

Men's Negligeé Shirts, 49 cents.

SUMMER SPECIALS!

Child's Rah Rah Hats, Only 14c. ea.

READ THIS LIST.

HUMP HAIR PINS, 5c. and 10c. per package. A patent device clips the hair which prevent them from falling out.

Men's SOCK SUSPENDERS, 20c., 22c. pair.

MEN'S TWEED CAPS. Special lot only 70c. each.

LADIES' HOSE. Silk Lisle in White, Grey, Black and Navy, "Gordon" brand, the kind that's hard to wear out, only 40c. pair.

RIBBONS In all the leading colours and widths. Price from 3c. to 18c. per yard. See them to prove the value.

BOYS' SHIRTS, Fitted with double soft collar and collar links for the low price of 45c., cream shade.

BOXES OF MOURNING STATIONERY Containing 24 Envelopes and 24 Sheets Paper, only 24c. Box.

PURSES For the low price of 5c., other prices 8c. to 40c.

LADIES' BOOTS!

- LADIES' DONGOLA LACED BOOTS, high heel, patent tip. \$1.95.
- LADIES' DONGOLA LACED BOOTS, low heel. \$2.60.
- LADIES' LACED GUN METAL, Blucher style, high heel. \$2.50.
- LADIES' TWEED PAT. GAITER POLISH, cloth top, white piped, very stylish. \$3.00.
- LADIES' TWEED GUN METAL BLUCHER, high heel, mat top. \$2.60.
- LADIES' TWEED GUN METAL MAT TOP BLUCHER, high heel. \$2.90.
- LADIES' TWEED GUN METAL BLUCHER, high toe, high heel. \$3.00.
- LADIES' TWEED VICI KID BLUCHER, patent tip, high heel. \$2.95.
- LADIES' TWEED BOX GRAIN BALS., med. heel, very strong. \$2.20.
- LADIES' BUTTON DONGOLA, self tip, med. heel. \$1.95.
- LADIES' BUTTON DONGOLA, self tip, high heel. \$2.25.
- LADIES' BUTTON DONGOLA, pat. tip, high heel. \$2.35.
- LADIES' BUTTON DONGOLA, self tip, low heel. \$2.60.
- LADIES' BUTTON PAT., CLOTH TOP, back strap. \$2.60.
- LADIES' BUTTON GUN METAL, mat top, high heel. \$2.90.
- LADIES' BUTTON BOX CALF, Cuban heel. \$2.40.
- LADIES' BUTTON GUN METAL, Louie heel, white piped, \$3.
- LADIES' BUTTON GUN METAL, Common Sense heel, white piped. \$3.00.

NEEDFUL ARTICLES.

- TALCUM POWDER,** Large cans, 1 lb. size, only 10c. per can.
- SHAVING BRUSHES,** 12c., 20c., 35c., 40c. each.
- MEN'S LEATHER BELTS,** Only 35c. each.
- MEN'S PIPES** Only 15c. each. Very nice quality.
- MEN'S SOCKS** In Black Cashmere, only 17c. pair.
- GOBLIN SOAP** Works wonders. Highly endorsed for surgical and hospital uses on account of its antiseptic and thorough cleaning and cleansing properties. Recommended for Artists, Accountants, Painters, Printers, Automobilists, Mechanics, Engineers and people generally whose hands are likely to show stains from their daily occupation. Only 5c. per cake.
- RUBBER HEELS** For Ladies' Boots only, 10c. pair.
- RUBBER HEELS** For Men's Boots only, 12c. pair.

MEN'S LACED BOOTS!

SPECIAL JOB LINE.

- MEN'S PATENT LEATHER BLUCHER STYLE,** kid top. Bargain price. \$1.90.
- MEN'S PATENT LEATHER BAL.,** Vici heel top. Bargain price. \$1.90.
- MEN'S BOX CALF,** Elastic Side. Bargain price. \$2.20.
- MEN'S BOX CALF LACED BAL.** Bargain price. \$2.40.
- MEN'S DONGOLA LACED BAL.** Bargain price. \$2.40.
- MEN'S GUN METAL,** Blucher style, high toe, dull top. Bargain price. \$2.70.
- MEN'S GUN METAL,** dull top, medium toe, dull top. Bargain price. \$2.50.

REGULAR PRICES:

- MEN'S VICI KID,** Blucher style, high toe. \$2.85.
- MEN'S VICI KID,** Blucher style, high toe. \$3.60.
- MEN'S VICI KID,** Blucher style, med. toe. \$3.40.
- MEN'S GUN METAL,** Blucher style, med. toe. \$3.40.
- MEN'S VICI KID,** Blucher style, Turk toe. \$4.70.
- MEN'S VICI KID BAL.,** nature cushion inner sole; very special for tender feet. \$5.00.
- MEN'S GUN METAL BLUCHER,** high toe. \$4.40.
- MEN'S BUTTON BOX CALF,** med. toe. \$3.70.
- MEN'S TAN LOCAL CALF,** Blucher style, high quality. \$4.10.

CHILDREN'S AND MISSES' BOOTS

In all the leading styles. Gun Metal, Vici Kid, Box Calf, Dongola, Box Grain, Glove Grain, Cloth Top, Tan, Black. Prices are of the lowest.

BOYS' AND YOUTHS' BOOTS.

Gun Metal, Box Calf, Glove Grain, Box Grain, Vici Kid, Dongola, Tan, Black. Prices ranging from \$1.40 to \$2.65 per pair.

MORE BARGAINS

- LADIES' BLACK BLOUSES.** A bargain lot just opened for the benefit of those who want to spend their money economically. Price only 48c. and 67c. each.
- LADIES' WHITE BLOUSES.** Another bargain lot at 60c. each.
- LADIES' COLOURED BLOUSES,** 60c., 65c., 75c. each. Worth twice as much.
- A REAL BARGAIN** In Ladies' Muslin, Cotton and White Pique, 1 piece dresses. \$2.20, \$3.00. Don't miss seeing this line.
- CHILDREN COTTON WASH DRESSES.** A line worth crowing about because the prices are so low and the quality so high—45c. to \$1.20 each.
- LADIES' HATS.** Most any style to choose from—50c. to \$1.10. Reduced prices to clear.
- LADIES' TRIMMED HATS.** Better grade—\$1.50 to \$4.00.

- BOYS' KHAKI DRILL PANTS.** Extra good value and superior quality—37c. and 65c. per pair.
- BOYS' SHIRT BLOUSES,** 35c. Big value for little money.
- BOYS' STOCKINGS,** 22c., 24c., 25c., 27c., 30c., 32c., 33c., 37c. pr.
- BOYS' SHIRTS,** White Dressed Fronts, 25c., 40c., 45c., each. Worth regular price 80c. to \$1.20.
- MEN'S SHIRTS,** Job lot—45c., and 70c. each.
- MEN'S SOFT COLLARS,** 10c. each. Regular price would be 20c.

KALOMITE, Laundry Marvel.

Astounding, Marvelous discovery, which abolishes forever the rubbing of clothes—Saves time, lengthens the life of clothes and makes them clean and wholesome. Wash day becomes a day of pleasure by using KALOMITE, only 20 cents per package.

FISHERMEN'S UNION TRADING COMPANY, LTD.

- JAPANESE STRAW MATTING,** Cool, sanitary. Price 30c. and 35c. yard.
- STAIR OILCLOTH,** 15 inches wide, 8c. yard. 18 inches wide, Duck Back, 18c. yard.
- STAIR CANVAS,** 24c. yard.
- LINOLEUM.** Beautiful Tile and Mosaic patterns, \$1.20 yard, 2 yards wide. Good value for price.
- CONGOLEUM RUGS,** 2 sizes—3 x 4 and 3 1/2 yards. Up to date patterns, good wearing qualities.

Queen Helena Labors Hard to Keep Up the People's Spirits.

Italian Royal House Gives Inspiring Example—Society and Masses Work Together Sacrificing Everything Which Will Aid "Their Fair Cause"

The manner in which the people in Italy celebrated the first anniversary of the war recently offers the best impression of Italy's spirit. The event was everywhere celebrated with splendid show of patriotic enthusiasm. The capital and other Italian cities made holidays to observe the occasion most fittingly. The Roman Corso staged a shouting, singing and gestulating procession of almost 200,000 people. The populace, the military, governmental and civic officialdom took part. Flag-bearing women and children, mixed with the men and boys in the long march from the Piazza del Popolo to the Piazza Venezia. Broken veterans of 1870 in their tattered but treasured Garibaldian uniforms toiled along with the marchers. Countless bands, all really musical, played the stirring martial music of Italy and her allies. The buildings which aisled the route were gay with the banners of England and France and the Italian tri-color. The moment of the celebration made it the more remarkably significant. The Austrians had just begun their fierce offensive in the Trentino. They had even been successful in their initial movements. Their great strength of cannon and the favoring topography of the battleground had been responsible. Rome, like the rest of Italy, was full of wild and generally exaggerated rumors. The gossip usually calculated to dishearten a people was current. Stories of enemy advances and alleged traitors in Italy's own camp, or alleged captures or annihilations of important generals and regiments were on many tongues. Nothing, however, could dispirit the courageous people. "Temporary reverses" only hard-

ened their determination to win andhipped their pride to greater effort. Therefore they celebrated the anniversary by flinging into the face of the enemy not a decreasing, but an increasing enthusiasm for war. Much credit is due the country's women. They responded nobly to the general call for self-sacrifice. Girls replaced the male conductors on the street cars and the male sweepers of the streets. In great measure the fields began to be tilled and the crops gathered by women. Other feminine substitutes, permitting able-bodied men to train for war, were employed. Even society gave up its money and its pleasures. Red Cross hospitals and war relief stations were established and volunteer workers gathered by the thousands. Italian womanhood, which for years had been crying for industrial recognition, at last was recognized. Ardent suffragettes rejoiced and stored away arguments for future use. The "civil organization" included an entire system of organized activities. Girls who formerly fritted away their time on teas and parties, were impelled to patriotic pursuits. Others, who had been too closely sheltered by old-fashioned parental care, followed their example. The poorer classes rivalled both in their devotion to duty. Italian maidenhood abandoned its lazy, dreamlike existence for a life of feverish activity. Quickly but carefully trained nurses tended the wounded warriors at the towns and city hospitals. Some of these were private villas donated to the Red Cross or the government by private philanthropies or individuals. Others were seminaries for priests, loaned by the Pope. Educational and food centres for the relief of the families of soldiers were opened. All kinds of assistance was given to the needy

families of men at the front. Special care of the children of the fighters and women about to become mothers was exercised. Employment was found for those who needed it. The home manufacture of military clothing was encouraged and aided. Princess Doria offered a large part of her palace for use as a laboratory. Princess Alys Borghese established an economical kitchen in her private property and took charge of it. So many as 182,666 meals have been served there in a single month. Mrs. Thomas Nelson Page, wife of the American ambassador to Italy, co-operated in these war-time works of mercy. Other residents of the American colony in the Italian kingdom lent willing hands. Many have sought the ambulance in the very field of battle. Some temporarily have become Sisters of Mercy to facilitate the step. Others signed official documents, which have often become their death warrants. They were compelled to die for the sake of duty and possibly be buried in "a soldier's unmarked grave." In no wise would the government be responsible for their patriotic martyrdom. In countless cases heroic nurses have given of their

flesh and blood to save the wounded. Unflinchingly they have invited and undergone serious grafting operations. Queen Helena has been the ruling spirit of all these activities. She generally has inspired and directed everything. She has had the ready assistance of the Queen Mother Marguerita. Both have labored unceasingly from the war's start for "fair Italy's cause." Even now they continue to make their rounds of the Roman hospitals and hospitals in the vicinity almost daily. Everywhere they leave the sunshine of cheer and encouragement in their wake.

The King at the front and the royal family at home probably, more than anything else, have preserved the splendid morale of the Italian people.

Canada Likely to Have a New Industry

LONDON, Aug. 26.—Canada is likely to have a large European industry established soon at some central point. The recent aviation exhibition by Canadian flyers at Kent, arranged by Col. Grant Morden, for Sir Sam Hughes, has brought to a head a popular demand among Canadians for the establishment of a Canadian flying corps. Representatives have been made by prominent Canadians that follow him, jumped into the water. The scheme drawn up by Col. Morden should be proceeded with. The argument in support of the movement is that Canada, having organized such a fine army, should complete it by adding the largest arm of the fighting machine. With 450 Canadians in the Royal Naval Air Corps and the Royal Flying Corps, many of them exceedingly expert and courageous flyers, it is felt there is a splendid nucleus for a Dominion corps, and the Canadian divisions would welcome the co-operation of their own flyers. The establishment of a Canadian flying corps is urged not only for military utility, but for commercial benefits. It is even suggested that letter mails could be distributed in the isolated parts of the Dominion by aeroplanes. The details of the scheme have been fully elaborated and could be inaugurated Col. Morden asserts, within a week. Col. Morden says the scheme has the support of Sir Robert Borden and Sir Sam Hughes, but the imperial authorities have not yet approved of the financial proposals. **Little Patriot.** All this talk of hyphenated citizens has evidently had its effect upon a San Francisco youngster, American born, whose father whipped him for some misdemeanor. "But, Tommasco, you father has a right to whip you when you are bad," some one of the family said. Tommasco's eyes flashed. "I am a citizen of the United States," he declared. "Do you think I am going to let any foreigner lick me?"

Exciting Story of Swim for Life

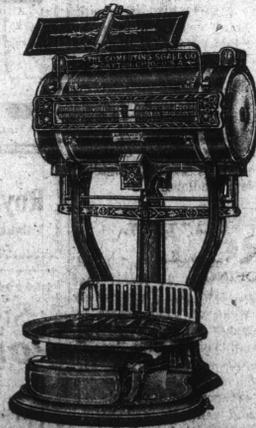
LONDON, Aug. 28.—An exciting story was told by Richard Stevenson, the sailor of the Wilson liner Eskimo, who jumped overboard when his ship was captured by a German auxiliary cruiser. Stevenson, who has just returned to Hull via Christiania, said the Eskimo was damaged by the fire of her captor, who was flying the Danish colors, and took her by surprise in territorial waters. Being a good swimmer, he decided to attempt to escape. He threw a plank overboard, and, calling on others of the crew to follow him, jumped into the water. Nobody, however, came with him. He did not get to the plank, but struck out strongly. Fire was opened on him from the German ship as soon as his escape was discovered, but he kept his head beneath water as long as possible and escaped injury. No boat was launched to get him, the Germans evidently believing he would drown. He was hampered by his clothing, but managed to divest himself of everything while alternately swimming and floating. He had been in the water three hours, and was quite exhausted, when he was sighted by a Danish yacht, which landed him at Helsingborg.

OUTPORTS WAKING UP.

WILLIAM DUFF & SONS LTD., of Carbonare, have just placed their order for one of our latest type DAYTON MONEYWEIGHT SCALES.

William Duff & Sons Ltd., are an old and well established firm, and they realize that it does not always pay to wait "Till after the War" to get something they really need every day in their business.

Merchants are beginning to realize that there is no economy in delaying the purchase of something that is really needed, that is an added convenience, and that will save money every day you use it.



Nfld. Specialty Company, RENOUF BUILDING, SOLE AGENTS FOR NEWFOUNDLAND.

We also handle Electric Lighting Plants, Gasolene Lighting Plants, Gasolene Lanters and Table Lamps, Telephone Systems, Cash Registers, Oil Tanks and Pumps, Refrigerating Machinery, Butchers' Supplies, etc.

NOTICE to MOTOR OWNERS

- Kerosene Oil in 8 hooped bbls.
- Motor Gasolene in Wood and Steel bbls and cases.
- Poline Motor Oil (in 5 gall. tins) @ \$2.95 each.
- Special Standard Motor Oil (in 5 gall. tins) @ \$2.90 each.
- Special Standard Motor Oil in bbls and half bbls. @ 55c. per gallon.
- Motor Greases at lowest prices.

See us before placing your order. **P. H. Cowan & Co.,** 276 Water Street.