

Comparative Values in Footwear!

With the majority of people, price is the chief consideration in purchasing footwear. That's why there are so many uncomfortable feet in Newfoundland to-day and so many dissatisfied shoe purchasers.

For low-priced shoes cannot be good shoes—the high cost of good materials and skilled labour won't permit. Then why experiment—at the expense of your comfort—with low-priced shoes? Why not wear

INVICTUS SHOES

and be thoroughly satisfied?

Distinctive & Pleasing in Appearance,

they possess that style individuality that is the hallmark of fine footwear.

INVICTUS SHOES will outwear ordinary low-priced shoes—yet they cost little more.

INVICTUS SHOES are still made from the finest grade of imported and selected leather by men expert in the art of shoemaking.

If you have not worn INVICTUS SHOES you do not know what comfort is. Let your next shoes be INVICTUS and you will be satisfied.

We are Sole Agents for Men's INVICTUS Shoes.



Marshall Bros

A Big Brother Employment Bureau.

By RUTH CAMERON.



RUTH CAMERON

From time to time I have had in mind various dispositions I would make of the wealth as entirely hypothetical. I suppose my idea of a bureau is real one to my name might leave me. One was to start a chain of houses with community kitchens, putting each group on the feet and then starting another with the proceeds. One of the Sweetest Women I Know. Another was to start some kind of home for elderly or invalid relatives who are dependent on someone other than their children. It is hard enough for children to give up their youth for their parents, but I think there is nothing sadder than to see a man or woman deprived of natural happiness by the burden of the support of some less close relative. I know one sweet woman whose whole life has been sapped away in the care of a great aunt who bids fair (quite against her own wishes, poor thing) to live to be a hundred.

Not For the Poor, For the Middle Class.

My latest scheme, however, is an endowed employment bureau, not for the poor—there are agencies for that, already—but to place the middle class man who, for any reason, is out of a job.

Theoretically, of course, such a man should have many friends who could put him in touch with opportunities of one sort or another. Actually, there is nothing about this experience more painful than the light in which the minority of one's friends show up, especially those who might be expected, by virtue of their own positions, half way up the ladder of success, to be most helpful. Even when you do not ask for help, their whole manner changes because they are so afraid you might ask. There is no bitter comment on the fierceness of our modern economic struggle, the constant sense of instability and insecurity, than their attitude. One is reminded of people in a life boat pushing away those in the water who want to climb in.

No Wonder He Grows Bitter.

No wonder the man out of a job

grows bitter and morose. No wonder he is in danger of losing his self-respect. No wonder he sometimes loses his mind. And yet, there is surely a place for him somewhere. What finer philanthropy than to help him find that place?

I suppose my idea of a bureau is mechanical and impersonal. What we really need is men in every community who, as a sort of thank offering for their own prosperity, will take it upon themselves to seek out the man out of a job and take pains to be especially friendly to him (avoiding patronage like the poison it is) who will throw an arm across his shoulder (metaphorically or literally) and say a word of cheer, and who will, last and greatest, constitute themselves a bureau of employment to be on the outlook for possibilities and to actually feel a responsibility for placing him.

Will you volunteer for such a Big Brotherhood?

Montreal, May 29, '08.

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.

Origin of the English Coinage.

Our present system of coinage, which is threatened to be changed, goes back something like seven hundred years, and most of us have forgotten its origin. In the early days, the barleycorn was a standard for measure. Three barleycorns laid end to end made an inch. The wheatcorn, at the same time, became the measure of weight. It was laid down that an English penny should weigh thirty-two wheatcorns, each taken from the middle of the ear and thoroughly dried.

These, of course, were silver pennies. Later, when silver pennies were standardized, an Act was passed, decreasing that twenty silver pennies should make an ounce, and twelve ounces one pound. Twelve twenties equal two hundred and forty, and we

New Fruits and Vegetables!

Coming direct—to arrive next week—a full car

NEW JERSEY Potatoes.

—ALSO—

FANCY NEW APPLES, LEMONS, ORANGES, and GREEN CABBAGE.

We are the largest importers of California Fresh Fruits in this Dominion.

Orders booking now

Soper & Moore

Wholesale Importers and Jobbers.

still have two hundred and forty pennies to the sovereign, while Troy weight, which jewellers and goldsmiths use, preserves the old numeration to the present day.

The reason why Troy weight is so called is that the French town of Troyes was, in the Middle Ages, the site of a great annual fair in precious metals. Troyes had its own system of weights, and these, or some of them, were introduced into England.—Ex.



Gifts are friendship's symbol, fine. Men like to give to them they love; They come to earth with gifts divine. To do the tasks of God above. And there, where all is understood—Where it is known how they have striven—Not what they've kept shall mark them good. But what to others they have given.

The happiest man is he who gives To cheer the life of him who takes; Who smiles on all with whom he lives. And for them all a pathway makes. And he has lived his life the best Who has not lotted for selfish needs. But has of every chance expressed His kindly thoughts by kindly deeds.

Nor is it quite enough to give Unselfishly unto the few; There is a larger life to live. There is a bigger work to do. That day when man must stand alone And all his record lies unfurled, Then shall his service here be known By what he gave unto the world.

To-day on shell-torn fields of France, Swept by the crimson sea of strife, The best of all our youth advance, Making the gift supreme of life. Not for the joy they wish to gain, Not for themselves they brave the foe. But that this world shall long remain A happy place for men to know.

A white baize frock, trimmed with Valenciennes lace and having a huge wash of black taffeta, has the appearance of being very cool and quite charming.

Took Whale for U-boat.

The captain of a British steamship which has arrived at an Atlantic port from Africa, said that all kinds of queer fish and reptiles were to be seen in these days floating on the surface of the sea. One day out of Sierra Leone, the officer on the bridge sighted what he believed to be the conning tower of a big submarine close up to the port bow, and called the attention of the captain to it. "I looked through my binoculars," the captain said, "and was just going to give the order to ram the beggar and earn \$5,000 reward from the Admiralty when a big spout of water was sent up from the forward end of the supposed U-boat.

"It was a big whale over a hundred feet long with a camel-shaped hump amidships which at the distance looked exactly like a conning tower. I had often heard of these camel whales off the African coast, with sea lions riding on their humps, but I had never seen any myself.

"A week ago," the captain continued, "when we were off the American coast the lookout man in the crow's nest reported a big mine two points on the starboard bow. After looking through the glasses I directed the quartermaster to alter his course so that we could get close up to the mine and explode it. Apparently it was about eight feet long and five feet across the middle, where I could see, as I imagined, the divisions between the metal plates. Before the gun could be trained on the supposed mine, a small yellow head appeared above the water at one end and proved that it was a huge turtle. The big marine reptile moved slowly up and down and then disappeared."

Milady's Boudoir.

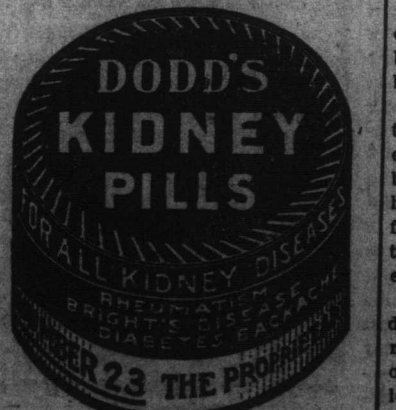
FOOT PILLS OF WOMEN.

Women have more foot ills than men, and it is believed that the chief reason is, that women's shoes are more injurious to the feet, than the common flat shoe men wear.

There is no excuse for anyone wearing shoes that do not fit, for an attempt to enhance the beauty of the foot by wearing a shoe that is too small reveals it in an unsightly and ungainly walk, besides creating ill of the feet that are often difficult to overcome.

There are a number of reliable powders and lotions that may be secured to relieve burning and tender feet, but in case they are not obtainable, one may gain temporary relief by soaking the feet night and morning in hot water for from five to ten minutes. An ounce of pure cider vinegar added to each gallon of water will add to the efficiency in most cases.

Small black ties of narrow ribbon are worn with white vests. They are put under the collar and tied simply in front with two short loops and very long ends.



The Debt.

For every inch of Sussex Down, and every English flower; For every spot where Beauty lives to light this darkened hour; For every winding English lane; for every woodland glade— Some English lad for England the price in blood has paid. For every inch of England, and all her treasure too; For men who yawn in West-end clubs, and know not what they do; For every Madman and Show where pleasure seekers throng— Some English lad has locked with Death and flung his soul along. For every Hope of England; for Liberty and Peace; For dreams of fairer England, when War's Red Hell shall cease; For those who greedily exploit the merchandise of Hate— Some English lad for England has passed the awful Gate.

For every child of England who died in flood of youth; For every broken heart that seeks the Everlasting Truth; For every hour of anguish that tore the baffled soul— Let dreams of fairer England lift eyes towards the Goal. —Arthur F. Thorne, Corporal, in the London Chronicle.

MENTAL HEALING.

I walked down town and cried, "Gee whizz!" an awful uproar making; for I was full of rheumatism, and all my joints were aching. I groaned a d. swore at every step, my aches would not desert me; I had no ease, I had no pep, and every motion hurt me. Oh, I had fed on purple pills, I'd lived on drug and potion, and none of them relieved my ills, though swallowed by the ocean. At last I reached the courthouse square, and wondered what was doing; a lot of men were dancing there, and rippling the news" cried one, his face with joy beaming; "our boys have whipped the beastly Hun and chased him in the river." And then, though I am old and fat, I joined the boys cavorting; I whooped around and wowed my hat, and kept the welkin snorting. When I got home my good wife called, "Your rheumatism's better?" "You walk like one who has installed a brand new car," she said. "The Hun is getting his!" The news from Europe pleased; I haven't time for rheumatism or any punk diseases."

Standard Dress is Nearer. We are really getting a little nearer that much-talked-of state, the standardization of women's dress, according to a fashion writer. We cannot think it will ever happen that our clothes will be completely standardized, for then we should lose our chief charm, our individuality. It is quite noticeable, however, that the color chosen as best for street wear, both for suits and dresses, is navy blue. Then the elimination of most of the formal evening affairs has caused evening dress in its elaborate form to be almost a thing of the past. We have thus far come to one chief color for street wear and to one style, rather type, of dress for afternoon and evening wear. After all, the plan of one's dressing depends entirely upon the individual needs, and in this case, as in many other things during the war, we are learning to eliminate everything that is not absolutely necessary.

Parlor Suites and Odd Pieces!

We have in stock some extremely fine Parlor Suites in Mahogany (3 and 5 pieces), beautifully upholstered in Tapestries, Brocades and Silks of elegant designs and beautiful colorings. These are Genuine Mahogany, and are being offered at very moderate prices.

Also a large assortment of "Odd" Parlor Pieces, "Odd" Chairs, "Odd" Tables and lots of pretty "Odd" pieces, any one of which would be a nice addition to the Parlor. Come in and inspect them, you're sure to select from them.

U. S. Picture & Portrait Co.

St. John's.

THE PIANO PAR EXCELLANCE.

Emerson Piano Players, Emerson Pianos.

Milton Piano Players, Milton Pianos.

Terms and price the best. Second-hand instruments taken in part payment.

CHARLES HUTTON,

The Reliable Piano & Organ Store.

SLATTERY'S Wholesale Dry Goods

Are now showing the following goods:—

American Millinery Hats, Boys' Cotton Suits, Ladies' White Skirts, Ladies' Hosiery, Misses' & Children's Hosiery, White Curtain Scrims, White Dress Crepe, 38 ins. wide; Colored Dress Goods; and a splendid assortment of Smallwares. Wholesale only.

SLATTERY BLDG., Duckworth & George Sts.

Advertise in the "Telegram."



Keep Your Kodak Busy for the sake of the Boys "OVER THERE."

We have a full line of Kodaks and Kodak Supplies.

Kodaks from \$8.50 up, at

Tooton's, The Kodak Store, 230 WATER STREET. Everything for the Photographer

Thoughts Upon the Times

(By PATRIOT.)

Will the Editor of the Herald, who appears to be very fond of quoting "great gossip," please inform us if there is any truth in the report that the National (?) Government has recently paid the Hon. John C. Crobie a sum of Thirty thousand dollars (\$30,000) on account of Patrol Work. So, is this payment made on account of work performed in 1917 or 1918? Thirty thousand dollars after all is only a small amount to Hon. C., but it is a large amount to the taxpayers.

Last year's potatoes are now selling in the local market at prices ranging from \$12 to \$14 per barrel. Now that the Canadian Food Controller is here, would it not be wise for our own Food Control Board to take a few lessons from him as to the correct way of handling the prices of our own local food supplies. It seems congruous that we should fix prices on all foodstuffs coming into the country from Canada and the United States, and leave people to ask what they please for the home grown article.

Reports to hand by the northern mail show that Mr. Coaker's reception in the northern settlements was frost. In one settlement where he has received with acclamations last year there was a distinct coolness this time. Not a flag was flying anywhere except at one father's home, and that was at half-mast, to show his contempt of the way the President had deceived the people.

The supply of white granulated sugar in the local market is not sufficient to go around. There seems to be a fair supply of coarse brown sugar. India sugar on the market, but it does not seem to care for it like we do the American granulated. In connection with the sugar question, would it not be wise for the Food Control Board to make restrictions limiting the quantity of sugar used in candy and chocolate-cream making?

All along the northeast coast hadk have been more plentiful than they have been for years. In fact, half the fishermen's daily catch consists of haddock. Many of the fishermen have been a little apprehensive as to the price these fish will bring them when cured, but the merchants assure a good market for haddock when properly cured. It has been stated that when properly cured and dried in the same manner the fishermen now cure shore fish they will fetch within a couple of cents of the price paid for shore fish.

It is understood that the parties along the coast claims on the West coast are about to place their stock in the market. It should find a ready sale as there is no doubt about the quality and the quality of the coal in the George's District. Indications point to a boom in both coal and oil in that locality in the near future. There should be no difficulty raising sufficient capital to thoroughly test out the claims and place

Wanted, Immediate

SCHOOL to freight salt & cargo for Port and return with fish.

GEO. M. B.