

About 120 Pairs of Ladies' Shoes Clearing at Sacrifice Prices.

Clearing at Sacrifice Prices About 120 Pairs of Ladies' Shoes

The original prices ranged from \$2.50 to \$4.50 per pair. Now reduced to the ridiculous figure of

\$1.50 per pair.

Sizes are irregular. The assortment consists of: 1, 2 and 3 Strap Shoes, Blucher Cut Shoes, and Clearing Out Lines of "DOROTHY DODDS."

NO Approbation. Marshall Bros NO Approbation.

About 120 Pairs of Ladies' SHOES Clearing at Sacrifice Prices.

The "R" in Boston.

By RUTH CAMERON.



RUTH CAMERON

"Charles Lamb has said it was no misfortune for a man to have a sulky temper. It was his friends who were unfortunate, and so with the man who has no sense of humor. He is often to be respected, sometimes to be feared, and, if possible, always to be avoided. His are the qualities which distance enables us to recognize and value at their worth. He fills his place in the scheme of existence but it is for us to see that his place is not next to ours at the table."

"She is so fearfully cultured," said Molly, the little stenographer lady, absent a new acquaintance, "that she even sounds the 'r' in Boston."

"But there isn't any 'r' in Boston," said the author's man's wife.

When the meaning of Molly's statement had been slowly and carefully explained to her, she sniffed, "I call things like that silly, not funny," she observed.

Do you think the misfortune of being literal-minded can be overcome or must cling to its possessor all his life?

I have often considered that question and never come to any satisfactory conclusion.

Can One Acquire a Sense of Humor?

I am inclined to think that if one lives with people who have a sense of humor one may gradually get some of their point of view, but the sense of humor acquired in this way is always partial and liable to go back on one. Besides, living with such people doesn't help if one adds to literal-mindedness a stultifying belief in the su-

periority of one's own point of view. For instance, the author's man has a very keen sense of humor. A question which always rises when literal-mindedness is discussed, is what nationality is most gifted in this respect. Charles Lamb, whose own whimsical wit shows that Englishmen sometimes have a peculiar sense of humor, insists that the Scotch are the fathers of literal-mindedness, and tells the famous story of the Scotchman who was going with him to pay a visit to Burns's son. He, Lamb, said that he wished it were the father and not the son they were about to visit, whereupon the Scotchman said promptly that that could not be since the elder Burns was dead.

The Specially Arranged Eruption. Again it was a Scotchman who, being in the party in which a famous singer was making her first trip to Vesuvius, and hearing another member say that they were going to arrange an eruption in her honor, inquired eagerly how that could possibly be done.

Yet it was to the English that Agnes Reppiler ascribes "the mental attitude which finds Gulliver's Travels 'incredible.'" And it was Englishmen who, when a witty dean complained of a certain chaplain that "all the time he could spare from the neglect of his duties he gave to the adornment of his person," and the complaint crept into print, wrote to the paper to point out that one could not spare time from the neglect of one's duties.

You Can't Always Sometimes Tell. And yet when one comes to think of it, the author's man's wife is neither English nor Scotch but American with a distinct German ancestry.

After all you can't justly ascribe literal-mindedness to any whole people. It is a personal quality and sometimes appears most strongly in Americans, the people who are vain-

FRESH FRUIT AND VEGETABLES.

- Arriving June 8. 20 buns. BANANAS. 20 cases CAL. ORANGES 176 count. 20 cases CAL. ORANGES 250 count. 3 cases LEMONS, 300 count. 3 cases New TOMATOES 20 crates New ONIONS. 10 brls. New TURNIPS. 15 boxes Fancy APPLES. 80 c'tes Green CABBAGE 400 bags Table POTATOES 60 bags Imported SEED POTATOES.

Soper & Moore. Phone 482.

the wittiest people I ever knew was an Englishman and the man who has the keenest sense of humor of all my acquaintance is very proud of his Scotch descent. So you can't always sometimes tell.

of their sense of humor. One of

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.

YOUR BOYS AND GIRLS

When putting baby to bed after the last evening feeding, which ought to be at seven or seven-thirty, rub his back and see that all the neck bands are dry and comfortable. Leave him in a dark well ventilated room and do not again feed him until he awakens and is hungry. You will find that a well nourished baby will sleep all night without awaking.

Before mixing his milk put well washed bottle, nipple, funnel, tablespoon and teaspoon on the stove in a pan of cold water and let them all come to a boil. This is the only way to be sure the articles are sterilized.

MINARD'S LINIMENT CURE SLEEPS, ETC.

Recruiting by "Ads."

HEBLEY LE BAS HAS HANDED A MARVELOUS CAMPAIGN.

Expert London Advertisement Writer Was called in by the War Office at a Time When Conscripted Seemed Inevitable and Result was a Rush to the Colors—Kept His Hand on the British Pulse.

It pays to advertise. Ask Winston Churchill. Ask the British Government.

Not many weeks ago Kitchener was said to be a conscriptionist. He had the man's size job on his hands of getting together an army ten times larger than Britain had ever hoped or planned to have. It looked to him and many other Britishers as if the Kitchener Army, beyond a certain point, would have to be made up of drafted men.

But all this time an influence was at work that Kitchener did not know much about. Of war and armies and the task of ruling colonies no man knows more than Kitchener, but what Kitchener knew about advertising—newspaper advertising or any other kind—was not very much.

There was one man in England who knew as much about advertising as Kitchener knew about armies, and while Kitchener and his army council were worrying about conscription, this man was patiently, scientifically and successfully advertising. And this man's advertising has probably saved Great Britain from conscription.

No Englishmen are to be forced into the army; no men are to be dragged unwillingly from their families. Britain will go through the war with the proud boast that every one of its army of millions is a willing volunteer. That is the outlook today. Kitchener is no longer a conscriptionist.

The man responsible is Hebley Le Bas. He's a psychologist of the masses. He has made a fortune in a publishing concern by this talent, and when this war started he knew that Englishmen wanted to fight for their country. His duty was to tell them they did.

The War Office knew Le Bas. One day a War Office official said to him on a roll link: "Say, you've got a big business, with many men working for you. What would you do if you wanted more men? How would you get them?"

"Easy," said Le Bas. "I'd advertise for them."

"Well, the army needs thousands of men. Do you think you could get them by advertising?"

"Without a doubt."

Whereupon the War Office gave Le Bas a sum of money and told him to go ahead.

The dancer was that his first message would be too weak. He worked one whole night, writing down short phrases. By morning he had only twenty. Then he spent the rest of the twenty-four hours picking out the phrases that were not good enough and throwing them away. Finally there was only one passage left. It read:

"Your King and Your Country Need You."

to it. This was Le Bas's reply: "We shall win, but you must help. And then there was a display advertising an old soldier silhouetted on a bill, holding his rifle. It said: "Are you content for him to fight for you? Why don't you do your bit?"

The army council and Kitchener can almost put their fingers on the days and hours when the torrent broke. The battery of advertising had done its work. Recruits began to come in faster than they could be equipped. The tide has been flowing in ever since.

Le Bas's job is not done yet. Incidentally, he works for nothing.

Russia Contracts for 1,500,000 Rifles.

Philadelphia, June 8.—A contract under which the Baldwin Locomotive Company is to profit \$2,000,000 with-out the expenditure of a cent is reported to have been closed by the big locomotive-building firm with the Remington Arms and Ammunition Co. of Bridgeport, Conn. Under it a large corps of builders will be put to work at once constructing a \$750,000 arms plant on the grounds of the locomotive works at Eddystone, and later thousands of men will be employed turning out a big order of 1,500,000 rifles for the Russian army.

The locomotive works, according to the terms of the contract, is to turn over to the Remington Company only the use of its highly trained and organized mechanics at the Eddystone plant. They are to be paid by the Remington Company. For each rifle made the Baldwin Company is to receive \$1 royalty, a total of \$1,500,000. The rifles are to cost \$22.50 each.

At the fulfillment of the contract, the new building and its equipment valued in all at \$1,500,000, are to be turned over to the locomotive works, making a total profit to that firm of \$2,000,000.

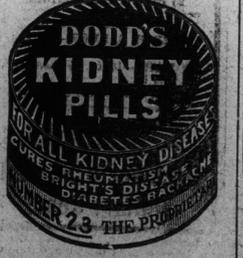
MINARD'S LINIMENT is the only Liniment asked for at my store and the only one we keep for sale.

All the people use it. HARLIN FULTON. Pleasant Bay, C. B.

German and Turkish Commanders are at Odds.

Kaiser's Naval Expert Reported Relieved of his Position.

London, June 8.—There has been a rupture between Admiral Soehon, commander of the Turco-German fleet, and Captain Von Muller, of the Sultan Selim, (formerly the German cruiser Goeben) according to Constantinople advices received at Athens, says the correspondent of the Exchange Telegraph Company. Captain Von Muller is reported to have been relieved of his command on the charge that he was responsible for the irreparable damage done the Sultan Selim.



SPECIALLY LOW PRICES IN Lubricating Oils!

Up to the 15th June we will deliver "Polarine" Oil at the following prices:— 5 gal. can POLARINE Oil, Imperial Measure, for ... \$3.60 Original price, \$4.50. 2 5-gal. cans POLARINE Oil, Imperial Measure, for ... \$7.00 Original price, \$8.80.

This is strictly Non-Carbon, Non-Freezing Oil and is strongly recommended for Motor Cars and Motor Boat engines.

TESTIMONIALS: From The Acadia Gas Engine Co., Ltd. "We consider "Polarine" Oil to be the best and most suitable for our engines and recommend it to our customers. (Signed) N. RITCEY, Manager."

From McLoughlin, Clement-Bayard, Ford and Overland Cars, etc. "Gentlemen—I have for two years past been experimenting with various grades of Automobile Oils for the purpose of discovering which would be best adapted to the peculiar climate of this city, and am pleased to say that after making the most thorough tests with "Polarine" Oil, both in hot and cold weather, I have decided to use it in all my cars, viz: McLoughlin, Clement-Bayard, Ford and Overland. Yours truly, (Sgd.) JOS. DE VARENNES."

NOTE.—Our measures are Imperial, not American; you get One-Fifth more Oil.

A. H. Murray.

Advertisement for O'Sullivan's Heels featuring a shoe illustration and text: "THIS IS THE FOOTSTEP OF A WISE MAN". Includes contact info for S.O. STEELE, Sole Agent.

Telegram Ads Bring Results

AT THE NICKEL.

BRITISH THEATRE TO-DAY AT 8. Entertainment Extraordinary. Intensely interesting. "THE NUN AND THE CHURCH". Magnificent Vitagraph production. "PRIVATE DEPENDANCE". The most wonderfully heroic incidents. The quintessence of the Superb Biograph production. "GWENDOLYN"—A social drama. The somewhat different "SHAKEVILLE'S MOST". ARTHUR PRIESTMAN CAMERON. And "PICTURESQUE MUSIC".

East End Rossley's Theatre. St. John's Leading Vaudeville and Musical Entertainment. Finest Orchestra, Mr. Rossley.

Grand Potted Little Bo Peep. In fine delightful scenes. Great costumes. All new songs and information scenes—Spring, Summer, Winter. And the prizes don't all wait until you lose a game. NOTE.—Get your tickets for the prize contest. Something to play don't all wait until you lose a game.

The Crescent Theatre. "THE PASSING OF DIANA"—A 2-part. "THE EMPTY SLEEVE"—A story of their family affairs. "BROUGHT TO JUSTICE"—A Kabuki. "THE PARTICULAR COW BOY"—two extremely funny comedies. GOOD SINGING, GOOD MUSIC. A THEATRE. ADMISSION—AFTERNOON

The Holiday and... will soon be here, but before going let us have your order, as we can't and every occasion. Poork & Beans. Vienna & Lunch Sausages. Sardines. Meat and Fish Pastes (for Sandwiches). Botted Ham. Tingle Cheese (pkgs.) English Cheese. Meats in Glass and Tins. Peanut Butter. Dried Beef in pkgs. Mooney's Soda Biscuits. Tip-Top Sodas. Fancy Biscuits and Wafers.

BOWRING BROS 332 'Phone

Summer Dress. Now is the time to choose your odd lines of Sponge Cloth in leading shades of Grey, Fawn, Bronze, all at 70. WILLIAM