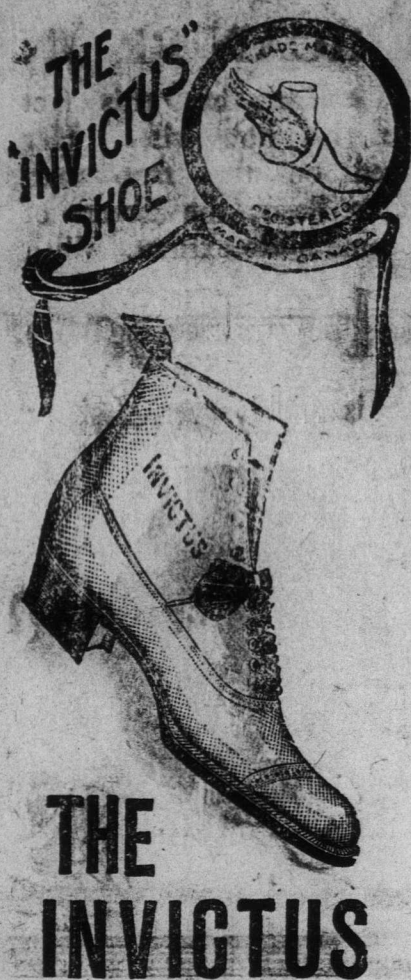




A shoe for well-dressed men. Costs enough to insure a perfect shoe, but is as low as a shoe of this character can be sold. Seen beside a cheaper shoe, the difference is unmistakable. Men who want appearance, satisfying wear, and solid comfort should wear the "Invictus Shoe."

INVICTUS SHOES!

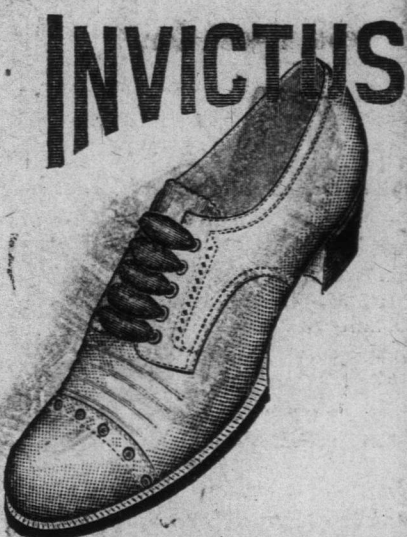
We have Just Received another Large Shipment.
A SHOE WITH A REPUTATION
Is the kind for you to buy provided the reputation is a good one.

George A. Slater's Invictus Shoes

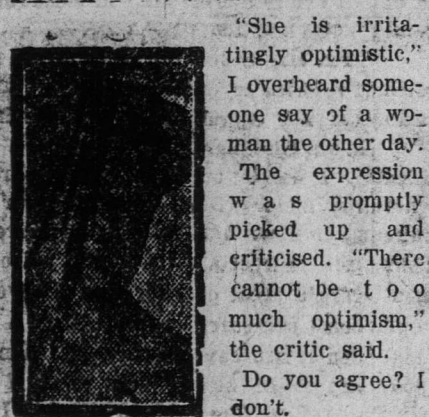
Have an honorable record and when you buy them they, like a good name, "Wear Well."

We have high or low cuts in Patent Leather, Box-Calf or Vici, with or without Rubber Heels, in all sizes and half sizes.

MARSHALL Brothers.



Irritating Optimism.



"She is irritatingly optimistic," I overheard someone say of a woman the other day. The expression was promptly picked up and criticised. "There cannot be too much optimism," the critic said. Do you agree? I don't. Optimism is a very beautiful thing, but like all good things there can be too much of it. "Too much of a good thing," is a by-word in our language. It is a popular reflection of the Greek motto which I am so fond of quoting, "No thing in excess."

Someone, Stevenson, I think, has said, "The habit of looking on the bright side is worth a thousand pounds a year." And so it is, but he did not say, "The habit of looking only on the bright side."

Optimism is fashionable just now and like all fashionable things is frequently carried to excess. And to my way of thinking, at least, people who affect the persistent, unreasoning optimism are irritating and antagonizing rather than cheering and soothing.

"A pessimist is a person who has to live with optimism," is the contradiction of a confirmed cynic, but I am not so sure that it is wide of the mark. Naturally I am strongly inclined to optimism, but when I run up against one of these ultra fashionable optimists I find myself inclining toward pessimism. For instance, in

the presence of one of them, whose carefully preserved, flawless, cheerfulness somehow reminds me of a pink and white enameled complexion. I happened to remark one day (after a week of drizzle, fogs, cold winds and general gloom) that the people who had taken their vacation at that miserable weather, and that I myself was much depressed by it.

"Why yesterday was a lovely day," she said (we had a few hours of equivocal sunshine, "and it hasn't rained hard but once or twice. You must look on the bright side."

I longed to say, "Don't be foolish, you know perfectly well it has been a miserable weather." But denied this pleasure by the rules of polite society. I took refuge in being just as pessimistic as I liked, which was a good deal more so than I would otherwise have been.

Another variety of optimists who induce pessimism in those who have to live with them are those whose optimism runs wild and makes them confuse hopes with possibilities. It's all very well to hope that the thing you want won't cost more than you can afford, but when an optimist takes such a hope as a basis of action he needs a pessimist nearby to put the curb on.

An unreasoning optimism makes a good moral for a sermon, or a basis for a story, but in real life it ought to be mixed with enough common sense to keep its feet on the ground.

Red Cannon

THE NAVY IS READY.

Confronted with a situation which was never more menacing, we can take to ourselves the consolation that we hold the winning cards. If we have the knowledge and courage to play them. The industries which contribute to the greatness of our war material are supreme; the Admiralty has demonstrated by its increased demand, and the ready response made to them, that we have the men. Every development in the art of warfare which the minds of ingenious men devise seems to favor us.

The nation—and the Navy—was inclined at first to regard the automobile torpedo as an initial factor; it was argued that the submarine—cheap and of high potential value—would place nations, great and small, on an equality on the seas. The best brains in the sea service went forward undismayed; submarines were built—to demonstrate in due time their value as a defensive weapon.

Later on it was foretold that the development of air craft would prove our undoing. The aeroplane and seaplane are in their infancy, but we are already assured that they serve as a further adjunct to our defensive armament. It is certain that the two new weapons of naval warfare acting in close co-operation—the patrol flotillas of destroyers and submarines on and under the water, and the aerial

craft above it—are destined to provide us with a screen along our coasts so mobile and efficient that the fear of invasion, although it can never become negligible, may be appreciably lessened if we have the courage to press forward along the new path to safety which is opening before us.

Without losing the power of commanding the high seas and oceans which rests, and so far as can be predicted will continue to rest with the large ship with its powerful artillery, we can render ourselves as an island people more secure against invasion, at least on a large scale, than at any time in our history.

The future will be a time of testing our fibre, but need not herald our downfall. The vast assembly represents not the journey's end, but a milestone in the history of our naval development. The patent proof that the nation's money is being well spent, and that results are being obtained commensurate with the high scale of expenditure, may well provide the British people—and we trust the British peoples—with the necessary impetus to determine that, at whatever sacrifice, the life-line of the Empire will never be relinquished to other hands.—London Telegraph.

Shoes that are not in use should not be allowed to get dusty, as this eats into them and spoils the kid.

Freeze candles before using them to light your dinner table. They will not run and will last much longer.

TO-DAY!

We offer in stock and to arrive:

- 50 brls. Green Cabbage.
- 100 brls. New Potatoes.
- 50 crates Bananas.
- 40 kegs New Grapes.
- 10 cases Naples Oranges.
- 20 cases Calif. Oranges.

SPECIAL:

- 40 cases Sultana Raisins.
- 50 cases 1 lb. tins Local Rabbit.
- 10 cases Fresh Eggs.

PHONE 480.

Soper & Moore.

My Ships.

Some ships I had in the long ago,
And beautiful ships were they;
But over the wide and bounding deep
My ships have sailed away.
Never, no, never, will they return—
My beautiful ships to me;
For all are wrecked on a distant shore,
Or sunk in the bounding sea.

The one called Youth, in its ardent pride,
With its flags and pennants gay,
As it sailed along so brave and strong
Has silently sped away.
Fast o'er the deep like a bird it flew,
My beautiful ship from me,
Till lost from view and forever gone
Far over the deep blue sea.

And one called Fame, a gilded barque
And prized by conquering Kings,
As on it sailed like a blissful dream,
As light as zephyr's wings,
It left no wake as it sailed along,
Nor lays of the hero for me;
I saw it fade as it spread its sails
Far out on the bounding sea.

And one called Wealth, a gorgeous craft,
With its masts and spars of gold,
And decks aglow with glittering gems,
Whose value could ne'er be told;
And then away o'er the waves it sailed,
More treasures to bring for me,
Till buried now, in the rolling deep,
It sank in the bounding sea.

And Pleasure, one, and fairer ship
Ne'er sailed on the ocean blue;
The shrouds and masts with flowers entwined,
And garlands of brilliant hue;
The tables with luscious fruits were set,
And "Tides of sweets" for me;
But it sailed away, it left no trace;
It sank in the rolling sea.

Now, far away on the Billows' crest,
A light of the purest ray
Shines bright as the Star of Bethlehem,
That shone on the Magi's way;
Tis Hope, tis Hope, my beautiful ship,
Returning once more to me,
And bringing me balm and peace and joy
From over the raging sea.

Stafford's Liniment cures Rheumatism, Lumbago, Neuralgia and all aches and pains. For sale everywhere.—aug13,14

Lifeboats.

By GEORGE FITCH,

Author of "At Good Old Slwash."

A lifeboat is a small uncomfortable craft which is all that is left to travel in after the \$10,000,000 floating hotel has demonstrated the fallibility of man.

Lifeboats are stoutly built and can float in the fiercest storm; but they are not popular as a means of transportation. After fifty people have been crowded into a 30-foot lifeboat it is no more comfortable than a street car in the rush hours. Skillful seamen can row a lifeboat several hundred miles to shore if necessary, living upon an occasional biscuit, but in the hands of a few dining-room stewards who do not know which end of the boat to grasp while rowing, the lifeboat is at best a perilous and uncertain affair.

For many years steamships have carried lifeboats hung from their upper decks and these boats have added greatly to the peace of mind of nervous passengers who have put on life-preservers every time a wave hit their stateroom portholes. In fact the lifeboat was generally considered to be a very acceptable substitute for a steamship in case the latter sank—until about two years ago when it was suddenly demonstrated in a most distressing manner that the best lifeboat in the world is of no use whatever to the passengers who can't crowd into it.

Since that time ocean steamers have provided enough lifeboats to hold all of their passengers and crew. But as yet very few improvements have been made in the manner of launching a lifeboat in a heavy sea. Up to the present the bottom-side-up method has been used very extensively and has proven very satisfactory to those directors of navigation companies who have remained steadfastly at home focusing their well-trained intellects upon the matter of more speed and larger palm gardens.

The United States government has just ruled that during the summer season steamers on the American great lakes need only carry enough lifeboats for half their passengers. Whether the government considers summer excursions as superfluous population—or whether it figures that half the travelers would be able to swim across the lake in case of trouble is unknown. We will discover the reason for this decision just after the first big steamer goes down leaving half of its passengers safe and sound in the water only six miles from shore.

CASH'S Tobacco Store.

In connection with our well known tobacco business we have recently installed an up-to-date Soda Fountain, and during the summer will dispense Arctic Soda Water; our syrups are the pure juice of the fruits and make a delicious drink.

Try a 5 cent glass and cool off.

JAMES F. CASH,
Water Street.

REACHED OPORTO.—The schooner Arbutus, after a passage of 18 days, according to a message received to-day by Mr. W. A. Mann.

MANN'S LINIMENT CURES DISTEMPERS.

High Class Tailoring

assured if we get your order. We take special pains that each garment shall be up to our high standard of excellence.

ORIGINAL

and exclusive designs in Sack Suits, English walking suits and evening clothes. Style in every garment.



W. H. JACKMAN

(The West End Tailor),
39 WATER STREET WEST,
St. John's, Nfld.

Canned Vegetables AND FRUIT.

VEGETABLES.

- Carrots
- Parsnips
- Turnips
- Early June Peas
- String Beans
- Beet
- Hal. String Beans
- Hal. Peeled Tomatoes
- Red Top Asparagus
- IN GLASS.
- Petit Pois—Extra
- Haricot Verts
- Champignons
- Macedoines

FRUIT.

- Apricots (Cob Web)
- Apricots (Silver Dale)
- Cherries
- Apples (Gallon tins)
- Sliced L. C. Peaches
- Silver Dale Peaches
- Cobweb Peas
- Sliced Pineapple
- Whole Pineapple
- IN GLASS.
- Sliced Hawaiian Pineapple
- Lemon Cling Peaches
- Red and White Peas
- Cherries in Syrup
- Strawberries in Syrup
- Greengages in Syrup
- Fruit Salad

BOWRING BROTHERS, Ltd.

'Phone 332. GROCERY. 'Phone 332

A Woman's Wish.

Would I were lying in a field of clover,
Or clover cool and soft, and soft
and sweet.
With dusky clouds in deep skies
hanging over,
And scented silence at my head and feet.

Just for one hour to slip the lash of worry,
In eager haste, from Thoughts impatient neck,
And watch it coursing, in its needless hurry,
Disdaining Wisdom's call or Duty's beck.

Ah! it were sweet, where clover clumps are meeting,
And daisies hiding, so to hide and rest;
No sound except my own heart's sturdy beating,
Rocking itself to sleep within my breast.

Just to lie there, filled with the deeper breathing,
That comes of listening to a wild bird's song;
Our souls require at times this full unheating—
All swords will rust if scabbard-kept too long.
And I am tired—so tired of rigid duty,
So tired of all my tired hands find to do!
I yearn, I faint, for some of life's free beauty,
Its loose beads with no straight string running through!

Aye, laugh, if laugh you will, at my crude speech;
But women sometimes die of such a greed—
Die for the small joys held beyond their reach,
And the assurance they have all they need.

Porterhouse.



Oh, luscious steak, you seem to make my hounds squirm with pleasure. Of all the meat that can't be beat, you are the pride and treasure. The cook has toiled with zest and broiled the steak just to my liking.

upon my plate I see it wait, magnificent and striking. The gods are kind, that we can find such meats in steers and cows; all men with tanks should give them thanks for inch-thick porterhouses. The doctor views my steak and chews the rag about my diet; "you beat the Turks," he cries; "your works will soon be in a riot. You ought to eat the whole—some beet, the turnip and the carrot, the bean and squash, so help me Josh," he jabbars, like a parrot. "That's grub's too rich, 'twill give you itch, and mups and yellow jaunders; it trouble makes, so cut out steaks, and chickens, ducks and ganders." But man will buy his health too high if he feeds like the horses, and lives on hay day after day, and browses where the gore is. I'd rather eat the juicy meat, of which no man is fonder, and ere my time cash in, and climb to starry heights up yonder.

Charles M. Mason

Remember that the Ferry-land Garden Party, in aid of the New Convent, will take place on August 24th. An enjoyable time is assured all who attend.

aug3,10,17

Advertise in The Evening Telegram