

Economy in Shoe Purchasing



Many people purchase low-priced Shoes under the impression that it is economy to do so. But it is not economy, because low-priced Shoes must necessarily be made from low-priced materials—GIVE BUT HALF THE WEAR OF HIGH GRADE SHOES AND COST A GOOD DEAL MORE IN THE END.

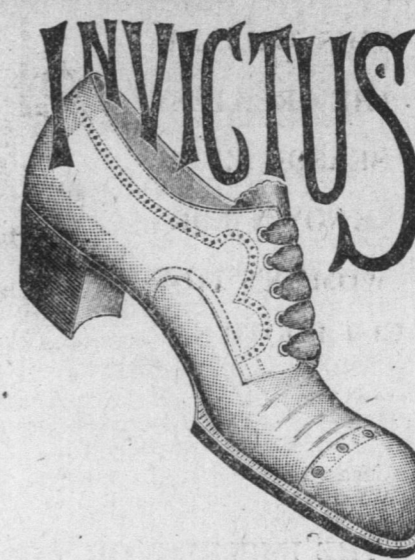
INVICTUS SHOES

cost little more than mediocre Shoes, yet they are the highest grade of footwear you can buy. THEY GIVE MORE REAL SERVICE THAN TWO PAIRS OF "POPULAR" PRICED SHOES, plus the comfort and smart appearance that is only associated with the finest footwear.

Be Economical---Wear Invictus Shoes.

Marshall Bros

We stock a full line of Men's High and Low Cut INVICTUS Shoes



BLACK and TAN, with or without Rubber Heels.

Summer Hats in February.

By RUTH CAMERON.

"The old order changeth, yielding place to new, And God fulfills himself in many ways, Lest one good custom should corrupt the world"

Tennyson. Long ago when I first read "Arthur" I loved that passage, mostly, I think, because it sounded so beautiful when one said it aloud.

I still love it, and now not only because of the music but because I begin to glimpse the meaning.

I think that passage belongs with "Grow old along with me, The best of life is yet to be."

The first law of life is continual change. The world is changing all the time. It is not the same to-day as it was yesterday, nor quite the same this minute as it was when you started to read this talk.

Out of Tune With The Infinite. And you've got to acquiesce in these changes unless you want to be hopelessly out of tune with the infinite.

When I tell you what started me on this train of thought you may think it is a very litty sermon for a very simple text.

A neighbour of mine who is on the far side of thirty-five was talking about the way people have of putting on summer hats in February.

"It just makes me mad," she said, "it's so silly. Why they put them on earlier every year. I make it a rule not to get mine before the middle of April, the same as I always have."

And she threw her head back with the air of one who has shown her devotion to a worthy principle.

Let Her Buy When She Wants And Let Other People Do The Same.

Now of course there is no reason why she should buy her hats earlier if she doesn't want to.

But why make a virtue of it? And why be "mad" because other people buy early. There's nothing wrong about that change, and it's the most foolish waste of energy to set your mind against changes that are not intrinsically harmful.

The person who wants to grow old gracefully need not change her mode of living or thinking according to each new style, but she must be tolerant of other people's modes of living and thinking.

"When I Was A Girl Forty Summers Ago."

"We didn't use to do so-and-so,"—didn't it try your soul to have someone always saying that to you with an air of great superiority when you were young?

Surely then you will never say its equivalent to other young people.

"The old order changeth, yielding place to new" in little things and big.

Be tolerant to it. You might just as well. For your interference will only turn on you and rend you.

And the Worst is Yet to Come--



Important Items!

Hay Seed!

On hand and ready for immediate delivery, NEW TIMOTHY HAY SEED, 112 lb. sacks.

POTATOES!

Local Potatoes for seed purposes, including Red & Whites.

Soper & Moore, WHOLESALE JOBBERS, Phone 186.

A Prophecy of a Century Ago.

The following is from the Philadelphia "Ledger":— In 1817 Richard Rush, of this city, was appointed American Minister to the Court of St. James. He had several sons, for whom he had engaged a tutor. One day the tutor asked one of the young lads to lend him "The Star Spangled Banner," as he wanted to read it. He accordingly took it home with him, and the next day he returned it, with the following verses added to it:

Now hushed be that strain, they our foes are no longer, Lo! Britain the right hand of fellowship extends, And Albion's fair land he beholds with affection, The hand of the fathers, the land of our friends.

Long, long may ye flourish, Columbia and Britain, In amity still may your children be found, And the Star Spangled Banner and Red Cross together Wave free and triumphant the whole world around.

This was written a hundred years ago. Mr. Rush, his sons and their tutor are long since dead, but the verses remain. May they long be regarded in the light of a prophecy, which, please Heaven, is coming true.

The Irish at the Front.

Westminster Gazette: The most encouraging thing one hears about the Irish question in these times come from the fighting front. A friend of mine wrote to me the other day that if it could only be referred to a mass meeting of the Irish regiments, North and South, he verily believed it would be settled in a few hours. From the beginning of the war till now there has been the best feeling between Nationalists and Ulstermen, and the fact that they are both Irish is a bond against all-comers. I have heard both Nationalists and Ulstermen say that, if their own drafts failed them, they would rather be recruited from each other than take English recruits. A little of this spirit is wanted in Ireland.

The Best Bread Value: McGUIRE'S Special Big Loaf, 15c. retail. Every loaf labeled, may18,71

Germany's Fever.

New York Commercial: According to reports from Amsterdam and Copenhagen, typhus fever is raging in Germany, and all efforts to check its ravages in the cities have failed. German physicians and health officials know how to deal with typhus fever in its ordinary form. It is frequently epidemic in Russia and southwestern Europe, and is one of the most terrible plagues in countries where sanitary conditions are not good. But there is a condition under which science is almost helpless to cope with typhus fever. When the masses are underfed and weakened by months of semi-starvation they succumb to typhus fever and the disease becomes more contagious. The terrible famine fever which decimated Ireland during the famines of the forties of the last century was typhus fever. It has been epidemic in parts of Mexico when the people have been starving in the last year or two. If famine fever is now epidemic throughout Germany, as described, it means that famine stalks in the land just as it did in Ireland, when for one that started to death a thousand died of this terrible war.

\$50.00 in Cash Prizes!

With every 25c. purchase at either of our Drug Stores, Duckworth St. and Theatre Hill, you receive a number ticket, and if you are holding a lucky number at the time the numbers are drawn (July 31st) you win one of the Cash Prizes we are giving away.

- 1st Prize \$20.00
- 2nd Prize \$15.00
- 3rd Prize \$10.00
- 4th Prize \$5.00

P.S.—The above does not apply to "wholesale" buyers, but only the "Retail Cash Purchases" made at our two stores.

These prizes will be drawn by two prominent business men on the above mentioned date.

DR. F. STAFFORD & SON, Theatre Hill, STAFFORD'S PHARMACY, Duckworth Street.

Stafford's 3 Specialties: STAFFORD'S LINIMENT, STAFFORD'S PRESCRIPTION "A", STAFFORD'S PHORATONE COUGH CURE.

German Perseverance.

(From the London Morning Post.) The "Stargarder Zeitung" has received particulars from Tichenorff, in Saxe-Weimar, of an incident characteristic of the prevailing conditions in many parts of Germany. The local clergyman in the course of a sermon exhorted his parishioners to practice the utmost economy in regard to foodstuffs, as the supplies of the district verged on exhaustion. In conclusion he quoted the famous imperial dictum "We must persevere" urging the congregation to get accordingly. The following night burglars broke into the pastor's larder, removed every vestige of its contents, including a dozen hams and a quantity of bacon, etc., and left a placard nailed to the door inscribed: "We shall now be able to persevere."

STOMACH TROUBLES.—Stafford's Prescription "A" cures Indigestion and Dyspepsia. Price 25 and 50c. bottle. Postage 5 and 10c. extra.

MINARD'S LINIMENT CURES BURNS, ETC.

The Regiment's Colours.

Editor Evening Telegram. Dear Sir,—In reference to a letter re "Regimental Colours" which appeared in your issue of Wednesday, I think the following extract, taken from "The British Army Book (page 212)" edited jointly by Paul Danby and Lieut.-Col. Cyril Field, Royal Marine Light Infantry, would settle this question.

"Regimental Colours." In the case of Line (Infantry) Regiments, each corps has two colours, called (1) The King's Colour (2) Regimental Colour.

(1) The King's Colour is nothing more or less than the old Union Jack, with the Royal Crown, and the name of the regiment inscribed thereon.

"So 'A Son of England' is right. It was the King's Colour which was presented to the Regiment by Lodge Dudley, Sons of England Benefit Society, at Pleasantville." (2) The Regimental Colour is of the same colour as the facings of the (peace-time) uniform of the corps to which it belongs, and on it are the Royal Crown, the badges and titles of the regiment, and the names of the battles in which it has fought. When, however, the regiment has white facings to its uniform, as no fewer than thirty-two regiments have, the Regimental Colour is a White one with a large red cross on it. (Facings, it may be explained, mean the cuffs, collars, etc., on the peace-time uniform).

Our regiment (not being in existence before the war) had no peace-time uniform, but apparently has adopted the white facings uniform Regimental Colour.

I take it from the above, that the Flag which was bought on Wednesday, Tag Day, is the Regimental Colour of the First Newfoundland Regiment, and not the King's Colour. The Regimental Colour was presented to the Regiment by the Daughters of Empire.

Thanking you for publication of the above, I remain, yours truly, FRANK F. WILLS, Member S. O. E. B. Society, Empire Lodge.

The following note, which we have received from a military authority, seems to settle the question finally:

The King's Colour of the Newfoundland Regiment consists of a Union Jack with the lettering "First Newfoundland Regiment" (not the Coat of Arms) in the centre in gold letters. This Colour was presented by the Sons of England Benevolent Society to the Newfoundland Regiment at Pleasantville in 1914.

The Badge which was sold on the 23rd May, is a reproduction of the Regimental Colours, in everything but colour. The Cross is not St. George's Cross which is red, but is a Claret colour. The colours of the Newfoundland Regiment being claret and white.

This flag was presented by the Daughters of the Empire, and officially presented to the Newfoundland Regiment by Sir William McGregor at Stobbs' Camp, in 1915.

Buy McGUIRE'S Special Big Loaf Every loaf labeled; 15c. at all grocers.—may18,71

MINARD'S LINIMENT CURES GARTER IT COWS.

GEORGE KNOWLING

has just received One Hundred Bags

SPECIAL

POTATO Fertilizer

and

ANIMAL Fertilizer

Also a shipment of

Arsenate of LEAD

in paste and powder, for spraying trees and shrubs against attacks of leaf-eating insects, far better than Hellebore Powder.

For Sale at our usual Low Prices.

George Knowling

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MINARD'S LINIMENT CURES GARTER IT COWS.

It pays to buy the cheaper Ford for cooking purposes. Good butter is too expensive to use in cooking.

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BURSON America's LEADING LINE.

FASHIONED HOSE

With modern dress, neat hosiery is essential. Burson Hose are unequalled for wear and elegance. They are the only seamless hose on the market. Ask for BURSON and have no other. Prices, 40, 45, 50, 65, 80c., \$1.00 per pair. Colours: Black, Tan and White. Sizes 8 1/2, 9, 9 1/2 and 10.

R. TEMPLETON

Read The Telegram

SMART

THIS WILL BE THE GREATEST SEASON EVER KNOWN FOR WOMEN'S LOW CUT FOOTWEAR



Women's

Boston Favourite Gun Metal and AT \$3.50



Women's

in Patent Leather \$2.50 Some with

PARKER

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Piston Rings from Spark Plugs, 80c. Spark Plug Porcelain Contacts for K. V. Copper Pipe, Prim Engine Enamel, Grey Lubricating Oils and

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It pays to buy the cheaper Ford for cooking purposes. Good butter is too expensive to use in cooking.

HITT

I HOPE A FEW OF THESE TOUGH LITTLE BUGS TO SNEAK IN ON ME TO ILL HIT EM SO HARD THE NOODLE WITH ME

