

Great Clearance Sale

Our Inventory Sale Commences To-Day.

It's no novelty and there's nothing sensational about it. It's simply our way of averting the necessity of carrying shoes from season to season, and of closing out our lines before inventory—a good, sound, business proposition, and

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' Dongola, 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.

A Foolish Pose.

BY RUTH CAMERON.

Love that asketh love again.
Finds the barter night but pain;
Love that giveth in full store
Aye receives as much and more.

Love, exacting nothing back,
Never knoweth any lack;
Love, compelling love to pay,
Sees him bankrupt every day.

—Michael Field.

Do you know her — the girl who thinks it smart and attractive to parade the love some luckless man feels for her: tell you 'ow perfectly wild about her' he is; expatiate on his devotion, and, at the same time, assure you that she cares absolutely nothing for him?

Of course you do. We all do. She lives in every town, in every neighbourhood—I had almost said on every street.

It seems to me that this attitude is one of the most unpleasant, as well as one of the most universal, faults of the young woman of the present day. Perhaps of the young woman of yesterday. I'm not saying they were any better. Only I just wasn't acquainted with them.

To love is the greatest thing in the world.

To be loved is only secondary. The greatest tragedy in life isn't not to have inspired love, but not to have loved.

*The beautiful woman who drives half a dozen men half wild with love, and never once feels the stirring of it within herself, seems to me a greater failure in life than the girl who

secretly loves her heart out for the man when never even knows. The power of love inspired has never stood back of any great work, while the power of love felt, even when unrequited—perhaps more often under this condition—has been the motive power of much of the greatest work of the world.

When will our girls realize these facts and cease to think it something to be proud of when men love them and they are unable to feel in return the stirring of that wonderful self-obliterating thing—genuine love?

Oora Melekarl, a Russian philosopher, makes a whimsical, but thought-provoking, little guess about this strange attitude. "Perhaps it is because, being conscious of our own unworthiness, we despise others instinctively for the love they give us," she suggests.

Perhaps that is what actuates this kind of girl, although I doubt very much if she would admit it she were taxed with it.

But the strangest thing about this girl who assures you so vigorously that she cares nothing for this man who is "so wild about her" is the fact that half the time she is telling you a lie.

Half the time she does care for him, only with that same perverse belief that it is finer to inspire love than to feel it, she likes to pretend that she doesn't.

Silly little girl. I could almost find it in my heart to wish that her folly might lose her the precious jewel she holds so lightly—a mutual love.

Ah, no, I couldn't quite wish that—only that it might bring her to the brink of loss and teach her to cherish this priceless treasure as it should be.

J. DONALD MATTHEWSON OF Oshing, N.Y., says: "I suffered for over five years with what the doctors told me was a fair trial. Took the 'Golden Medical Discovery' and also the 'Plum Pudding Pellets,' and can truthfully say I am feeling better now than I have in years. I cheerfully give permission to print this testimonial, and if any 'doubting Thomas' writes me I will 'put him wise' to the best all-around medicine in the country to-day."



J. D. MATTHEWSON, ESQ.

Fads and Fashions.

Fashion indications are that floral corsage ornaments and wee bouquets will be more in favour than ever.

Big, round self-buttons and buttons of crystal are seen on the one-piece sash gowns, black or white.

Pleats are appearing in skirts of cloth and linen. These are usually at either side of a panel back and front.

For hats for motoring wear nothing is more in fashion's favour than the white-and-black combinations.

Lingerie dresses, worn over slips of colored silk, are often trimmed with narrow pleatings of silk to match the slip.

Buckles are larger and more elaborate than ever. Almost any amount may be spent on such a small detail as slipper buckles.

Charming bandeaux for evening wear are of black velvet run through buckles of brilliants and tied in a flat bow at the side front.

Makes Hair Grow.

McMURDO & Co. HAVE IT

All drug stores sell SALVIA, and it is guaranteed to grow hair or money back.

The time to take care of your hair is when you have hair to take care of. If your hair is getting thin, gradually falling out, it cannot be long before the spot appears.

The greatest remedy to stop the hair from falling is SALVIA, the Great American Hair Grower, first discovered in England. SALVIA furnishes nourishment to the hair roots and acts so quickly that people are amazed. And remember, it destroys the Dandruff germ, the little pest that saps the life that should go to the roots.

SALVIA is sold by first-class druggists under a positive guarantee to cure Dandruff, stop falling hair and itching scalp in ten days, or money back. A large bottle for 50c. The word "SALVIA" on every bottle McMURDO & Co. Agents.

HAT Bargains.

We have just enough Hats to last till the end of the millinery season; but we want them all sold one day before then. To do this you get Bargains.

Child's and Misses Hats, former price 60, 70 and 80c; now going for... **45c**

Young Ladies and Women's Straw Shapes, in Burnt, Bisquit, White and Black. Former price, 80c., 90c., \$1.00 and 1.20; now go for... **65c** (each.)

SPECIAL:

1 only Tuscan Hat, at \$1.80
10 only Large Black Crinoline Hats, asstd.

10 boxes newest Foliage and Flowers.

SOPER & MOORE

now, are being used for children's frocks; but they do not have the same childish effect as those of closer fiber.

Relief Fund Meeting.

Editor Evening Telegram.

Dear Sir,—A meeting of the citizens of Carbonere convened by the Magistrate was held in the Court House, Monday night, July 15, to decide what action would be taken respecting the Marine Disaster Fund which has already been so well subscribed to. On motion of Rev. Canon Colley the Magistrate was appointed Chairman of the meeting which decided after a little consideration on motion of Mr. R. Duff to send out collectors through the clergymen of each denomination, the collection to be supplemented by a special in the churches. Our R. C. friends have already taken this action, and on Sunday past realized the sum of \$100, which considering the number from that congregation now away from home, was a splendid showing. Carbonere has suffered very severely by the loss of the Beatrice, Grace and Erna and can sympathize with those who have also been called upon to mourn the loss of friends. Special reference was made by Mr. J. R. Goodison, M. H. A., Mr. J. M. Brown and the Chairman to the loss the community sustained by those recent disasters, particularly in the loss of the two master mariners, Capt. Thomas and William Fitzgerald to whose reputation as citizens and master mariners, they paid high and well deserved tribute.

It is earnestly desired that citizens of all classes who have not already done so will do their utmost to subscribe liberally, when called upon by the collectors.

Yours truly,

W. H. BUTT,
Sec. Citizens Meeting.
Carbonere, July 16th, 1912.

The Weather Again.

When the large hot sun is sizzling, I sometimes find consolation in a cold wet rain; it is drizzling I retain my peace of mind. When the blizzard comes—cavorting from the polar realms up there—I don't go around shivering in a spasm of despair. Long ago I used to holler every time the weather changed; if it wilted down my collar, I would roar as though deranged; if my nearly nose got frosted I would rant, with fell intent, till my cusswords were exhausted and my diaphragm was bent. Then I sat me down to reason, reaching this decision wise: Cussing will not change the season, or relieve the man who fries. Kicking will not stop unruly tantrums of the rain or wind; and the weather, speaking truly, merely is a state of mind. So methinks I will hereafter take the climate as she comes, greeting all her freaks with laughter, handing posies as she hums. Since I reached that same conclusion weather troubles me no more; all its pother and confusion cannot make your uncle sore. With philosophy so handy, all the weather hits the spot; every day is just a dandy, whether it is cold or hot.

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Over Mason

Dr. de Van's Female Pills
A reliable, powerful, never fails. These pills are exceedingly powerful in regulating the generative portion of the female system. Refuse all cheap imitations. Dr. de Van's are sold at 25c a box, or three for \$1.00. Mail to any address.

Fresh Poultry, Fresh Fruit, New Vegetables.

ELLIS & CO., Ltd.
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Fresh New York Turkeys,
Fresh New York Chicken,
Fresh New York Ducks,
Fresh N. Y. Corned Beef.

New Cauliflower.

Ripe Tomatoes,
New Beetroot,
New Turnips,
New Potatoes,
Fresh Cucumbers,
New Cabbage.

New Carrots.

Ripe Bananas,
Dessert Apples,
California Oranges,
Jamaica Lemons,
Cantaloupes,
Grape Fruit,
Red and Blue Plums.

Red Cherries.

Asst. French Soups, in pkts.,
Consomme, in tubes,
Midget Soup Garnish,
Italian Paste, small letters,
Powdered Trumilk,
Ivelon and Oxo Cubes,
Pure Danish Butter, 1-lb. tins.

Fresh Consignment

Schweppes Celebrated Confectionery

Schweppes Ginger Beer, Stone Jars,
Perrier Water, large, medium, small.



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Celebrated makers of Artificial Legs and Feet, Arms and Hands. Any person having lost a limb or part of limb, just write a Post Card to our Agent in St. John's and receive from him a free booklet or treatise of 414 pages on Artificial Limbs, prices of same, how to use them and their uses to the maimed and injured.

Measurements and diagrams taken and limbs supplied by our representative in Newfoundland.

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New Lines of Serviceable Smallwares.

Vaseline in Pots, with Tin Cap;
2 for 7c.
Circular Clothes Brushes; new
idea 15c. each
Hydrogen Peroxide, in bottles,
..... 8c. bot.

Pepper and Salt Shakes 7c.
"Fibrex" indestructible (8 inch)
Comb. See this 8c.

Baby Pacifiers, with String of
Beads 10c.
Darning Wools; 6 cards for 5c.

Hooks and Eyes (spring), 6 cards
for 5c.

Hair Barrettes; quite a variety,
..... 4c. each

Sets Cuff Links & Scarf Pin, roll-
ed gold plate; Job line. Sc. set
Drinking Cups, good size; Alum-
inum 10c.

Tubular Boot Lace, Black and
Tan; 3 pairs for 5c.

Silk "File" for crochet work;
all shades. Reg. 4c. ball, 3
for 10c.

American Plated Pins, 3 papers
for 5c.

Sewing Cotton, 200 yard reels, 3
for 5c.

Sewing Cotton, twin reels, 3
for 5c.

Boot Laces; 2 doz. for 5c.

Pearl Buttons, new assortment;
3 doz. for 5c.

Safety Pins, heavily nickelled; 2
doz. for 5c.

Envelopes, full size; 100 for 9c.
Waist Pin Sets, 3 and 5 on
card 5c. per card

Ladies' Lisle Gloves.

8 doz. in White, Cream and
Black, of fine Lisle make; all
sizes. Reg. 35c. 29c
Friday & Saturday

Ladies' Kid Gloves.

6 doz. of White Kid Gloves, 12
button length; extra quality kid
and strong stitching. Regu-
lar \$1.20 98c
Friday & Saturday

TALCUM POWDER.

Baby Talcum Powder, round
tins 5c. tin
Baby Talcum Powder, oval
tins 5c. tin
Large 1 lb. tin Talcum Powder,
..... 10c. tin

"Mennen's" Renowned Violet Tal-
cum Powder 25c. tin
Japanese Coryllis Talcum Pow-
der 25c. tin

Mens Negligee Shirts.

10 doz. of this popular
"Elastic" all-over Negligee
Shirts for the man of fash-
ion, full range of neat run-
ning stripes, finished in
coat style and laundered
cuffs; all sizes. Reg. \$1.00.
Friday and Satur-
day 92c

Pillow Shams.

17½ doz. in this line,
which includes also a range
of dresser scarfs, which we
call your particular atten-
tion to, as this is the new-
est American creation, dou-
ble hemstitched and with
stamped design for em-
broidery working. Reg. val-
ue 40c. Friday and
Saturday 43c

On Second Thought.

BY JAY E. HOUSE.

If you desire to arouse the en-
thusiasm of a tightwad, take him out
and show him a ten cent store.
One of the authorities says children
should be fed baked beans. But most

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