



The Requisites of GOOD FOOT-WEAR.

These are FIT, MATERIAL and STYLE. Look for them in this order. Too many begin with style—good looks, whether the Shoe is suited to the foot or not.

If a shoe doesn't fit, it doesn't deserve to be worn. Don't buy it. There is a particular type of shoe that will fit your foot exactly. It is the Shoe for you to wear—always.

This shoe that fits you exactly should be of the finest leather, and put up on artistic lines. INVICTUS SHOES are FIRST made to FIT.



By following the natural, beautiful lines of the human foot, proper style is attained, while from the finest materials that money can buy, high-skilled workmen build into INVICTUS SHOES all that the most exacting wearer can desire in foot-wear.

Let your next pair of Shoes be INVICTUS, and you will have comfort combined with style and durability. We carry a full line of Men's Invictus High and Low Cut Shoes. Call and see them.

Marshall Bros

LITTLE GIFTS.

By RUTH CAMERON.



RUTH CAMERON

There are a great many kinds of generosity and people who are generous in one way will often be very selfish in others. People who are generous in the giving of material things are often very selfish in the matter of having their own way.

People who are generous in other ways are often stingy about words of praise or compliment.

The Don't-Have-To-Be Gifts.

And people who are generous on the formal occasions set aside by custom for gift making are often very stingy about the giving of little gifts, casual gifts, "the-don't-have-to-be gifts," as Molly calls them.

We all know people who are generous in this respect. For instance there is one woman among my acquaintances who never comes to dine with me without bringing some little gift. Sometimes it's a tumbler of jelly, again it's a magazine or a jar of pickles, or a little sachet. This same woman seldom writes a letter without putting in some little enclosure, a packet of some of her flower seeds, some snap shots, or just some clippings she knows I will be interested in. As she also writes one of those delightful bonanzas, a newswriter, you can imagine what a pleasure it is to see her writing on an envelope.

Never A Record For The Music Machine.

On the other hand we all know people who never think of little gifts. I once had as a housemate a woman

who was punctilious about all gift giving occasions, Christmas and birthdays; gave Christmas gifts to old friends whom she hadn't seen for years and remembered the birthdays of a large number of nephews and nieces, but never brought home any little gifts to the household. Never a new magazine, never a box of candy, never a bit of some household fruit or a record for the music machine (which, by the way, she much enjoyed playing).

Would It Be A Bad Idea?

I suppose it's just temperamental. With some people the will-to-give expresses itself in one way, with others in some other way. But I must say I do love those jolly little don't-have-to-be-gifts. I almost wish they could be substituted for formal gift giving.

This is to certify that I have used MINARD'S LINIMENT in my family for years, and consider it the best liniment on the market. I have found it excellent for horse flesh.

(Signed)

W. S. PINEO.

"Woodlands," Middleton, N.S.

Fashions and Fads.

The coolest of paraisos—at least to the eye—are those of black and white silk.

Buttons go galloping up the front and down the back of some of the new coats.

Even tiny babies have on their sheer white dresses a touch of smocking in color.

The newest coat collars are not of fur, but of serge or some soft woolen cloth lined with satin and wound around the neck and fastened.

Among the most delightful French blouses that have come over this season are those of dark blue voile, hand hemstitched and hand drawn.

On Spot for Immediate Delivery!

- 50 cs. 2 1/2 Bartlett Pears.
- 25 cs. 3 Baltimore Pears.
- 75 cs. 1/4's Potted Meat.
- 50 cs. 1's C. C. Meat.
- 50 cs. 1's Roast Meat.
- 50 cs. 1's Cottage Meat.
- 25 cs. 1's Roast Mutton.
- 40 cs. 1/2 Vienna Sausages.
- 50 cs. 10 oz. Libby Chow-Chow.
- 50 cs. 16 oz. Magic City Chow-Chow.
- 75 cs. Purity Milk.
- 50 cs. St. Charles' Cream.

Soper & Moore,
Importers & Jobbers.
Phone 450.

Rann-dom Reels.

THE EAR.

The ear is a delicate attachment to the human body which is worn in the same spot year after year without losing its pretzel-like contour. Man loses his teeth and hair and waist line, but down to old age he retains the same set of bulbous, knobby ears with which he stood up on his wedding day. Perhaps this explains why so many people are so careless with their ears and allow them to be pushed over toward the sidewalk by a fur cap.



NOW THIS IS STRICTLY CONFIDENTIAL SO KEEP IT UNDER YOUR HAT, WON'T YOU?

The longest specimen in captivity with the exception of that owned by the inquisitive mule.

The ear is the entrance to the brain and the mouth is the exit. When we look at the mouth of man, and sometimes woman, and note how closely nature has modelled it after the lines of a swing door, then observe how hard it is to reach the brain through the ear, we cannot but think how much better it would have been if those conditions were reversed. By the time an original thought enters the ear and crawls on its hands and knees into the brain cells, the mouth will be full of something else entirely foreign to the subject under discussion. If nature had made the ear so that information could reach the brain without having to squeeze through a corkscrew tunnel, the quality of our summer Chautauques would be considerably higher.

A Faithful Servant.

READY TO WORK NIGHT OR DAY.

Gas is your ever ready helper right in your home—no begging for delivery, no delays in getting it. One gets so used to it that one is apt to forget how helpful it is. Take a little trouble. Study its uses; get to understand how to obtain every particle of help you can from it.

Remember that for Light, Heat or Cooking it has no equal. If you have any little difficulties with it, bring them to the Gas Office. Our advice and help will be most readily given.

St. John's Gas Light Co.

sept. 17

Men Enlisted for Week Ended September 22, 1917

REGIMENT.
St. John's West, 1; Trinity, 1; Bonavista, 1; Fogo, 2. Total, 5.

NAVY.
Harbour Main, 1; Trinity, 1; St. George, 2; Burin, 4. Total, 8.

Nfld. Patriotic Fund.

Editor Evening Telegram.

Dear Sir,—Kindly acknowledge through the columns of your paper the following contributions towards the Patriotic Fund:

Amount already acknowledged	\$123,436.48
Interest Royal Bank of Canada for three months ending May 31st	735 25
(Note: Previously acknowledged in error as \$568.20.)	
Capt. W. H. Greene, 1st Nfld. Regiment, per Hon. Dr. McGrath	84 00
Proceeds concert on board S. S. Prospero, per Capt. A. Keon	4 25
Interest Royal Bank of Canada, 2 months, May 31st to Aug. 31st	708 35
D. A. McLane, Esq., Bay Roberts, 20th instalment M. C. Messervey, instalment for September	7 00
	2 00
	\$124,977.33

Yours very truly,

NFLD. PATRIOTIC FUND,
John S. Munn,
Hon.-Treas.

St. John's, Nfld., Sept. 22nd, 1917.

AT THE POPULAR CRESCENT.

"Our Other Lives" is the title of the great three reel Broadway star feature the Crescent Picture Palace shows to-day, Adele Kelly and Raymond Walburn are featured in this stirring drama of soul calling to soul down through the ages. Mr. and Mrs. Sidney Drew are presented in "A Lady in the Library," a classy Vitaphone-Drew comedy drama. The lively Bud Duncan in "The Quest of the Golden Goat," a roaring Ham comedy. A first class musical program accompanies this great week-opening show.

GUESTS AT BALSAM PLACE.

Mrs. J. W. Hodge, Fogo; Miss S. Hodge, Fogo; Miss J. L. Hodge, Fogo; C. L. Hodge, Twillingate.

MINARD'S LINIMENT CURES COWS GET IN COWS.

Prepared only by DR. F. STAFFORD & SON, St. John's, Nfld. Theatre Hill Drug Store is open every night till 9.30.

HAVE YOUR PICTURES FRAMED!

And hang them where you can see them every day. Many a trouble seems easier after a glimpse at some well-loved pictured face, and many a dull day brighter after a glance at some beautiful bit of landscape.

Picture framing has long been a specialty with us, it has been the study of years. And our stock of Mouldings—our working equipment—our craftsmen—and our finished work is too well known to need advertisement.

Bring your pictures to us and we will frame them to the best advantage, high class Mouldings and first class workmanship being our standard.

U. S. Picture & Portrait Co.



NO MATTER HOW THE FIRE IS CAUSED

if you're not insured, you're a loser. Take time to see about your policies. We give you the best companies and reasonable rates.

PIRCIE JOHNSON,
Insurance Agent.

SLATTERY'S Wholesale Dry Goods House.

TO THE TRADE.

A large stock of

GENERAL MERCHANDISE

just arrived. Also a large assortment of

JOB LINES.

Estate W. A. SLATTERY.
Phone 522. P. O. Box 236.

The "Evening Telegram" is read by over 40,000 People daily.

LADIES' WAISTS. Including the new Fall line of Forsyth Tailors beautiful selection of Waists.

War News

Messages Received Previous to 9 A.

AIR SQUADRONS CONTINUE BOMBING RAIDS.

LONDON, Sept. 23.—British naval air squadrons continue their bombing raids on German establishments in Belgium. A statement issued to-day by the admiralty says: On Friday night naval aircraft carried out raids on Thourout and other railway stations. Thourout and other places were hit and fires started. At Cotenmark the station and buildings were set afire. Bombs dropped on the docks at Coten Saturday. All our machines returned safely.

OSTEND BOMBED.

LONDON, Sept. 23.—British warships this morning bombed the German naval base at Ostend with satisfactory results. It was announced to-day by the admiralty. Three German ships were shot down by British airplanes.

GERMANS REFUSED.

LONDON, Sept. 23.—(Via Reuters' Ottawa.) Telegraphing to-day from the headquarters in France, the correspondent says the situation changed upon the new front opened by Thursday's great victory. The most satisfactory, and even the Germans' costly efforts have been vain. What we have witnessed now begins to hear something of the features of the battle front. It consisted of the open fighting on our side, and the changed fighting on the side of the enemy. Apart from a small tactical character, the British to attack visible positions, and with heretofore undisclosed, they went forward, and the rest of the regimental officers were the great contributory cause of success. Occasional opportunities display of tactical genius was grasped in the ablest manner. Australians are in extraordinary high spirits over their successes. They had anticipated a very high ratio of casualties than they were knowing full well the tactics to them. It is no more of a speech to say these things. It is a literal truth as expressed in terms of unmistakable success. The enemy prisoners, who asked, can the Germans hope to do this?

BULL

DO YOU KNOW THE HEROES OF THE WATER?

