

Parker & Monroe, Ltd.

East End Branch

**FOLLOW THE CROWDS
TO OUR
BIG SALE**



746 PAIRS OF LADIES'

SAMPLE SHOES

This lot includes newest styles in Strap and Lace Shoes, Fancy Suede and Satin Dress Shoes with medium and Louis heels, fancy strap effects and cut-out vamps. Sizes 2½, 3, 3½, 4, 6, 6½, 7.

SPECIAL PRICE

2.49

Parker & Monroe, Ltd.
EAST END BRANCH.

Scriptures for a Cent

Not long ago an early edition of the Bible was sold in New York for \$100, the highest price ever paid for a book. About the same time the American Bible Society announced that it had received an order for 1,500,000 copies of the Scriptures to be sold for one cent apiece, a change between the prices tells a story. In spite of the light fiction stage annually thrown on the market, the Bible is still supreme as a best seller. In eight years, we would by E. E. Wilson in Farmington, the sale of Harold Bell Wright's books, the second best seller, has reached 10,000,000, whereas the same period more than 240,000,000 copies of the Bible have been sold. At the present rate of distribution, says a writer in the New York Times, the whole world may be supplied before the end of the century. Of last year's total about one-third was the output of the American Bible Society, which, since its 118 years ago, has issued almost 100,000,000 volumes of Scriptures. For the second time in its history the society last year exceeded the 7,000,000-copy mark, an increase of 2,500,000 over the previous year. No book even approaches the Bible in the number of its translations. The Scriptures, says the writer, have been printed in 175 tongues and dialects represented in more than four times that figure. As to domestic circulation, we are told:

risen for the American Society alone. Similar accounts come from the British and Foreign Bible Society of the Bible Society of France—through which a Bible is given away at every French marriage or first communion when so desired—the Belgian Gospel Mission, the Evangelical Society of Geneva, and many others. The circulation of Scriptures through the American Bible Society represents the services, we are told, of 3,000 persons, about three-fourths of whom labor in foreign lands. From them comes many an interesting story, one of which we give:

"In the course of his travels from the Persian Gulf to Cairo last year a representative of the American Bible Society stopped to present a special copy of the Arabic Bible, beautifully printed and bound at the Beirut Press, to King Faisal. There he learned that on the King's table, where he keeps the books he really uses, lay a copy of the Bible, New Testament included, that had been presented to him by the Jews of Bagdad.

"Truly a remarkable channel for propagating the Gospel of Jesus Christ," commented the emissary. "From a Jewish community to their Moslem King."

Nothing in Particular

By TRINCULO

THE ETERNAL MASQUERADE.

I have heard of literary miners and cobblers. Even shepherds and at least, one wheelwright, have written books. Nevertheless, until I picked up a copy of "The Eternal Masquerade," I had yet to hear of a literary tailor.

Of course there is no reason at all why tailors should not be able to write books as well as other people. As a matter of fact, some of the letters that have accompanied my tailor's bills have been models of literary composition. But I must admit that it never entered my mind that a tailor could write a book, and most certainly not the type of book that Mr. H. Dennis Bradley has published under the title which heads this article.

Mr. Bradley, who is a member of the well known firm of English tailors, Pope and Bradley, discourses equally learnedly on history, costume and economics.

His book overflows with epigrams and aphorisms, all of them witty, pointed and true, and moreover, written with a frankness which would cause even Mrs. Asquith to blush.

It would be an impertinence for me to attempt to review this astounding book, and I shall content myself with quoting extracts which I trust will encourage those who read them to buy it.

Being a tailor, it is only natural that Mr. Bradley should have some pertinent things to say about dress. In fact, the main portion of his book deals with the influence of history on costume, and moreover, he presents English history in a very new light. Here are some extracts from "The Eternal Masquerade." They need no comment.

CLOTHES MAKE THE MAN.

"Without his trappings where is man's power? Could a nude Prime Minister inspire anything but ribald laughter?"

LADY GODIVA.

"Only one woman in history succeeded in making a name for herself without the aid of clothes. But for becoming bare, Lady Godiva would never have become famous. Had the fashion existed in those days for bobbed hair, she might possibly have become infamous."

GALLANTRY.

"The days of gallantry are passed. There is no modern Raleigh willing to fling his mantle in the mud for a virgin to walk on. But there is many a modern maid who would literally take a man's coat from his back to pay for her furbelows."

SNOBBERY.

"At the present time snobbery in England is almost unfashionable. It is now only practised in the suburbs of the cities and towns, and in society by a few fortunate chums ladies, who by strategic virtue, have managed to climb from the footlights into the upper circle."

RELIGION.

"If a religion is necessary it should be limited to a simple phrase, 'Take care of the few within your circle and inspire them to feel the better for knowing you and not the worse.'"

REPUTATION.

"The only value of a reputation is the privilege to smash it."

The above extracts are all taken from the first section of Mr. Bradley's book, which he calls "Sartor Sardonius." They are an example of the wit and insight into human minds and motives which dominate the book, and give to it that originality which few modern books possess. At a later date I hope to give some extracts from the second section which is appropriately entitled "Sartor Historicus."

Pearline for easy washing.—July 12, 11

Grand Display

NEW FALL MERCHANDISE!

All Prices Exceedingly Low. The Values will convince the keenest buyer

New Fall FOOTWEAR



Men's Box Calf Blucher Style, with Rubber Heel
at \$4.50, \$5.00, \$6.50

Men's Black Vici Kid Blucher, Rubber Heel
\$4.50, \$5.00, \$5.50

Men's Black Vici Kid Blucher, Rubber Heel, Wide Toe, Cushion Sole
\$5.75

Men's Black and Tan Calf Blucher, Goodyear Welt, Brogue Last, Rubber Heel.
\$5.75

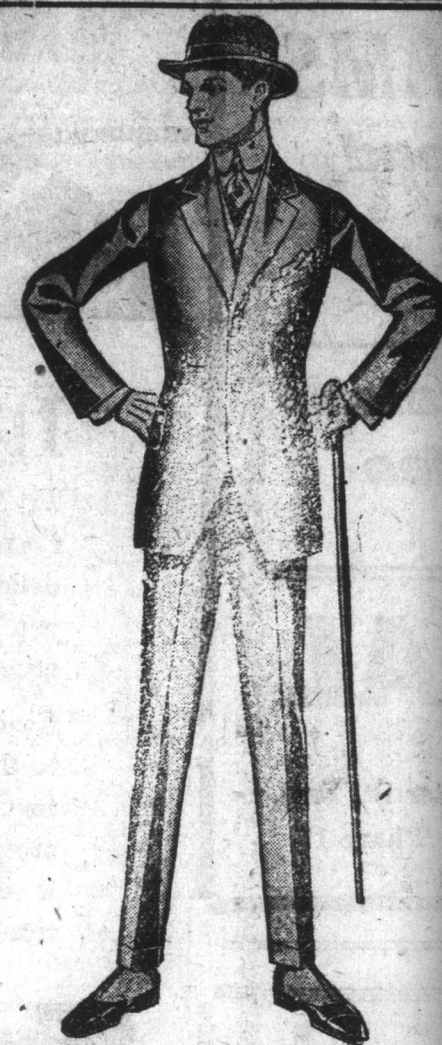
Men's Heavy Work Boots, Black and Tan.
\$3.50 and \$4.00



Ladies' Black and Brown Kid, 2-Strap Shoes, low rubber heel.
\$2.50

Ladies' Fine Black Vici Kid Shoes, fancy cut-out Strap, medium rubber heel.
\$4.35

Ladies' Mahogany Kid 1-Strap, 2 Button Shoes, low rubber heel.
\$4.50



MEN'S SUITS

VALUES THAT ATTRACT

Here's a Tip to Value Seekers! Prices mean nothing until you have seen the goods you are to get. Be sure to see our Suits.

TWEED SUITS

\$11.90, 13.75, 15.00, 16.50, 19.00, 23.50, 25.00

Fine All Wool Navy Serge Suits
\$19.50, 25.00, 32.50

NAVY RAGLANS

With Belt
\$16.00, 22.50, 26.00

Showroom Attractions!
NEW FALL MILLINERY.
American and English.
Charming New Styles.

NEW DRESSES

We want particularly to emphasize the pretty Styles and Values in Serge, Poiret Twill and Charmine.

\$5.75, 8.75, 10.50, 11.75 to 25.00

DRESS GOODS

SPECIAL 1200 YDS.

Fine Twilled Gaberdine, in Copen Blue, 36 inches wide.
39c. yard.

All Wool, English Tweeds, in Plaids and Stripes for Skirts.

78c. 83c. 90c. and \$1.00 yd.



Misses' All Wool NAVY SERGE DRESSES
Pretty Styles, to fit 7 to 14 years.
\$5.75 to \$7.50

BOUDOIR CAPS

Assorted Colored Lace trimmed 18c.
Silk Boudoir Caps, Lace trimmed. 38c.

Natural Shantung Raw Silk 33 inches wide.
\$1.20 yard.

Ladies' Sweaters

Special lot, PullOver Style, All Wool, with long girdle, tasselled ends, in American Beauty, Turquoise, Buff, Brown.
\$2.25

COAT SWEATERS—All Wool, good weight, with Belt and Pockets, in Brown, Peacock, Camel.
\$3.75

ALL WOOL COAT SWEATERS—Tuxedo style, in Pearl, Camel, Navy, Turquoise.
\$5.00 and \$6.50

PRETTY SILK & WOOL TUXEDO SWEATERS, in Brown, Buff and Lavender.
\$4.50

Little Boys' Velvet and Plush Hats

In Black, Brown and Fancy. Extraordinary value.
\$1.25

These Bedspreads by the pound, we advertised last week, are selling fast. Secure one or two before they are all sold.
\$1.25 per lb.

STEERS, LIMITED

MUTT AND JEFF

JEFF MAKES A PARACHUTE LANDING ON THE OUTSKIRTS OF ALBUQUERQUE, N.M.

—By Bud Fisher



RICHARD HUDNUT
THREE FLOWERS
VANISHING CREAM
The Best Ideal
before applying
Face Powder.
Delicately scented
with
THREE FLOWERS
ESSENCE