

COLGATE'S TALC POWDER



For all Babies

SAFEST and best for your baby because it contains just the right amount of boric acid (that mild yet efficient antiseptic) and other soothing and sanative ingredients. Colgate's is for all grown-ups too, because it brings relief from hot weather stickiness and makes summer dressing comfortable. Its wide choice of perfumes insures the satisfying of all preferences.

Cashmere Bouquet La France Rose
Monad Violet Dactylis
Eclat Violet
Baby Talc
Also Tinted and Unscented Talcs

Colgate's Cold Cream

A new Colgate Product which you should know—it gives Cleanliness, Comfort, Charm. Colgate Quality—ask your dealer the price.

Send us 4 cents in stamps and we will mail you a trial box of Cold Cream or a trial box of Talc. Mention the perfume you desire (or see special offer below).

COLGATE & CO.

Dept. N. T. Drummond Bldg., Montreal.
Makers of Cashmere Bouquet Soap—luxurious, lasting, refined.
W. G. M. SHEPHERD, Montreal.
Sole Agent for Newfoundland.

For the Nursery

These four Colgate Baby Burnings in full color for the nursery (each 13 inches high and mounted separately) and a dainty trial box of Talc cost for 30 cents in stamps.

Sober Newfoundland.

Newfoundland seems to loom larger on the map to-day than at any time in its history. By two widely different things, military prowess and liquor legislation, it attracts attention. On the first day of the British advance toward Bapaume the Newfoundlanders went right on to the 'third line of German trenches, and the general's words to the survivors were: "Newfoundlanders, I salute you individually. You have done better than the best." They were the sober boys of the singularly sober colony who went farthest on the opening day of the drive, and other parts of the British Empire are wishing that they could keep step with Newfoundland in its temperance march. The British liquor control board says that Scotland cannot — that prohibition there is impracticable; and probably the same will have to be said of England, though a vast number of business men, representing the greatest interests of the country, are petitioning Parliament to suspend the liquor traffic during the war.

But Britain's oldest colony has been for some forty years on the road to prohibition, taking each step with deliberation, and at the end of this year the course will be completed by the bringing into force of a full prohibition law. It forbids the importation, manufacture or sale of any intoxicant as a beverage, and it will doubtless be obeyed, because it has the support of public opinion. On both the island itself and the Labrador coast, which together constitute the colony, drunkenness is rare and crime is fractional, a murder eleven years ago being the one dark blot in recent annals. As one result of the war a giant and a pygmy, Russia and Newfoundland, join hands and take similar measures to guard against their strength being undermined by intemperance. But neither the French destruction of absinthe nor the Russian suppression of vodka is so sweeping as Newfoundland's total prohibition of intoxicants. It offers a lead that great nations may hesitate long to follow.—Editorial in Boston Herald, Aug. 4, '16.

Rub Your Stiff Neck To-Day— Good Old "Nerviline" Will Cure

FIFTEEN MINUTES AFTER USING NERVILINE YOU ARE WELL.

Cold, excessive strain and exertion are a common cause of stiff neck, soreness or inflammation.

Generally the cause is so deeply seated that only a liniment as powerful and penetrating as Nerviline will effect an immediate removal of pain. Nerviline is powerful, yet penetrating, is the most rapid pain-expelling agent the world knows.

Millions have proved its reliability and millions will share the relief its

marvellous properties confer upon suffering people.

Nerviline is sold upon a positive guarantee that is more prompt, more powerful, penetrating and pain-expelling than any other remedy.

If you have failed to obtain relief for rheumatism, neuralgia, sciatica or lumbago, try Nerviline. Good for small pains, the surest to drive out the big ones.

Nerviline is guaranteed to quickly cure any pain or soreness in the joints, and is sold by druggists everywhere. Large size 50 cents; trial size, 25 cents.

Stafford's Liniment cures: Rheumatism, Lumbago, Neuralgia and all Aches and Pains. For sale everywhere.—July 22, '16

Try having only two or three vegetables at a meal, instead of half-a-dozen, and the family will not tire of them half so soon.

One delicious sandwich filling is chopped green peppers and pimientos with mayonnaise, and another is the yokes of hard-boiled eggs mixed with chopped ham and a dash of mustard.

Wash the floor mop in the following way: Put the mop in a pan of hot water in which has been put two table-spoonsful of lye. Let the mop remain in the water, where it will keep hot for three or four hours, then rinse it in two or three clean waters and put it in the sun to dry.

MINARD'S LINIMENT LUMBERMAN'S FRIEND.

Death of Nfldr. in Australia.

(By J. C. H.)

There were feelings of profound sorrow and regret in the Survey Office, on New Year's Eve, upon the receipt of the sad news of the death of Douglas James Brown, which took place at St. Helen's Private Hospital on the previous night.

Mr. Brown was an esteemed member of the Survey Office staff, an unassuming cultured gentleman of wide attainments. Born at St. John's, Newfoundland, he was brought up and qualified by examination for the legal profession. Soon after the death of his father, and while still a youth with a craving for travel and an outdoor life, he visited the South American Republics, thence to Ireland, for a holiday. Many and amusing were the anecdotes told by him of that trip. He next visited the United States, where he was engaged for some time as an assistant engineer on a railroad in California. With his craving for travel not yet satisfied, he accepted an appointment as a mining engineer in New Zealand, subsequently joining the Survey Office staff at Nelson, where he held a good position for several years. In 1885 he accepted an appointment from the Queensland Government on the Survey Office staff, where he applied himself diligently to his duties, and where his work stands for all time as a monument to his sterling ability.

When Sir William MacGregor was Governor of New Guinea and the administration was connected with Queensland, the ability of the late Mr. Brown was conspicuously shown in the compilation from the data, largely astronomical, which Sir William supplied. Some fifteen years later it was my privilege to meet Sir William when, in his capacity as Governor of Queensland, he opened the fees in aid of the Hamilton School of Arts. He particularly asked for Mr. Brown, his position, &c., and paid a great tribute to his ability and greatly appreciated his services in connection with New Guinea, and alluded to the great services such men were rendering to the country and to the world generally.

It is a noteworthy fact that Mr. Brown was, from the day of his arrival, captivated with the beauty of our climate. He built a charming home at Hill End, on an elevation commanding a view of the river and the picturesque Taylor's Range and prominent peaks. Here he spent his spare time happily in the pursuit of two great hobbies, gardening and music. Mr. Brown was a man of letters, and from time to time contributed several articles to the "Public Service Journal."

Let us hope that when we by the effluxion of time come to shake off this mortal coil, each one of us shall leave behind an equal record for attention to duty, honesty of purpose, and unselfishness.

[The above is from the Brisbane "Echo," Australia. The late Mr. Brown was a brother of Mrs. C. S. Pinsent, of this city.—Ed.]

For the Ball Players.

STAFFORD'S LINIMENT.

For bruises and pains—aches and sprains and similar troubles of the man who trains—sell "Stafford's Liniment."

It makes stiffened and sore muscles supple and ready for work. For your baseball friends—your local tennis or football players—and all who indulge in any form of athletics recommend

"STAFFORD'S LINIMENT." Even the man who unaccustomed to strenuous exercise attempts to mow his own lawn or perhaps spends a day on the links may be interested. Stafford's Liniment is prepared only by

DR. F. STAFFORD & SON,
St. John's, Nfld.

Manufactures of 3 Specialties:
Stafford's Liniment.
Stafford's Prescription "A."
Stafford's Phosphate.

Household Notes.

Keep a little clump of mint and a few roots of horse-radish growing in some damp spot, then you will always have material for mint sauce and horse-radish seasoning.

Spray the rose bushes with soap suds once a week. This will keep them free from insects. After spraying the soap suds, go back in about an hour and spray with clean water.

One delicious sandwich filling is chopped green peppers and pimientos with mayonnaise, and another is the yokes of hard-boiled eggs mixed with chopped ham and a dash of mustard.

Wash the floor mop in the following way: Put the mop in a pan of hot water in which has been put two table-spoonsful of lye. Let the mop remain in the water, where it will keep hot for three or four hours, then rinse it in two or three clean waters and put it in the sun to dry.

MINARD'S LINIMENT LUMBERMAN'S FRIEND.

A Marvel of the Workshops.

The French people have worked many wonders since the beginning of the war, but perhaps nothing, beyond the courage and tenacity of the French army, is more wonderful than the fashion in which industrial France has revolutionized itself in order to provide munitions for the troops in the field.

Figures are dry reading as a rule, but a Frenchman in the Nineteenth Century gives the public some figures that are by no means dry. First of all, the invasion of Northern France by the Germans meant, according to German industrial authorities, the capture of seventy per cent. of the French coal areas and of eighty-five per cent. of its iron country. This enormous loss had to be made up from mines in the south and west of France and by importation from Great Britain, Spain and Algiers. But notwithstanding this terrific handicap French plants at the end of 1916 were manufacturing ninety-eight times as many machine guns as at the beginning of August, 1914; 237 times as many rifles, twenty-five times more explosives, thirty-five times as many shells for field guns, and fifty-four times as many shells of larger calibre. Moreover, France was producing four and one-half times as much powder and twenty-five times as many field guns as two years earlier.

In short, although the German invaders still hold the bulk of the French coal and iron fields, manufacturing and industrial France has been able to perform the miracles here recorded. This is one more proof, and a sufficiently striking one, of the indomitable spirit, of France which has borne so brightly under the terrific shock of a war for which she was unprepared and during almost two years of which she had to stand on the defensive. To-day the lavish use of shells by the French army is showing what the workshops have done for the soldiers and for the cause. France which never lost heart even in the blackest hour, is now on fire with the certainty of victory. The French know that the fighting is not over, that it will be long yet, and even, but they know at the end of the road lie both victory and security.—St. John Telegraph.

SAGONA HEARD FROM.—A message from Capt. Parsons, of the Sagona to the Reid Nfld. Co. yesterday, stated that his ship arrived at Macovic on the 10th inst.

Sunday Services

CHURCH OF ENGLAND.
Cathedral of St. John the Baptist.—Sunday—Holy Communion at 8 a. m.; also on the first Sunday of the month at 11 a. m.; Matins on the 1st Sunday of the month at 10 a. m. Other services at 11 a. m. and 6.30 p. m. Thursdays—Holy Communion, 7.15 a. m.; Sunday Days—Matins, 8 a. m.; Evensong, 5.30 p. m.; Fridays—7.30 with sermon.
St. Michael's Mission Church, Casey Street.—Holy Communion at 8 a. m. on the 3rd Sunday of the month, and 8 on other Sundays. Other services, 11 a. m. and 6.30 p. m.
Sunday Schools.—Cathedral, at 2.45 p. m. Mission Church at 2.45 p. m.
PARISH OF ST. MARY THE VIRGIN, St. John's West.

Sundays—Holy Communion every Sunday at 8 a. m.; also on the first Sunday in each month at noon.
Fridays—Evensong and Sermon at 7.45 p. m.
Holy Baptism—Every Sunday at 2.30 p. m.

Public Catechising—The third Sunday in each month at 3 p. m. in the Parish Hall.

Young Women's Bible Class—Every Sunday at 3 p. m. in the Parish Room. The Holy Communion with special Intercessions on behalf of the War is celebrated on the first Wednesday in each month: 10.30 a. m.

BROOKFIELD SCHOOL CHAPEL.
Evensong—Every Sunday at 3 p. m. Sunday School—Every Sunday at 4 p. m.

ST. MATTHEW'S CHURCH, THE GOULDS.

Evensong—Every Sunday at 3 p. m. **ASYLUM FOR THE POOR.**
Holy Communion—The first Sunday in each month at 9 a. m.
Matins—Every Sunday at 9 a. m.

St. Thomas's.—Men's Corporate Communion, 8 a. m.; morning prayer and sermon, 11 a. m. Preacher: The Rector. Subject "National Memories and Hopes." Evening Prayer and Sermon, 6.30. Preacher: Rev. W. E. Trickett.

Christ Church (Quid VML)—1st Sunday in month, Matins at 11 a. m.; 2nd Sunday in month, Holy Communion 8 a. m.; 3rd Sunday in month, Matins at 6.30 p. m.; 4th Sunday in month, Matins at 11 a. m. Evensong at 3.30 p. m. on the 2nd, 4th and 5th Sundays in the month.

Sunday Schools.—At Parish Church at 2.45 p. m.; at Christ Church, Quid VML at 2.30 p. m.; at Virginia School Chapel, 2.30 p. m.

Virginia School Chapel.—Evening Prayer every Sunday at 3.30 p. m.; also Catechising third Sunday in each month.

METHODIST.
Gower St.—11 a. m. and 6.30 p. m. Rev. D. B. Hemmison.

George St.—11 a. m. and 6.30 p. m. Rev. N. M. Guy.
Cochrane St.—11 a. m. and 6.30 p. m. Rev. James Wilson.

Wesley—11 a. m. and 6.30 p. m. Rev. H. Royle.

Presbyterian—11 a. m. and 6.30. Rev. W. J. Fowler.

Congregational—11 and 6.30. Rev. W. H. Thomas.

BLAIR'S August Reduction Sale

BARGAINS and NOVELTIES

Summer Goods at Cost and Less

MONEY SAVED IN STAPLE GOODS ALSO!

Ladies' STRAW HATS now all offered at about half price.

CHILDREN'S STRAW HATS from10c. each upwards
CHILDREN'S WHITE SILK HATS—Regular \$1.30 to \$1.50. Now89c. each
BOYS' COTTON HATS, 25c. for 20c. CHILDREN'S STRAW MAN-O-WAR'S from15c. each

Special Line of Bargains in Flowers.

So that you can trim these Job Hats cheaply we have taken a lot of Newest Flowers, selling at 25c. to 35c., and marked them down to 15c. each only.

Ladies' Summer Dresses—All at Cost and Less.

Prices range from 95c. and \$1.25 each upwards.
Lot of Ladies' Newest Summer Dress Skirts in White Piques, Saxo Blue and Natural Linen makes, at Bargain Prices.

Lots of other Bargains in Ladies' Wear.

Splendid assortment of LADIES' NEWEST AMERICAN WHITE MUSLIN BLOUSES. Regular \$1.00. Now only75c. each
LADIES' WHITE SILK BLOUSES from\$1.45 each
LADIES' WHITE EMBROIDERED CAMISOLES from only19c. each
LADIES' WHITE EMBROIDERED UNDERSKIRTS from only45c. each
LADIES and OUT SIZE LADIES' WHITE WOVEN KNICKERS, with Lace Edge, only 25c. each
LADIES' WHITE SUMMER UNDERVESTS at very low prices.
LADIES' COTTON HOUSE DRESSES, OVERALL APRONS, WHITE and other APRONS at prices that will please the economical housekeeper. See also our FANCY MUSLIN WRAPPERS and KIMONOS.

We still maintain Superiority for Ladies' Hosiery,

and our prices are very low despite ever advancing costs. You will be pleased with OUR LADIES' WHITE MERCERISED LISLE HOSE, the Hose with a guarantee, at39c. pair
OUR LADIES' WHITE, PALE BLUE, PINK, TAN and BLACK LISLE HOSE at19c. each
OUR LADIES' BLACK THREAD HOSE, wonderful values, at12c. pair

All the Men are Buying their Socks Here.

This is because we are giving such good values, and in addition are giving during August a dozen Wire and Chenille Pipe Cleaners, absolutely free, with every pair of Men's Socks bought, even at 10c. pair.

Other Offerings for Men are:

MEN'S WHITE NEGLIGEE SHIRTS. Worth \$1.50. Now95c. each
MEN'S COLOURED SILK TIES. Regular 45c. for 35c. Regular 70c. for60c.
SAFETY RAZORS—A special lot, only25c. each
SAFETY RAZOR BLADES, to suit most well known makes, 6 Blades for25c.
Get one of our RAZOR HONES and RAZOR BLADE HOLDERS for sharpening your blades.
SHAVING BRUSHES from15c. each only. SHAVING SOAP, worth 35c., at19c.

High Grade Talcum Powder, only 15c. and 20c. tin.

Don't pay higher prices for Talcum Powders, buy our guaranteed makes.

Get in the swim and buy your Bath Towels here.

TURKISH TOWELS at special prices. Prices range from15c. each upwards
COTTON HAND TOWELING at only15c. per yard

If You are going on Your Holidays

you are one of the people we have been thinking about. We are selling full size SUIT CASES dirt cheap. Prices talk, \$1.25 and \$1.35.

We also advise your taking one of our "BEACON" ELECTRIC FLASHLIGHTS with you. You don't know where you may be or what you might see. If you have a "BEACON" you will be guided aright.

Amongst Household and Domestic Goods

offering at reduced prices, we mention "CONGOLEUM," "FELTOLEUM" and "NEPONSET," the new Floor Coverings. Regular value \$1.20 yard. Sale Price \$1.10 yard.

These are two yards wide, and the three brands give us a good range of patterns.

Lot of White Embroidered Tea and Tray Cloths, only 25c. ea

Lot of Odd Pairs of White Lace and other Curtains.

Old values to be cleaned up regardless of cost.
Specially Low Values in TABLE LINENS, TABLE NAPKINS, WHITE SHEETINGS and PILLOW COTTONS, ETC., as all these goods were bought before very heavy advances.

BEST VALUE OBTAINABLE IN TEA.

If the tea you are now getting is high in price and poor in quality, try our Teas. Ours are low in price and high in quality and have been causing a sensation lately, for we have been introducing a couple of broken Orange Pekoe Teas at 40c. and 45c. per lb., and our customers say they are equal to teas at 50c. and 60c. lb. The reason is we import direct from Ceylon in large quantities when the markets are low, and also we price our teas very moderately.

We beg to introduce to you a New Gramophone at only \$5 ea

This is the make of a new company, viz., the Emerson Phonograph Co., and is having a tremendous sale in the United States and Canada. This machine is not equal to a \$100.00 machine, but we would sooner listen to it than to some \$25.00 machines. It will play most all well known makes of records, though the Emerson record is a smaller record. Prices for Emerson Records are: Single Faced, 20c. each; Double Faced, 40c. each. We anticipate a large demand for the Emerson Phonograph.

Ladies', Get a Vanity Box, Free.

Despite large price reductions, we give every lady making a purchase of \$2.00 or more, of any class or classes of goods, a Vanity Box absolutely free, containing Mirror, Compressed Powder and Pad. We do this partly for the sake of the advertisement—they have our name on them. It pays to advertise, when your goods are up to the mark and your prices are down to the lowest level. You will always find this to be so with us, and now more especially.

Henry Blair.

Aug 7, 1916, at