

Neck- wear Always Pleases.

There's no woman who can have too many dainty neckwear pieces, and you're sure to find something in the attractive lot now showing at our store to please.

Ladies' FOOTWEAR!

We are clearing out an accumulation of Ladies' Lace and Buttoned Boots (a few Pairs of Dorothy Dodd amongst them.)

Originally they ranged from \$3.00 to \$4.50 per pair,

NOW ALL REDUCED TO \$2.00.

The Sizes are 2, 2 1-2, 3, 3 1-2, 5, 6, 6 1-2, 7.

As the quantity is limited call early and get first pick.

An attractive little lot of
LADIES'
Street & House Dresses.
are marked at more than reasonable
prices to clear.

Marshall Bros

Serviceable as well as Dainty

is the only term to apply to
a showing of

Children's DRESSES

we have just received from
the American market.

Keep Cool!

By RUTH CAMERON.



"The burden and heat of the day" is to me one of the most expressive phrases in the Bible, and especially so at just this time of year. Did you ever realize, by the way, that the Bible is written in imagery of a land of tropic heat? The missionaries to the Eskimos say that they have to translate the Book not only into the language of the Eskimos, but also into the imagery of their experience. What chord would "the burden and heat of the day" or "the shadow of a great rock in a weary land" stir in the heart of an Eskimo?

All of which is only by way of prelude to a few words of suggestion as to how to best bear the "burden and heat of the day" in this beautiful but trying season of the year.

Keeping Cool By Keeping Cool. In the first place, keep cool. How silly, you say? No, not quite so silly as you think it, for I mean "keep cool" in the sense in which we say it to someone in danger.

Keep cool, that is, keep calm. Keep your nerves steady. Don't fret. Keep as serene as possible.

Hurry, worry and hate are three of the greatest nerve and tissue destroyers at any time, and especially so just now.

Shut them all out of your summer programme. Say to yourself "I won't hurry. I won't worry. And I won't even use up my precious energy in disliking people or things."

Don't argue—even about the war.

Don't scold. It tires you and every one around you.

Keep trifles in their place.

Don't Starve Yourself. Don't think to preserve your strength by ceasing to eat. The right food eaten in moderation gives you strength to endure the heat.

If you are a housewife, don't fail to set the right food before your family. Salads, fruits, fresh vegetables, berries, nuts, milk and eggs, these are some of the foods that keep up our strength in the summer without heating us.

Don't Sit Up All Night.

Don't be tempted by the lure of the summer night into sitting up two or three hours later than usual. If you do, you will be telling everybody next day that "it may not be so hot to-day, but it's the worst feeling day of the summer."

Take a daily bath in lukewarm or cold water.

Also bathe your stomach with frequent glasses of water (preferably not ice water) and remember that it also feels the heat and does not ask it to digest two or three cold egg nogs, college ices and lemon limes in the course of a hot day.

And above all keep cool—that is the best way to fit yourself to endure "the burden and heat of the day."

New Danish Loan Proves a Failure.

London, Aug. 2.—The Danish Government \$12,000,000 five per cent. national loan which has just closed, has proved a failure, only half of it being subscribed by the public. The five banks guaranteeing the loan must take the remainder of it.

Fresh New Stocks!
Pure Gold Table Jelly.
Pure Gold Flavoring Extracts.
Pure Gold Prepared Icings, etc.
Prepared Buckwheat, 12c. packet.
Large Bar Pure Castile Soap, 12c.
Small Bar Pure Castile Soap, 3c.
Flavoring Extracts, 1 oz., 75c. doz.
Flavoring Extracts, 2 oz., \$1.00 doz.
Moir's Fresh Cakes.
Moir's Confectionery.
Fresh Tomatoes.
New Turnips.
Fresh Eggs.

C. P. EAGAN.
DUCKWORTH STREET & QUEEN'S ROAD.

Address

To The Most Rev. Edward Patrick Roche, Archbishop of St. John's.

May it Please Your Grace,—

On the occasion of your appointment by the Roman Pontiff to the Archbishopric of the Ecclesiastical Province of Newfoundland in succession to our late beloved and renowned Metropolitan, we, the residents of Placentia, the oldest Catholic Parish, beg to offer you our most sincere congratulations, accompanied by every expression of obedience, affection and esteem; we recall joyfully to-day your boyhood years in this your native town; we remember your beloved and universally respected parents and as your fellow citizens we cannot but realize that in your elevation by the Supreme Pastor of Christendom to the Archbishopric of St. John's, old Catholic Placentia is honored in a most signal and eventful manner. Proudly then shall we look up to you in the coming years of your Episcopacy and feel encouragement in the thought that on one of Our Boys has fallen the mantle of the Ecclesiastical Jurisdiction over the Catholic people of this Ancient Colony.

The zeal with which you entered into your priestly labors whilst Pastor of the Parish of Topsail and Kelligrews; the many years during which you were Administrator of the Catholic Parish of St. John's; your fame both in the pulpit and on all public occasions, your deep interest in educational matters; your tact and other administrative abilities, so well known and appreciated, already marked you out for the signal honour which has been bestowed upon you by Our Holy Father Benedict XV.

We, then, who have known you from childhood years, who have watched with untiring interest your brilliant career, both as a student and priest, salute you on this joyful day and acclaim you as our most distinguished and honoured townsman, our esteemed and beloved Archbishop.

It is unnecessary to remind Your Grace how keenly we of your nation are attached to your venerable Right Rev. Pastor and Religious of the Convent, down to the youngest amongst us, appreciate, and the legitimate pride we take in your elevation to the Archbishopric together with the joy with which we look to your investiture of the Pallium, now temporarily deferred because of the war at present devastating Europe—this, to us, will be an honour which in the person of Your Grace, we shall deem as the crowning glory of old Placentia a fitting climax to its Two Hundred and Fifty years of unbroken unity with the Central See of Christendom.

We pray that long years may be given you in the exercise of your Archbishopric Jurisdiction, that your eloquent tongue and gifted pen may long be employed in the defence of Truth and in the Exposition of Catholic Dogma. We ask for ourselves and all our people Your Grace's Blessing and beg your acceptance of this Purse as a slight expression of our sincere esteem and affection.

Signed on behalf of the people of Placentia,
Wm. F. O'Reilly, Stipendiary Magistrate; Thomas Fitzpatrick J.P.; James Collins, Andrew Whelan, James Kelly, W. J. Power, Patrick Keefe and Patrick Greene.

ADDRESS
From the Star of the Sea.

May it Please Your Grace,—
On behalf of the Star of the Sea Fishermen's Society of Placentia, we extend a hearty welcome to your Grace on this, your first Episcopal visit to your native town.

We welcome you as a worthy successor to that long line of illustrious Prelates by whom it has been Newfoundland's good fortune to be ruled. In the past this Society has many times welcomed Church Dignitaries, but we can assure Your Grace that our greeting to-day is as sincere, as genuine, and as whole-souled, as that which we have ever given to your venerated predecessors.

It is unnecessary for us to say how pleased and delighted we were at Your Grace's elevation to the dignity of Metropolitan of the Ecclesiastical Province of Newfoundland by His

FRESH STOCK New Fruit and Vegetables!

60 brls. Green Cabbage.
100 cases Small Onions.
50 brls. New Turnips.
20 brls. New Potatoes.
200 bags P. E. I. Potatoes.
2 brls. Water Melons.
15 crates Ripe Tomatoes.
50 bunches Bananas.
15 boxes Red Table Plums.
100 cases Cal. Oranges—
sizes 250's, 216's, 176's,
150's.
10 boxes Cal. Lemons.

Soper & Moore.

Phone 458.

Holiness the Illustrious Benedict XV. We assure Your Grace that no people or Society in this Colony received this intelligence with greater enthusiasm than the members of the Star of the Sea Association of Placentia.

This Society has a personal interest in Your Grace not alone from the fact that you are a native of Placentia but also because of the fame of your learning and other brilliant capabilities, on account of which you have been singled out as most worthy of the Ecclesiastical honours conferred upon you.

We believe that under your guidance as our beloved Patron, the Star of the Sea Society of Placentia shall live and flourish and always keep up to the high ideals which its founders had in view in establishing it.

In conclusion we trust that this old Newfoundland of ours, which we love so dearly, will, under your Episcopal rule, go forward materially as well as spiritually and our heartfelt prayer is that our Heavenly Patroness, Mary, Star of the Sea, may direct Your Grace's footsteps to the end.

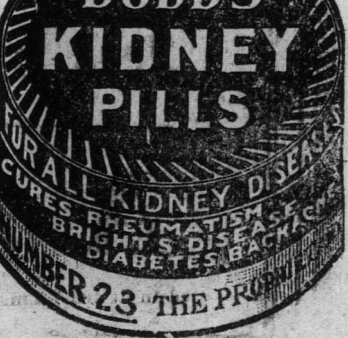
We wish you, then, many long and fruitful years in the Archbishopric and beg Your Grace's Blessing and beg Your Grace's interest in our Society and all its undertakings.

Signed on behalf of the members of the Star of the Sea Fishermen's Society.
W. J. Walsh, President; John Collins, Vice-President; James Collins, Secretary; J. T. Rose, Treasurer; James Kemp.

ADDRESS
From the School Children.

May it Please Your Grace,—

With all the ardor and enthusiasm



of which we are capable of re-echoing the chorus of admiration, respect and homage which for many days and from all sides have been pouring in upon you, we, the Pupils of the Placentia Schools rejoice in this opportunity, right merrily do we ring out words of welcome, gladly do we gather round you to offer your our felicitations and salute you as our Beloved Archbishop.

It is our proud privilege to be the very first of the schools outside of St. John's to have the honor of congratulating Your Grace on your elevation to the Archbishopric, and our hearts are filled to overflowing in unison with those of your spiritual Children throughout the Archdiocese. Your presence here to-day fills us with unbounded joy when we realize the fulfilment of our fondest hopes and behold Your Grace clothed with the Episcopal Robes—the insignia of your well-merited and exalted dignity.

The event which we celebrate, besides being a Red Letter Day in the annals of this Parish, marks an important epoch in the Ecclesiastical history of our country, and in the coming years we shall proudly recall the high honours conferred on you, our townsman, Placentia's best and noblest son whom we now lovingly salute as a distinguished Prelate and Second Archbishop of Newfoundland.

We beg Your Grace's Blessing on our schools and we fervently pray that your life may be prolonged for very many years to add lustre to your exalted dignity, and to edify your devoted people by your many gifts of mind and distinguished virtues.

Signed on behalf of the pupils of the Placentia Schools.
Victoria Collins, Ellen Kelly, South East; Hannah Kelly, Freshwater; Maude Griffin, Jersey Side; Margaret O'Reilly, North East; Elsie Greene, Point Verde; Maude Barron, Herring Bay.
Placentia, Aug. 2nd, 1915.

Montreal, May 29th, '09.
Minard's Liniment Co., Limited.
Yarmouth, N. S.

Gentlemen,—I beg to let you know that I have used MINARD'S LINIMENT for some time, and I find it the best I have ever used for the joints and muscles.

Yours very truly,
THOMAS J. HOGAN.
The Champion Clog and Pedestal Dancer of Canada.

The Welsh Coal Strike

The strike of 200,000 Welsh miners continues, and the prospects of an immediate settlement are not encouraging. The Executive Council of the South Wales Miners' Federation who cancelled their meeting with Mr. Runciman on Saturday and returned home, will meet again at Cardiff to-day. The Cabinet will also meet to-day to discuss the situation.

Our special correspondent at Cardiff outlines a new offer which the Miners' Executive made to the Government—granting of the men's demands, the men to return to work, and the demands, together with Mr. Runciman's own proposal, to be submitted to arbitration.

The strike in Wales, in contrast with the patriotic example shown by the miners of France, is the subject of comment in the French Press. M. Hervé describes the action of the Welsh miners as "high treason, not only against England, but against France and all the Allies."

PERSONAL.—Mr. T. Ryan and staff of the firm of Hand and Ryan, painters, left by Friday morning's train for Bar Haven, P.B., to paint and decorate the K. C. Church.

MINARD'S LINIMENT CURES DYPHTHERIA.

The British Theatre

2.30—TO-DAY—7.30.

Madame Olive Timmons

"THE QUEEN OF SONG."
WILL SING
"Mother Machree and Annie Laurie,"
at 3.30, 5.30 and 10 o'clock.

And will be accompanied by "THE PRINCE OF PIANISTS,"
P. J. MCCARTHY.
ALSO FIVE HIGH-CLASS PHOTO-PLAYS.

Rossley's East End Theatre!

St. John's Leading Vaudeville and Picture Theatre.

GRAND RE-OPENING, AUGUST 16th, at 7 p.m.
With the Australian Merry Makers.

THE RUSSELLS—Jack and Olive.

Don, the Most Marvellous Trained Dog in the World.
Olive Russell, Lady Bartolomeo. A Wonder!
Jack Russell, Author and Singer. Canada's Reply to the World.

ALL NEW PICTURES.

For the children, THE ROYAL PUNCH AND JUDY SHOW.
New acts every Matinee by Punch and Judy.

NOTE.—This same Punch and Judy show was shown by the Russells before the children of royalty in London, as was Don, the Trained Dog.

5c. The Crescent Picture Palace. 5c.

"THE BLUE FLAME."
A detective drama in 2 reels, introducing Dick Little, Secret Service Operator.

"IT'S A BEAR"—An Edison comedy-drama.

"THE BANKER'S DOUBLE"—Being the story of a great bank robbery.

"A BARGAIN TABLE CLOTH" and "BUTTING IN" are two screaming comedies.

HARVEY COLLINS, Irish Tenor, singing Classy Songs & Ballads.

GOOD MUSIC—A COOL AND WELL VENTILATED THEATRE.

J. J. St. John.

45c.—The Real Irish Butter—45c.

Just landed ex s.s. Durango from the Killarney Lakes, another shipment of the best IRISH BUTTER, which is little cheaper, retailing at 45c. lb.
500 dozen Nicely Perfumed

Toilet Soap,
in 1 doz. boxes. Price 35c. doz.

J. J. ST. JOHN,
DUCKWORTH ST. & LEMARCHANT ROAD.

Advertisements in The Evening Telegram

First Chaplin Killed.

Church of England Clergyman Pays Tribute to Father Finn, of the British Fusiliers, who met his death Trying to Save Some of his Men at Gallipoli.

The first chaplain of the British forces to be killed during the war in Europe was Father Finn, of the British Fusiliers. He met his death trying to save some of his own men in the landing at the Gallipoli Peninsula. The Rev. H. C. Foster, Chaplain of the British Forces, writes the following appreciation of the devoted priest:

As I had the privilege and fortune to be with Father Finn during the same transport and during the last days on earth, I daresay a few words from me would not be unwelcome at this time. Father Finn came at this time to be held in honor and respect by Christian people all over the world, but I venture to say, especially by the clergy and laity of his own church. His blameless character, the gentleness of his disposition, his devotedness to his duties, his contact with him. To see him quietly work among his own men of the British Fusiliers (1st Batt.) gave one a sense of the force of his character, as was so respected and beloved. He was a sympathetic ear for the troubles of his men, and when they were depressed and tired of the war, he was ready with a word of comfort, a word of encouragement, a word of hope, and a word of prayer. He was a man of many talents, and a man of many virtues. He was a man of many virtues, and a man of many talents. He was a man of many virtues, and a man of many talents.

It was on April 8, that H. M. T. port Ansonia sailed from Alexandria for Lemnos Harbor, which was the first transport to convey British troops to Gallipoli. Father Finn, a pleasant talker, I had with him, pacing up and down the deck, and I remember that his words were many and varied, and included the Oxford Movement, Cardinal Newman, Pusey, the Holy Fathers, all with nature and a hostile shore. His sympathy and kindness to me I shall never forget; he was broadminded, and also thoughtful of others. He collected mass on the fore-deck before his tarpaulin, and always had excellent attendance. He placed his own disposal for my own service, and on Sunday mornings, and everything in his power to help me. His last mass was on Saturday morning, April 24, and was attended by a large congregation of British and Turkish soldiers. Our ship, the Tenedos, surrounded by the guns of the Great Fleet, which were getting ready for the great bombardment early next morning. His words to the men were on "Preparation for Death," and little did he know that the speaker himself was to "die" before his friends' before another day had passed.

We had been close friends through out the voyage, and with great regret that I bid him "Godspeed" that Saturday evening, when we parted.

Many a B

who is careful to protect himself against health—

For many, tea or coffee, health, because each cup of the cumulative, harmful

Five to six grains of cat, and repeated daily

How cripple a man causes hardening of the showing more in some

Some of the symptoms headache, nervousness, lessness at night, and the day time.

The way to avoid leave both tea and coffee

Instant

There's no caffeine in Postum. Made from wholesome molasses, grains, and is nourishing

There's no "tag" in

There

Canadian Postum