

Save Your Vim

By Wearing an O-P-C suspensory

Men wear the O-P-C suspensory just to conserve vitality. It saves a ceaseless strain on the nerve force, which tires one more than work. It multiplies energy just by saving the waste. To men who walk much an O-P-C is essential. It is also

important to men who don't. Men who prize their vim—who wish to keep at their best—are in these days wearing suspensories. Try one, and note the comfort and relief. Note how work becomes less wearisome. Note your better spirits.

The O-P-C is the scientific suspensory, famous for 20 years. Our book will tell you why you need it—what it does. Write for it.

All druggists guaranteed you satisfaction with an O-P-C. No. 2, Lisle, 75c. No. 3, Silk, \$1.00. Mailed direct from 43 W. Twenty-Fifth Street, Chicago. If your druggist will not supply you.

Bauer & Black

Chicago and New York

Wedding Bells.

DINGLE-VAVASOUR.

A very pretty wedding took place Wednesday afternoon at the residence of the bride's uncle, Mr. J. Barrett, Pennywell Road. The contracting parties being Mr. E. V. Vavasour of Ayre & Sons Ltd., Dress Goods Department, and Miss Blanche Dingle, daughter of the late Captain and Mrs. Dingle. The groom was assisted by his brother, Mr. C. J. Vavasour, and the bride was assisted by her sister, Miss M. Dingle. The ceremony was performed by the Rev. M. Fenwick, D. D. After the ceremony a reception was held, after which the happy couple left by the 6 o'clock train for Manuels, where they will spend the honeymoon. They were the recipients of many beautiful and costly presents.

If You Take a Few Doses of

108

Nox a Cold in One Day

Your cough will disappear. Doctors prescribe 108 every day. The greatest Cough Medicine on earth. Once you have it in your home you will never again be without it. The greatest Cough Medicine for children. Get a bottle to-day—25c. at McMurdo & Co.

Busy for the Americans.

Editor Evening Telegram.

Sir,—In the Bay Roberts 'Guardian' of the 19th, inst., appears the following communication from A. W. Piccott:—

"Sir,—I have just arrived here in Schr. 'Elva L. Sperling' from Burgeo Bank, St. Pierre Bank and Port au Port, with about 10,000 pounds of halibut aboard. These fish are fairly plentiful at Port au Port in shoal water, but herring bait is very scarce. The weather has been good, and the agent of the Booth Fisheries Co. consider our fishing grounds very satisfactory. Mr. Knight, one of the directors of the company, is leaving Chicago to-day and will arrive here on Friday. The salmon and lobster fisheries around Bay St. George and Port au Port are good. The salmon fishery from Burgeo to here is better than last year, and quite a lot of salmon is being shipped by our fishermen to Boston and New York boxed in ice."

Signed,
A. W. PICCOTT.

Mr. Editor this is a wonderful piece of information and sent to the fishermen of this district free of charge, and by no less a person than the Minister of Marine and Fisheries. Too. Some time ago a man from this place was on the train coming from Port aux Basques. Mr. Piccott was journeying from there to Bay of Islands at the same time, champagne was flow-

ing like water. Truly Mr. Piccott is having the time of his life while there is only work for the poor toilers of Newfoundland. What a spectacle—the paid minister of the crown spending his time going around in an American banker trying to teach foreign fishermen how to take the bread out of the mouths of the Newfoundland fishermen whose heritage the island fisheries were until they are being bartered away for self enrichment by the so called People's Party.

What a discovery Piccott and his yankee associates have made, halibut to be found on Port au Port Bank in shoal water, and American fishermen are coming to catch them. Why, it was well known that halibut were plentiful on Port au Port Bank, and Shoal water, and American fishermen the West Coast long before Piccott came from Buffalo.

Surely if it were necessary to send a man to find out the fishing grounds for the Booth Fisheries Co. a man of less importance than the Minister of Marine and Fisheries of Newfoundland could be found, especially as it is well known that Mr. A. W. Piccott knows nothing whatever about our fisheries from a practical standpoint, as it is well understood by everyone about these borders that he was never engaged in any branch of the fisheries of the country. His experience consists of his being one season at Independent, Labrador, and scarcely got fish enough for home consumption, and two or three months he was cook in a banker, make up his practical knowledge of the fisheries. Of course from a scientific standpoint his knowledge would be much more extensive.

Last year when Mr. Coaker was struggling with fish buyers trying to get a price for fish shipped from Labrador and in which he succeeded so well, Mr. Piccott was enjoying himself on the S. S. "Fiona" with his yankee chum who described the trip in the newspapers afterwards, and showed how Mr. Piccott enjoyed himself swinging "his partner" in the French colony of St. Pierre whilst his constituents at Indian Harbor and Smoky Tickle were being offered \$3.50 for their fish, and Mr. Piccott thought that they could not get any more for it, but through the strenuous exertions of Mr. Coaker in interviewing the fish buyers, fishermen were paid one dollar per qtl. over the above quoted price.

Does Sir Edward Morris imagine that Morison, Piccott, Crobbie and others of his party can defy and ignore public opinion with impunity and go scott free? If so the day is not far distant when he will be rudely awakened.

Yours truly,
SPANIARDS BAY LABRADORIAN,
July 22nd, 1912.

WORK SCARCE.—During the week all the old time prominent labouring hands on a large mercantile premises were laid off there being no work for them. The stores are cleared of fish, and it is the dull time with these people for 25 years.

Take up the paper

And read over the advertisements carefully—you may find a tea cheaper than "STAR" but you will not find a single one that can give you a good cup of tea for as low a price.

"Star" Tea
40c. lb.

For 5-lb. parcels
10 per cent discount
allowed.

G. P. Eagan, Duckworth St.
and Queen's Rd

Ex S.S. 'Stephano,'

Thursday, July 26th,
New Cabbage,
Jamaica Oranges,
Bananas,
Cal. Oranges,
New York
CORNEB BEEF.



Marine Disasters Fund.

To amount acknowledged \$12727.20
William H. Davidson 10.00
Rev. J. Lynch and parishioners of Northern Bay and Western Bay 43.00
St. John's Pilots per Capt. English 13.00
Rev. T. G. Netten, Sunday Collection at Church of St. John the Evangel. Topsail 115.00
Trinity Enterprise—Amounts already acknowledged in said paper 41.50
Rev. A. B. S. Sterling, Sunday Collections St. Peter's, Twillingate 35.00
Rev. Canon Smith, R. D. 2.00
Sunday Collections, St. Peter's, per Canon Smith 12.50
Sunday Collections, St. Phillips, per Canon Smith 8.50
Mrs. King (a poor widow) per Canon Smith 50
Miss Bonnie Rossiter, proceeds of little tea party for children who attended matinee at Star Theatre 10.50
\$12,918.70

Overstocked.

The Precise Meaning of, and Cause for Cut Prices and Clearance Sales.

BY J. R. HAMILTON.

When you see a suit of clothes marked down say from \$30 to \$22.50, you generally assume that the merchant was overstocked. But when you see a cut price on a diamond or a dining chair or any other staple article less responsible for its sale to style, you are apt to question the legitimacy of that sale.

Therefore, the following facts which will be A. B. C. to every buyer and merchant, will probably be interesting news to you.

Aside from the store that merely lies about its prices and the store that cuts the figures on some trivial article as a bait, there are four contributing causes for a cut price.

The cause which most people already understand, of course is too much stock. No buyer can tell just what pattern of a suit or dress or what color in a fabric is going to be most popular. So when it is found that any article is not eagerly bought, it is quickly reduced in price. The reason for this is too evident to dwell upon.

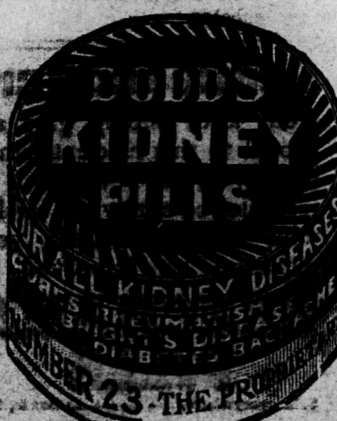
The second cause is the financial one. Every merchant allows himself and each of his buyers just so much money for every stock of goods carried. For example, a Shoe Department which is allowed \$30,000 upon which to do business, must do business on that much capital. The Shoe Buyer must be in the market for new goods at certain seasons of the year. If his capital is all tied up in old stock, he will not be able to buy new stock. Therefore he must have ready capital even at the expense of profits.

The third cause is your mental effect on the people who have to sell the goods. The moment you, the public, do not buy a certain article, that article immediately loses value in the eyes of a man or woman who is selling it. Again and again the buyer is obliged to cut the price of perfectly good merchandise simply because you, the public, have made his sales force lose faith in it. The moment you won't buy it, they can't sell it.

The fourth cause is the interest on the investment. A store's money is made by the number of times it is able to turn over its stock in a year. The greatest dread of any store is of stock which does not "turn." Some merchants have figured that it pays them to sell every article in their store at least once a year. And such merchants do this even with such staples of rising value as diamonds themselves.

These are the four laws for clearance sales and cut prices, and knowing them, you should watch the advertising eagerly right now for the many advantages you are sure to find. For these are the days of reckoning in every store.

Special to Evening Telegram.
NEW YORK, July 25.
The steamer Roosevelt, made famous by Peary in his trip to the North Pole, was sold at public auction today, and fetched \$35,200. The original cost was \$100,000.



PILES.
You will find relief in Zam-Buk! It eases the burning, stinging pain, stops bleeding and brings ease. Perseverance with Zam-Buk means cure. Why not prove this? All Druggists and Stores. No Don.

Zam-Buk
FOR ALL SUMMER SORES

Address all applications for samples and retail orders to T. McMurdo & Co., St. John's, Nfld.

Gratitude.



I'm glad the people don't insist that I should for an office run; they've tumbled to the fact, I wish, that I don't like that sort of fun. No delegation seek my door to tell me that the state demands my presence on the House's floor, the service of my brain and hands. No patriots come round to say that all is lost if I don't rise and knock the weikin loose to-day with facts, statistics, pipedreams. Lies. I do not list to Toms or Dicks unwind their campaign rignarole; the stale old game of politics imparts the willies to my soul. I've seen the tiresome game so long! I've seen the roorback pounded flat; I've seen the same old shrieking throng demanding this, rebuking that! And always when the noise is done, expired the music and the thrills, the chronic statesmen get the mon, the voters have to foot the bills. The statesmen know I do not care who wins or loses in the fight; they know I will not paw the air, or lug transparency by night; they know I will not toot a horn or waddle with the other geese, and so they pass me up with scorn, and I enjoy a splendid peace.

Copyright, 1911, by George Palmer Adams

A Simple Treatment that Will Make Hair Grow Now Sold in Newfoundland.

Every up-to-date woman should have radiant hair. There are thousands of women with harsh, faded, characterless hair, who do not try to improve it.

In England and Paris women take pride in having beautiful hair. Every Canadian woman can have lustrous and luxuriant hair by using SALVIA, the Great American Sage Hair Tonic. Every reader of the Telegram can have an attractive head of hair in a few weeks by using SALVIA. McMurdo & Co. sells a large bottle for 50 cents, and guarantees it to banish Dandruff, stop falling hair and itching scalp in ten days, or money back.

SALVIA is a beautiful, pleasant, nonsticky Hair Tonic.

Regatta Notes.

The Regatta Committee meets to-night.

Reid's new boat will be 50 lbs. lighter than the Blue Peter. She will be christened the Nellie R.

A Juvenile crew from Torbay will row the Guard, but have not had practice yet. This is the second juvenile crew from that section since the tragedy occurred in 1884.

The Daily News crew were out in the Regatta and made excellent time. They covered the course in just 13 minutes. It looks as if they will win hands down.

Last night about 8 o'clock the fog became very thick on the Lake and practice was interrupted.

It is expected that at least four boats will be entered in every race for the coming Regatta.

Football.

Casuals Defeat St. Bon's.

Before a small gathering of spectators the St. Bon's and Casuals played on St. George's Field last evening, and resulted in an easy win for the latter team by five goals to one.

The St. Bon's had not their regular team playing and seemed careless about the game.

Up to this time the proceeds are nearly \$1,000 behind last year.

While captain Colford and Michael Kean were driving in Mundy Pond Road, Wednesday evening, their horses were set upon by a vicious dog. The brute caught Kean's horse by the under lip and bit it severely. This animal has set upon people passing that way also, and the owner should either chain him up or destroy him.

Great Clearance Sale

Don't Miss the Big Sale at the Home of Good Shoes!

Our Pre Inventory Sale of the Past ten Days did the work it was intended to, that was to give Shoe Buyers a chance to save money. We are continuing sale for another ten days, and have placed on our counters Boots to fit the boy and girl of a few months old to the stylishly dressed man and woman.

The Greatest Shoe Event of the Year.

Just an idea of the inducements we offer at this Great Sale:

144 pairs Ladies' Canvas Outing Shoes, flexible Soles, colours, Tan, White, Grey; regular price \$1.50, sale price 99c.

Job Lot of Ladies' Shoes, worth \$1.20, \$1.40, \$1.60; only 85c.

60 pairs Ladies' Longola, Blue, Patent Tip; reg. \$2.20; sale price \$1.50.

100 pairs Men's House Slippers, in Tan and Black; reg. \$1.50; sale price \$1.20.

40 pairs Men's Walking Boots, in Tan and Black; reg. \$2.75 and \$3.00; sale price \$2.00.

We have a great variety in Boys' and Misses' Shoes, in Tan and Black; reg. price from \$1.20, 1.40 to 1.60; sale price 70c., \$1.10, to \$1.30.

Our Counters are laden with Boot Bargains ready for your inspection. Don't miss this chance. Golden opportunity for Outport Buyers.

F. SMALLWOOD'S, The Home of Good Shoes.

You Save Money at Collins'

ON EVERY PURCHASE

During the Next TEN Days.

FOUR SPECIALS:

Table Oil Cloth,

Colored—worth 25c. Now 18c.
White—worth 25c. Now 20c.

Ladies' Hosiery,

Ribbed Cashmere.
Tan—worth 30c. Now 20c.
Black—worth 30c. Now 20c.

Boys' Wash Pants,

White and Colored Linen, and

Boys' Single Pants,

at Clearance Prices.

Men's Summer Socks,

Black—worth 8c. up.
Colored—worth 12c. up.

P. F. COLLINS,

299, 301 Water Street.

A. & S. RODGER.

Boys' Shirts

Cool, Comfortable, and Dressy.

Assorted Coloured Stripe Tennis.

Sizes 11 to 14.

Prices 45cts. to 65cts.

Men's Tennis Shirts—Special Line, 80c.

A. & S. Rodger.

Advertise in The Evening Telegram.

BAIR

Some Special

in the

Notion Sale

At Friday and Saturday

(Bring this List with you)

Tooth Brush Holders, one shaped glass, with metal Regular 12c.

Friday & Saturday

Hair Pin Cabinets, containing sizes, handy size for your dressing room. Friday & Saturday

Pocket Combs, of Black Rubber; very durable. Friday & Saturday

Silk Filene, for crocheting all shades. Reg. 4c. Friday & Saturday, 3 for

American Plated Pins, 3 papers for

Sewing Cotton, 200 yard reels, 3 for

Envelopes, assorted sizes, 100 for

Waist Pin Sets, 3 and 5 on card, per card

Vaseline in pots, with tin cap, 2 for

Combination Stocking and Glove Darning, 2 for

Hydrogen Peroxide (antiseptic) in bottles

Pepper and Salt Shakers, Aluminum, each

"Fibrex" Indestructible Comb, 8 inches long

Darning Wools, 6 cards for

Hooks and Eyes, spring, 6 cards for

Hair Barrettes, each

Sets of Cuff Links and 2 W Pins, rolled gold plate; job lot, per set

Drinking Cups, Aluminum

Tabular Boot Laces, Blk. and Tan, 3 pairs for

Special in

Gloves, 19c

19 doz. of Ladies' Lisle Glove in Black, White, Cream, Navy Blue and Beaver; all sizes. Regular 25c.

Friday & Saturday

Ladies' Suede Gloves, 49c.

2 dome fasteners, in colors Cream, Grey, Tan and Brown. Reg. 35 and 60c.

Friday & Saturday

Ladies' Colored Kid Glove 49c.

3 1/2 doz. in this lot, with 2 dome fasteners, in colors of Tan, Grey, Brown and Black; all sizes. Regular 55c.

Friday & Saturday

Men's Grey Suede Glove 39c.

This line of Men's Gloves, extra strong & durable, good stitching, 1 dome. Reg. 40c.

Friday & Saturday

Men's Balbriggan Underwear, 29c.

This light weight Cotton Summer Underwear is very popular buy now to your advantage. We have better makes in stock at higher prices, but this is ought to commend itself to you considering quality and price. Regular 35c. Friday and Saturday (all sizes)

24 cts. per garment.

Talcum Powder.

Baby Talcum Powder, round tins 5c. ea.
Baby Talcum Powder, oval tins 5c. ea.
Large tin, 1 lb. size 10c. ea.
Japanese "Coryllis" Talcum Powder, large tin 10c. ea.