



The Inside of the Shoe.

It is not always the outside appearance of a Shoe which justifies its purchase.

INVICTUS SHOES

have all the appearance and style that can be desired to please the eye—to please the sense of fitness—Invictus Shoes have also the qualities which are only apparent during the period of wear—comfort from the first moment to the last—the best of material and thorough workmanship in the hidden places. These are factors which conduce towards real Shoe satisfaction—inside information, as it were, for Invictus Shoe wearers.

BE A WEARER OF INVICTUS SHOES AND GET VALUE FOR YOUR MONEY.



This name on a Shoe is an assurance of good faith

Marshall Bros



We are sole ag'ts for 'Invictus' thro' this Dominion.



The Golden Mean.

By RUTH CAMERON.



of course a reasonable attention to your health is a good thing. I never eat late in the evening, and I don't believe in drinking more than one cup of coffee a day and I can't digest hot bread. But all these notions that some people have are tommy rot. The thing is to go far enough and not too far."

In other words just as far as he goes.

It Really Is Very Funny.

The naive way in which people assume that the stage to which they carry any line of action is just far enough, would be annoying if it weren't so amusing.

Take the matter of etiquette. Almost everyone thinks that a certain amount of attention to etiquette is a good thing but that too formal observance of all the rules is foolish. As which is good, they vary according to how much they themselves have been accustomed to pay.

They All Think They Go Just Far Enough.

Or take the matter of housekeeping. It is better to make the keeping of your house immaculate the first consideration in life or to make it secondary to other considerations? Women differ very widely on this question and almost always they recommend the course they themselves follow.

"There is such a thing as being too lax on Sunday and there's such a thing as being too strict," says my neighbor. "Now I (with that peculiar and unconsciously self-satisfied accent on the I) believe in going to Church once a Sunday, but I spend the rest of the day doing about as I like."

But Which Follows Which.

Of course you may remind me, it is natural that we should think that what we do is the right thing, since in doing it we are following our beliefs. Granted, if it were true that our

course of action was regulated according to our beliefs. But I am inclined to think it is the other way—that our beliefs are regulated by our actions. We find it to our taste to live in a certain way and then we form our opinions of the right way to live upon our own course of action.

No, not all of us. Nor all of the time. But many of us, a great deal of the time.

FOR YOU AND ME.

For you and me the brave boys go to face the grim and deadly foe, to fight in darkness, cold and snow, for you and me. They break off all their good cherished ties, they savor their last good byes, to suffer under foreign skies, for you and me. They leave the safe and peaceful grind; they go, their country's need behind, for you and me. We are too old, too fat or lame, to climb the warlike Prussian frame, and so our boys must play the game, for you and me. I see them go, in pairs, in fives; I hope each one of them survives; but if they die they give their lives for you and me. That we may count in peace our hoard, the packages in bank vaults stored, our fine young men take up the sword, for you and me. That foreign tyrants may be foiled, that our bright flag may be unsoiled, through weary marches men have toiled for you and me. That we may face the world and cry, "Our country's honor stacks up high," the boys go forth to fight and die, for you and me. Are we so small that we would dodge the country's call to help the boys who fight and fall for you and me? Oh, let us buy nine bonds and show just what we think about the foe, about the soldier boys who go, for you and me.

When you want something in a hurry for tea, go to ELLIS—Head Cheese, Ox Tongue, Balled Ham, Cooker Corned Beef, Bologna Sausage.

Fresh Beef and Mutton.

Now on the way to arrive shortly,
1000 quarters Fresh Beef,
100 carcasses Mutton,
25 carcasses Lamb.
Also, Hearts, Livers and Tongues.

GEO. NEAL

On Spot : Oranges AND Onions!

25 Large Full Cases.
30 Half Cases.
Spanish Silverpeel Onions.
15 cases, 200 Count.
10 cases, 216 Count.
California Navel Oranges.
100 sacks P. E. I. Potatoes
400 brls. N. S. Apples.

Soper & Moore
Importers & Jobbers.
PHONE 480.

Rann-dom Reels

THE MESSAGE.

The message is an attempt to beauty man by giving him the ruddy and ornate complexion of the boiled lobster. Some men are naturally endowed with a bright pink complexion, particularly in the region of the nose and cannot be massaged without resembling the headlight on a Mogul engine, while others leave the chair with the dull reddish hue of the Kikapoo squaw.

When the massage is properly performed by a highly-muscled barber, it is guaranteed to banish wrinkles, crow's feet and sleep at one fell swoop. Nobody ever went to sleep in a barber's chair just prior to a whole-souled massage without waking up immediately afterward with the sensation of being on fire from the Adam's apple up. This is because the massage never does its perfect work unless it is applied at a temperature that would make boiling pitch look as cold as a woman's supine audience in a wet town. After a man has been overhauled with thirty-five cents' worth of hot massage, he will have some new and valuable ideas about the future state toward which he is tending.

It costs money to buy a massage, because it is necessary to expend a good deal of pink saliva and elbow grease, along with four coarse-grained Turkish towels. These towels are applied in rapid succession, after being charged with live steam, and if allowed to settle down on all four feet will raise blisters faster than sliding down a hay rope. It is a heart-rending experience to be massaged by an absent-minded barber who has just come in from the hay field with calloused hands, and who piles on the towels until the customer has to breathe through his ears, like a fish. This is why it is always better to be massaged by a lady barber, who knows more than to undermine a good, serviceable complexion, which is harder to replace than confidence in a busted stock company.

The barber always knows when a customer is in love, for he wants to be massaged four times a week and be left looking like a peony bud. The courts have held that when a married man has a face massage oftener than once in three weeks it is prima facie

evidence that he is living a dual life. If more wives would make a notebook entry of every time their husband has a massage and brandish it in his face, there would be less gallivanting on the part of restless and untamed married men.

Nild. Scotch Curred Herring.

Stocks of Newfoundland Scotch cured herring received here during the past few weeks from St. John's, N. F., have practically been cleaned up in this market among importers, and jobbers are now making inquiries for future supplies. The prevailing quotations of \$27 and \$28 per barrel of 250 pounds continue to rule, with a fairly firm feeling on the part of the importers. Jobbers apparently are willing to meet these ideas, and it is understood that quantities of herring of this cure now on the way from St. John via the str. Floribel have been sold to arrive. The demand for Newfoundland Scotch cured herring, according to factors in the trade here, has been little affected by the arrival in this market of stocks of Scotch herring. Indeed, there is a preference expressed in many quarters for the Newfoundland herring. This is particularly true of the Jewish jobbing trade of the East Side of New York. These buyers have expressed a willingness to take on supplies in liberal quantities almost without regard for price. Predictions of a higher and firmer market are expressed on all sides in the trade in New York, and a price of \$32 and \$35 per barrel is not beyond the ideas of the largest factors in the importing trade. In view of the increasing prices of herring in Newfoundland, it is taken as reasonable to expect that a higher price must come. Offerings from the outports in Newfoundland during the week have shown a range between \$22 and \$23.50, according to advice received here since last week. It is understood that one of the largest factors in the trade has been purchasing liberal supplies at \$22 per barrel. The fishery in Newfoundland is over, and many of the vessels—not all of them—from American ports which have been engaged since the opening of the season last fall have been ordered to return. Reports state that heavy flocks of ice in the Gulf of St. Lawrence are being driven toward the Newfoundland shores by strong winds, and it is believed that the entire coast of the Ancient Colony will be engulfed and closed to navigation. The winter at Bay of Islands and Bonne Bay has been an unusually mild one up to this time, and up to a few days ago no severe weather had been experienced there. The season has been a successful one for the herring packers, for the fish have brought the highest prices on record. The catch, according to reports, will not exceed

NOTICE!

Owing to the increased cost of Drugs, Bottles, Cartons, etc., used in the manufacturing of STAFFORD'S PRESCRIPTION "A" and STAFFORD'S PHORATONE, we have been compelled to advance the prices from 25c. and 50c. to 30c. and 60c. a bottle.

DR. F. STAFFORD & SON,
St. John's, Nfld.
MINARD'S LINIMENT CURES DISTEMPER.

"Chill Chasers."

We have received another shipment of these popular portable heating stoves in three sizes which we are selling at \$6.50, \$7.50 and \$8.50.

We also call attention to our special "Humphrey" Gas Iron, in nickel finish, complete with flexible tube connection. We are selling this iron at \$5.00, and recommend it as a useful Xmas Gift.

Phone 97, or call at our Showroom, Oke Building.

ST. JOHN'S GAS LIGHT CO.
dec22.17

the usual quantity, however, but the packing branch of the industry has been more successful than in years when the catch was larger, because of the high prices prevailing—N. Y. Fishing Gazette, Feb. 2nd.

Your Boys and Girls.

The child crippled physically deserves all the help and comfort it is possible to give, but the child crippled morally by lack of training is in a pitiable plight. Often a mother becomes hard pressed by child bearing and the nourishing of her infants, and the children of more mature years are literally pushed into the street, to make room in the home for their juniors.

Children learn by imitation, either in thought or act. The imitation of wrong becomes as much a matter of course as does the imitation of right. In the matter of "taking things," which becomes stealing if indulged in after baby days, the condition is often but the uninterrupted continuance of the baby habit, of reaching out and taking whatever is wanted.

Temper, even more than most tendencies, calls for a careful formation of habit. Each time it is allowed the mastery, it leads to a distant strengthening of future attacks. Many children if they were endowed with a complete understanding of their lives, would pour bitter blame upon their parents for the punishments, unhappiness and hindering of advancement, they endure from outbreaks of temper.

Fads and Fashions.

Covert coating is always smart. Winged hats are in great favor. Brown is a good color for spring hats.

Tan coats are lined with navy blue. Peanut straw is popular in millinery.

Lace ruffles are used in combinations.

Linings are generally in dark shades.

Gray green is one of the spring shades.

Many new models are fastened on the side.

Evening gowns show very little décolleté.

Checked linings are the fashion for coats.

Paragoting is the newest idea in trimming.

Chemises are made of lavender Georgette.

Sham pockets trim some of the new coats.

One-piece dresses are worn with long coats.

Young girls' dresses are made of jersey cloth.

Beaded bags nowadays have ivory frames.

Blue tricot coats have vests of black satin.

Belts almost always take the form of sashes.

Georgette crepe makes attractive collar and cuffs.

Just Received:

A large shipment of

Columbia Grafonolas and Records.

U. S. Picture & Portrait Co.
Graphophone Department.

Gossage's Soaps

The Best!
The Sweetest!
The Cheapest!

GEO. M. BARR,
AGENT.

SLATTERY'S Wholesale Dry Goods.

TO THE TRADE.
We always carry large stocks of
English and American
DRY GOODS.

Headquarters for POUND GOODS.

Slattery Bldg., Duckworth Street.
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Advertise in The Evening Telegram

Photographic Paper.

Velox Gas Light Printing Paper.

We have just received a fresh shipment of Velox Gaslight Paper of different sizes; also

Post Cards

in packages and gross. Get your supply now at

Tooton's,
The Kodak Store,
320 Water Street.

To-Day's Messages.

WAR BOND PURCHASES.

LONDON, Feb. 14. (Via Reuters' Ottawa Agency.)—In the House of Commons Rt. Hon. A. Bonar Law, Chancellor of the Exchequer, stated that to the end of last week £352,000,000 sterling of war bonds had been sold. He had adopted the system of continuous borrowing as a substitute for a loan and now had every hope it would be successful.

COMMONS QUESTION APPOINTMENT.

LONDON, Feb. 14. (Via Reuters' Ottawa Agency.)—In the House of Commons, P. Albon Macdonald, Secretary of the House, asked what were the special specifications of Lord Beaverbrook for the position of Minister of Propaganda? Why was he linked up with the Chancellorship of the Duchy of Lancaster, and seeing that the former office affected the United States, whether the Premier could assure the House that Lord Beaverbrook was persona grata in America. W. F. Roche, Liberal member for Penryn, asked whether Lord Beaverbrook besides the duties connected with the Chancellorship of the Duchy of Lancaster, and whether Lord Beaverbrook was a member of the War Cabinet? Right Hon. A. Bonar Law replied that Lord Beaverbrook will undertake duties in connection with the propaganda which had been performed by Sir Edward Carson prior to his resignation. The Prime Minister offered Lord Beaverbrook the appointment because he thought he would do the work successfully. Lord Beaverbrook is not a member of the War Cabinet. A. F. Whyte, Liberal member for Perth, asked whether the appointment created widespread dissatisfaction. Mr. Bonar Law replied that "perhaps Mr. Whyte is a better judge of that than I am."

ROOSEVELT BETTER.

NEW YORK, To-day. Col Theodore Roosevelt has so far recovered from recent operations that he is able partly to sit up.

NO ACTION TAKEN.

MADRID, To-day. A ministerial council was held last night to discuss the sinking of the Spanish steamer Ceferino which recently was sent to the bottom by a German submarine near Ferro Island, one of the Canary group. The ministers decided to seek more information regarding sinking of ships, and no new note will be sent to Germany until the facts are more clearly known. The Cabinet decided that henceforth all Spanish ships must carry war insurance and must be limited to coastwise traffic.

NOT UNANIMOUS.

AMSTERDAM, To-day. The German papers, Berlin Tageblatt, Vossische Zeitung, Vorwaerts, Lokai Anzeiger, Frankfurter Zeitung, Koenigsche Zeitung and Werer Zeitung of Bremen, have printed President Wilson's address in full. The Koenigsche Volks Zeitung, Rheinische Westfalsche Zeitung and Dusseldorfer Nachrichten have printed abridged versions. The Koenigsche Volks Zeitung addresses President Wilson a twenty editorial longer than the summary.

Some Odds and Ends from Stock Taking!

1 lb. tins Soups, 10c.
Milk Powder, 10c. tin.
1/4 lb. tins Plasmon Powder, 10c.
Shoe Polish, 5c. bottle.
1/2 lb. tins Lowrey's Choco-late Powder, for icing, etc., 3c.
Silver Polish, 10c. glass jar.
Poultry or Stock Food, 20c. tin.
Condensed Milk, 10c. can.
Pancake or Pudding Syrup, maple flavour, 20c. bt.

C. P. I.

Duckworth Street