

! Suit will cost
get a Ready-made
a special induce-
STRICTLY CASH.

SUITS.	
.....	\$3.30
.....	\$3.50
.....	\$3.70
.....	\$4.20
.....	\$4.50
.....	\$4.70
.....	\$4.80
.....	\$4.90
.....	\$5.20
SUITS.	
.....	\$6.00
.....	\$6.50
.....	\$7.00
.....	\$7.50

BROS.

Suites and
pieces!

lock some extremely
in Mahogany (3
beautifully upholster-
Brocades and Silks
designs and beautiful
are Genuine Ma-
being offered at very

reassortment of "Odd"
"Odd" Chairs, "Odd"
of pretty "Odd"
of which would be a
to the Parlor. Come
them, you're sure to

Portrait Co.
St. John's.

EXCELLANCE.

Mayers,
Emerson Pianos.

Mayers,
Milton Pianos.

ce the best. Second-hand in-
n part payment.

HUTTON,
Piano & Organ Store.

TERY'S

Dry Goods

the following goods:-

new Hats, Boys' Cotton
White Skirts, Ladies'
Children's Hosiery,
Strims, White Dress
sle; Colored Dress
splendid assortment of
Wholesale only.

Blackworth & George Sts.

the "Telegram."



Summer Styles.

Men's Low Cut Shoes!

JUST OPENED.

Men's Dark Tan Blucher Oxford..\$3.70 to \$6.00
Men's Patent Blucher Oxford...\$5.00, \$7.00
Men's Black Vici Blucher Oxford, \$4.00 to \$7.00

On smart, snappy and stylish lasts. Drop in and see our selections...

PARKER & MONROE, Limited.

The First Principle of Modern Business is SERVICE.

That is where we shine.

Good Goods well made, moderately priced, and honest effort made to deliver on time. Expert accounting and satisfactory settlements of all claims.

The biggest clothing manufacturing organization in Newfoundland backs up its claim for Superior Service.

WHOLESALE ONLY.

Newfoundland Clothing Co., Ltd.

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WM. WHITE, Manager.

WAR, MARINE & FIRE INSURANCE.

SCOTTISH UNION & NATIONAL INSURANCE COMPANY, Edinburgh, Scotland.

For Fire Insurance, Assets Exceed...\$75,000,000
War and Marine Insurance effected on Hulls, Cargoes and Freights at low rates.

We have exceptional facilities for effecting all kinds of War and Marine Insurance.

P. O. Box 1236. Write or Phone us. Phone 380.

NFLD.-LABRADOR EXPORT CO., LTD.,
Board of Trade Building.

June 18, 1918, t.f.

Just arrived and ready for delivery

10 7 H.P. Standard Lathrop Oil Engines.

Also due to arrive:

1 24-H.P. 2 CYLINDER

4 36-H.P. 2 CYLINDER

Heavy Duty Lathrop Oil Engines.

Also in stock:

FAIRBANKS-MORSE (Stationary Engines).
FERRO, GRAY, FULTON, LATROP
and all MOTOR BOAT FITTINGS.

A. H. MURRAY & CO.,
Limited, St. John's.

10c. Crescent Theatre To-Day. 10c.

"The Mutilated Hand."

Second chapter of "THE YELLOW MENACE"—The greatest thriller of the day.

Dustin Farnum, the wonderful rough-riding and cow-puncher, in

"Durand of the Badlands."

A vivid story of a young girl in a big city, in 5 parts 5.

"Tom Mix", who has made such a hit as a comedian, will be seen at his best to-day in "TOM AND JERRY MIX"—3 reels of continuous laughter.

Send the Children to the Wonderful Matinee on Saturday.

This Week's SPECIAL!

Men's Fine Balbrigan

Summer UNDERWEAR.

Sizes, 36 to 44,

Only 80c. a garment.

WILLIAM FREW, Water St.

What to Call the American Soldier.

There has been a good deal of discussion in the United States, and in Great Britain also, as to what to call the American soldier, and for a time it looked as though "Sammy" would be the companion of our "Tommy." American soldiers in France, however, have taken the matter in their own hands, and in their official journal, the Stars and Stripes, refer to themselves as "Yanks," an abbreviation of Yankees. The "Yank" is, of course, a typical New Englander, but we observe from the Stars and Stripes that soldiers from all parts of the Union are agreeing to call themselves "Yanks," and that appears to settle the matter.

Englishwoman Is a Private.

Sergeant Major Flora Sanders, the only Englishwoman in the Serbian army, is about to rejoin her regiment at Salonika. She had returned to Serbia for a few weeks' sick leave, devoting much of her time to raising money for comforts for her Serbian comrades by selling the dramatic story of her military career. She went to Serbia in 1914, and after experiencing the strain of the retreat before the German hordes, she was cut off from her ambulance unit, and at once joined a Serbian regiment as a private. For two years she took part in all the hardest fighting in that desolate theatre of war, often being first over the top and coming scatheless through fierce hand-to-hand encounters. Then, in a charge that secured some vital heights, she was wounded by a hand grenade explosion. For her bravery she has received the highest order that a Serbian soldier can win.

If I Had Eczema

I'd simply wash it away with that soothing liquid, D. D. D. Prescription. The very first drops instantly stop that awful itch. D. D. D. relieves and cures all kinds of skin troubles, cleansing away the impurities as nothing else can.

If you have any form of skin disease, get a bottle of D. D. D. Prescription to-day. Sold everywhere.

No New Thing.

Oatmeal bread is no new thing in a season of scarcity and war. Write the British troops had their headquarters at New York, 1779. Major-General Patterson wrote to Lord Viscount Townshend as follows: "The only interesting occurrence which has happened with us since I had the honor to write Your Lordship on the 18th December, is the very reasonable arrival of some victuallers' ships from Cork. They came in two days ago, and nothing could be more opportune, as there has not been a barrel of flour in the public store for some weeks past, and the oatmeal which has been substituted in lieu of it for the ammunition bread, reduced to a most trifling quantity." He wrote a letter of the same date and of the same tenor as the former part of the foregoing letter, to Lord Amherst. These letters were sent by the Halifax packet bound to Falmouth—"Occasional" in Acadia Recorder.

Gilets of white organdie are quite suitable for street gowns of character or silk.

T. J. EDENS.

"Gold Reef" Brand
PURE RICH CREAM
(thick), tins 17 oz. net.

MOIR'S

Chocolates, 5 lb., 1 lb.

and 1/2 lb. boxes.

Jersey Caramels.

Assorted Kisses.

150 1-lb. Cakes.

New Salt Fish.

New York Corned Beef.

Corned Tongues.

Pork Loins.

Jowls with Tongue.

Crown Ale and Porter.

Heinz's Tomato Soup.

McCormick's Biscuits.

Shelled Walnuts—fresh.

McLaren's Cheese.

Bacon in Glass.

Black Cherries in tins (Libby's).

25 cases

CALIFORNIA ORANGES,

216's and 176's.

Tomatoes, 3 lb. tin...30c.

Rolls of Oats...8c. lb.

Table Meal, Granulated.

Beans...11c. lb.

Special by Rail to-day:

5 cs. Fresh Country Eggs.

10 crates Bananas.

T. J. EDENS,

Backworth St. and Rawlin's

Cross.

Peace or War?

The American nation stood, a year and more ago, on a high eminence and beheld all the kingdoms of the world and the glory of them. It was an exceedingly intoxicating vision. The gold of the world was pouring into its coffers. Factories were working to their utmost capacity and wages were very high. The national supply of millionaires was being greatly multiplied. Shortly ahead loomed the vision of America dominating the world's markets; of Wall Street controlling the destinies of all nations; of the American dollar the world standard, and the wealth of the world centered within our borders. It was a most alluring picture. "All these things will I give thee," was being whispered in the American ear, "if thou wilt fall down and worship me."

The principle of Pacifism said, Yes. Profitier and Socialist and pro-Soviet interests all said, Yes. The Society of Friends is saying, Yes. It was the Christian conscience of the nation, despising the comforts of peace, throwing away the results of profiteering, repudiating a false conception of Christianity, defying the combination of Socialism and Kaiserism moving hand in hand, that said, Get thee behind me, Satan! It was the Christian conscience of the nation that preferred abstinence and perhaps poverty, that sent the nation's sons to war, pledged the heart of the nation at home to sustain them. And in these awful days when the power of evil is slowly pressing back the armies of God and of righteousness on the western front, because Russians have surrendered to the principle of Quakerism plus Socialism plus Kaiserism, and there is little left that we in America can do except pray and redouble our efforts to get men and supplies across the water, it is the knowledge that we are fighting for God that sustains us; that the light that our own men are making beside the men of France and of England and of Belgium is offered, in a mighty groan of suffering, as the world's prayer to Almighty God: Thy kingdom come; Thy will be done on earth as it is in heaven! Use us, we pray Thee, as the foundation upon which to build Thy kingdom; accomplish, through us, Thy will on earth! Thus shall we be content.—The Living Church.

Stafford's Preparations

Stafford's Liment for Rheumatism, Lumbago, Neuralgia and all Aches and Pains.

Stafford's Prescription "A" for Indigestion, Dyspepsia, Catarrh of the Stomach, Gastritis and Nervous Dyspepsia.

Stafford's Phosphate for all kinds of Coughs, Colds, Bronchitis, Asthma and various Lung Troubles.

The above 3 Specialties have been for sale in Newfoundland for the past 25 years, and are for sale in over 400 stores. The orders we are continually receiving from time to time certainly prove that all of Stafford's Preparations can be thoroughly relied upon.

DR. F. STAFFORD & SON,
Wholesale and Retail Chemists and Druggists,
St. John's, Newfoundland.

aug 6, 11

St. John Ambulance Association.

The St. John Ambulance Association begs to acknowledge receipt of the following amounts:

Patriotic Fund, Burnt, per L. Sainthill, Treas., towards

upkeep of Burnt Cots...\$250 00

Dr. McKendrick, Placencia, per W. F. O'Reilly, J.P., 100 00

Exploits W.P.A., per Mrs. A. H. Pearce, Secretary, 5 00

Ladies of St. Andrew's Presbyterian Church, per Mrs. Mackoon, 200 00

Little Bay Cot Fund—Collected at Little Bay, St. Patrick's, Wm. Bight, School ARM, 64 15

Harbour Breton, for upkeep of Cot, per G. Way, J.P., 152 01

Proceeds of Bazaar at Gower Street by three little girls, viz.: Trislie Noseworthy, Florence Freeman and Emma Martin, 10 50

Bishop's Falls, towards upkeep of Cot Fund, per E. B. Colborne, J.P., 100 00

Holyrood, towards upkeep of Cot, per R. Dwyer, J.P., 100 00

Western Union Cable Staff, Bay Roberts, being the 12th instalment, second year, towards upkeep of three cots, 65 00

Botwood Branch Mtd. Patriotic Association, to pay for upkeep of three cots to end of January, 1919, 360 00

Mrs. C. S. Fowler, formerly of Placencia, now of Brooklyn, per W. F. O'Reilly, J.P., 5 00

The Young People's Club, North West River, Hamilton Inlet, Labrador, for upkeep of Hospital Cot in France for 12 months, 250 00

M. R. ROWE,
Hon. Asst. Secretary.

St. John's, August 5, 1918.

Fads and Fashions.

A Breton sailor hat needs no trimming.

Three-quarter sleeves should be very loose.

Outfits may be circular and slightly bell shaped.

The long waistcoat seems to be much in favor.

Every really smart frock boasts an apron effect.

A coat of silk jersey cloth has a collar of velvet.

The handbag that is trimmed with silver is proper both before and after lunch.

T. J. EDENS,

Backworth St. and Rawlin's

Cross.

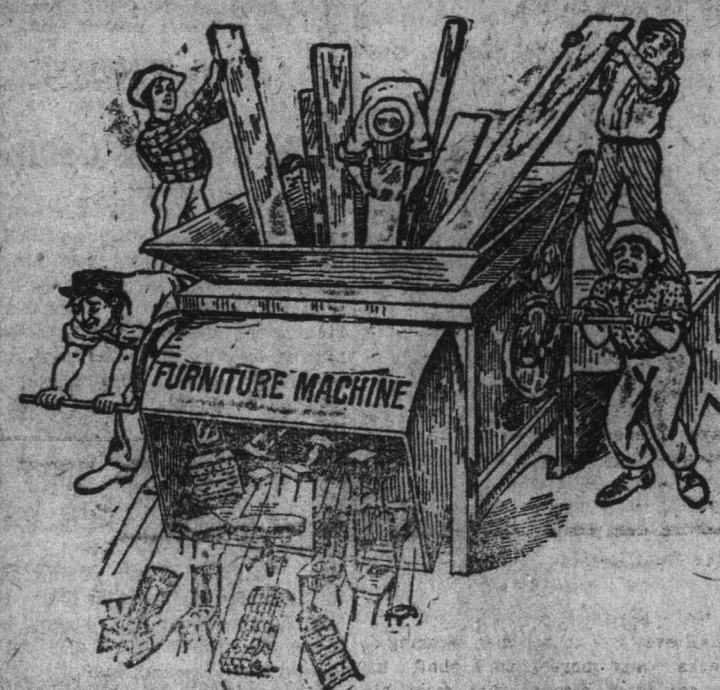
Pears' Soap

MATCHLESS
FOR THE
COMPLEXION

A. & F. PEARS, LTD., LONDON.



From the Factory to the Home.



Sideboards
Extension Tables.
Chairs
Couches
Bureaus and Stands
Toilet Tables
Washstands
Pictures
Mirrors
Parlor Suites
Dining Suites
Lounges
Fancy Chairs
and Tables
Morris Chairs
Student Chairs
Writing Desks
Book Cases
Whatnots
China Closets

We have gone one step further this year. We actually cut the logs that make the lumber. Waiting for machinery that is being installed in building to cut same, so that it will go in one end of the building logs and come out the other end finished Furniture, thus saving all the middleman's profit. We can now say FROM THE TREE TO THE HOME.

Parlor Suites, Lounges, Wicker Chairs, Etc.

We have just received

a shipment of Wicker

Goods that was delayed

in shipment, such as

RECEPTION CHAIRS,

LADIES' ROCKERS,

LARGE ROCKERS,

ARM ROCKERS,

HIGH CHAIRS, &c.,

that we now offer at

special prices to clear.

PARLOR SUITES—We have just received some special Covering and make to order as required. You can select your own covering, also designs for frame, &c., and have it made to suit yourself by skilled workmen and save considerable in prices, which range from \$30.00 to \$100.00.

The C. L. MARCH CO., Ltd.,

Corner Springdale and Water Streets.

Thrilling Story of Battle With Submarine

London, August 4. — A thrilling story of a fight between a British decoy ship and a German submarine was told by Sir Eric Geddes, First Lord of the Admiralty, at a weekly concert held for the American troops at the Palace Theatre to-night. He explained that the Germans now know about the ruse, and it is needless to withhold the story longer. The decoy, known as "960," had the appearance of a dirty old collier, with an undisciplined-looking crew, which was suitably attired, he said. This ship sailed into the Atlantic

with the necessary orders and finally sighted a German submarine. The decoy turned and ran away, but the submarine overhauled her and opened fire. Some of the German shells fell on the decoy's deck and members of the crew were wounded and killed. The flight of the decoy continued and she signalled for help. An hour and a half later the submarine drew near.

In the meantime, the decoy's decks had been set on fire, and the captain told that her magazines would soon explode. In fact, the explosion came in a short time and sent one of her guns hurtling through the air.

The Submarine Sank.

The submarine had now swung

around in front of the decoy. The captain of the latter signalled to a man-of-war which had been keeping below the horizon and unmasked the forward gun of the decoy and heavily shelled the submarine. One projectile tore away the enemy's conning tower and another hit her in the hull. She sank after the fight had lasted for five hours.

The warship, which had been keeping out of sight, hurried up and rescued the crew of the decoy.

"There is no longer any need of secrecy," concluded Sir Eric. "Admiral Sims and I have more ways than one of dealing submarines."

MINARD'S LINIMENT CURES GARTER ITCH.