

A GOOD SHOE IS A GOOD FRIEND!

Four reasons why you should wear

"Dorothy Dodd" Shoes

Because they

**FIT BETTER,
WEAR BETTER,
FEEL BETTER,
LOOK BETTER**

Than any other Shoe on the Market—they are indeed 100 per cent. FULL VALUE.

We have just opened a shipment of this popular Footwear, and invite inspection.

Marshall Bros.

SOLE AGENTS FOR Nfld.

Useless Debate.



I'd like to sit discussing creeds with you, my friend, but alas! If I did that, I know the weeds would spoil my garden sassa! You'd doubtless show me that I'm wrong, if we should talk all day, but winter will be here ere long, and I must stack my hay. I wish I had the time to list while you, my friend, explain, the divers points that I have missed concerning this campaign; the dire oppression we endure—I know not what it means; but winter's coming, slow and sure, and I must thrash my beans. With you I'd seek some shady spot, and turn some language loose, discuss the whiteness of the what, and other things abstruse; but, if I did, my neighbor's pigs would enter my domain, and thus give me a pain. My years on earth have been three score, and I have lived and learned; the wolf, when it approached my door, has always backward turned; I've always had a good supply of bacon in my shack; I never suffered for a pie, or hungered for tobacco. At my door famine never knocked or sprung her spleen of need; for I have toiled while others talked—and that is still my creed.

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Killed by Explosion.

Special Evening Telegram.

KNOXVILLE, TEN., Aug. 29. Two hundred and forty cans of powder exploded to-day in the Rand power mills, killing three and injuring four.

These are the Days When the Man Who Forgot is Forgotten.

BY J. R. HAMILTON.

Even the man who forgot to set the semaphore and killed a hundred people is seldom remembered by name. He simply passes out of the lives and the activities of men.

It behooves us all to remember. And Memory? Memory is the short-cut-lived of all faculties.

In some scientific tests made a few years ago, it was found that memory reaches its clearest vision about twenty minutes after any occurrence. From then on the picture dims. And what we hold so vividly in our minds years after an occurrence is not the memory but the imagination of it.

Now hundreds of people are trying to impress some big idea upon our fleeting memories every day. They are trying to tell us about their store, or their merchandise, or their advantages of some kind or other. They are trying to impress upon us the advantages of their time-savers or their money-savers. They are trying to tell us of some luxury we ought to have. They are trying to give us a mental picture of some necessity.

They are spending a great deal of money in doing this. And it seems only fair when they go to all this effort for our benefit that we should at least give them some small part of our active attention.

The reason these people advertise again and again is because we will not compel our eyes to see what they have to say nor minds to remember it. And so they are obliged to compel memories for us. And so they do it in spite of us, because they have also learned that constant repetition is the greatest method of training the memory and instilling an important fact into our minds.

But the point is that advertising is far more important even for us who buy than for those who sell. For advertising has come to signify an act and emblem of good faith throughout all the channels of trade.

And so those of us who have not learned to read the advertising and to remember its message are constantly being tricked in price and fooled in quality.

We are the ones who lose out in the fight. We are the man at the semaphore. We who forget, are forgotten.

ROSSLEY



THEATRE.

High Class and Up-to-Date Vaudeville

Songs, Dances, Sketches, Comedies, Farces, Acts.

Fun without vulgarity.

Matinee Saturday—Special Act for the Little Ones. Look out for SENORABEGORRA.

Miss Mary Teresa Geary, daughter of Mr. John Geary, cooper, who is here from Boston on a visit and who with her mother spent a week in Topical, arrived here by last night's train.

Would Fall in a Faint

This letter from Mrs. Martin, who well describes the terrible condition in which many a sufferer finds herself. She also tells how she regained health and strength by using Dr. Chase's Nerve Food after all other treatments had failed.

Mrs. Edwin Martin, Ayer's Cliff, Que., writes:—"Before I began using Dr. Chase's Nerve Food I was in a terrible condition from nervous exhaustion and prostration. Dizzy spells would come over me and I would fall to the floor. The weakness was so great that I could not so much as sweep the floor without fainting, but the nerve food helped me after the doctors failed. It has done wonders in building up my nervous system. I can do my own housework now and washing, and feel that this great medicine has been a God-send to me. I think it is the best of medicine."

Dr. Chase's Nerve Food, 50c a box, 6 for \$2.50, at all dealers or Edmondson, Bates & Co., Limited, Toronto.

A 40,000 Square Mile Limit.

Labrador to Have Mammoth Pulp and Paper Mills—Company's Capital Will be Increased by Twelve Million Dollars—Contracts for Purchase of all Output—Water Power Second Only to Niagara is on the Eve of Development.

Quebec, August 24.—Mr. Robert H. Reid, of Montreal, vice-president of the Labrador Pulp and Lumber Company, has just arrived in Quebec from New York and has chartered the steamer Wampanoag to take down himself and party to Labrador where the properties of the company are situated. The trip will be in connection with one of the bigger pulp and paper propositions ever launched in this country, as it means the increasing of the capitalisation of the concern from \$3,000,000 to \$15,000,000, the development of vast waterpowers second only to Niagara, namely the Muskrat Falls on the Hamilton River, and the construction of two large pulp and paper mills that will give employment to between fifteen hundred and two thousand laborers and their families, and at the same time, when in operation, have an annual output of something like 150,000 tons per annum.

A Large Combined Daily Output.

When interviewed at the Chateau by the Star representative Mr. Reid said that the mills would be erected at Hamilton Inlet and Sandwich Bay and would have a combined daily output of about 450 or 500 tons. At first only about 50,000 horse power would be developed at Muskrat Falls but the capacities of development were enormous, there being as much as 1,100,000 h.p. that might be generated. The engineers of the company had ascertained that there was at times as much as a million and a half h.p. going over the falls.

The company, said Mr. Reid, would not build any dams or storage reservoirs for the present as these were unnecessary. They would simply have an intake built. The company, which has its headquarters in Montreal, has had a Federal charter since 1908, and this charter gives it powers which are very broad in scope. Among other things it has the right to construct and operate railroads, and later on it is the intention of the company to connect its roads with the proposed extension of the Quebec and Lake St. John Railway or whatever line will continue right through to Cape St. Francis or somewhere in the neighborhood. It will be remembered that Sir Rodolphe Forget has intimated that one of his concerns may make such a constitution.

Orders From Large British Syndicate.

Contracts have already been made for the purchase of the output of the mills and it is understood that most of it will be shipped there to the Old Country or to the Atlantic seaboard of the States, that is to say, to Bangor, Boston and New York. Shipments will also be made to Wisconsin and Michigan. It is said that one large English syndicate that has placed a large number of orders with Labrador Company is the Walf Paper Co.

The president of the Labrador concern is Mr. John MacMartin, of Cobalt, and Porcupine connection, and his brother, Mr. Duncan MacMartin, is also one of the directors.

At present about five hundred men are engaged in the work of constructing the mills and it is expected that some large villages will soon arise as a result of the new industry. One of these is named Grand Valley and is situated at Hamilton Inlet. Already a sum of \$800,000 has been spent by the company at this place and Sandwich Bay, where there will be another town near Cartwright, the Hudson Bay fort. Engineers of the company have been working there for the last six years and it has operated lumber and saw-mills three or four years. All the money has been raised by private subscriptions and the bonds will not be placed on the market even to raise the extra capitalisation desired. The outlay for the construction of the pulp and paper mills will amount to four and a half millions and it is calculated that these will be in full going order before the end of two years.

Forty Thousand Sq. Miles of Limits.

The company has more than forty thousand square miles of limits to draw upon, all of which is well wooded. Ninety per cent. of the wood is spruce, the black spruce being far more frequent than the white. At first only mechanical wood pulp will be manufactured. All of the spruce that measures more than twelve inches at the small end will be utilized for lumber, and Mr. Reid calculates that there will be 4,000 feet of wood between 12 and 28 inches for every acre. He also says that it is the intention of the company to cut scientifically, a task that will by no means be difficult for the reason that only about a fifth of the area of the limits will be cut over each year. There will be an extensive reserve growth under six inches, and as a spruce tree usually takes from 25 to 40 years to be fit for cutting, there should be a never ending supply for the mills.

All the buildings, including the op-

erators' houses, will be in concrete, and there will be work for at least 1,500 men, and their families—regular work at that.

Quebec as the Base for Supplies.

The Labrador Pulp and Paper Company intends to make Quebec its base for all supplies and will, said Mr. Reid, open an office here next spring. The mills will be distant 1,050 miles from here, and this will mean only about three and a half days by direct route, instead of about seven or eight days by other routes which would, under ordinary circumstances, necessitate a roundabout journey via St. John's, Nfld.

The unskilled labor will be drawn mainly from the fishing population of Newfoundland, Labrador, and, according to Mr. Reid, a series of poor fishing seasons and other combinations have made these fishermen rather inclined to prefer the steady work of the woods and mills to the more hazardous and precarious occupation which they have been accustomed to practice. Besides, they are all good woodsmen.

Such skilled labour as is needed for the mills will be recruited from the Province of Quebec.

The party that will accompany Mr. Reid is composed of New York capitalists or representatives of various concerns interested in the plans of the company. One of them is Mr. G. A. Vasey, who is connected with the Harvester and Standard Oil and other big American trusts.

Another member of the party is Mr. Reid's engineer, Mr. Leigh Stanton, who represents Mr. Mortimer Foster, a well known hydraulic engineer and pulp expert.—Montreal Star, Aug. 24.

Gen. Booth's Funeral.

Special to Evening Telegram.

LONDON, Aug. 29.

The funeral of General Booth took place to-day in the presence of a great throng. Rain poured down from laybreak, but when the procession had been marshalled, and about to start, the skies cleared. The hearse was decorated with dry palms placed over the "Blood and Fire" banner, which draped the casket. The celebrated battle flag, which the General had placed on Calvary, was also placed ahead of the coffin. Some flags of foreign deputations, and that of the English provincial corps were dipped in salute. The scene was most impressive, the delegates from the provinces and abroad stepping slowly to the solemn strains of the Dead March, by forty bands, as they passed to the funeral car, and came to full salute as they passed the coffin. The procession was over a mile long, and many comprising it carried Army banners for a short distance from the starting point in Queen Victoria Street. As the coffin passed the Mansion House, General Booth having been an honorary freeman of the City of London, the Lord Mayor appeared on the balcony, and saluted the coffin. The procession took three hours to traverse five miles to the cemetery. The burial service was simple, consisting mostly of part singing of Army hymns.

Here and There.

Souvenir Seals at TRAPNELL'S, Water Street—aug28,tf

OLD VESSEL GONE.—The hull of the schooner Poppy, which foundered in the harbor a week ago, was towed outside the Narrows yesterday by the Dredge steamer and sunk. The Poppy was a craft of long servitude and a fast boat in her day.

Souvenir Trinket Boxes at TRAPNELL'S, Water Street—aug28,tf

GAVE UP FISHING.—The fishery along the Cape St. Mary's Shore will not be nearly as good as last year and a number of men have quit catching cod. Most of these fishers will go to Bell Island, Grand Falls and Sydney, to work for the fall months.

Kidney Pains in the Back

Mr. Thos. D. Walsh, Pictou, N.S., writes:—"Two years ago my wife took to her bed after suffering for a long time from kidney pains in the back. She was not able to stand on her feet or even turn herself in bed. The doctor's medicine was no benefit whatever, that we could see. Sometimes her legs would swell considerably. Reading about a woman in similar condition being cured by Dr. Chase's Kidney-Liver Pills, we purchased three boxes and when these were used she was able to sit up. With three more boxes she was restored to health and doing her own housework."

"As for myself I also found these pills all that is claimed for them. I give this statement in order that others may obtain the same ease from suffering as that experienced by my wife and myself."

One pill a dose, 25c a box, at all dealers or Edmondson, Bates & Co., Limited, Toronto.

PROFITS over 100 pr. ct.

OF ORIGINAL SUM ASSURED.

The following are examples of Canada Life Policies, in which the Profits added to same have more than doubled the original amounts.

Policy No.	Yearly Original Premium	Policy	Profits Added to 1910	Total Assurance to 1910
125	\$41.84	\$2,000	\$2,286.97	\$4,286.97
886	12.40	800	821.95	1,621.95
989	78.34	4,000	4,039.97	8,039.97
1,203	43.17	2,000	2,005.59	4,005.59
1,694	16.75	1,000	1,005.35	2,005.35
2,157	53.55	1,400	1,415.14	2,815.14

At age 30 a saving of \$14.00 monthly will buy a Profit-bearing Endowment Policy in the Canada Life for \$5,000, payable to you, at maturity in one amount or by way of annual instalments.

Send your name, age and address for a proposition of from \$1,000 to \$5,000 or more.

Canada Life Assurance Co.

C. A. C. BRUCE, Manager, St. John's.

Money Is Invested

for the purpose of obtaining interest. The more interest you get, the more money you will save. We own and offer a number of Securities that will meet the requirements of those who wish to double their interest income—with safety. Ask for particulars.

F. B. McCURDY & CO.,

Members Montreal Stock Exchange.

C. A. C. BRUCE, Manager, St. John's.

July 30, 11

What Can This Mean?

The Marine and Fisheries Department received the accompanying message to-day from Lamaline:—"Life belt marked 'Mango' and several pieces vessel's decking picked up here to-day; wreckage apparently not long in water."

This message, though meagre, speaks for itself. At present it is only a matter of conjecture as to what it really means. The Fisheries Department have no knowledge of any vessels been missing. It may be that a craft has foundered whilst it is not a possibility to surmise a marine tragedy. Enquiries are now being made around the coast to ascertain if any vessels are missing.

Fisherman Drowned.

The Department of Justice had a message from Mr. Pitman of Lamaline conveying the sad tidings of the drowning of James Drake, a single man of Allan's Island, which resulted from the capsizing of a dory on the fishing ground. His mate, Isaac Drake, was with great difficulty taken from the bottom of the dory by his brother who was laying in a boat, cross-branded, waiting for the dories to fish.

Rings Stolen.

Mrs. Spithie, a Maritimer, who keeps a store of the variety order on New Gower Street, Wednesday night some persons broke in there and stole rings to the value of \$14. The police have been quietly working on the case and to-day Const. Tobin, who is a pretty keen sleuth, rounded up a number of boys to whom he has brought home the depreedation. They will appear in court to-morrow.

Gone West.

The S. S. Portia sailed for Western ports at 10 a.m. to-day. She took a full freight and as passengers.

Messdames Wilson, Mitchell, Morris, Caldwell, O'Driscoll, Cross, Johnson; Misses Cantwell, Rodgers, Conway, Bugden, Johnson, Shannahan, Lerner; J. Ropson, A. Diamond, R. Oke, A. Kehoe, J. Kehoe, V. McKnight, P. Alward, A. W. Miller, C. R. Duder, Oakley, Ellis, Crane, Forsey, C. H. Renouf, T. A. Hall, H. Dicks and 25 in steerage.

Ask your Druggist for SERRAVALLO'S TONIC (Bark and Iron Wine).

Cures: ANAEMIA, CHLOROSIS, DEBILITY. Delightful Taste.

CAPE RACE, To-day. Wind east, bright, weather foggy since midnight; nothing heard passing to-day. Bar. 29.10; Ther. 65.

Here and There.

LEFT FOR LABRADOR.—The mission ship Harmony left port this morning for Labrador.

NEW STATION OPENED.—The new Martini station at Holton, Labrador, will be open for business this afternoon. The signal call will be "H. N."

St. Patrick's and Holy Cross Schools will re-open on Monday, Sept. 2nd.—aug30,11

POLICE COURT.—A drunk was released on paying for cab hire. Another drunk was fined \$4 or 14 days, and another was remanded to get the alcohol out of his system.

A GOOD CATCH.—Masters W. Pilot, F. Bennett and Ralph Herder, arrived by the express to-day from Maher's, where they had been fishing. The lads did well and secured 8 dozen very nice trout.

Mr. D. Merner of Murphy's Barber Saloon, had a post card to-day from D. Perks, who is one of the C. C. C. squad now residing at Toronto. The lad says all the boys of the brigades enjoyed themselves well, had a stop over at Montreal for 4 hours and the card was written at Toronto. They are highly pleased with the trip and are enjoying themselves thoroughly.

COMMITTED AT 8 P.M.—From the evidence of Mr. Frank Connors, saddler, the party who robbed Mr. Ritchie's premises broke in there shortly after 8 last night. Mr. Connors was standing in the door of his shop when he heard the crash of glass as it was broken down in Crosbie's arch. He did not mind it then, but when he heard of the robbery or attempted robbery this morning, he knew that the deed had been perpetrated.

THE FOLLOWING LADIES and gentlemen are taking part in the concert, Friday night, at 8.30, in the St. Bon's Hall in aid of the Marine Disasters Fund: Mrs. Geo. Ayre, Misses Strang, Johnson, Keegan, Withers, Dunfield and Messrs. Hinton and Clift, to be followed by a short play entitled the "Scout" Plan of Hall at the Atlantic Bookstore. General Admission, 25c.—aug29,21

BRUCE'S PASSENGERS.—The S.S. Bruce arrived at Port aux Basques at 6.40 a.m. to-day with the following first class passengers:—Miss A. Theodor, Miss J. L. Shutt, Miss C. R. Chambrlain, P. R. Robinson, F. H. Schanfle, A. McIsaac, F. W. Lake, Miss N. B. Cowhart, Miss L. Froman, Miss B. Driscoll, Miss E. Parsons, Miss F. I. Main, Miss H. E. Worrell, Miss W. E. McGarvey, Mrs. R. T. Dale, E. C. Wood, F. E. Manierre, Miss B. Driscoll, A. Peat.

JUST

GL

Jos.

Cheap

Cheap

for the

At HEN

Superior Values

Women's White Ribbed Co. 15c. each.
Women's White Ribbed Co. 27c. each.
Women's White Ribbed Co. Fronts, extra value; at Women's White Ribbed Co. ordinary value; from 25c.
Women's White Cotton Bod. Sleeves, at 22c. 27c. 33c.
Children's White Cotton V. Children's White Cotton V. to 9 1/2 inch, only 11c. to Children's Black Rib Cotton 5 inch to 9 1/2 inch, only Children's Dark Red Cotton from 5 inch to 8 1/2 inch pair.
Women's Plain Black Fine. Women's Plain Tan Fine Co. Large assortment of Women's Thread Hose in Lace 25c.
Women's Plain Black Cash. 40c., 45c. and 55c. pair.
Women's Plain Tan Cash. 55c. and 60c. pair.
Women's Coloured and Fancy variety.
Just a small lot left of Women's Black and Tan Cotton Men's Black and Tan Cash. Large Variety of Men's Col. more Half-Hose.
Men's Natural Balbriggan 45c. garment. Our price Men's White Net Summer U. garment.
Boys' Balbriggan Shirts and garment.

The Under

HENR

WE HAVE
FAITHFULLY

considered the Furniture needs and offer a choice line of Furniture that will bring brightness and comfort to the home. Everything here to fit the season. Never here before in larger.

