,000

To Balfour to Invictus

Widows and Orphans

J. P. Morgan & Co.

Yesterday the receipt of a \$200,000 check from a donor was not revealed.

Invested by the Balfour

James Balfour and his

in supporting war efforts

phases of Great Britain

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Thomas W. Landon

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N. Y. Times.

Argentine Embargo

ON WHEAT

Buenos Aires, May 27

the Government today

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Whether the embargo

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STOMACH

Stafford's Prescrip

cures indigestion

sia. Price 25 and

Postage 5 and 10c.

TO JOIN FLYING

Samuel Miller, son of

Cornwall Avenue, was

the outgoing express

route to join the

Corps.

And the

W.

Capt. W.