

The Untiring Energy

of the Wolf is proverbial. Practically no energy is required where SUNLIGHT SOAP is employed. SUNLIGHT SOAP is energy itself. The Wolf is the enemy of mankind;

Sunlight Soap

is the enemy of all dirt. It is the friend of the housewife, and is made for her profit. To the housewife it means less labour, less dirt, more leisure, and time and money saved.

SUNLIGHT SOAP does away with needless rubbing and scrubbing, and so preserves the clothes.

GIVE IT A TRIAL.



Patriotic Fund.

Treasury Department.

T. A. Hall, G.E.	\$40.00
P. C. Berteau, J.P., I.S.O.	20.00
Friend	10.00
J. Trappell	10.00
S. Woods	10.00
L. March, J. P.	5.00
G. R. Lilly, J. P.	5.00
Geo. Bursell	5.00
J. Luscombe	3.00
E. M. White	2.50
Miss Morris	2.00
J. Earle	1.50
W. L. Donnelly	10.00

H. M. Customs.

L. Daley	\$5.00
J. Snow	5.00
J. Burke	2.00
W. Kelly	2.00
G. Christopher	4.00
J. Haggerty	3.00
P. McGrath	10.00
J. Anle	4.00
J. Cullen	5.00
W. Humphrey	5.00
M. Pike	10.00
C. Nichols	5.00
W. J. Lewis	2.00
N. Reddy	2.50
Geo. Morris	2.00
W. Lampen	5.00
P. J. Reardon	5.00
H. Norman	8.33
J. Gosse	5.00
T. Ford	5.00
L. Davis	5.00
J. Evans	4.00
W. J. Bragg	4.00
W. D. Bragg	4.00
John Curran	2.50
P. Ronayne	2.50
R. Roach	2.50
H. Leslie	5.00
J. Vine	5.00
B. Perry	5.00
C. Wight	5.00
R. C. Russell	5.00
E. Taylor	5.00
C. Abbott	5.00
R. A. Noonan	5.00
R. D. Cave	3.00
J. P. Horwood	6.00
W. Caldwell	3.00
F. H. Axford	2.00
W. Smithwick	2.00
W. Ward	10.00
J. Thomey	2.00
J. Parsons	2.00
J. Spence	2.00
W. Tetford	3.00
W. Jones	1.00
T. Dawe	1.00
C. L. Warren	5.00
B. Miller	5.00
Thos. Antle	5.00
J. T. Carew	2.50
T. McCarthy	3.00
J. Butt	3.00
J. Gosse	5.00
Geo. Butler	2.50
W. Joy	2.00
E. Rees	2.00
B. A. Brazil	2.50
C. C. Pittman	2.50
G. Coyah	5.00
Mrs. MacGregor	5.00
H. Olsen	10.00
Geo. Herald	5.00
G. Crocker	2.00
G. Dean	5.00
T. Hogan	5.00
E. O'Reilly	2.50
F. P. Berteau	4.00
P. Quigley	4.00
T. Fitzpatrick	5.00
T. Soper	6.00
R. Lawton	5.00
Wm. Stevens	2.00
A. W. Earle	5.00
J. Pennell	2.00
C. G. Rendell	2.00
R. G. Costigan	5.00

MOTHERS

REMEMBER! The ointment you put on your child's skin gets into the system just as surely as food the child eats. Don't let impure fats and mineral coloring matter (such as many of the cheap ointments contain) get into your child's blood! Zam-Buk is purely herbal. No poisonous coloring. Use it always. 50c. Box at All Druggists and Stores.

USE ONLY ZAM-BUK FOR CHILDREN'S SORES

Address all applications for samples and retail orders to T. McNEIL DO & CO., St. John's, Nfld.

Amusements.

EXCELLENT PICTURES AT THE POPULAR CRESCENT

A glance at the advertisement of the Crescent Picture Palace in another column of this paper will convince you of the excellence of the pictures shown to-day, they are all leaders of their respective class and selected with a view to please the patrons of the popular Crescent.

Mr. Harvey Collins sings "Dear Old Girl," a beautiful ballad, a favourite with St. John's picture house patrons. Don't miss this show at the Crescent to-day, it's a very fine one.

BRITISH THEATRE.

A most appetizing and thoroughly enjoyable programme was offered to patrons at the "British" yesterday. Special reference may be made to the delightful singing of Madame Olive Timmons and the magnificent two reel feature entitled "The Grip of the Past." Madame Olive Timmons sang both of her numbers in an irreproachable manner—her rendition of "Mighty Lak a Rose" being especially good. The entire entertainment is one of very high calibre and is both instructive and entertaining. It is one which everybody ought to avail themselves of the opportunity of seeing.

CHARMING SUBJECT BY VITA-GRAPH COMPANY.

Delighted audiences attended the Nickel Theatre yesterday afternoon and last evening. The pictures were splendid especially the Vitagraph 3 reel story: "Mother's Roses." This is one of the prettiest subjects ever shown at the Nickel Theatre and was very favourably spoken of by all.

Messrs. Huskins and Cairns sang solos and were most enthusiastically applauded. This evening the splendid show will be repeated. To-morrow is a big day at the Nickel as there will be a holiday programme including "The Million Dollar Mystery." This story is now nearing the close but it is more interesting than ever. The performances to-morrow begin at 2 p.m. and 7 p.m. Go early to get good seats.

IAN MACKENZIE COMPANY—INSTANTANEOUS SUCCESS.

Last night the Rossie Theatre was crowded and Ian Mackenzie, the world renowned Scottish baritone, met with immediate and unprecedented success, his magnificent voice and magnetic presence raised the audience to the highest pitch of enthusiasm and he received repeated recalls. Besides singing such well known ballads as "Loch Lomond," "Annie Laurie" and "Eileen Allanah," he recited Scottish humorous talks with quite pawky style that created genuine laughter and good feeling. His partners on the bill, Miss Ashton, a soprano vocalist with a voice of great range and purity captivated the audience, not only with her fine singing but also her simple and unaffected manner, and Mr. William Wallace, a young and promising violinist, rendered solos of a very high class order with a breadth of feeling remarkable in so young a performer, he is only 17 years of age but is certain to make a great name for himself in his profession. Mr. A. Crocker presided at the piano with great acceptance to the artists and also played with great discrimination and good taste the music to the pictures.

\$1,000 Reward

FOR A CASE OF INCURABLE CONSTIPATION.

To any person who cannot be cured of Constipation by Dr. Hamilton's Pills, the above reward will be paid. No medicine gives such lasting satisfaction or effects such marvellous cures as Dr. Hamilton's Pills. Relief instantly follows their use. That blinding headache goes forever that feverish feeling in the skin is soothed away, bilious fits and stomach disorders are stopped. Don't be nervous about using Dr. Hamilton's Pills; they are mild enough for a child to use, yet certain and effective in action in the most chronic cases. Get a 25c. box to-day; they bring and keep robust good health.

Intercession Service.

The day and hour of the weekly Intercession Service for our Soldiers and Sailors, which for the past three months has been held at St. Thomas's Church, have been altered. The service will be held every Wednesday at 10 o'clock, instead of on Thursday at 10.30, as heretofore. As our brave lads are now on active service there will no doubt be an extra large attendance to-morrow, when business places in the city will be closed. The offering each week which is voluntary, is given to the Women's Patriotic Association.

Salvia Hair Tonic Makes Hair Grow

Ladies should have radiant hair. There are thousands of women with harsh, faded, characterless hair, who do not try to improve it. In England and Paris women take pride in having beautiful hair. Every Canadian woman can have lustrous and luxuriant hair by using SALVIA. The Great American Sage Hair Tonic. SALVIA is a beautiful, pleasant, non-sticky Hair Tonic. 50c. a bottle.

DELICIOUS ICE CREAM AT WALKER'S Premium Store, 27 Charlton Street.—July 17, 3m, s, tu, th

Rubber Boots!

TO THE TRADE!

We are prepared to fill any order, large or small, for

MEN'S RUBBER BOOTS in Red Ball, Red Ball "Vac", Woonsocket and Rhode Island. Also a full stock of BOYS', WOMEN'S and CHILDREN'S RUBBER BOOTS

at Lowest Wholesale Prices. Write for Price List.

PARKER & MONROE Limited THE SHOE MEN.



Direct from London

A swell line of MEN'S CAPS have just arrived to us, straight from the makers, of exclusive models in all the popular shapes and mar' of the very best Scotch and English Tweeds.

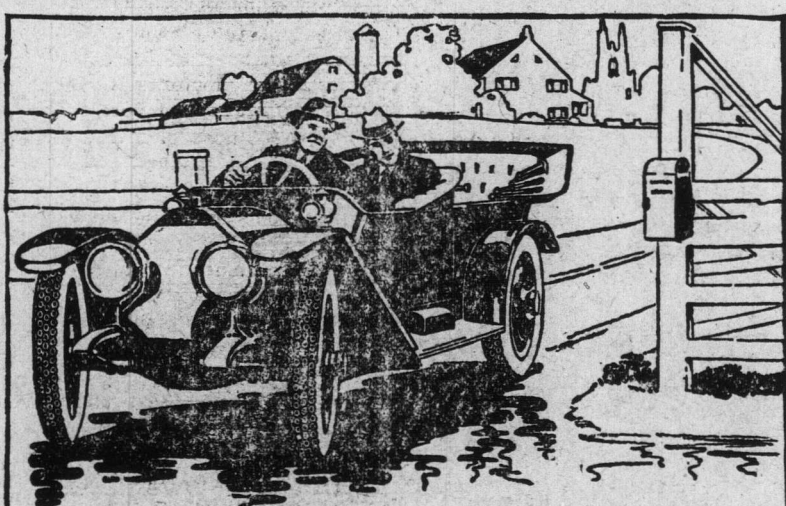
Prices 50c. to \$1.75.

SMYTH'S,

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P. O. Box 701.

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PENNSYLVANIA Oilproof VACUUM CUP TIRES

Heaviest and strongest tires made, per rated sizes.

Built extra strong—for sturdy service on bad roads. Positively safe—GUARANTEED not to skid on wet or greasy pavements. OILPROOF—they save you money by preventing oil rot and tread softening.

Guaranteed for 6,000 actual miles, V. C.'s average nearer twice this distance.

Bishop, Sons & Co., Ltd, Sole Agents.

Advertise in the Telegram

Shooting Season.

Single & Double Barrel Breech-Loading Guns. Single & Double Barrel Muzzle-Loading Guns. Winchester Rifles in Half and Full Magazines. Ross Rifles and Revolvers. 10, 12, 14, 16 and 20 G Cartridges, all sizes Shot in Black & Smokeless Powder. 8, 10, 12 and 16 G Brass and Paper Shells.

Winchester Ammunition in Blk. and Smokeless Powder. Reloading Outfits, Wads, Primers, Cleaners, Powder & Shot, Gun Caps, Gun Oil and Grease, Game Bags, Cartridge Belts and Bags, Gun Covers, Shooting Vests and Coats.

Dog Collars & Chains, Whistles, Pocket Flasks and Cups, Hunting Knives, Pipes and Tobacco, Traps—all descriptions.

Call and inspect our stock or write for Catalogue and price list before purchasing elsewhere.

Martin Hardware Co., Ltd.

\$250.00 IN CASH PRIZES

To Introduce Our "Dandykake."

Commencing this week, and continuing for the next ten, \$25.00 per week will be given in CASH PRIZES to the Consumers and Dealers of McGuire's BREAD and CAKE.

A tag will be placed in a loaf of McGuire's Bread each week, and the lucky person who presents that tag at McGuire's Bakery will be given \$10.00, and to the Proprietor of the Store where the loaf was purchased \$5.00 will be given.

A tag will also be placed in a package of DANDY-KAKE, redeemable at \$5.00, and to the Store where the DANDYKAKE was purchased \$5.00 will be given also.

The names of the winners will be published each week. Get after McGuire's BREAD, good bread with good weight. Ask for McGuire's DANDYKAKE, with that delicious icing. sep7,61

Real Good is the verdict passed on Kismet Blended.

If you have not already tried a box of Kismet BLENDED Cigarettes you have no idea how delightful a cigarette really can be.

Every user up to the present time has pronounced KISMET BLENDED REAL GOOD. Unlike the ordinary TURKISH cigarette they are not too strong. They do not bite the tongue or parch the throat. To the constant smoker they have a pleasing taste.

KISMET BLENDED CIGARETTES are packed ten in a box, including a valuable lace insert. Every woman will be charmed to receive a quantity of those inserts. Each box also contains a circular showing the different patterns obtainable and also many of the articles that can be made up from same.

Ask your dealer for KISMET BLENDED the next time—the box with the valuable lace insert enclosed.

15 c a Box.

Imperial Tobacco Co. (Newfoundland) Ltd.

Fads and Fashions.

Borders of black ribbon velvet appear on the black grain costume.

One-piece princess effects make a new and becoming feature for autumn models.

Dark plaids faced with scarlet are among the most delightful autumn

dresser.

Bodices with bolero effects have long fitting sleeves slightly puffed at the elbow.

The turban with velvet crown and a brim trimmed with cut jet flowers is a favorite.

Astrakhan and gray ermines are among the prettiest furs for the new Russian blouses.