

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

Relevant Clothes.

By RUTH CAMERON.



RUTH CAMERON

Do you wear relevant clothes? The other night at a gathering of young women in their best bibs and tuckers, I asked the woman beside me, a woman of unusually discriminating taste (she is by vocation an interior decorator) and by avocation one of the best dressed women I ever knew) whom she considered the best gowned woman in the room.

She took leisurely stock of the many pretty gowns, glancing casually to left and right. The occasion was one of the major social events in the life of the guests, and was sure to bring out the prettiest frocks in their wardrobes. Indeed many had new gowns for the occasion. To my surprise, the woman in a rather simple black evening gown two tables from me.

"Why, she's had that gown two years," said the woman on the other side, who had been listening in on the line after she discovered the all-absorbing topic we were talking of. It Made Her Eyes Look Large and Black.

The interior decorator smiles and held out her hands in a gesture equivalent to a Frenchman's "What 'd'you say?" "What of it?" she said. "That gown is of lovely material; it is cut on fine, simple lines and, above all, it is relevant to the personality and appearance of the woman who is wearing it. I don't know of anything that could bring out the beautiful white pallor of her face and make her eyes look so big and black as that black velvet does. And that deep V-neck is perfect for her. The trouble with so many of these dresses," she indicated them by letting her eyes rest briefly upon two of the most striking and expensive gowns, "is that they are totally irrelevant. If either one of them had been on just the right woman I should have called her the best dressed woman; but, to my mind there isn't a single gown so handsome in itself, and at the same time so perfectly relevant, as that black velvet."

She Was That Sort of a Woman. At that moment someone across

the table called to the interior decorator to ask her a question and conversation passed to other topics, but I saw the woman who had listened in on the line looking down at her gown thoughtfully. She was evidently questioning whether it were relevant or not. I'm sure she decided it was. She was that sort of a woman.

Of course, relevancy in gowning is not a new ideal. But I think we do not need to be constantly reminded of its importance.

Also of its feasibility. Almost Anyone Can Be Relevantly Gowned.

We cannot all be expensively gowned or gowned in the latest fashion, but anyone who will cultivate taste and discrimination and self-knowledge can be relevantly gowned. Whether she chooses to exercise her faculty of selection in picking out, from the infinite variety of readymade gowns offered her, those which harmonize with her type and figure and coloring (and also her purse), or whether she creates, or has her dressmaker create, the relevant gown out of the profusion of good patterns and beautiful colors found in even the least expensive materials.

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

Gentlemen—I beg to let you know that I have used MINARD'S LINIMENT 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 Clog and Pedestal Dancer of Canada.

Household Notes.

Baked bananas served with cream are delicious. Jacket with almond flavoring as good as scolloped cauliflower.

Jacket is a convenient dessert for the cook to make on a busy day. Bananas always absorb the flavor of anything they are mixed with.

English walnuts added to orange gelatine give it a delicious flavor. Use all the good parts of a worn linen tablecloth for carving cloths.

Sugar gingerbread makes a wholesome sweet for the children. Allow 20 inches space for each person when setting a dining table.

New Potatoes, Tomatoes, Cabbage, etc.

Just in to-day. Everything New & Fresh. Fresh Tomatoes. New York Potatoes. New York Cabbage. California Lemons. California Oranges. Onions in Hampers. Holbrook's Custard Powder. Icing Sugar.

New York Corned Beef. Sinclair's Bacon. Swift's Bacon. Dyson's Tip-Top Sauce. Dyson's Relish. Dyson's Sour Mixed and Chow Chow. Blue Nose Table Butter. Pure Gold Prepared Icings in packages. Pure Gold Jelly Powders. Powdered Bath Brick.

C. P. Eagan

Duckworth Street and Queen's Road.

EGG POWDERS

Owing to the high price of Eggs we have bought a

FULL STOCK OF HIGH GRADE EGG POWDERS.

One package equal to one doz. Eggs for Baking Purposes. Packed 3 doz. to Box. We can fill your order at once.

Soper & Moore
Wholesale Importers and Jobbers.



Just Folks to Soper & Moore

THE PARENTS OF THE SOLDIERS. There's a common bond between them; they have seen their sons depart.

They've felt the self-same aching in the region of the heart; They've seen the self-same visions, and they've worshipped at a shrine.

Where a boy has talked of duty in a language that was fine, And they understood the meaning of the flag and all the strife, For they're parents of a soldier who is offering his life.

The fathers and the mothers of the boys who've marched away Are a little nearer Flanders than the rest of us to-day; They are closer to the cannon and the guns that loudly roar, And they're neighbours with each other as they never did before.

And, as parents of the soldier, more of war they've come to know Than the loyal men and women who have had no son to go.

You can feel it when you're with them, feel they know far more than you— What it means to live for service, and to die for what is true.

From the boys that they were proud of, they have caught a vision rare And have seen the real meaning of the struggle over there.

And they know the heart of absence and the pain of sacrifice; For the parents of the soldiers are the ones who pay the price.

They are standing on the hill tops as the tide of battle runs; Night and day, they watch the struggle, for in their hearts they've sent their sons.

Though it's our joy when they conquer, and our sorrow when they fall, They know more of grief and gladness, for they're closer to it all. They are closer to the glory and they're closer to the weal. And I think we're missing something who have had no son to go.

American War Women

By ANNIE S. SWANN.

(In the Manchester Weekly Times.) There is nothing in war to appeal to the instinct of womanhood. The Creator intended her to be a builder and conservator, and the waste of war is opposed to all the tenets of her creed and kingdom.

Yet, all the world over, womanhood is presently converted to war service. How do we explain such an anomaly? It is quite simple when you get close to it. There is something worse than war, even worse than its cruelty and waste, and that is a peace based on dishonour and deliberate shirking of responsibility.

American womanhood has not lagged behind in the splendid crusade against wrong and injustice. I was inexpressibly touched to discover very soon after I landed in New York that the mobilization of American womanhood was almost complete, and, further, that great sections had been quietly getting ready long before their country actually entered the war. So when the trumpet-call came, all they had to do was to fall in.

Club life occupies a far larger place in the American woman's life than it does with us. Every city has its clubs—of course, of different types and grades, so also has every country town and rural community.

Thus, scattered across the entire continent were large bodies of capable and thoroughly organized women, waiting the chance to serve their country.

The cities have innumerable Red Cross Chapters, at which the members meet regularly, and turn out an incredible amount of the material of mercy required by the hospitals, as well as comforts for the troops.

The Birth of the War Spirit.

The war spirit of America was somewhat difficult to awaken. Only those who have visited that vast country and taken personal note of the conflicting problems of race and distance, and other forces too numerous to mention, can fully appreciate the gigantic task the President had in front of him before he could get the country solidly behind the Government for war. I have no hesitation in saying that the war spirit was born first in the hearts of the women, and that they have helped, beyond any power of words to describe, to render the President's task easier.

I can never forget the enthusiasm I encountered at these Red Cross meetings, at the women's clubs, in the homes of the people; and when they heard the story I had come to tell them of British womanhood's achievement, sacrifice, and glory, they were melted to tears.

But though remote from the horrors of war, they are not shrinking from the suffering and sacrifice inseparable from it.

IN THE HOME.

Now that the boys are pouring in thousands across the ocean to take their places beside their brothers in the fighting line, American homes are beginning to be shadowed by the dread possibilities involved.

I never could keep back the tears when at patriotic meetings they sang with might and fervour one of their favourite war songs, which has this haunting refrain:—

"And we won't come back till it's over, over there!"

Many of them, alas, will never come back; and though the women don't talk about it, they know it. In some respects they have a harder task than we British mothers; for them there can be no leave trains. But they don't flinch. How often did they look into my eyes and say,

with just a little beak in the voice: "My only boy is over there," or "just going, or getting ready."

But they are upheld as we have been upheld by the holy flame within, which is higher and deeper and more selfless than any other passion in the world. It will recreate America as it has recreated all the other fighting nations.

Marching to Victory.

I wish I could make the whole of England, Scotland, and Ireland see the picture I saw of American womanhood of all classes, ages, and creeds absolutely dedicated to war service. They are standing solidly behind the fighting men, and when a nation is so equipped and inspired, can there be any doubt but that it is marching to victory?

I never in any community, environment, or place heard of the faintest hint of doubt as to the ultimate issue. They have the high confidence, and buoyancy of youth. It is more than hope, it is certainty. It was the very force the old world, worn with its incredible sorrows, needed to trace it for the final round. Born, I believe, and nursed in the hearts of American women, it is now bearing them triumphantly along the Via Dolorosa, which is modern war.

THE KAISER'S DREAM.

The Kaiser dreamed that he would reign from Naples to Alaska; his subjects would be found in Maine and up in Athabasca. He'd ride in state through Boston town and swagger in Toronto, and see the peoples kneeling down—where has the vision gone?

Oh, Wilhelm ate some liverwurst one night before retiring, and saw himself in splendor burst upon a world admiring. He had a throne set up in Cork, another one in Lansing, he saw through Rochester, New York, his retinue advancing. The nations bowed to hail their lord, reward a salute sublime and regal. Oh, Wilhelm ate some rancid cheese before he sought his slumbers; a lot of heavy dreams like these he had in endless numbers. If you eat goose before you sleep, and dream you're Alexander, you say, "Hereafter I will keep away from goose and gander." But Wilhelm thought his dreams were sane, and not the fruit of sausage; and so he spoiled with bloody rain the age of peace, the boss age. May he be reigning on a rock, when this grim war is ended, some lonely crag where sea-gulls flock and all the woes are blended.

Household Notes.

Chamois mittens, worn while doing housework, are a great saving to the hands.

When preparing pickles a wooden spoon or fork should be used; never a metal one.

A boiled custard with crushed berries added to it after cooking is a delicious one.

A boiled custard with crushed berries added to it after cooking is a delicious dish.

Put a thimble on the curtain rod when slipping it through the hem of the curtain.

Whatever fruit is in season should be made the most of, especially for desserts.

Candied fruits, flowers and aromatics leaves can be made at home at small expense.

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.

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.

OATS, BRAN, HAY!

Just arrived, Large Shipment Oats, Bran, Hay.

GEO. NEAL

Advertise in the "Telegram."



"Why Milk Ma is so De"

MADE IN CANADA

BERT S. HAYWARD Distributor for N

Preacher Gets M. M.

Rev. Chas. F. Davis of Freshwater, a probationer of the Methodist Church, now serving in France with the 9th Canadian Field Ambulance, has been awarded the Military Medal for his work as a stretcher bearer in recent fighting. Mr. Davis is a son of Mr. Ebenezer Davis of the above town. He spent two years as a Methodist probationer stationed at Carmanville and Bound Island, respectively. He was taking a course at McGill in Theology and Arts when he enlisted. He has served 27 months in France and done splendid work in the battles of the Somme, Arras and Ypres.—Sydney Record, Aug. 12.

Brain Fag

This great restorative feeds the nerves back to health and vigor. It restores the energy and vitality that is necessary to success and the healthful enjoyment of life. You are mentally tired. The strain has been continuous. The supply of nerve force is running low. You cannot leave for a long rest in the country, and it is therefore necessary that you have assistance where you are. Help awaits you in the form of Dr. Chase's Nerve Food.

More Hun Coddling.

Birmingham District Committee of the Workers' Union has sent to the Prime Minister and Mr. Barnes a resolution protesting against petrol being used for conveying German prisoners about the city when many of our men returning from the front are obliged to wait at the stations from midnight until 5 a.m. before getting to their homes.

Up to Christmas a number of motor-owners drove home soldiers arriving on leave late at night, but petrol permits were then withheld and the work stopped.

In spite of the appeal of the Lord Mayor and others, permits are still unobtainable.—Daily Mail.

And the Worst is

