

Just Opened!

American White Quilts,

AT
50 cents
per pound.

Gigantic BARGAIN Feast!

This is not a Clearing Sale of end of season left-overs—it is a Gigantic Bargain Feast of Seasonable Merchandise right in the heart of the season, and we urge you, with all confidence in the exceptional savings you will make, to buy liberally and supply your future needs for months to come.

- 50 Pieces Job WHITE LAWN,**
Values up to 20c., all one Price, **10c.**
- 40 Pieces Job White Check Lawns** **12c.**
- 40 Ends Job White Stripe & White Spot Muslins** **10c. to 15c.**
- A Lot of AMERICAN GINGHAMS** **8 cents.**

Marshall Bros

Just Opened!

Another Lot of
American White Turkish Towels

AT
45 cents
per pound.

Painless Financial Dentistry.

By RUTH CAMERON.



RUTH CAMERON

What a costly thing is the average person's unwillingness to give to philanthropy and charity unless he has the money dragged out of him by a cake sale, a bazaar, a pageant or some other similar device of that police fiction—painless financial dentistry.

A big entertainment was given recently in a neighbouring town for the benefit of two charities.

The money turned over to the charities was \$500—two hundred and fifty pieces.

Not bad, you say.

Not at all, unless you consider the cost of the budget. The total proceeds were \$1,800, the expenses were \$1,300.

That is, if the money which was expended on that entertainment had been given directly to the charities, each charity would have had \$900 instead of \$250.

The Pleasure of Giving Painlessly.

And yet, of course, that is a purely utilitarian view of the matter. One must remember the other side. The people who went to the entertainment received pleasure for their money and at the same time had the sensation of giving it away, while the people who took part in the entertainment had that even more delightful double-barreled joy—the pleasure of being the cynosure of all eyes and the happiness of doing something for charity without any disagreeable effort of self-sacrifice.

And then, of course, the uses of

society are served by such affairs, since they provide opportunities for friendly meetings and chances for social intercourse, and that is part of life, and no small or mean part.

I Like My Charity Straight.

Personally I like to take my charity straight. I like to put aside a certain sum for charity and philanthropy and give it directly to people who need or to further the general cause of social betterment. Then I like to take my entertainment straight, basing my selection solely on what I enjoy the most.

But this is a purely personal point of view and I do not claim it is the only one or the best one. Perhaps the world would be poorer if we all felt that way. Perhaps the sum people will spend for entertainment and charity combined is so much larger than that they would spend for charity straight then the charities would lose by the direct method.

I wonder.

Question.—I came close to a nervous breakdown a year ago. I do not seem myself since. I have fears that are almost obsessions, although I never used to be timid. There are times when trifles excite me all out of proportion. One of my friends suggests mental science. What do you think?

—W. E. G.

Answer.—I believe a great many physicians now recommend such treatment in cases like yours. The only instance that ever came to my personal attention was that of a young man, who had an absolute horror of the water. He tried to combat it and once even ventured out sailing. He became hysterical and begged to be put ashore. He finally went to a mental scientist and a few weeks ago he put himself to the test by

To Arrive

- per s.s. Florizel Thursday:
- 60 cases CAL. ORANGES.
 - 50 bunches BANANAS.
 - 5 cases CAL. LEMONS.
 - 3 boxes CUKS.
 - 2 brls. MELONS.
 - 50 brls. CABBAGE.
 - 50 crates NEW ONIONS.
 - 40 brls. NEW TURNIPS.
 - 10 boxes TABLE PLUMS.

IN STOCK:
1,000 half sacks P. E. I. POTATOES.

Soper & Moore.
Phone 486.

This Date in History.

JULY 15.
St. Swithen.

Days Past—195 To Come—169

REMBRANDT born 1607. One of the greatest of the Dutch school of painters who produced many pictures, all of them distinguished by the masterly qualities. He was an etcher, also, of high ability.

FRANCO-PRUSSIAN war declared 1870.

NATIONAL INSURANCE instituted 1912. One of the most forward acts introduced by Lloyd George, the man who does things. Whether there be difficulties in its carrying out or not there is no question that clinically it is all that is right and just.

Local Fishery Good.

The codfishery on the local grounds this season is very promising. Daily there is an excellent sign of cod and those engaged make good hauls, hook and liners as well as trap men. At the North Battery some traps have been set out. At Quidi Vidi there is much more fish landed than there was this time last year. Outer Cove, Long Bay, Torbay and along that section report success. There are few of the medium sized fish going, but plenty very small and very large. Caplin were never seen so plentiful for thirty years.

Wanderers Defeat B. I. S.

The crowd of fans who attended yesterday afternoon's baseball match were disappointed over the result, which was Wanderers 21 runs; B. I. S., 15 runs. The rain shower made conditions unpleasant all round and no brilliant work was displayed by any of the stars. Carew did well for his first time as a pitcher and is likely to make his mark. The officials, players and scores were:

Wanderers.	B. I. S.
Carew pitcher	Britt catcher
Ready 1st base	Ford 1st base
McGrath 2nd base	Hartnett 2nd base
French 3rd base	Hocken 3rd base
Barnes 4th base	Peters 4th base
Campbell right field	McLeod right field
Doyle centre field	Trappell centre field
Grace left field	O'Flaherty left field
Finn umpire	McCrindle umpire
Chesman scorers	Montgomery scorers

Over 500 spectators were present. Following is the score by innings:

Wanderers	B. I. S.
1 0	1 0
2 4	2 0
3 6	3 0
4 4	4 0
5 6	5 0
6 1	6 0
7 2	7 0
8 1	8 0
9 0	9 0
Total 21	Total 15

Young Man,

If you are thinking about buying a BLUE SERGE SUIT, better see our stock first. We specialize on Blue Serges, and carry a splendid stock of never-fade Indigo Blues from \$20 to \$25. As to fit and style, you shouldn't worry. Leave it to us and you will get the best that's going. SPURRELL BROS., 365 Water Street.—may25,ed,tf

FROM THE SAGONA.—The Reid Nfld. Co. received a message from Capt. Parsons, of the Sagona yesterday afternoon, stating that the ship reached Turnavick Monday afternoon, but was detained there by fog. The message also stated that the ice was off the coast but there was no sign of codfish.

Minard's Liniment Cures Diphtheria.

Adventure's Charter.

The work of unloading the coal cargo of the S. S. Adventure is being carried on with despatch and is expected to finish to-morrow morning. The ship will get away from here to-morrow night, resuming her charter with Revillon Freres, for Montreal and will clear from there with supplies for Hudson Bay posts.

New Swimming Pool.

Hundreds of people visited Bowring Park yesterday afternoon and many took advantage of the splendidly located swimming pool. Bathing suits are supplied free and competent persons are in charge to teach the art of swimming. Now that the holiday season is on many children visit the Park daily.

Erik Coming South.

The Reid Nfld. Co. are in receipt of the following message from Capt. Burgess, of the Erik: "Arrived at Dominio this a.m. (Wednesday), returning south; called at all ports north to Turnavick; no ice on coast; N. E. gale; delayed by fog."

Wireless From Florizel

A Marconigram was received from Capt. Martin of the S. S. Florizel last evening stating that the ship would probably arrive at three o'clock this afternoon. The Florizel was a few hours late going from Halifax owing to the handling of freight; also the ship is filled with passengers this trip.

Personal.

The Rev. C. A. Whittemarsh, M.A., accompanied by Mrs. Whittemarsh, left by last evening's express for Terra Nova, on a well earned vacation, which has been generously given by the officials of Gochrane Street Church. During the absence of the pastor, his work is being taken by the Rev. G. Paine, who can be found at his residence King's Bridge Road.

Mr. E. M. Jackman, who had been visiting Canada and the United States, returned to the city by to-day's express.

Mr. Donald Butler, of the R. N. Co.'s dispatching office, and bride who had been spending their honeymoon in Canada, arrived in the city by the express to-day. They will take up residence on LeMarchant Road.

Here and There.

FOR OPORTO.—The scmr. Muriel M. Young is at Grand Bank loading codfish for Oporto from Patten and Forsey.

Ask your Grocer for Mapleton's Peanut Butter. Made in England.—jly8,ed,tf

CHRISTIAN BROTHERS SCHOOLS.—Yesterday the pupils of St. Patrick's Hall were given their mid-summer vacation.

SAFETY RAZOR.—We are Sole Nfld. Agent for the Giant Junior Safety Razor—50c. with 7 blades. CHESLEY WOODS, 282 Duckworth Street.—may28,tf

ANOTHER NORTHERN VISITOR.—An iceberg was off the Narrows yesterday and in the way of shipping.

Take a teaspoonful of Starford's Prescription "A" a few minutes before eating and enjoy your meals.—jly12,tf

LEAGUE FOOTBALL.—St. George's Field, 7 p.m., C. E. I. Feldians vs. Saints. Admission 5 cents; ladies free; Grand Stand 5 cents extra.—jly15,11

The British Theatre

2.30—TO-DAY—7.30.

A Vitagraph story full of "Boyful" interest: "THE REFORMATION OF THE GANG."

A supreme effort by the Selig Co.: "THE ORDEAL"—A story of love—clarified by fire.

"The Wolf's Daughter."

A soul-stirring drama—BEAUTIFUL!—in two parts. One of the Lubin Company's BEST: Another fable by the GREAT GEORGE ADE: "THE HIGHER EDUCATION WHICH WAS TOO MUCH FOR THE 'OLD MAN'."

JOHN CRONAN, ELSIE TAPPER and A. P. CAMERON.

5c. The Crescent Picture Palace. 5c.

BIG HOLIDAY BILL—ALL FEATURE PROGRAMME.

"Grand Opera in Robeville."

An Edison comedy in 2 parts.

"THE CASE OF THE VANISHED BONDS"—A detective drama adapted from "Below the Dead Line," written by Scott Campbell.

"THE FABLE OF THE REGULAR BEANERY"—Written by Geo. Ade, America's foremost humorist.

"FATHER'S TIMEPIECE"—A Vitagraph comedy with Billy Quirk.

GOOD MUSIC AND SINGING—A COOL AND WELL VENTILATED THEATRE—THE CRESCENT WILL GIVE HALF THURSDAY'S GROSS PROCEEDS TO THE AEROLANE FUND.

East End Rossley's Theatres West End

Great New Irish Song in Character Costume.

"OURS"

A First-Class Programme To-Night.

A first-class programme to-night. Feature films of best quality. Three changes weekly. Two shows each night, 7.30 and 9 p.m. Admission 5 cents. Matinee Wednesday and Saturday.

NOTE.—Rossley's East End Theatre will open in September.

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

The perfection of Homestead Tea is maintained by reason of its well known uniformity, which means careful and expert selection at all times.

The utmost precautions are taken also that purity and quality may be always secured.

"There's a smile in every cup of Homestead."

G. P. EAGAN.
DUCKWORTH STREET & QUEEN'S ROAD.

- Ex s.s. Stephano to-day, July 8th:
- California Oranges.
 - California Lemons.
 - New Potatoes.
 - New Turnips.
 - Fresh Tomatoes.
 - Cabbage.
 - New York Corned Beef
 - Bananas.
 - California Lima Beans.
 - Bermuda Onions.



WALT MASON

For years those Mexican generals were bailing lots of hay; they'd shoot a charge of minerals, or make some grand stand play, and then before the camera they'd pose, in lofty scorn, and journalists would hammer a big story out of each morn. They filled the editorial that every good man reads, and they rode hunkydory on their prancing steeds. Then Europe went to bawling for bombs and swords and guns, and straightway started quarterming and shooting up her sons, and lo, the Mex imbroglio no longer loomed up sweet, in seven-column folio, or any other sheet. No longer waiting watchfully, we do not care a whoop how soon the Villas' botchfully immerse themselves in soup. Old Europe's great messenger engages all our thought, and Villa's cheap and cadgery, now fails to hit the spot.

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.

jly8,ed,tf

MINARD'S LINIMENT CURES DIPHTHERIA.