

Biggest Show of the Season at The Majestic Monday

"NERO"

A Mammoth Twelve Reel Production, with a wonderful cast of Italian artists

A PERFECT REPRODUCTION
OF ANCIENT ROME

One Show starting at 8 o'clock. Admission 30 cents

ALSO
MISS KATHRYN GOLLIVANLate of the Metropolitan and
Operatic Assn.,SINGING THE SONGS
THAT PLEASEOUR WINTER STOCK OF
**AMERICAN and WELSH ANTHRACITE
COAL**

Will arrive about August 15th.

IN STOCK:
**BEST NORTH SYDNEY SCREENED AM-
ERICAN and WELSH ANTHRACITE
COAL.****M. MOREY & CO., Ltd.**

1918, eod, if

Wallace Silverware.Is your Table Silver as good to-day as
when you bought it?Have you noticed that at the parts most
exposed to wear, the plate has become
worn?Do you think this condition of your Silver
is in keeping with your idea of a well
appointed table?Then why not, when you decide on re-
placing your old ware, give place to it with
the "Wallace" Brand, the Silver that refuses
to wear and is guaranteed without time
limit.Start with the Tea Spoons and gradually
complete your set with the one pattern—
there are several for you to choose from
and the price is very moderate.

Tea Spoons cost \$3.00 for a Dozen.

T. J. DULEY & CO., Ltd.
The Reliable Jewellers & Opticians**THE
FLASHLIGHT
EVEREADY**

BE SURE IT'S AN

"THE RIGHT LIGHT TO LIGHT RIGHT."The newest thing in Flashlights is the ALUM-
INUM CASE FLASH, the price of which is
surprisingly Low.**WM. HEAP & CO., Ltd.,**
AGENTS.

1918, eod, if

**Wear a Flanders Poppy
on Remembrance Day**

NOVEMBER 11TH, 1918-23.

The Great War Veterans' Association Relief Fund Committee are now organizing the sale of Flanders Poppies on Remembrance Day, November 11th. The net profits realized from the sale of Flanders Poppies will be devoted to the G.W.V.A. Relief Fund for the purpose of assisting distressed ex-Service men, widows and orphans, all over the Dominion. The object is a very worthy one and deserving of the practical co-operation of all citizens. Nothing can be more regrettable than the fact that there are many men who, having survived the ordeals of battle, are now suffering the hardships of poverty. The object of the G.W.V.A. Relief Fund is to alleviate their unfortunate lot in some small way. The personnel of the Executive Committee is drawn from the G.W.V.A. Dominion Executive, and the cost of administering the fund is practically nothing. Great care is exercised to ensure that none but deserving cases are assisted and with this end in view a thorough investigation of the circumstances of each applicant is made, as well as endeavors to secure employment, which would obviate further assistance. Splendid work has been done in the past few years in quite an unostentatious manner. To enable this Committee to carry on its work an appeal is being made which includes the entire Dominion—some 300 places—by means of the sale of Flanders Poppies on Remembrance Day. It should be remembered that the Flanders Poppy is not a flag, but a dignified token of remembrance of the gallant dead.

"In Flanders Fields the Poppies blow
Between the crosses, row on row,
That mark our place; and in the sky
The larks, still bravely singing, fly
Scarce heard amid the guns below."
Communications have been addressed to the resident clergymen, Ministers, Postmasters and other friends in the different parts of the Island, regarding the organizing locally of "Remembrance Day." It is earnestly hoped that every district, from the largest town to the smallest place, will arrange its "Remembrance Day" observance by the sale of Poppies. It is felt that the wonderful spirit which actuated the manhood of this generation, when our national existence was threatened, should be instilled in the minds of the generations to come. For that reason it has been suggested to school teachers of all schools that the children be conducted to the War Memorial (or suitable place if no Memorial is erected) to pay silent tribute to the gallant dead and realize the message of sacrifice which the Flanders Poppy tells.

The Committee feels that the inhabitants of even the smallest villages and hamlets will desire the opportunity of wearing a Poppy, and should any place have been overlooked in the organizing of the Dominion appeal, it is hoped that some influential person will communicate with the Organizing Secretary, G.W.V.A. Relief Fund Appeal, G.W.V.A. Building, who will be glad to forward the required number of Poppies together with advertising material, etc. The minimum charge for Poppies will be five cents. The officers, Council and Executive Committee of the appeal are representative of Newfoundland's foremost citizens, whose purpose is to assist the distressed ex-Service men. His Excellency the Governor is President, while Lady Allardice, Miss May Furlong, Mrs. W. B. Fraser and the Hon. Tucker Cook, Mayor of St. John's, are Vice-Presidents. Mrs. W. B. Fraser who, on previous occasions, has organized the St. John's area, is undertaking the same work again this

year. Lady helpers are required, and if they will communicate with Mrs. Fraser at 101 Gower Street, phone 1163, instructions will be given regarding time, area, etc. All those who help in making "Remembrance Day" (1923) a success, are assured of the appreciation of the recipients from the Relief Fund as well as that of the G.W.V.A.

READ THIS SCRAP OF PAPER
culled from the daily newspapers of April, 1918, and then realize your indebtedness to the men who saved the British Empire, protected the honor of our women, and saved your homes at the expense of their lives, health, careers, and then in response to the G. W. V. A. Relief Fund Appeal.

SEND A SCRAP OF PAPER
in the shape of a cheque, bank note, or postal order, to relieve the distress and poverty existing among ex-Service men, their families, and the widows and orphans of those who gave their lives in your interest. Address: HON. TREASURER, G.W.V.A. Relief Fund Appeal, G.W.V.A. Building, St. John's, Nfld.

"HOLD POSITIONS TO THE LAST MAN"

Haig to Army: "There must be no retirement."

"OUR BACKS TO THE WALL"

"Each one of us must fight on to the end."

The following special order of the day by Field Marshal Sir Douglas Haig has been issued for the information of the troops in France:—
To all ranks of the British Army in France and Flanders.

Three weeks ago to-day the enemy began his terrific attacks against us on a wide front.

Many amongst us are now tired. To those I would say that victory will belong to the side which holds out the longest.

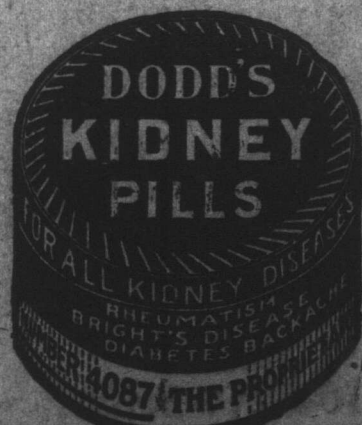
There is no other course open to us but to fight it out.
Every position must be held to the last man.

There must be no retirement.
With our backs to the wall, and believing in the justice of our cause, each one of us must fight on to the end.

The safety of our homes and the freedom of mankind depends alike upon the conduct of each one of us at the critical moment.

A Total Loss**SCHR. NORMAN W. STRONG GOES
ASHORE.**

Word was received in the city yesterday by Mr. A. C. Peters from Capt. Wiseman, of the schooner Norman W. Strong, stating that his vessel was a total wreck at St. Lawrence, as a result of the severe storm felt on Tuesday last. It is impossible to save the cargo, as she sank in deep water. The vessel was owned by James Strong, Ltd.

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and Low Shoes**in Black and Brown
Shades at LOWEST
POSSIBLE PRICES**MEN
LIKE
OUR SHOES
AND
SHOE SERVICE!****Men's Boots
and Shoes**at Prices that will sur-
prise YOU!Come in and be
Convinced.**LADIES' BLACK VICI KID LOW
SHOES—Medium pointed toe and
heel 2.49****LADIES' DARK BROWN LOW
SHOES—A nice stylish Shoe
Only 2.89****LADIES' BLACK 1-STRAP SHOES—
Medium heel. The Pair 2.50****LADIES' BLACK VICI KID LOW
SHOES—Blucher style. A nice wide
comfortable Shoe. Only 2.99****LADIES' DRK. MAHOGANY SHOES
—Medium toe and heel; rubber
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Only 4.50****MEN'S DARK MAHOGANY BOOTS
—Blucher cut, made of good solid
Calf Leather. The Pair 4.75****MEN'S DARK BROWN BOOTS—
Made on a good stylish last; rubber
heels attached. Only 5.00****MEN'S BLACK VICI KID BLUCHER
BOOTS—Rubber heels attached.
Only 5.00****OTHER LINES OF FOOTWEAR FOR MEN AND WOMEN
TOO NUMEROUS TO MENTION****Parker & Monroe, Ltd.,****THE SHOE MEN**

Don't say Paper, say The Evening Telegram