

**THE INVICTUS SHOE**

THE INVICTUS

A shoe for well-dressed men. Costs enough to insure a perfect shoe, but is as low on a shoe of this character can be sold. Seen beside a cheaper shoe, the difference is unmistakable. Men who want appearance, satisfying wear, and solid comfort should wear the "Invictus Shoe."

# 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.



### The War

It needs little thought on the part of any observer for him to see that matters are working up, by slight degrees, to a climax, and that climax will have been reached long ago. This is denied in quarters by many writers. They say that the Somme fighting is a great Western offensive; that it is not yet. It is, they say, a success; with a design, of course, that design not the smashing of German lines at this point. It has been held, has been brot a standstill. They profess great appointment and make uncomparisons with the achievements to the south.

This view seems to us quite out of the question. The British drive may be intended to smash the German line necessarily; but it is very clear that it is. We cannot argue a map of France with an irregular line running across it, and a finger on such and such a point, line, say: "This is the spot to go from." The past offensive of the French and British have more than the nature of the defenses and the need of aming they have shown just what parts of the German line are the weakest and most vulnerable to attack. This area north of Somme is one of them, and while line it is the section most favorable for an Allied advance, view, for an Allied advance, not chosen without long deliberation based on experience, and preparation. There are other points to the north where also an advance is practicable, but after it has been made here.

This, for one thing, would mean that the great offensive has been made, and no mere feint made. It is absurdly untrue to say that British have been held. The movement has hardly been made. It has been successfully confuted by the of Contalmaison, Hazebrouck, Longueval, points of the line. It is a great military argument from shaded map areas. The advance of such an army since such and such a time. The advance may in some cases be on the East front, but of great distance and have little effect; it may, on the other hand, merely take a little time to get that of such importance that a shaded area follows automatically. The British know well that they do not expect to cover much ground yet; they have before them the of inconceivable strength. But they are pounding methodically, and very evidently great effect. If we took, say, Champagne offensive as a standard, we should say at once that it had been held. But that is not a standard. It is a standard made by infantry, after great preparation. Here, it is being by artillery, with the infantry subsidiary element, the essential touch. It is being done by artillery, more artillery and shell artillery. For every the prodigious expenditure of shells can be supplied, and so our army is taking time.

On the West front, the most of these positions by the British, most important event of the week. Many of the prodigious difficulties have been overcome, ally blown away. The British hint at the gratifying discovery of the supporting German defenses.

### How She Stood it!

By BETH CAMERON.



"I don't see how you can bear to let Junior have a bicycle," I heard one of my neighbors say to another the other day.

Junior's mother rocked herself in to reach of the mending basket, took out a pair of Junior's stockings and asked serenely, "Why?"

"Because there are so many automobiles around," said the neighbor. "And the children are so careless with their bicycles. Just suppose he were to be in the middle of the street and one of those reckless drivers were to come dashing around the corner, the way they do, and he should lose his head and turn the wrong way."

Give Them As Good A Training As Possible.

Junior's mother wove a swift needle in and out the cross threads of a very big hole, the kind a small boy invariably gets on his knee. "Junior is eight," she said. "We've taught him that he must obey the laws of the road by keeping on the right-hand side, and he is to have the wheel on condition that he will be careful. I suppose there are some chances of danger to him, but wouldn't there still be if I waited a year or five years more? And am I to deny him all the pleasure that a wheel will mean for fear I shall worry? That's what it comes to, you know. I didn't like the idea of his having it for just that reason, but I saw the unfairness of it. You've got to take some chances with a child—either that or watch them every minute. And I have two younger children and couldn't watch him all the time if I would, and I wouldn't let myself anyway. It seems to me the only fair thing is to give them as good a training as you possibly can and make up your mind to take reasonable chances."

"I know I should worry," said the neighbor.

She Couldn't Afford to Worry.

"I hope I sha'n't," said Junior's mother, "because it takes a great deal out of me, and I need every bit of myself for my three children."

Junior's mother is in the position in which every mother finds herself. And it seems to me she is facing the dilemma in the only right way.

There is some danger everywhere in life. We couldn't entirely safeguard even our adult selves against it unless we stayed in a padded cell all the time. And then we would undermine our health that we would be in greater danger than ever.

Training Must Take The Place Of Constant Watching.

Children have to take some chances, along with the rest of us. And much as we hate it, we've got to let them. As a child grows older training must take the place of watching and it behooves us to look the more carefully after that training.

Of course we must use our common sense about this and not let our children run extraordinary risks, but likewise we must use our common sense on ourselves and not let ourselves try to insure our peace of mind by a wrapped-in-cotton-wool existence for our children.

"I shall worry" is an iron rod of despotism by which some women rule their households. And like all despoticisms it results in resentment and hard feeling.

"MEASLES."—Keep a bottle of Stafford's Lotion on hand for bathing the eyes. Price 20c.

### New Turnips.

20 bris. New Turnips. Per s.s. Stephano.

### California Oranges.

40 cases . . . . . 216 count  
20 cases . . . . . 176 count  
40 cases . . . . . 150 count

ALL SOUND & EXTRA SWEET.

### Soper & Moore,

Retail and Wholesale.

all this accursed domination by a Devil Kaiser for ever. We have done well up to date; now let us do better. It's up to us. Think of our fallen heroes in France. Those that are strong and fit. All up their places in the ranks and fill them up early. Do your duty young men and don't hesitate. "He who hesitates is lost."

Sincerely yours,  
A. H. SALTER.  
July 15, 1916.

### McMurdo's Store News

MONDAY July 17, 1916.

Dyala Straw Hat Dye is considered on all sides an undoubted success for the purpose for which it is to be used. There is a good variety of colors included in the list—Black, Navy Blue, Blue, Tan, Dark Green, Crimson and Purple. We can recommend this preparation as being fast and giving an even color. Price 25c a bottle.

Jad Salts are cooling and refreshing, and do good work in cases of rheumatism, gout, acidity of stomach, some forms of kidney trouble, and as a mild laxative and diuretic. Jad Salts are largely used in the United States and in Canada. Price \$1 a bottle.

### T. J. Edens

By s.s. Florizel:  
50 boxes California Oranges.  
5 boxes California Lemons.  
20 crates New Cabbage.  
5 bris. New Potatoes.  
20 crates Texas Onions.  
5 bris. New Turnips.  
5 crates Tomatoes.  
2 crates Cucumbers.  
2 boxes Grape Fruit.  
10 crates Bananas.

Robin Hood Flour—bris. & sks.  
Cedroy Butter.  
Fresh Eggs.

### 200 Bundles No. 1 Timothy Hay.

Prince Albert Tobacco, 15c. tin.  
Shredded Wheat Biscuits, 16c. package.  
Syrington's Pea Flour.

Just received:  
10,000 HAVANA CIGARS, direct from the factories.  
Bock, Hy, Clay, Cabanas.

### Bulldog Tea.

The brand of satisfaction,  
45c. lb.; 5 lbs. for \$2.00.

### T. J. EDENS.

Duckworth Street and Military Road.

### Our Heroes.

Hearts will be surely sad, missing much each dear lad;  
None should reprove.  
Duty so nobly done, glory so nobly won.  
Lives for all time.

Our boys were not dismayed, noble, and unafraid;  
Face to the foe.  
Fighting for righteous cause, homes—safety, freedom's laws;  
Their hearts well know.

Each hears the sweet—"Well, done, thou good and faithful son!"  
My glory share."  
May we hear those words too, when our life's work through.  
We greet them there?"

### Synod Resolution of Sympathy.

Editor Evening Telegram.

Dear Sir,—I am directed to ask you to be good enough to publish in your paper the following Resolution which was unanimously carried in the Synod recently held.

"That this Synod begs to tender its respectful sympathy to the parents and relatives of men of all ranks, of both Army and Navy, who have given their lives for King and Country, and to record with gratitude and pride the splendid eulogy of Sir Douglas Haig that their deeds of valour have never been surpassed; and that a copy of this Resolution be sent to the press."

Very faithfully yours,  
GEO. H. BOLT,  
Clerical Secretary.  
St. John's, Nfld., July 15th, 1916.

### Your Boys and Girls.

Manners should be cultivated in youth and the younger the better, as manners are to a large extent acquired, a child with mannerly parents runs a far better chance of growing up with good manners than one with unmannerly parents, even if the unmannerly parents give lectures on manners every day and the mannerly parents never mention them.

So, too, it is important that a child have a well-bred nurse. For the child sees the nurse as well as the parent. Another thing to remember is that a child reasons. So if you tell it to do something polite, tell it the reason. Don't try to make an automaton of the child; try to make a little reasoning person of him.

Then he will "remember his manners," because he will know the reason for them.

Orderliness is almost a branch of good manners. And orderliness is so much a matter of habit that every child can be trained to do it. If children, as soon as they are able to have possessions, are taught to keep them in order there will be no effort necessary.

If you tell the small boy that a well-bred man stands when women are in the room, that he pulls out their chair at the table, that he helps them into car or automobile, the small boy will grow so naturally into a polite young man that there will have been no effort connected with it.

### AT THE CRESCENT.

A great four reel comedy drama is being shown at the Crescent Picture Palace to-day. "Divorcees" is produced in four reels by the Biograph Company written by M. Sardon featuring Mary Malatesta, Dell Henderson and Charles H. West. "The Eyes of the Soul" is an appealing drama with Claire McDowell and Joe Hurben supported with a strong cast.

### 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.

Special to Evening Telegram  
ST. PIERRE, Mig.  
Norwegian barque Jinger, stricken, bound to England, struck West Point Langley Island and crew landed here; vessel probably be total wreck.

### "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.

EVERYDAY ETIQUETTE.  
"Will you kindly tell me what is a suitable flower for the ushers at a wedding to wear in their coats?" questioned Henry.  
"The boutonhole bouquets of the men of the wedding party are most of them made of whatever white flower predominates in the bridal decorations—white carnations, white sweet peas, white roses, white orchids, of the case may be," answered his father.

### Another Vessel At St Pierre

Special to Evening Telegram  
ST. PIERRE, Mig.  
Norwegian barque Jinger, stricken, bound to England, struck West Point Langley Island and crew landed here; vessel probably be total wreck.

Fresh Salmon, Fresh Shell at ELLIS.

### DO NOT

THAT UPHOLSTERING CABINET MAKING POLISHING DEPARTMENT PICTURE FRAMING BLIND MAKING MATTRESS DEPARTMENT FURNITURE SHOP

Is at York and ready to repair kind of work

Orders taken for fields and to be delivered at called for an

### Callahan

THE BIGN Theatre