

First Opening of American Goods!

We announce our first shipment Am. Goods, purchased keenly and marked at the lowest margin of profit

Ladies' Silk Blouses

8 Dozen LADIES'

Job Silk Blouses,

White Black and Coloured,
Value from \$2.50 to \$7.00 ea.

Selling

\$1.60 to \$4.00
each.

Ladies' Fabric Gloves.

A Small Quantity of Ladies' Cotton and Silk Gloves as Follows:
White Lisle Gloves.....38c. pair
White, Bl'k & Pongee Silk Gloves \$1.20 pr.
White Chamois Cloth Gloves...\$1.50 pair
The Latest Materials in Fabric Gloves.

Marshall Bros

Ladies' Job Collars.

30 Dozen LADIES'

Job Collars,

White, Black and Coloured,
Values from 40c to \$1.00 ea.

Selling

20c. to 50c.
each.

A Sign for Your Door.

By RUTH CAMERON.



RUTH CAMERON

"Well, she said she'd come to-day and a promise never broke a promise yet."

So the lady-who-always-knows-somewhat explained her tranquility in the face of the fact that the much needed seamstress had failed to show up at the usual time.

"She never broke a promise yet," said an accolade for seamstress or queen?

And of how few people can you say it!

It is astonishing to me to see how many promises are not only broken, but meant to be broken in the business world.

I thought business men were squarer than women.

I always knew there were crooks in business but I had an idea that among honest business men much more square dealing and straight forwardness than women are used to would be found. But as I see more of business I find that there are a host of business men who would want to fight if you called them dishonest and yet are constantly making promises which they are not, and know they are not, going to keep.

A man I know has been building a house. He expected to be in it at a certain date. A month later I met him and it was not finished. What happened?" I asked.

Man After Man Failed Him.

"Nothing," he said. "That's the trouble. Man after man has promised me faithfully to come to work or to deliver goods on a certain day, and has failed me. Some of them weren't

to blame but others never meant to do what they said. I'm out of patience with them. If they can't do a thing they can't, but they might have the decency to say so."

Now when a man makes a promise and something come up unexpectedly that makes it impossible for him to keep it one understands and forgives him. (Though one keeps one's highest respect and admiration for the man who overcomes such impossibilities).

What Else Is A Broken Promise?

But when a man makes a promise, and with no justification of changed conditions, does not keep it I think that man deserves to be called a short and ugly term. For what else is a promise that one does not intend to keep but a lie?

I should think a reputation for being faithful to one's promises would be a business asset worth much gold.

"We never broke a promise yet," wouldn't that be an impressive sign for a business man to hang over his door. No charge for the suggestion. If anyone has the right to adopt it he may have it and more than welcome. I'm glad there are such men in the world.

I bought a horse with a supposedly incurable ringbone for \$30.00. Cured him with \$1.00 worth of MINARD'S LINIMENT and sold him for \$85.00. Profit on Liniment, \$54.

MOISE DEROSCE,
Hotel Keeper, St. Philippe, Que.

Shirtwaists can frequently be cut down to be used in the dresses of small children.

The little brown grapefruit that are considered unsaleable are the very best, providing you can buy them at the right price.

There's a Flavour of Distinction

in every cup of "HOMESTEAD."

Skillful blending of the finest hill-grown teas and scrupulous cleanliness in preparation is the secret.

This flavour constitutes the individuality of Homestead and will never change, no matter how costs may rise.

There's a smile in every cup of Homestead.

Sole Importer,
C. P. EAGAN.

C. P. Eagan

DUCKWORTH STREET & QUEEN'S ROAD.

Wash Boards!

Just received 100 dozen Eddy's finest quality Wash-boards, i.e.,
Twin Beaver (fibreg)
2 in 1
Household Globe.
Duchess.
50 cases Sengor Matches.

Libby's Chow and Mixed Pickles.
Libby's Olive Oil.
Libby's Strawberry Preserves.
Baker's Chocolate & Cocoa.
Campbell's Soups—
10 varieties; by tin, doz. or case.
Cook's Medicated and other Toilet Soaps.
Holbrook's Malt Vinegar.
Helm Malt & Crystal Vinegar.
Morr's Confectionery & Cakes.
"Dromedary" Quick Tapioca.
Gorman's Minute Tapioca.
Gorman's Pickling Spices etc

ON SPOT!

July 27th.

160 Cases

Ripe, Sound, Sunkist

California ORANGES.

176, 216,
252 count.

Soper & Moore,
Importers & Jobbers.
Phone 486.

Rann-dom Reels.

PORK.
Pork is a substitute for the campaign cigar which fills the halls of Congress with pure patriots.

There are a great many varieties of pork manufactured in this country at the expense of the plain people, but all of them serve the one beneficent purpose of re-electing to Congress some statesman who otherwise would be obliged to work out his poll tax.

In justice to Congress, however, it should be stated that a great deal of this pork is pickled right at home and shipped to Washington in the form of a popular petition calling for the erection of a \$200,000 federal building in a town with four business houses, including the jail. One of the worst things that can happen to a Congressman is to present five or six of these petitions and see the public buildings committee draw their teeth in a cold-blooded and scientific manner.



A petition calling for the erection of a \$200,000 federal building in a town with four business houses, including the jail.

The skillful use of pork has retained in public life many a man whose efforts in debate have been confined to a motion to adjourn. The statesman who is able to tap the pork barrel at will and extract therefrom army posts, post office sites and river and harbor appropriations has a great advantage over a humble colleague who is a strict vegetarian. Some of our might-

iest pork-hunters find no trouble in being re-elected with a loud noise after throwing a few hundred thousand dollars of government currency into a project to make Catfish Creek navigable for its entire distance of eleven miles.

Owing to the snooping, prying ways of the daily press, pork is becoming less popular as a daily article of food. It is getting so that a Congressman can hardly rise with a motion to establish an Indian reservation in any of the New England states without being greeted with derision and told to sit down in one lump. This is one of the most discouraging features of our national life, and if persisted in promises to retire to painful and noiseless obscurity a large band of animated Prince Albert costumes.

Pork, like charity, begins at home. The only way to reduce the dimensions of the pork barrel is to curb the popular appetite for governmental pap. The more people read and think and talk, the less taxes they will have to pay for the other fellow's benefit.

Your Boys and Girls.

There are many people that expect children to be naughty when the restraining influence of the parents is removed. But what is the matter with those children who are just as good when the "cat's away", as they are at other times? You might think there is something uncanny about such children. But really they are quite normal and full of fun. I know them myself and can say that they have the same instincts for play and mischief as other children, yet there is a difference.

The difference is in the attitude of the parents, especially of the mother. toward the play of the children. The mother has learned to suppress her own instincts to say "don't," every time one of the children starts to do something that is not on her program. The children have the impulse to do a thousand things that seem foolish to you and me, but most of them are quite harmless and need not be stopped unless the adults are very selfish and irritable.



ARE MORE BECOMING THAN FLAT LENSES.

The edges of Toric Lenses do not show as prominently as those of flat lenses. They fit in close to your eyes. You will find Torics much more becoming and useful. They give you a wider, clearer field vision. You should know about Toric Lenses. Let us explain them.

R. H. TRAPNELL,
Eyesight Specialist,
St. John's.

The Gas Range!

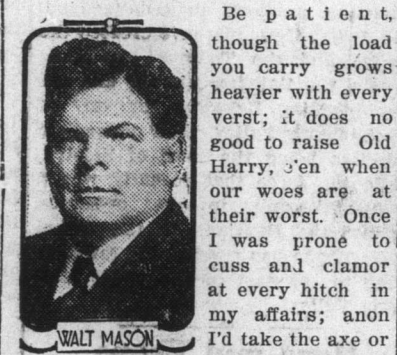
The Gas Range means comfort for the housewife; shorter kitchen hours for her, and a cleaner kitchen. It is a great mistake to think that cooking with gas is expensive.

Whenever a woman becomes used to gas for cooking, thoughts of a coal or wood stove fill her with gloom. A Gas range is so much easier to operate, so efficient for all kinds of cooking, and so much cleaner, that the idea of going back to the old style methods is decidedly unpleasant. Yet in winter many housewives think they must use a coal or wood stove, because there is no other way of heating the kitchen. THERE IS ANOTHER WAY AND IT IS FAR BETTER THAN THE OLD. THE CLOW GAS STEAM RADIATOR WAY. MAY 23, 1917

British Shipbuilding.

Great Britain it is said, had 17,000,000 or 18,000,000 tons of shipping in 1914. After three years of war and despite the extraordinary methods adopted by the enemy, she still has between 15,000,000 and 16,000,000—not counting the present product of her shipbuilding yards. It will take some time to starve the Motherland.

PATIENCE.



Be patient, though the load you carry grows heavier with every year; it does no good to raise Old Harry, 'tween when our woes are at their worst. Once I was prone to cuss and clamor at every hitch in my affairs; anon I'd take the axe or hammer, and run amuck, and break the chairs. Whenever Fortune acted dirty, I walked the floor and raised a row; and so when I was only thirty, I felt like one who's reached three score. But wisdom comes as age advances, and I have found that patience pays; and no unpleasant circumstances can roll the current of my days. When tiresome aunts come for a visit, or I have boils or corns or gout, I say, "Misfortune's with me, is it? Well, it can't jar a cheerful scout." One faces trouble like a rabbit, one with a courage high and great; and grin like this is just a habit that any man can cultivate. One does his duty here so meanly he leaves behind a punk renown; one takes his burden up serenely, and chortles till he lay it down. No tribulation is so weighty that it can put me in a fix; and now that I am nearing eighty, I feel like one of twenty-six.

McMurdo's Store News

TUESDAY, July 31, 1917.

Almond Toilet Lotion will preserve your complexion in the warmest and sunniest weather you will get during your vacation. So do not fail to take a bottle with you. A little used at night will relieve the burning of face, neck, and hands; a small amount rubbed on a gentleman's face after shaving will finish the shave to satisfaction. From what we have heard Almond Toilet Lotion—the newest thing of the kind—is likely to make a great hit. Five ounce bottle, 50c.

GREAT CLEARANCE SALE

of Ladies', Misses' and Children's

Middy Blouses.

NOTE PRICES:

Ladies' Middy Blouses, newest styles. Sale Price . . . \$1.59
Misses' Middy Blouses, to fit from 10 to 16 yrs. Sale Price 89c.
Children's Middy Blouses, to fit from 4 to 9 yrs. Sale Price 45c.

SEE THEM TO-DAY.

William Frew.

TEMPLETON'S for

Herring Nets!

We have over 800 Nets in stock ready to send out on receipt of your order. A full stock in 30, 35, 40, 50 and 60 ran nets in both Anchor and Advance Brand Nets.

Our Prices are the Lowest Obtainable.

WRITE US FOR A PRICE LIST.

Robert Templeton, 333 Water-st.

A Table of Tables!

We give here a Table of Tables of all descriptions that are now in stock in our Furniture Dept.

PARLOR TABLES,
WRITING TABLES,
LIBRARY TABLES,
OCCASIONAL TABLES,
WORK TABLES,
DEN TABLES,
CARD TABLES,
KITCHEN TABLES, and
EXTENSION TABLES.

The latter, of Golden Oak and Mahogany, can be obtained in different designs, round or square shape, and are capable of 6, 7 or 8 feet extension.

All Furniture sold by us is guaranteed for perfection of finish and quality.

U. S. Picture & Portrait Co.,
HOUSE FURNISHERS.

IN THE COUNTRY

Get your BASKET PACKED soon possible and save the worry of late preparations.

We have made special parties. Everything cool, clean

CERT

Women's Blouses 35c.

Skirt Embroidery

Men's Cotton

A. &

Ladies' Ready

SPECIAL

BLACK & WHITE SILK SP 90c.

SPECIAL

LADIES

S.