

# Comparative Values in Footwear!

With the majority of people, price is the chief consideration in purchasing footwear. That's why there are so many uncomfortable feet in Newfoundland to-day and so many dissatisfied shoe purchasers.

For low-priced shoes cannot be good shoes—the high cost of good materials and skilled labour won't permit. Then why experiment—at the expense of your comfort—with low-priced shoes? Why not wear

## INVICTUS SHOES

and be thoroughly satisfied?

## Distinctive & Pleasing in Appearance,

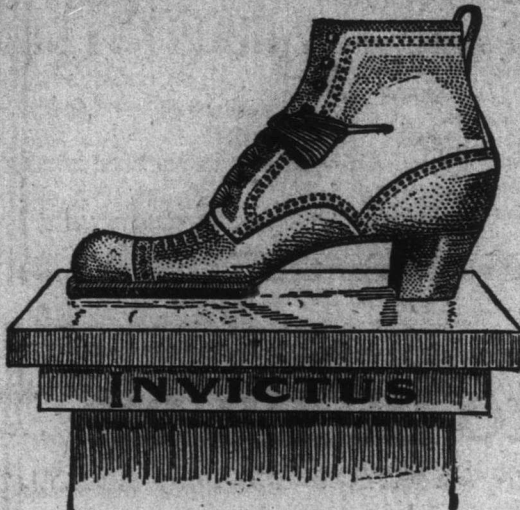
they possess that style individuality that is the hallmark of fine footwear.

INVICTUS SHOES will outwear ordinary low-priced shoes—yet they cost little more.

INVICTUS SHOES are still made from the finest grade of imported and selected leather by men expert in the art of shoemaking.

If you have not worn INVICTUS SHOES you do not know what comfort is. Let your next shoes be INVICTUS and you will be satisfied.

We are Sole Agents for Men's INVICTUS Shoes.



# Marshall Bros

### The Lie You Will Tell Yourself.

By RUTH CAMERON.



RUTH CAMERON

Speaking of lying (which I did a few days ago) I am not sure that the s k i n-out-of-it is the worst kind of lie, after all. It's the meanest kind; and there's another kind that I almost think does more harm, and that's the lie you tell yourself.

Many people who would be very careful not to tell a lie to some one else, will lie continually to themselves. About their motives for doing things, about their feelings towards others, about their reasons for those feelings, about their own rights and wrongs—in short, about every question that comes up between one and oneself in the course of the day's work and play.

They lie because they have to prove themselves right.

Self justification is perhaps the commonest form of self deceit. When one does a thing which one knows people do not feel is quite up to the mark, some part of one immediately starts justifying that deed. And the lie one tells oneself to accomplish that justification, are often so ingenious that it seems a shame to use such ingenuity to no better end. I have a young cousin who is rarely gifted in this way. When she does a thing purely for her own pleasure (as she usually does), she can nevertheless make herself believe that she did it entirely for the sake of others. I wonder if you know anyone like that.

Be Lazy If You Must, But Don't Lie About It.

One of my worst offenses in this direction, is the lies I am always tempted to tell myself when I know I ought to go to work and do not feel like doing so. I can think up all sorts of things I really ought to do,—run to ask a neighbour about this or that, look up something in a magazine, telephone someone, etc., etc.—all things, mind you, that I feel I really ought to do before settling down to work. At least, so the part of me that tells the lies, assures me. The other part of me, the part that knows better, says, "Nonsense, you know perfectly well you are just lazy. Be

lazy if you want to, but don't lie about it!"

Sometimes people will tell you what you feel are lies in regard to matters in which they are absolutely safe from detection, because they are the only one who know the truth. For instance, what they meant by this or that. I always long to know, in such cases, whether they know they are lying or not. Personally, I would rather think lies to oneself do more harm than lies to me about it than not know the truth.

#### Character Houses Built On Sand.

Perhaps that last statement seems strained to you. The point is this: I think lies to oneself do more harm than any other kind, because self-honesty is at the root of all honesty, all straight forwardness and clear mindedness. A person who lies to himself, who does not know himself, will never be efficient in character building, because he starts with a foundation of sand. And we have all known, ever since we first went to Sunday School, what happens to houses built on sand.

Montreal, May 29, '09.  
Minard's Lintment Co., Limited.  
Yarmouth, N. S.

Gentlemen,—I beg to let you know that I have used MINARD'S LINTMENT for some time, and I find it the best I have ever used for the joints and muscles.

Yours very truly,  
THOMAS J. HOGAN.

The Champion Olog and Pedestal Dancer of Canada.

### At the Pool of Bethesda.

An English reservist, who was living near Sudbury, Ont., before the war, writes to his old neighbors from the Pool of Bethesda, Palestine: "I tasted the water—not too clean!—and in order to do it had to descend lots of steps, as the well is deep down in the ground. At the entrance one may, if one wishes, read in 77 different languages the account of the healing described in the fifth chapter of John—a quite sufficient choice, one would imagine, but 'Taffy' thought differently, and not finding his mother tongue represented, promptly wrote it all out in Welsh from his own Testament. So now there are 78 different versions for visitors to choose from."

### MOIRS', WILLARD'S & LOWNY'S Confectionery.

In ½ lb. and 1 lb. Fancy Boxes, also 5 lb. Boxes.  
MOIRS', WILLARD'S and LOWNY'S PACKAGES and 6c. BARS and NUT GOODS.

Extra Fancy Marrowfat Green Peas.  
Extra Fancy Head Texas Rice.  
Fancy Patna Rice.  
Fancy Java Rice.  
Fancy Japan Rice.  
Choice Whole Bangoon Rice.  
Extra Fancy Garden Niam Rice.  
Evaporated Pitted Plums.

Blue Nose Table Butter.  
Granulated Table Corn Meal.  
Pure Gold Icing Sugar in Packages.  
Pure Gold & Shirlitz's Jelly Powders.  
Hollbrook's Custard Powder.  
McCormick's Fancy Biscuits.  
Kerrant Seedless Raisins.  
Rice pae.  
Pea Beans, 17c. lb.

### C. P. Eagan

Duckworth Street and Queen's Road.

### New Fruits and Vegetables!

Coming direct—to arrive next week—a full car  
NEW JERSEY  
Potatoes.

—ALSO—  
FANCY NEW APPLES,  
LEMONS, ORANGES,  
and GREEN CABBAGE.

We are the largest  
importers of California  
Fresh Fruits in  
this Dominion.

Orders booking now

Soper & Moore  
Wholesale Importers and  
Jobbers.



### THE YANK WHO GOT A COLONEL.

I wish I could have seen him trudging rearward with his prize. Seen the grin upon his visage and the twinkle in his eyes. I wish I could have heard him in that din of war infernal shouting: "See the bird I captured! Take a look! I got a colonel!"

Oh, I fancied when I read it I could almost hear him chuckle. As he grabbed that haughty Prussian and then calmly made him kneel. And I'd like to see his picture printed here in every journal. Proudly coming in from battle shouting: "Hey! I got a colonel!"

I don't know where he hails from, and I didn't get his name. But I hold that Yank's entitled to a goodly share of fame.

It would be an inspiration to our boys through time eternal. Just to read about that dough boy who went out and bagged a colonel.

### "Strafe" Made Prize of War.

The British have taken "strafe." In an announcement from the Oxford University Press the fact is officially made known. The captured word has been included, not to say inserted, in the latest volume, Volume IX, of the Oxford dictionary. And as a trophy of war it has been treated after a characteristically British fashion. Its flat Teuton "a" has been changed to the long English "e" as of "safe," and from two syllables it is reduced to one, so that it may rhyme with "cane."

Nor does the process of eliminating Germany in this verbal instance stop on the mere point of pronunciation. To the compilers of the Oxford lexicon it is "e. slang." So in captivity this word of portent originally heres loses not only in quantity but in quality. To quote the London Times, as cited by the dictionary makers, "strafe is becoming a comic English word."

### Milady's Boudoir.

#### THE PAINFUL HEADACHE.

Headaches are a foe to beauty that should be most carefully guarded against, even though the long train of beauty ill following in their wake is usually ascribed to other causes. A dry, scaly skin, dull lifeless eyes, lack of color, an unbecoming expression and, what is almost more to be deplored than anything else, wrinkles, can all be caused by headaches.

If you have been in the country for a long time and feeling particularly virtuous because you have been doing something for your health, it is decidedly annoying suddenly to find your head aching with a most unbearable throb. However, this kind of headache is very simply remedied. Your shoes are unquestionably to blame.

If the heel is too high or too narrow, or the sole is not broad enough, they will strain the muscles of your feet but throw out of balance the internal organs of the body. Of course, the cure for this form of headache is to get more sensible shoes. Strip off your stockings and bathe your feet in hot water in which two teaspoonsful of some invigorating bath powder has been dissolved.

Don't forget that your diet has a great deal to do with your clearness of head, and no amount of foot baths or massages will overcome an upset stomach and its inevitable revenge—a headache.

### Nfld. Scotch Cured Herring.

While importers continue to sell Newfoundland Scotch cured herring at prices well below the quotations, there is a tendency on the part of some holders to remain out of the market with offerings until such time as a real demand has developed. At present the market favors the buyer, but it may be that within the next few weeks the situation will be entirely reversed, especially when the demand assumes proportions with the increase of consumption requirements. Winter and spring Scotch cured herring have been bringing \$31 to \$32 ex-dock in some instances and sales at \$25 for fancy stock. Still there are holders who will not make any concessions, being content to hold their goods until the market has reached the present quotations. It is not likely, however, that the price of Newfoundland herring will show a shortage. Shipments arriving in New York have been comparatively light, and most of the goods received have been of the spring and winter pack, there being little fall cured herring to be had. Indeed, most of the Newfoundland packers are entirely sold out of fall herring, and it is doubtful if there are more than a few hundred barrels in the hands of merchants and shippers in St. John's.—N. Y. Fishing Gazette, Aug. 2.

### As to Contributions.

"The question of the wisdom of printing the amounts of the individual contributions to collections for philanthropic and patriotic funds," says the Annals of the Spectator, "is one that has been of late discussed with clergyman and leading citizens, the majority of whom are of opinion that it is unwise, as it only generates petty jealousies, only gratifies personal egotism and does no public good. Many of the best people prefer to give anonymously rather than have their names mentioned, while others who may be looked upon to set an example are of the idea that if it were possible to make all such collections voluntary, like that of a plate passed around at church, it would be much better. Of course when a church is dependent upon voluntary contributions and has no floating population to depend upon, it is necessary to have the expenses

guaranteed in advance by something on the order of the envelope system, but where an amount is raised by collection, it is believed that a better feeling would result if it were stated that so many contributors tallied such or such an amount, rather than by specifying the individuals. The Spectator has heretofore given up much space to print lists of names of contributors when requested to do so but in future asks those who send such lists to oblige by hewing as nearly to the line of the above ideal as may be practicable."

### Shell Shocked Nerves

Shattered nerves are the source of greatest suffering to many a returned soldier.

The doctor can give something to relieve physical pain, but when the nervous system breaks down and you are sleepless, nervous and mentally worried, real cure only comes when the exhausted nerve cells are nourished back to health and vigor by such restorative, upbuilding treatment as Dr. Chase's Nerve Food.



DR. CHASE

#### MORE SLACKING.

There are a hundred ways to slack, and each is worse than all the rest; so place your burden on your back, and do your stunt with joyous zest. In these grim times employers need the very best of their help can give, if they would keep up proper speed, and dodge the bankrupt court, and live. If you don't do the best you can to help the boss survive the stress you're following a loathsome plan—the slacker's spirit you confess. This is no time to loaf and talk, when there are useful things to do; it is no time to watch the clock, or oggle all the dames in view. You may have bought a pair of stamps, you may have bought a bond or three, but you train with the slacking scamps if you're not busy as a bee. This war won't last a thousand years, it may run down before next May, and then there'll be all kinds of tears for those who slacked their time away. Your boss will say, "Augustus Kelp, when wartime troubles made me yell, and I was needing loyal help, you were not worth three hoots in Hannibal, Mo." And he'll denounce you as a swab, and maybe groom you with a chair, and every place you hunt a job, your slacking record will be there. But if you do your duty now, whatever sort of place you fill, you'll have the laurels on your brow when we have picked Kaiser Bill.

In summer a baby should have at least seven uninterrupted hours of sleep every night.

WANTED—A Girl for Repairing Clothes; must be a good needle hand and have some knowledge of tailoring; apply SPURRELL the Tailor, 385 Water Street.—jly4, sod, 1f

MINARD'S LINTMENT CURES DISTEMPER.

### Parlor Suites and Odd Pieces!

We have in stock some extremely fine Parlor Suites in Mahogany (3 and 5 pieces), beautifully upholstered in Tapestries, Brocades and Silks of elegant designs and beautiful colorings. These are Genuine Mahogany, and are being offered at very moderate prices.

Also a large assortment of "Odd" Parlor Pieces, "Odd" Chairs, "Odd" Tables and lots of pretty "Odd" pieces, any one of which would be a nice addition to the Parlor. Come in and inspect them, you're sure to select from them.

### U. S. Picture & Portrait Co.

St. John's.

### THE PIANO PAR EXCELLANCE.

Emerson Piano Players,  
Emerson Pianos.  
Milton Piano Players,  
Milton Pianos.

Terms and price the best. Second-hand instruments taken in part payment.

### CHARLES HUTTON, The Reliable Piano & Organ Store.

### SLATTERY'S Wholesale Dry Goods

Are now showing the following goods:—

American Millinery Hats, Boys' Cotton Suits, Ladies' White Skirts, Ladies' Hosiery, Misses' & Children's Hosiery, White Curtain Scrims, White Dress Crepe, 38 ins. wide; Colored Dress Goods; and a splendid assortment of Smallwares. Wholesale only.

SLATTERY BLDG., Duckworth & George Sts.

Advertise in the "Telegram."

### Mr. Stone Interviewed.

This morning, the Telegram representative had the honor of interviewing Mr. J. G. Stone, Minister of Marine and Fisheries, who returned yesterday from the Fish Conference at Halifax. Mr. Stone treated us very courteously, and the following is a record of the conversation:

Reporter:—How many delegates were present?

Answer:—Well, the attendance varied. Each member attended the session that discussed the subjects in which he was most interested. However, there were about 70 in all.

Reporter:—What places did they represent?

Answer:—Oh, they came from the Maritime Provinces, the States of Newfoundland. They represented the fish business of those countries.

Reporter:—Who was the President of the Conference?

Answer:—Mr. Wilson, late President of the Canadian Fisheries Association.

Reporter:—What kind of a reception did you receive?

Answer:—I received the finest kind of a reception. Everything possible to make us feel at home was done. The members present were all very gentlemanly and courteous.

Reporter:—Did you speak during the Conference?

Answer:—Yes, I spoke on "The Further Propagation of the Fisheries" and also spoke on various subjects as they came up.

Reporter:—Did Mr. Hickman speak?

Answer:—Yes, Mr. Hickman spoke about the same.

Reporter:—Did any of the delegates question you re Newfoundland?

Answer:—Well, outside the Conference, they did. Many asked me about the fish and other industries of this country.

Reporter:—What seemed to be their general impression of Newfoundland?

Answer:—Well, as a matter of fact, a great many of them had never heard that there was such a place as Newfoundland. Those were men who lived far away. However, the men living nearer us displayed an intimate knowledge of our country and trade.

Reporter:—What were the subjects discussed in the Conference?

Answer:—The Propagation of the Lobster, Salmon, Cod, Herring and other Fisheries.

Reporter:—What conclusions were reached?

Answer:—Well, the members discussed the determination of fishing the fisheries, and to extend the cold storage business, in order to get the Canadian people to eat more fish, so as to conserve meat.

### Reids' Boats.

The Argyle left Placentia on Reids' boat yesterday.

The Clyde left, Twillingate at 7.30 am, yesterday, outward.

The Dundas has not been reported since leaving Port Union, on account of wire trouble.

The Ethie has not been reported since leaving Humbermouth on the 10th.

The Home left Exploits at 9 am, yesterday, outward.

The Meigle is in port.

The Sagona left Catalina at 1.30 yesterday, going north.

The Patrol left St. John's this morning, to take up her route.

The Fogota is at Port aux Basques.

P. M. D. E.—The Committee of the Permanent Marine Disasters Fund acknowledge with thanks, the receipt of cheque for \$20 from John B. O'Connell, together with a promise that the subscription shall be an annual one of \$5 years.



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