



Two Leading LEATHERWARE Lines

In Shoes; Low Prices and Cheapness

Are as far apart as the Poles. Cheapness in Shoes does not depend upon their price, but upon the service they give. To maintain the Low Price of cheap shoes it is necessary to use even more inferior leather than usual. That can only result in one thing—less service—less wear—therefore less economy. No substitution of inferior stock has been made in either of our two Leading Lines for Men and Women.

FOR MEN:
INVICTUS.

Manufactured by GEO. A. SLATER of Montreal stands unrivalled

FOR LADIES:
DOROTHY DODD

Has stood the test of many years, and is just as popular as ever.

MARSHALL BROTHERS,

SOLE AGENTS FOR NEWFOUNDLAND.



A Crackerjack Salesman?

By RUTH CAMERON.



"There was a man in a store I was in to-day," said the Author, "who thought he was a crackerjack salesman."

"And was he?" I asked. "Not on your tinfoil," said the Author, "at least not for me." I supplied the monosyllable and he went on.

"I'll tell you why. I wear a forty coat, and he didn't have one, so first he put on a thirty-eight and told me it looked all right. That kind of a coat ought to fit snug," he said.

"I didn't quite like myself in it, so he said there might be a forty in the stockroom and sent up to see. There wasn't, and what did he do next but haul out a forty-two and put it on me and tell me that looked all right."

"That settled him for me. I might have gone back to the thirty-eight on his say-so, but not after that. He showed himself up too plainly. Oh, yes, he was smooth as butter and persevering and polite, and I know he thinks he's a crackerjack salesman, but not for me. I'll look out that I don't get him the next time. I go there."

I don't suppose there is anyone who hasn't met the clerk who thinks because he persists in trying to make a sale by hook or crook that he is a crackerjack salesman or woman.

The girl who urges a thirty-four upon us with the assurance that "they run large," and the next day tries to make us take a thirty-eight because "they run small, Madame," belongs to this class.

Making You Feel Uncomfortable If You Don't Buy.

The clerk who forces a sale, of something you don't really want by trying to make you feel uncomfortable if you don't take it, is another member.

The clerk who so ungraciously accepts a legitimate return (you notice I say "legitimate") that she makes you feel like a criminal, is another.

I know a woman who never enters a certain department of her favorite shop because a clerk in that department once made it so unpleasant for her when she wouldn't buy every time she was shown goods. That woman's trade is now worth considerable money and she would like to trade in that department, but she cannot bear to, just because of a clerk who doubtless thinks herself a crackerjack saleswoman.

One Can Understand The Temptation.

Of course one can understand the feelings of the clerk who pushes a sale too hard. He or she is forever forced on by the economic urge. The temptation to distort the truth and to use unfair methods must be great. To remember that it isn't good business should be the safest antidote.

"I'll look out that I don't get him the next time I go there," said the Author.

Is it good business to create such a feeling?

Which is the really crackerjack salesman, the clerk who wins a sale and loses a customer, or the clerk who loses a sale and wins a customer?

The go-back clerk is the clerk who can always come back.

COX'S GELATINE. — Mark the brand. The housewife's choice and the old favorite that stands every test. For sale at all first-class grocers. Insist on getting Cox's. — June 24, 11

New Turnips.

20 brls. New Turnips.
Per s.s. Stephano.

California Oranges.

40 cases216 count
20 cases176 count
40 cases150 count

ALL SOUND & EXTRA SWEET.

Soper & Moore,
Retail and Wholesale.

War vs. Metal.

It Takes About A Hundredweight of Bullets To Kill One Soldier.

It has been estimated that only one bullet in every hundred that is fired hits a man, and of those men hit only one in thirty-five succumbs. In other words, it takes 3,500 bullets to kill a single soldier.

During the Spanish-American war in view of the awful slaughter that has taken place during the present war these figures sound rather startling, yet they are well within the mark.

Of course such calculations as these refer to averages only. An enemy advancing in close formation, as the Germans have been doing recently before Verdun, may be mown down wholesale by rifle and machine-gun fire, and in such cases the average of fatal casualties, compared with the number of rounds expended, will be considerably higher.

Shell fire is, as a general rule, even less destructive than rifle or machine-gun fire. A modern high explosive shell makes no end of a row when it bursts, kills possibly a couple of men if it explodes inside a trench, frightens a lot more, and—that is about all. The ruined walls of Rheims Cathedral will testify for many years to come that the shell that shattered one statue seldom hurt its next door neighbor.

250 Turks Killed by One Shell.

Shrapnel is more dangerous, provided the fuse is timed just right, and the gunner who fires it knows his business. A shrapnel shell contains a number of small round bullets, each about the size of a marble. What execution a shell of this sort can do, given a favourable opportunity, was shown at the "Battle of the Landing" in Gallipoli, last April twelvemonth. An attack was about to be launched against our left, and a fold in the ground hid the attacking Turks from our troops. They were, however, observed by the Queen Elizabeth far out

at sea, and a projectile from one of her big guns was dropped right plump into the midst of them.

It was a shrapnel shell weighing 1,800 lbs. and holding 12,000 bullets. The attack was smashed, and 250 Turks were killed. This works out at one man per fifty-two bullets, and it probably represents the maximum efficiency of shrapnel fire during the present, or any other war. For, you see, the conditions, from our point of view, were exceptional and ideal.

On the other hand, there are many remarkable instances of shell fire—even concentrated and prolonged shell fire—accomplishing little or nothing in the direction of destroying life. During one of the tremendous preparatory bombardments, for example, that ushered in the early stages of the Battle of Verdun, the Germans fired between 20,000 and 30,000 shells of all calibres against the French lines, in the short space of five hours. Yet the fatal casualties amounted to fewer than a hundred, out of about 18,000 men engaged.

The Power of a "Jack Johnson."

One reason for this is, of course, that modern armies, when acting on the defensive, dig themselves in so deeply and so cunningly that they are practically immune from other than the bombardment of Santiago by the American fleet resulted in the death of one mule. At Trouville it took 15,000 shells to kill a single person. At Lorquy double that number were fired, and not one fatal casualty was recorded. At the naval battle off the Falkland Islands, when Admiral von Spee's squadron was sunk by Sturdee, the Invincible was hit twenty-three times, but there was not a single casualty amongst her crew of 950.

Yet the power of the modern shell is tremendous. If the charge of one of the large calibre ones—say a German "Jack Johnson"—were burned away quickly, it would send some millions of cubic feet of gas into the air. But instead, it is detonated in a thousandth part of a second, and these millions of cubic feet of gas, with their steel casings, crush everything in their immediate vicinity to the finest powder. Yet men even a comparatively few yards away, especially if they are lying down and under some sort of cover, however slight, usually escape with their lives at all events, and more frequently than otherwise they are not even injured. — Pearson's Weekly.

For the Ball Players.

STAFFORD'S LINIMENT.

For bruises and pains—aches and sprains and similar troubles of the man who trains—sell "Stafford's Liniment."

It makes stiffened and some muscles supple and ready for work. For your baseball friends—your local tennis or football players—and all who indulge in any form of athletics recommend.

"STAFFORD'S LINIMENT." Even the man who unaccustomed to strenuous exercise attempts to mow his own lawn or perhaps spends a day on the links may be interested. — Stafford's Liniment is prepared only by

DR. F. STAFFORD & SON, St. John's, Nfld. Manufactures of 3 Specialties: Stafford's Liniment, Stafford's Prescription "A," Stafford's Phosphate.

In Milady's Boudoir.



SLEEPING OUT OF DOORS.

The interest of outdoor sleeping has become so keen that all new apartment buildings are fitted with sleeping porches. If you reside in an old-time flat make a sleeping apartment of the back porch. It is no trick at all, and you can rig up a fine little camp. The department stores are well equipped to supply you with everything you may need in the way of comfortable furnishings.

Your investment will pay you many times over. Instead of awakening with a before-breakfast grinch and a heavy, dull head, you will open your eyes to a day that is like a new experience. Work will look like good fun. The worries of yesterday will be relegated to the everlasting dust heap of the forgotten past.

Any woman who takes the trouble to learn something about the respiratory and circulatory system of the human body will become enthusiastic about sleeping in the open air, for the wisdom of it is apparent. She will appreciate four fundamental facts—that the thorax is a distensible air-tight cage; that it contains and is filled by the heart, lungs and great blood vessels; that the exchange of gases in the blood takes place in the lungs; and that on the development of the chest and respiratory muscles depend the development of the lungs and the force of the circulation. Deep-breathing and unlimited fresh air are the finest of all figure-developers. The sunken chest, prominent collar bones and scrawny neck will respond almost at once to outdoor sleeping.

AT THE CRESCENT.

Don't miss seeing the big show at the Crescent Picture Palace to-day. Ethel Grandin features in "The Price of Ambition," a George Kleins photo drama in two reels. "Cupid's Bath," a comedy drama with all the Essanay comedy stars. "With Stolen Money," a fine-melo-drama and "Hats is Hats," a clever and funny Viennese comedy featuring Hughie Mack. Professor McCarthy plays a new musical programme for this big show. On tomorrow a great Indian story in four reels; "The Gambler of the West."

GOODYEAR TIRES. — In stock the following sizes non-skid: 28 x 3.29 x 3 1/2, 30 x 3 1/2, 31 x 4, 35 x 4 1/2, 33 x 4, 700 x 80, 650 x 65. GENERAL MOTOR SUPPLY CO., LTD., Geo. M. Barr. — July 24, 11

If when you are baking anything the oven gets too hot, put in a basin of cold water instead of leaving the door open.

A Word about Carpet Squares!

We have just opened the finest display of Wilton, Axminster and Tapestry Carpet Squares that have ever been seen in the Island.

These Carpet Squares are remarkable for their exquisite colors and perfect design. Beautiful old Blues and deep Brown tones are blended in a fine Wilton that is very pleasing and restful to the eye. Another—a Tapestry in quaint Grey Tints has a lovely Pompadour border of roses in subdued colors. Yet another in lovely Old Rose and Reseda.

There is also a quantity of handsome Axminster Art Squares suitable for Den, Dining-room and Library.

U. S. Picture and Portrait Co.

"There is Nothing New Under the Sun."

This old quotation does not apply here. Every day sees some new delicacy in our Store.

You are always certain of finding something to suit your individual taste.

Open Day and Night.

STEWART'S

Fancy Bakery.

Opposite Seaman's Institute.

July 14, 11

Telegram Ads. Pay

GREAT

The World

Wednesday—Final episode

Special

BABY CARE

Mothers! Come

Shop Early if possible, and see our Bargain

5c. 10c.
Writing Tablets Soap Tumblers Brushes Flaps

15c. 25c.
Cake Pans Patty Pans Lamps Bake Pans Toasters

THE FAIR

ST. JOHN'S NEW SPECIALTY STORE

The C. L. March Co. Cor. Water & Springdale



PATENT SNAITHS AMERICAN & W. HAY RAKES, HAY

MASSEY HARRIS

Catalogue and

MARTIN

What Makes a Good Cup of TEA?

Let me answer that—
Good Tea
Like HOMESTEAD.
Skill,
Experience and
Carefulness.

New Fruit and Vegetables,

Ex S. S. Stephano, July 21, 1916.
New Potatoes.
New Turnips.
Bananas.
Fresh Tomatoes.
Gooseberries.
Cabbage.
California Oranges—Large and small.
Selected Canadian Butter.
Fancy Head Patna Rice, 100 lb. bags.
Fancy Japan Rice, 100 lb. bags.
Unpolished Japan Rice.

C. P. EAGAN,

BUCKWORTH STREET & QUEEN'S ROAD.