

DAINTY BLOUSES FOR DRESSY WEAR.

Superior indeed are the wonderfully beautiful Blouses to be found in this showing. We have them in White and Fancy Muslin. Priced at

\$1.00 and \$1.20.
Regular
\$1.80 and \$2.00.

LATEST AMERICAN STYLES.

We have just opened a most attractive display of **READY-TO-WEAR HATS**. Our Buyer being on the spot at an opportune time was able to secure several lots at greatly reduced prices. The benefit of these purchases is given to you. Note present prices as compared with what they would be if sold in a regular way.

Children's Ready-to-Wear Straw Hats 30c. Regular 80c. line.

Ladies' Ready-to-Wear Straw Hats \$1.10. Regular \$2.00 line

Lace Collars! Lace Collars!

A smart showing of these ever useful goods in White and Cream. To effect a speedy clearance we price them at

15c., 25c., 35c., 45c. each.

In addition to above four lots we offer a Big Job Lot from **8c. to 17c. each.**



A GLOVE NOVELTY.

Ladies' Rubber Gloves. Can be used in domestic work of every description, in the Nursery, for light gardening and Photography.

On Expecting Gratitude.

By RUTH CAMERON.



A young wife was complaining to me the other day because her husband so seldom expressed his gratitude for her sacrifices in his behalf, and her efforts to please him. "I feel as if it were all in vain," she said. "I desire to be paid in praise and gratitude for all the good things that we do, and the feeling that our effort is otherwise lost, is an almost universal weakness. We are willing to give ourselves generously, but we expect a due return in recognition and appreciation, and we are all subject to moods of revolt when we find (as we invariably must) that we do not get it. Let me tell you, Reader Friend, what would be a good specific against such a mood. To take down the biographies from our bookshelves, look over the lives of some of the men who have given great and beautiful things to humanity, and see how little reward and recognition they received. I will tell you some of the things you will find.

Rembrandt, one of the world's greatest artists, after a life of bitter struggles, died in abject poverty. The other day one of Franz Hal's pictures sold for \$500,000, yet Franz Hal himself died in a poor house. Millet after a vain struggle for recognition and appreciation was ob-

liged to part with his Angelus for \$365. He himself realized that it was a great work and bitterly resented the insult of such a price. Some years later the picture was brought to this country and exhibited all over the United States at twenty-five cents a head. It's owner made a fortune out of it. Later it was sold in this country for \$100,000 and still later bought back by France for \$150,000; yet Millet would have died of starvation if the kind hearted Corot had not helped him.

Milton sold Paradise Lost which is usually considered the greatest epic poem in the English language for five pounds. Eli Whitney invented the cotton gin which increased the efficiency of a cotton cleaner five thousand times, and brought in millions of dollars annually to the South. Yet he made almost nothing from his invention.

Elias Howe, the inventor of the sewing machine was somewhat more fortunate as he finally received enormous royalties, but his struggle for his rights had broken his health and he died from the effects of his privations while yet a young man.

This is how society has rewarded some of the men who have done the most for her. Does it not make you rather ashamed of your own demands for recognition and praise for all your little efforts.

Does it not make you willing to try to think less of being praised and more of deserving it, less of receiving and more of giving, less of being loved and more of loving.

Ruth Cameron

LONDON GOSSIP.

LONDON, July 1st, 1914.

PRINCE OF WALES AT OXFORD.

The Prince of Wales this week completed two years at Oxford. An undergraduate correspondent sends some notes on the subject. Viewed impartially the Prince's career has been neither better nor worse than that of the average titled undergraduate. He has embarked on many of the "manly sports" of youth, and excelled in none. Perhaps the best comment on his good spirit and lack of "side" was the fact that he played consistently at Association Football with the Magdalen College second eleven. For a long time he was the despair of his equerry, Mr. Cadogan, who is an enthusiastic horseman but is a concession to popular opinion, expressed and unexpressed, he has acquired some skill in the saddle, and with it some of the standing which falls only to hunting men at Oxford. That the Prince should take an equal footing with all in undergraduate life was, of course, an innovation attended, as one might expect, by advantages and drawbacks. The curious interest with which he was pestered in his early weeks soon wore off, but the natural desire to be intimately associated with a prince so easy of access was harder to kill. Magdalen Second last season proved far more attractive to many men than the college senior team. Little or no concession has been made to his royalty. I saw him the other day waiting at the door of one of the leading doctors in Oxford. On the other hand, he has had a freedom and ease which he will never again enjoy; he has mixed unostentatiously with people of all ranks; he has endured bravely and well the discomforts of camp life as a private; and he has been treated with a quiet well-remembered respect by every member of the University.

Does it not make you willing to try to think less of being praised and more of deserving it, less of receiving and more of giving, less of being loved and more of loving.

THE AUSTRIAN ASSASSINATIONS.

The assassination of the Archduke Ferdinand and his wife, has moved London deeply. Once again has the essence of tragedy been squeezed with relentless fingers into the aged Emperor's cup. The draught was already bitter enough. Londoners knew the Archduke. He was here as recently as last November accompanied by the Duchess, and those who saw the couple were much and favorably impressed. The new heir to the Throne has also been seen on London streets. He is the Archduke Karl Francis Joseph, a nephew of the murdered Prince, and he attended the Coronation of King George. With his very distinctive uniform he was an outstanding figure in the great procession. Reports speak well of his disposition and attainments, but he may not be envied his heritage. No one can say whether the Archduke Francis Ferdinand had he lived would have made a great ruler or not. He was equally capable of doing big things or making big blunders. A diplomat once described him in a phrase as a man with a strong will, but not a strong head. To diplomats, as indeed to his own countrymen, he was an enigma; at one time veering towards Russia, at another pressing for war with Russia; at one time the confident and disciple of the

Kaiser, at another distrustful of him. He was swayed by a few strong prejudices. Like most Royal personages, he was a militarist, and therefore bellicose. He was a fervent Catholic. His wife imbued him with her Czech prejudices. His religion and his wife's Slavism made him constantly hostile to Italy. In 1911, without informing Count Aehrenthal, he started great fortification works along the Italian frontier. Italian feeling was inflamed, and Count Aehrenthal appealed to the Emperor, who stopped this provocation. Two years earlier, during the Bosnian crisis, the Archduke worked strenuously for a war with Serbia, though that would have meant war with Russia, and he knew it. During the prolonged Balkan crisis his influence was by no means steady or consistent, but it was rather for war than peace. He hated the Hungarians and made no attempt to disguise that hatred. The following story illustrates one phase of his very strong feeling with regard to religious observance: One day during last year's manoeuvres he summoned Count Hertzendorf, the Chief of the General Staff, and rebuked him. "I was at mass this morning and did not see you there. Explain yourself!" The Chief of the General Staff replied that whether he went to mass or not was entirely his own affair. Henceforth the two were at daggers drawn.

KING PETER'S ABDICATION.

The Serbian King Peter's abdication was not a surprise. He had been alling for some length of time, and has had several strokes during the last year or two. Prince Alexander, who succeeds him, is, of course, his second son, and seems a rather colorless personage. Prince George, his eldest brother, is an insane epileptic, and when his vagaries culminated in kicking one of his servants to death it was realized that his position as Heir Apparent was impossible, and he was forced to renounce the succession. In a more civilized country he would have been brought before the courts, or at least put under restraint. King Peter during all his reign has been a butt for the satirists of Western Europe. He came from poverty in a Paris slum to the Throne of Serbia, and his complete ignorance of how to handle his hat and carry his sword on public occasions, and so on was made a matter for laughter

Where Responsibility Lies.

No matter how large, or how small, a business may be, nobody can deny that its Office is the nerve centre of the firm. Every transaction, important or trivial, must be recorded at the Office. An order is received at the Office, its history is recorded at the Office, and finally payment is received at the Office. If the Office makes an error the firm stands the loss. That's why you must be sure that your office is modern and dependably equipped for the care of all important papers. To do this effectively you need the up-to-date equipment of the "GLOBE-WERNICKE CO." whose sixty offices in St. John's have found this necessity this equipment can surely be of use to you. Mr. Percle Johnson represents this world known firm in Newfoundland—4917.

Right-O.

YES, WE HAVE THEM.

- 20 brls. New Turnips.
- 20 crates Ripe Bananas.
- 20 brls. Green Cabbage.
- 15 cases Cal. Oranges.
- 15 doz. Cucumbers.
- 30 boxes Tomatoes.
- 20 boxes Table Plums.
- ALSO
- 30 cases Fresh Dates.
- 500 bags P. E. I. Blue Table Potatoes.

Orders booked ahead.

PHONE 480.
Soper & Moore.

and mockery. The murder of King Alexander and Queen Draga horrified Europe, and though, if it had been an ordinary political assassination that horror would not have affected the recognition of King Peter at all events for very long, the circumstances of the murder were so horribly brutal—the chase, for example, of those unhappy creatures from room to room of their palace, the disgusting mutilation of their bodies, and the throwing of their bodies into the courtyard—that the reluctance of the Powers to regard Serbia as a civilized country or its new King as a member of the great Germanic nations called "the trade union of Monarchs" is not difficult to understand.

HOW ABOUT THE CROWN OF HUNGARY?

The children of the murdered Archduke are, by the law of the Hapsburg house, prevented from ascending the throne of Austria. No such law binds the succession in Hungary, and though the Emperor required of the Archduke the renunciation of his children's right to the Hungarian throne, and this renunciation was afterwards embodied in the form of a statute by the Hungarian Diet, it remains a statute merely, which it is open to Hungary and the Diet, if they so wish, to repeal. Should such a repeal take place there would then be two claimants to the Hungarian throne, the new heir presumptive and the eldest son of the Archduke. Nothing of the kind is likely to take place, but it is a possibility to be borne in mind, and it illustrates one of the difficulties of the joint monarchy.

BRITISH MILITARY CUSTOM REVIVED.

I gather that our military authorities intend to revert in fact though not in name to the old system under which the military secretary held what were called levees—in other words granted personal interviews to officers desirous of representing their aspirations, claims, or grievances in regard to promotions, appointments, and military connections generally.

When the Military Secretary to the Commander-in-Chief disappeared along with his superior, and there remained only a military secretary to the Secretary of State for War, these so-called "levees" were abolished, greatly to the regret of the regimental Officers of the army, who much appreciated the privilege of being able to get into personal touch with an officer upon whom the regulation of their prospects often largely depended. Not only that, but personal interviews between officers serving outside Whitehall and any member of the Headquarters Staff were sternly discouraged. For years the rule—not perhaps very strictly observed—has been that no officer serving in the United Kingdom on full pay is to ask for an interview with anyone in the War Office unless he has the permission of his general, and an intimation to this effect is to be found in all the office-waiting-rooms. This exaggerated seclusion on the part of the headquarters staff is naturally not popular, and has intensified the feeling against the Army Council as an institution quite out of touch with the life of the army at large. The authorities have evidently realised that the thing has been overdone, and it is understood that henceforth there is to be a free intercourse between the outside military world and at any rate the military secretary, although the term levee—such functions being reserved for the Sovereign and his representatives—will not be revived in the case of this official.

THE OLD OLD GAME.

Recently I came across a new "lay" which is being worked by a couple of sharpers in London at this season, possibly as a variation of the well-known "confidence trick." Acquaintance with me was claimed in the Strand by an elderly individual dressed to look like a farmer on holiday. After the customary opening about the weather, he informed me that he was from Western Canada, and then by easy stages imparted the information that gold had been discovered on his land there. With a view to emphasising the truth of his statement, he produced a little box containing what I suppose were brass filings and said that was a sam-

St. John's Gas Light Company.

Dear Sir,—I have analyzed a sample of Sulphate of Ammonia made at your Works and I found 20.5 per cent of NITROGEN, Sulphates of Ammonia and Nitrate of Soda are the two principal Nitrogen manure. Sulphate of Ammonia is less soluble than Nitrate of Soda, consequently it is a safer manure to use during a wet season.

Yours truly,
D. JAMES DAVIES, B.S.C., F.C.S.
Analyst and Assayer.

ple of the untold wealth which was within his grasp. Like Mr. Micawber, the one thing he did not possess was the capital necessary to back up his enterprise, and I was offered a share in the "mine" on terms which, though dirt cheap, were to be strictly cash on the nail. I warned my confiding acquaintance to watch that he did not mention his gold mine to anyone connected with Scotland Yard, and on seeing that the game was up he court-cously bade me good-day and passed along in the direction of Charing Cross, being joined at once by a confederate who had obviously been awaiting the result of our conversation.

Try Again.

You have, it may be, used ointments, pastes, lotions for Eczema till you begin to get tired of trying things. Well, but you should remember that science is advancing all the time, and that what was not possible yesterday can be accomplished to-day.

If you neglect to try Zylex—the new-

est and best thing that science has yet to offer for the relief and cure of Eczema and other annoying and disfiguring skin diseases—you are missing a great opportunity. It may be that it will cure you. It has cured some very bad cases. Price 50c. a box. Zylex Soap 25c. a cake.

It is possible to wash feather pillows in this way: Open one corner of the ticking cover and pour boiling water in. This will make the feathers a pulpy wet mass, which can be handled easily. Take them out and wash in soap and water thoroughly; rinse several times; put back into the ticking cover and hang in the sun and air until entirely dry.

Crusts in the Nose. Frequent Sneezing, You Have Catarrh-A Disgusting Disease

Relief in Five Minutes—Certain Cure Follows if "Catarrhazone" is Used.

Don't stay stuffed up with a sore nose, eyes running and breath bad. Use Catarrhazone! Take one breath through the inhaler—just one single breath and see how it clears out the nose, how it makes you breathe free and easy. Relief from Catarrhazone is quick and effective—you don't have to wait all day to get it either. No other treatment is like Catarrhazone or is able to drive catarrh so completely out of the system. You don't take anything internally in using Catarrhazone—you don't run the chance of spoiling digestion or lessening appetite with a bad tasting medicine. Just breathe in that soothing piney vapour, so rich in healing,

so full of power to cure every type of throat trouble, hoarseness, pain over the eyes, bronchitis and Catarrh. Germs that may be lurking in the mouth, nose or throat, Catarrhazone will destroy them. In this way it prevents many an ill. "I am never without Catarrhazone Inhaler," writes E. J. Jameson, of Huntington. "Use it for a minute and it stops a cold at its beginning. If the cold has a start, or if its catarrh or a bad throat, you can easily cure it with Catarrhazone." If suffering from throat droppings, running eyes, active nasal discharge, choked condition in the nostrils—remember Catarrhazone will quickly cure you. Get the large \$1.00 outfit. It does the trick cure. Small size 50c.; a sample size 25c. at all dealers everywhere.

SMALL HOCKS and PORK LOINS Just Received.

THERE'S A SMILE IN EVERY CUP of "HOMESTEAD" Tea. Whenever enjoyment is at its height, whenever there is refinement and good taste, time and occasion call for "HOMESTEAD." Unmatched in purity and incomparable in flavour it is a most tempting and delectable cup, that is equally appropriate for feast and fireside. "HOMESTEAD" TEA, 40c. lb. For 5 lb. parcels 10 per cent. discount.

- 20 boxes New Grass Irish Butter.
- 30 British Cream Cheese. Just landed.
- Ex s.s. Florizel: New York Corned Beef. Bananas.
- California Oranges.
- California Lima Beans.
- Fresh Tomatoes.
- Fresh Salmon.
- Fresh Veal.

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