

White Nainsook

23 pieces marked at 20c., 24c. per yard.
All nice firm goods.

Poplins

12 pieces of the latest American designs in
colors of Saxe, Pale Blue, Pink,
Khaki, White. Price 38c. yd.

White Silk Muslins

A very charming display, the quantity is
limited, too; 6 pieces at 33c. yard.

Ladies' Petticoats

A clearing lot of 2 dozen. Originally \$3.50.
Reduced to \$2.80 each.

Come Right Along

and see for yourself the many attractive lines we have opened up the past few days. Nothing is to be gained by putting off purchasing, as all late advices show goods to be still tending upwards. We enumerate a few only of the many Bargain Lots to be seen at our store.

CURTAINS! CURTAINS!

We are showing an extra special clearing lot of 140 pairs Job Lace Curtains. We have marked them at very low prices to clear, viz:

80 cents to \$1.60 per pair.

LACE CENTRE CLOTHS.

127 only, and marked as follows:

35cts., 40cts., 45cts. each.

MARSHALL BROTHERS.

Percale Remnants

A little lot picked up by our Buyer much
under present market prices. Two prices
only: 15c. and 16c. yard.

Fancy Seersuckers

in the following effects:

BLUE STRIPE,
PINK STRIPE,
GREY STRIPE.
Price 20c. yard.

SPECIAL CUTS

have been made on all Summer Muslins,
Prints, etc.

Those Forty 'Leven Vases.

By RUTH CAMERON.



If you were going on a walking trip and someone asked you to carry a lot of things in your pack that you didn't really need at all, wouldn't you think they were asking absurd and unreasonable things? And yet—well, I was calling in the home of a recent bride the other day. On the piano were eight vases and two bowls. On the upper shelf of the double mantel were eight pieces of bric-a-brac (including six more vases). On the lower shelf there were nine beside the clock (including five more vases).

Some Day She Will Go To The Hospital.

On the wall there were forty-one pictures. Think of dusting that room every day, and I know she does just that, because she is a most conscientious housekeeper.

Some day I expect to hear that she has gone to a sanatorium.

They will assign all kinds of reasons for her nervous exhaustion (that's the latest, you know, nervous prostration is going out), but I shall know the real reason—too much bric-a-brac.

How many of us carry too much impediments on our trip through life? I have illustrated with material possessions, but I don't mean those alone.

There are Other Kinds of Bric-a-brac.

There are all kinds of bric-a-brac besides those which we clutter up our houses with.

There's the kind we have in our hearts and minds.

Then there are bric-a-brac prejudices that we have picked up here and there and set up in our minds and that have to be dusted and aired and shown off about once in so often.

We would be happier and freer and broader-minded without them. But we don't realize it any more than the bride realizes that she would be happier and freer without half of that cut glass and china and silver bric-a-brac.

We Always Have, and Therefore—

Then there are bric-a-brac fears—those foolish, futile fears that we gather along the way and enshrine in our hearts and kowtow to.

Everything, every idea and possession that adds nothing to the sum of our happiness and efficiency and clutters and impedes our lives is foolish bric-a-brac.

It will soon be fall house-cleaning time. Why not clear out and simplify our lives as well as our homes?

Matelasse is likely to be seen in elaborate tailored suits.

Blue serge will be as popular as ever this coming season.

BE READY for the cold weather. Get in your supply of Fuel. GAS COKE is an excellent substitute for hard coal. We have COKE of best quality, made from Pennsylvania Coal, which we are selling at \$8.50 per ton at the Gas Works, or \$9.20 per ton sent home. Send in your order now. ST. JOHN'S GAS LIGHT COMPANY.

August 14th

Speaking of Beverages!

Here's to the friend of the thirsty! The best and most refreshing drink you can obtain is a good, honest, always-the-same Tea like HOMESTEAD.

It's mildly exhilarating, promotes digestion and has no after-clap of insomnia, headaches or nausea.

"There's a smile in every cup of Homestead."

C. P. EAGAN,

BUCKWORTH STREET & QUEEN'S ROAD.

'PHONE 480 For Prices.

Dupe S. S. Florizel:
50 brls. New Potatoes.
50 brls. Green Cabbage.
10 crates Ripe Tomatoes.
10 brls. New Turnips.

Also
Table Apples, Table Plums.

Ready for Delivery:
100 cases Tinned Peaches.
70 cases Tinned Pears.
100 boxes Evap. Apricots.
100 boxes 3 Crown Raisins
150 boxes Seeded Raisins.

Soper & Moore,

Retail and Wholesale.

Newfoundlanders in France.

G. J. B. in The Westleyan.

The Newfoundland Regiment was far more terribly cut up during the charge of July 1st than had been reported when I sent you my former communication. Only ninety-five escaped wounds or death and came back to hear the general's great word of commendation. "Newfoundlanders I salute you individually. You have done better than the best."

Under nine hundred strong the brave boys—they averaged less than twenty-four years old, dashed cheering into the terrible fray, but seven hundred and sixty killed, wounded and missing was the terrible toll the regiment paid for the unique place it won that day among the Empire's finest fighting units.

To the Newfoundlanders had been assigned the task of charging the Germans' third line of trenches, directly in front of them. For days they had been training for the assault. English regiments were given the work of taking the enemy's first and second lines, and melted away before the awful fire. Nothing daunted, the Newfoundlanders dashed forward with a cheer. Their officers practically all fell quickly after they left the parapet and most of the non-coms soon were put out of action, but the regiment, rapidly thinning, kept steadily on till it reached the barbed wire unbroken by the cannonading, and its exhausted remnant, finding that impossible which eight English regiments had melted away in attempting, returned to the base leaving more than seven-eighths of their comrades dead or wounded on the field. But volunteers leaped out at once to bring them in, the wounded to be sent to English hospitals, the dead to decent burial behind the lines.

And so Newfoundland has sprung into an unique place in the story of the Empire's great struggle, and her sons are acclaimed as the bravest of the brave. But in the city where

most of them drew breath, and in many a town and fishing hamlet on the shores of the colony, there are heavy hearts and tearful eyes. "Our gallant little Newfoundland," as Sir William Robertson calls her, is proud indeed of the valour of her sons but the loss of so many of them is hard to bear.

Rann-dom Reels.

By HOWARD L. RANN.

"Of Shoes and Ships and Sealing Wax of Cabbages & Kings."

THE SUMMER COLD.

The summer cold is a blood relative of Nature's criminal masterpiece, the grip, but is not so full of enthusiasm and general debility as the latter. People can have the grip every winter and after a while will be able to tell it from an ulcerated tooth without consulting the family doctor, but the summer cold will pass entire families by for several years, only to land on some loved member and cause him to resemble a hay-fever victim who has fallen heir to the pink eye.

The summer cold is caused by trifling with the laws of Nature in the matter of underwear. Why is it that a man will wear long, feverish underwear until the Fourth of July, and then change suddenly to the light, airy one-piece suit, only to run into nine days of weather that would raise hoar frost on a polar bear? If more wives would compel their husbands to wear thick, beaver-board underclothes the year around we would not have so many employees laying off during the dog days with a nose like the headlight of a Mogul engine. Nobody ever heard of a Zulu Islander taking cold in August because of wearing too little underwear, which proves that we have a lot to learn from the unlettered and ring-nosed heathen.

The summer cold starts with a series of low, premonitory sneezes which sound like splitting kindling with the knee cap. The summer sneeze is a deceptive article and abbe and flows with great rapidity. It will remain in a lurking attitude for several hours and make the owner believe that the last quinine capsule has hit the target, then will suddenly begin to explode in a high-pitched staccato, interrupting an important telephone conversation and causing eighty cents worth of overtime. This can be avoided by seizing the summer cold in time and putting on a pre-shrunk wool union suit that laps neatly about both ankles.

There is nothing that will completely cure a summer cold except time. If a person is willing to wait until about February 15th, he can then exchange his cold for any approved form of grip, even up. Some people go to a resort where mineral spring water can be rented by the day or week and have an overworked

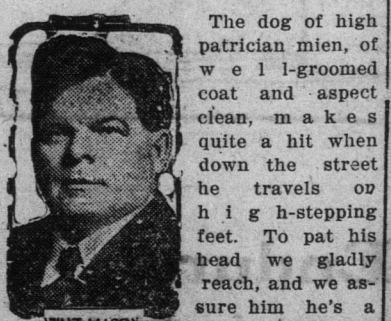
nose therein, but it is cheaper and better to stay at home and go to bed with a late novel and a camphor bottle. No one should laugh at the victim of a summer cold, for it is liable to leap in the direction of the scroffer and cause him to wish that handkerchiefs were made as big as bedspreads.

Weak, Nervous Children Quickly Gain Strength Under Following Plan

Nervousness, just like weakness, is a family predisposition. We inherit tendencies to disease just as we inherit physical resemblances. The strain of study, social duties, work at home—these all tend to make nervous troubles among children. No wonder that St. Vitus' Dance, Epilepsy, and constant headaches have become alarmingly common. Pale, nervous, listless young people are met everywhere.

It is nothing short of criminal for parents to neglect signs of weakness in their children. By ignoring the slightest symptom of nervous or mental strain, you may condemn your child to life-long invalidism. If any member of your family complains of headaches, fear of going into dark places, give them that wonderful tonic, "Ferrozone." Strength of body and mind, hardy nerves, ability to study with comfort, all the attributes of health quickly follow the use of Ferrozone. It establishes strength, color, endurance, vim—does this by filling the whole system with nourishment and tissue-forming materials.

It's because we know the enormous good that Ferrozone will do, because we are sure every child and even grown folks; will be permanently benefited, that we urge you to give it a trial. All dealers sell Ferrozone in 50c. boxes, six for \$2.50, or direct by mail from The Catarrozone Co., Kingston, Ont.

TWO DOGS.

The dog of high patrician mien, of well-groomed coat and aspect clean, makes quite a hit when he travels on his high-stepping feet. To pat his head we gladly reach, and we assure him he's a peach, and gently stroke his lustrous hair, and wish we had ten bones to spare, so we could buy a dog like that, and give him latches to our flat. But when a seedy dog comes near, a dog with sores upon his ear, a dog with eyes that do not match, and fleas that make him madly scratch, we kick him swiftly with our feet, and hoist him half way down the street. Then leave the office, store and shack, to kick him round a block and back. 'Tis likewise with the human skate, for whom the rocks or roses wait, who gaudiness knows, or sorrow bears, according to the front he wears. You may have sterling worth to burn, and think men's plaudits you should turn, but if you wear a seedy shirt, some flying rocks are bound to hurt.

T. A. MEETING.—At the regular monthly meeting of the T. A. & B. Society held yesterday afternoon, two candidates were received into the Society.

Custard Powder.

Bird's in packets, assorted. —Morton's in tins, ¼ lb. & ½ lb.

Coleman's Mustard D.S.F.

¼ lb. ½ lb. 1 lb. tins.

Barry's Chicory, 7 lb. tin.
Fry's Cocoa.
Seal Brand Coffee.
Instant Chocolate.
Tibble's Vi Cocoa.
Robinson's Graits.
Kellogg's Corn Flakes.

Wine of Bennett.
Junket Tablets.
Sliced Pineapple.
Peaches (in Glass).
Jelly Powder (Pure Gold).
Blanc Mange Powder.
Fruit Pudding.
Fruitella.
Fruit Salad (Glass).

TEA.

A fresh supply of our Col-
brated Teas just received.

**Royal, Crown,
Our Best.****BUTTER!**

For something choice try
BLUENOSE,
1 and 5 lb. tins and 2 lb.
slabs.

Bowring Bros., Ltd.

'Phone 332. Grocery. 'Phone 332.

SLATTERY'S.

We are in a position to supply the trade
with a fine lot of

Denims, Cotton Tweed,

and in a few days
A Splendid assortment of Percales,
besides several Job Lines,
All at Very Low Prices.

W. A. SLATTERY.

Slattery's Bldg., Duckworth & George's Sts.
P. O. Box 236. St. John's, Nfld. 'Phone 522.

Our Great Summer Sale,

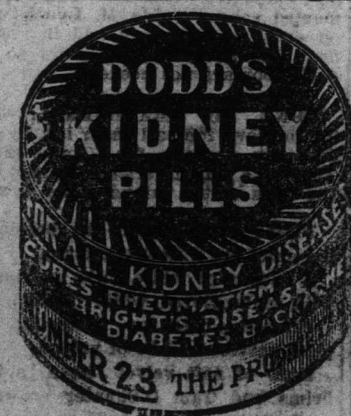
Now in full swing. Wonderful Bargains in

ONE-PIECE DRESSES, DRESS MUSLINS, PERCALES,
LADIES' BLOUSES, LADIES', MISSES' and CHILDREN'S
GINGHAMS, ETC., ETC.

Call to-day and see our Great Bargain Offerings.

William Frew.

Advertise in the "Telegram."



In this day a

Ph

has no pla

Take it dov

Plea

It cl

with

And we hav

of Yale Dock

the new sign

around to s

Martin

**Blind Soldiers
and O**

Murdoch
Hall
An

Editor Evening Telegra

Dear Mr. Editor,—I

herewith an extract from

cently received from

Dickson, of Toronto, a

Canadian contribution

Permanent Blind Soldier

extract, with my reply

be self-explanatory. I

interested in the welfare

but I think that any

betterment of their

receive due consideration

launched. If the funds

raised by the New York

the Maritime Provin

foundland were placed

of a responsible Marit

Committee and allocate

al agencies working

the blind in these Pro

ing the blind soldiers

the undertaking worth

ly to result in great

the funds raised in Ca

THE

Old B

Callab

will make to

and espe

AL

CONFES

Having f

work in the

to give per

ior to the in

hands will h

tion.

Don't

Tea

Photos and

Galla

DUO