

Neck- wear

Always
Pleases.

There's no woman who can have too many dainty neckwear pieces, and you're sure to find something in the attractive lot now showing at our store to please.

Ladies' FOOTWEAR!

We are clearing out an accumulation of Ladies' Lace and Buttoned Boots (a few Pairs of Dorothy Dodd amongst them.)

Originally they ranged from \$3.00 to \$4.50 per pair,

NOW ALL REDUCED TO \$2.00.

The Sizes are 2, 2 1-2, 3, 3 1-2, 5, 6, 6 1-2, 7.

As the quantity is limited call early and get first pick.

An attractive little lot of
LADIES'
Street & House Dresses.
are marked at more than reasonable prices to clear.

Marshall Bros

Serviceable
as well as
Dainty

is the only term to apply to
a showing of

Children's DRESSES

we have just received from
the American market.

How Can The Afford It?

By RUTH CAMERON.



On a day last week I received a printed folder from a shop where I trade, advertising a summer sale.

The next day I went in town to try and avail myself of some of the mark-downs listed in that folder.

There were several gowns marked down from twenty-five to twelve dollars and I asked the gracious looking saleswoman who smiled smiling towards me where I could find these gowns.

How I Was Rebuked For Answering That Advertisement.

The graciousness, the smile and the sale simultaneously disappeared. She led me languidly toward the rack and with a supercilious gesture indicated the gowns. She did not inquire my preference; she did not in any way try to serve me. She simply stood back and eyed me indifferently, giving the rack a casual whirl now and then. I had asked for mark-down goods. I was plainly in her eyes a person not worthy of courtesy or attention.

Now this incident if it were unique would not be worth mentioning. But it is not unique. On the contrary, it is characteristic. Much this sort of thing has happened to me again and again when I have shown my interest in mark-downs advertised in either the newspapers or the printed folder.

How Can The Employers Afford It?

What puzzles me is how the employers can afford to let their employees act that way.

The advertising folder which I had received was a ten-page affair. It had several cuts and must have cost hun-

dreds of dollars to set up, print and send out. And yet here was the invitation nullified by the reception the customers were in danger of receiving if they accepted it.

The employer was beckoning customers with his right hand and pushing them away with his left—surely a costly proceeding.

I am a Great Admirer of The Saleswoman.

Mind you, I am not criticising saleswomen as a class; on the contrary, I have the greatest admiration for their patience, their courtesy and their marvelous taste and ability in contriving to gown themselves so well. Moreover, I know that they are often exasperated by customers who are out to shop rather than to buy. Nevertheless, as I have said before in this column, I think that there are a great many of them who lack the sympathy they ought to have with the woman who has to consider the pennies.

And if I were an employer I should explain very clearly to my employees that I did not want the drawing power of the money that I put into advertising nullified by the superciliousness toward the customers who respond to that advertising.

Alcohol for Explosives.

London, Aug. 12.—The following official announcement has just been made, "passed for publication."

"Scotch distilleries have been compelled, owing to the urgent needs of the government for industrial alcohol in connection with the manufacture of high explosives to curtail their allocation of spirits for whisky to such an extent that supplies must fall short of requirements."

Children's frocks show the jacket effect as strongly as do the dresses of grown folks.

Ex S. S. Florizel:
New Potatoes.
New Cabbage.
New York Corned Beef.
Bananas.
California Oranges.
Fresh Tomatoes.
Valencia Oranges.
Local Turnips.
Fresh Eggs.
Codroy Butter.

Meyer's Putz Cream (Brass Polish), 3 sizes.
Pure Castile Soap (best for Toilet use), 12c. lge. bar.

C. P. EAGAN.

DUCKWORTH STREET & QUEEN'S ROAD.

READY

for immediate delivery:

450 bus. New Potatoes.
50 brls. Cabbage.
40 baskets Plums.
10 crates Tomatoes.
30 crates Bananas.
30 cases Onions.
Water Melons.
California Lemons.
Fresh Roasted Peanuts
40 boxes Citron.
40 boxes Lemon Peel.

Soper & Moore,
Importers & Jobbers Fruit,
Produce & Groceries.

'Phone 480.

Here and There.

LEAVING LIVERPOOL.—The s.s. Tabasco is expected to get away from Liverpool some time to-day.

DR. G. N. MURPHY'S Office will close Tuesday, Aug. 10, and re-open Monday, Aug. 30th. jly31.61-eod.t

PULP AND PAPER CARGO.—The s.s. Alconda sailed from Botwood for London on Sunday with 4800 tons of pulp and paper, sent by the A. N. D. Co'y.

Ask your Grocer for Mapleton's Peanut Butter. Made in England.—jly8.eod.t

FOR PATRIOTIC FUND.—This evening the Star football team will play a representative eleven from the cable ship Mackay-Bennett. The proceeds will be devoted to the Patriotic Fund. No doubt the attendance will be large in view of the object. The game promises to be interesting as the ship is said to have a fine aggregation of players.

Delicious Ice Cream at WALKER'S Premium Store, 27 Charlton Street.—jly17.3m.s.tu.th

A RUNAWAY.—This morning, a horse, belonging to Mr. E. J. Horwood, escaped from the stable and galloped over Prescott Street at break-neck speed, across Water St. down to Marshall's wharf where the animal was captured by two men. No damage was done.

Mapleton's Peanut Butter is made in England. When you buy it you will know its value. When the children get it on their bread they know its quality. Cheap nourishment these strenuous times. The proof of the pudding is the eating of it.

HAS GOOD VOYAGE.—The banking schooner Metamora, Capt. John Lewis, is now en route to the Labrador on her final fishing trip. Capt. Lewis, who is usually amongst the high liners, has 3400 qts. of cod landed and under sail, and expects to reach the four thousand mark.

Amusements.

BRITISH THEATRE.

Despite the counter-attractions, the above Theatre was attended by splendid audiences last night. Madame Olive Timmons was (as is usual) in great form and sang "Gondola Dreams" magnificently following with a superb rendition of the beautiful Irish ballad "Believe Me if all those endearing young charms." The pictures were of the highest class. Special mention may be made of Emil Gaborian's great French detective story in two parts, entitled "File number 113." Madame Timmons sings promptly at 3.30, 8.30 and 10 o'clock.

AT THE CRESCENT.

To-day's show at the Crescent Picture Palace is a very fine one and caused most favorable comment from the large number of Crescent patrons who attended yesterday. The two-reel feature "The Imposter" presented by the Lubin Company, is a very interesting story. Anita Stewart features in "Midst Wood and Shadows." The photograph of this picture is superb, besides two fine comedy subjects. Mr. Collins sings "Acushla Macrae" and "A Wearyin' for You," two very pleasing numbers. Go to the popular Palace to-day and see this fine show.

"OURS" IN THE WEST END.

There is a delightful show at the Rossley West End Theatre; good pictures and new original songs. Cool and cosy is the little West End Theatre. Anita in dainty costume delighted the large audiences.

THE MERRY MAKERS' HUGE SUCCESS.

Rossleys opened up to a big house and a very delighted audience. The Russells are without a doubt the finest English performers ever brought to this city. Jack Russell in his single act was applauded to the echo for he has a beautiful voice and his great songs last night beat anything ever heard here; his patriotic song about the "Lads of Newfoundland" helping to beat the "Yanks" sent the large audience into raptures. Jack Russell is an actor and singer of high standing and the St. John's people applauded as they have never done before at Rossleys, and when he brought in his trained dog Don, dressed as a Charlie Chaplin, then the house simply went wild. The sketch "Robbing a Burglar" was something very original and had the audience in roars. The Australian Merry Makers have lots of good acts, good songs and novelties. There will be a matinee with Punch and Judy for the children on Wednesday under the distinguished patronage of Lady Davidson and the Misses Davidson.

MINARD'S LINIMENT Co., Limited.

Gentlemen,—I have used MINARD'S LINIMENT on my vessel and in my family for years, and for the every-day ills and accidents of life I consider it has no equal. I would not start on a voyage without it, if it cost a dollar a bottle.

CAPT. F. R. DESJARDIN.

Schr. Storke, St. Andre, Kamouraska.

The British

Navy in Action.

Before one of the largest gatherings seen at a lecture in this city, Sir Herbert Ames, M.P., of Canada, lectured at the Methodist College Hall last night. The subject of the discourse was "The British Navy in Action," one that appealed to the loyalty and patriotism of everyone present. His Excellency the Governor who presided, introduced the lecturer, because of her indebtedness to the Navy for her safety, and also because of the number of her brave sons who are now serving on board His Majesty's ships. Besides giving a discourse on the work of Admiralty, Sir Herbert gave a valuable lesson in loyalty, and his description of the growth of the fleet from the days of the Victory to the days of the super-dreadnought was most interesting and instructive. The story of Britain's supremacy of the seas, was told in a masterly and fluent manner, and was punctuated by applause from the audience, as the lecturer now and again touched the chords of deep-seated patriotism and drew forth responsive notes from all present. At the close a vote of thanks, proposed by Sir Edward Morris and seconded by Sir Joseph Outerbridge, was tendered to the lecturer by His Excellency the Governor. During the evening Mrs. W. C. Job sang Rule Britannia in her usual graceful manner, the audience joining heartily in the chorus. The C.L.B. band was present and rendered several patriotic and national airs which added much to the enjoyment of the evening. Lantern slides illustrating the lecture, were shown by Mr. Leslie Curtis, and were very instructive. A vote of thanks to His Excellency, proposed by Sir Herbert Ames, brought the enjoyable evening to a close.

Our Volunteers.

The total number of volunteers enrolled to date is 2,172, the following having enlisted since Saturday last: William Hennebury, Quidi Vidi, John Gosse, Torbay.

Yesterday morning was spent at skrimishing, general marching and physical exercises, and the afternoon was taken up with section drill at the Armoury. One platoon had rifle practice at the Southside Range, where some very good scores were made.

BICYCLE ACCIDENT.

Shortly before seven o'clock this morning a young man named George Voke, an employee of the Martin Hardware Company, and a companion named Dicks, met with an accident. They were on their way to work on a bicycle together and came over Prescott Street at a fast clip, reaching the foot of the incline and going into Water Street at the corner of the Atlantic Bookstore, the coaster of the machine was applied to reduce speed before turning, but it did not act. The cycle capsized and the young man was thrown into the curbstone. Dicks was badly scared, bruised the legs and arms and was bruised all over. While Voke was more fortunate. He escaped with a cut arm and a few scratches near the knee.

The British Theatre

PHOTO PLAYS WILL COMMENCE AT 2.30 & 7.30.

Madame Olive Timmons

Will Sing "Gondola Dreams" and "Believe Me of all Those Endearing Young Charms."

At 3.30, 8.30 and 10 o'clock.

ASSISTED BY

Prof. P. J. MCCARTHY.

Magnificent 2 reel drama, "File Number 113" and others.

5c. The Crescent Picture Palace. 5c.

"The Imposter,"

An extraordinary drama produced by the Lubin Company in 2 reels.

"A WISE RUBE"—A Kalem comedy-drama with John E. Brennan

"MIDST WOODLAND SHADOWS"—Featuring the great emotional actress, Anita Stewart.

"THE FABLE OF THE AUTHOR AND THE DEAR PUBLIC"—Comedy by George Ade, America's greatest humorist.

HARVEY COLLINS, Irish Tenor, singing Classic Songs & Ballads
GOOD MUSIC—A COOL AND WELL VENTILATED THEATRE.

Rossley's East End Theatre!

St. John's Leading Vaudeville, Dramatic & Picture Theatre.

(Under the distinguished patronage and presence of Lady Davidson and the Misses Davidson.)

GRAND RE-OPENING TO-NIGHT AT 7 P.M.

The Australian Merry Makers.
"ROBBING A BURGULAR."

Jack--THE RUSSELLS--Olive.

In Classic Comedy Sketch.

DON, Greatest Performing Dog in the World.

OLIVE RUSSELL, Lady Baritone Singer—a Wonder.

JACK RUSSELL will give his Great Song, "Canada's Reply to the World." Also Best Pictures.

Two Shows Nightly—7.30 and 9.15. General admission, 10c. Reserved opera boxes, 20c.

NOTE—There will be a double bill, Jack Russell will sing songs, and Don, the trained dog, will also appear. After the Russells, Jack and Olive, will give a sketch.

J. J. St. John.

45c.—The Real Irish Butter—45c.

Just landed ex s.s. Durango from the Killarney Lakes, another shipment of the best IRISH BUTTER, which is little cheaper, retailing at 45c. lb.

500 dozen Nicely Perfumed

Toilet Soap.

In 1 doz. boxes. Price 35c. doz.

J. J. ST. JOHN,

DUCKWORTH ST. & LEMARCHANT ROAD.

Advertise in The Evening Telegram

If Catarrh Ke 'Catarrhazon'

NOTHING KNOWN SO SU

No doctor attempts to-day a genuine case of catarrh or the except by the inhalation. Stomach dosing has been discusse useless medicine so it affects only the stomach—never the seat of catarrh.

The advanced physician re that only air can be sent into the and bronchial tubes. Fill this healing medicaments and yo the problem. No combination tiseptics is so successful as zone. It contains the richest balsams and the greatest know.

Donations of Machine

HAVE EXCEEDED REQUIRE

Some Action Will Likely Be the Militia Department to Donations and Divert the the Patriotic Fund or O pose.

Ottawa, Aug. 10.—The of the offers of machine guns diminishing in quantity, the last few days, has created an embarrassment in military where it is realized that the far made have far exceeded requirements of the situation effective use. A decisive matter must soon be taken Government. Though have gested the advisability of tions the Government are to speak as authoritatively should. What will likely tion on the part of the Gov the impression now created Militia Department has not enough machine guns for tinent already sent across and in not doing so have boys at a disadvantage.

The fact is the Government placed orders for machine gun factories but it will not get delivery for its orders six months to come. When will be available which are so generously offered by private contributors is a question. No event until after those now are delivered. The Government secure all the money desir British financial sources to transport and in every way for the army. While the Government does not wish to deprive the privilege of sharing in this expenditure, yet it is that it would be wrong to giving in a direction which more than sufficiently prove and to lock up money that used, if at all, for months to The British army, it has thirty mile front. Of this fan sector is about four miles in this expenditure, yet it is that it would be wrong to giving in a direction which more than sufficiently prove and to lock up money that used, if at all, for months to

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Or, taken another way, roughly speaking, 25,000 Canadian Flanders, not more than half are at any one time on the others being in billets. 12,500 men, there would, the

SEE THE

The new Belt

very stylish. We

Another fash

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