



THE INVICTUS

A shoe for well-dressed men. Costs enough to insure a perfect shoe, but is as low as a shoe of this character can be sold. Beside a cheaper shoe, the difference is unmistakable. Men who want appearance, satisfying wear, and solid comfort, should wear the "Invictus Shoe."

Two Leading LEATHERWARE Lines

In Shoes; Low Prices and Cheapness

Are as far apart as the Poles. Cheapness in Shoes does not depend upon their price, but upon the service they give. To maintain the Low Price of cheap shoes it is necessary to use even more inferior leather than usual. That can only result in one thing—less service—less wear—therefore less economy. No substitution of inferior stock has been made in either of our two Leading Lines for Men and Women.

**FOR MEN:
INVICTUS.**

Manufactured by GEO. A. SLATER of Montreal stands unrivalled

**FOR LADIES:
DOROTHY DODD**

Has stood the test of many years, and is just as popular as ever.

MARSHALL BROTHERS,

SOLE AGENTS FOR NEWFOUNDLAND.



The War

Events of great importance where have not diverted the attention of the world from the front to which all eyes are still turned. And here it is on the efforts of the British that this attention is so closely riveted. They have completed some most important preliminary steps, but they are still pressing on with unabated vigour towards the completion of others even more important, without which that which has already been achieved would be of little value or meaning. They are well on their way towards their great goal.

If we examine a small-scale map of this area, we shall see at a glance that the road runs almost as straight as the crow flies from Albert to Pozières. The latter is the Allies' objective. Now the German trenches are here enormously strong, but they have already been almost hopelessly weakened by the recent operations. The British had been compelled to go straight along this road, their progress would have been almost hopeless if it were to be performed only at the cost of enormous losses. They did not go straight at first, but were immediately held up at Thiepval and Pozières. South and east, however, they have gone well forward, for they hold the trench and Longueval. This enables them to attack the important points of the line transversely, besides having straightened out their line down to Hardecourt. In a word, the German trenches were designed to resist an attack running north and south, but the British have changed their direction so that their lines here run east and west. This puts the Germans in an awkward position, and certainly weakens their defence materially.

The last news tells of an attack accompanied by some success, at Pozières. This was to be expected as the next logical step in the operations of Pozières and Thiepval and the other important places for the immediate present. Their possession would make the British enormously powerful for it would have eliminated the most important advance entirely and would be more important, would give the British the first real command of the heights that stand between the Germans and Bapaume. Once this ridge is in the advance to Bapaume will be greatly facilitated. The Germans have well the importance of this ridge here, and we may be sure it will be defended with the greatest force and tenacity at their disposal.

The British are thus steadily moving in the way necessary to require to use their progress with that of the French. Gratifying as their successes have been, the general deductions to be drawn from them are even more so. Two facts, of conditions, may be too strongly emphasized. First, the much evidence has reached us from one source and another, of the fighting in Germany, that we can no longer doubt that the whole British Empire has come as a disagreeable surprise, even a shock, to the German people. In some way the Germans have become possessed of the idea that our army, though they had some notion of the size to which it has grown, was never intended to be used to attack; that its real function was to hold back the great German offensive which was yet to break through to Paris. The German nation has been in a painful state of anxiety, and will increase as it is daily becoming upon it that this unexpected offensive is continuing with a steady and unabated fury. Secondly, the ability of the British themselves, much greatly improved by their checkered, established ability to break down and capture the second line of trenches. This they had never done before. At Loos and in the Champagne the first trenches were taken, but it was not enough to go forward to the second line was to go forward to the third. Now, however, the impossible has been achieved. A late message from Saturday spoke of enormous, preliminary resources being sent from all parts of Germany to the front consisting largely of cavalry. This cavalry has been used in the Champagne. The fact speaks volumes.

The French have not been

How to Be Impressive.

RUTH CAMEBON.



Not to talk about yourself, your possessions, your past experiences, your family, etc., unless directly solicited to do so, and then with discretion and modesty, is one of the surest and finest hallmarks of breeding. We were much impressed by a man we met the other night, not because of what he said about himself, but because of what he didn't say.

Think What a Chance He Missed!

We were riding in a machine and asked him if he drove and he said he did. We asked if he had a car and he said "Not now." That was all he had to say on the subject, in spite of the excellent opening we had given him. Yet later we found out, through a third person, that he was a wonderful driver, that he had even driven in amateur races and that he had just sold an expensive foreign car.

These facts coming from him would have been interesting, coming from a third party they were impressive.

What you leave to a third person to say about your possessions and your importance carries ten times the weight of what you say yourself. It is Only Crude People Who Talk Much of Themselves.

The cruder people are the more they have to say about themselves, not only about their importance but about anything which concerns them. They lack the sense of proportion to realize that these things are not as interesting to others, a sense which education in its broader form gives. Mrs. A. hasn't any children, has

ISAAC E. MANN,
Metapedia, P. Q.
Aug. 31st, 1908.

Colored linens are much used for children's wash dresses. The cartridge pleat is retained in the new French costumes.

What Makes a Good Cup of TEA?

- Let me answer that—
- Good Tea
- Like HOMESTEAD.
- Skill,
- Experience and
- Carefulness.

C. P. EAGAN,

DUCKWORTH STREET & QUEEN'S ROAD.

New Turnips.

20 bris. New Turnips.
Per s.s. Stephano.

California Oranges.

40 cases216 count
20 cases176 count
40 cases150 count

ALL SOUND & EXTRA SWEET.

Soper & Moore,

Retail and Wholesale.

Belgium.

Oh, Belgium! in the awful hour When the woes of war oppress, May justice always be thy tower Of strength in thy distress.

Though numerous foes surround thee, On all sides save the coast; Let "Right and Honour" ever be Thy motto and thy toast.

Soon the tyrant will be routed And thy lands to thee restored Over which thy flag once floated And for which thy blood was poured.

Many lives for thee were given To redeem thee from the hands Of German rule, but thou wert driven To the wall by all their hands.

But then Russia, France and Britain Came to help thee as thy friend; 'Twas for thee their word they written, And they'll help thee to the end. July 14th, 1916. E. L. B.

McMurdo's Store News

MONDAY, July 24, '16.

Bell-Aus is an old friend with a new name. It is the tablet long known as Pa-pay-aus Bell which has been re-christened, but of course the formula remains the same as ever. Bell-Aus Tablets are used in the treatment of Dyspepsia, and they have been of immense service even in some cases of long standing. Price 90c. a bottle containing 100 tablets.

Parafornic Throat Lozenges (made in Canada) are one of the best remedies for sore throat, hoarseness, loss of voice, etc., and are an efficient substitute for a well known tablet of enemy origin, now off the market. Price 30c. a bottle.

Everyday Etiquette.

"What is the calling hour for formal calls?" asked Abbie. "Three hours calling are between three and six o'clock in the afternoon. A formal call does not exceed fifteen or twenty minutes," answered her teacher.



WILT MASCO

SAM AND JIM.

When old Sam Johnson sat in state, that man of learning, wise and great, with Burke and Goldsmith and the rest, Jim Boswell was the butt and jest. They all must have their slings at Jim, and none had much respect for him, Methinks, had some prophetic dub appeared before them at their club, and said, "This man who is your goat, at whom you laugh with scornful note, will by the multitudes be read, when all your junk is stale and dead." Old Sam would then have raised a roar: "Be gone, false prophet—there's the door!" And yet great Johnson, mighty sage, the shining marvel of his age, lives, only in the book that Jim so reverently wrote of him. Jim's immortality is sure, down to the Judgment 'twill endure, while those who jeered his little games, have left but half-forgotten names. And it may be now on earth, whose work we think has little worth, will leave a deathless fame behind when they have quit their humble, grind, while pompous prodigies lie down, and, dying, kill of their renown.

Incandescent Gas Lighting.

The remarkable economy of the incandescent gas lamp is by no means either its chief—or even an important—claim for popularity. It meets better than any other source of artificial light the requirements of ideal light.

In the color of the light produced it is far superior to any other illuminant in general and universal use. The investigations of acknowledged authorities indicate that for the approximation of daylight color values the gas mantle has at least one and one-half times the value of the carbon-filament electric lamp.

This quality is highly desirable, indeed absolutely essential, where the approximation of daylight color values is important. For lighting shops, display, haberdashery, suitings, gowns, millinery, etc., the incandescent gas lamp is not even remotely approached by any other incandescent lamp.

Of all the manifold advantages of gas light, perhaps the most important is its favourable effect upon the eyes. The development of the incandescent electric lamp with its intense brilliant and glaring filament has been accompanied by hitherto unheard of prevalence of eye troubles and diseases which are forcing themselves upon the attention of the medical fraternity. This is resulting in a greater appreciation of the soft, mellow quality of gas light and is rapidly enlarging its field of use.—July 13, 1906.

STRAITS ARRIVALS.—Several schooners returned from the Straits fishery on Saturday filled to the brims with the first trip for the season. At Pool's Island the schooners Turret, 500 qts.; Harold B., 400 qts.; and Garnet, 400 qts. At Westleyville the schooners Lazle E. B., 300 qts.; Mary Joan, 250. A large number are on their way with good catches to other points in Bonavista and Twillingate District.

Stafford's Phoratox Cough Cure is the best preparation for all kinds of Coughs, Colds, Bronchitis and various Lung Troubles. Price 25c. Postage 5c. extra.—July 22, '16

"Let Me Live on."

Let me live on! I only ask to live Until the war be ended, and I see What is the Verdict that the Heavens give To Wrong and Fraud and Force and Treachery.

I would outlast this strife, were't but an hour: I would see Belgium righted and repaid:

I would see gallant France in queenly power, And little Serbia free and unafraid.

And storied Italy regain her coasts, And mighty Russia seated on the seas; And married Montenegro's murdered hosts

Give back their sons a larger Liberty: And I would know that Poland breathed anew.

Her ancient glory granted her again, And my dear England greater than she knew, And my dead son, one hero of the slain.

—H. B. in London Times.

Cossack Horses Fine Fighters

Trained to do Remarkable Work in Aiding Their Daring Riders.

(Canadian Press-Despatch.)

Berlin, July 14.—For some time the correspondents in Berlin have been hearing of the astonishing use of Russian cavalry on the front south of the Pinau swamps and getting repeated tales of charges of masses of horsemen against entrenched and unbroken infantry under conditions which would make these tactics appear to the height of madness. An explanation has now been received showing that there is a certain amount of method in this madness and that the Russians have devised new tactics, which are employed not to press home an assault, but to advance a line of skirmishes rapidly before the actual charge is started.

The role of the cavalry is played when the infantry lines reach a point some 500 yards from the German trenches. A swarm of cavalry in widely-extended lines is then flung forward through the intervals of the infantry lines. The horsemen dart forward at headlong speed. Soon they fling themselves to the ground and open a rapid fire against the enemy.

The Cossack horses are trained to participate in this manoeuvre and lie down at the word of command and form a living breastwork for the riflemen. Under cover of the heavy fire from the dismounted horsemen the infantry lines advance across the intervening country.

Help in River Crossings.

Men or horses, maddened by excitement, often refuse to halt at the destined position, but tear on against the trenches and entanglements in an unpremeditated charge.

The Cossacks are being largely used in attempts to force lightly-guarded river crossings, though the Russian pioneers have devised a new scheme for the crossing of the infantry where more resistance is looked for. Long slender rafts are moored along the banks of the narrow rivers with which this swampy country is intersected, concealed by overhanging bushes. At the proper moment the upstream end of each raft is released and the current swings it across the river, forming a series of narrow bridges for storming parties.

KEEP MINARD'S LINIMENT IN THE HOUSE.

A Word about Carpet Squares!

We have just opened the finest display of Wilton, Axminster and Tapestry Carpet Squares that have ever been seen in the Island.

These Carpet Squares are remarkable for their exquisite colors and perfect design. Beautiful old Blues and deep Brown tones are blended in a fine Wilton that is very pleasing and restful to the eye. Another—A Tapestry in quaint Grey Tints has a lovely Pompadour border of roses in subdued colors. Yet another in lovely Old Rose and Reseda.

There is also a quantity of handsome Axminster Art Squares suitable for Den, Dining-room and Library.

U. S. Picture and Portrait Co.

"There is Nothing New Under the Sun."

This old quotation does not apply here. Every day sees some new delicacy in our Store.

You are always certain of finding something to suit your individual taste.

Open Day and Night.

STEWART'S

Fancy Bakery,
Opposite Seaman's Institute.

July 14, '16

Telegram Ads. Pay

Grape-Nuts

(Made in Canada)

embodies the full, substantial nutrition of whole wheat combined with malted barley. This combination gives it a distinctive, delicious flavour unknown to food made from wheat alone.

Only selected grain is used in making Grape-Nuts and through skillful processing it comes from the package fresh, crisp, untouched by hand, and ready to eat.

Through long baking, the energy producing starch of the grain are made wonderfully easy of digestion.

A daily ration of this splendid food yields a marvelous return of health and comfort.

"There's a Reason"

Sold by Grocers everywhere
Canadian Postum Cereal Co. Ltd., Windsor, Ont.