



THE INVICTUS

A shoe for well-dressed men. Costs enough to insure a perfect shoe, but is as low as a shoe of this character can be sold. Seen beside a cheaper shoe, the difference is unmistakable. Men who want appearance, satisfying wear, and solid comfort, should wear the "Invictus Shoe."

Two Leading LEATHERWARE Lines

In Shoes; Low Prices and Cheapness

Are as far apart as the Poles. Cheapness in Shoes does not depend upon their price, but upon the service they give. To maintain the Low Price of cheap shoes it is necessary to use even more inferior leather than usual. That can only result in one thing—less service—less wear—therefore less economy. No substitution of inferior stock has been made in either of our two Leading Lines for Men and Women.

**FOR MEN:
INVICTUS.**

Manufactured by GEO. A. SLATER of Montreal stands unrivalled

**FOR LADIES:
DOROTHY DODD**

Has stood the test of many years, and is just as popular as ever.

MARSHALL BROTHERS,

SOLE AGENTS FOR NEWFOUNDLAND.



The Compromise Habit.

RUTH CAMERON.

"Compromise is but the sacrifice of one right or good in the hope of retaining another, too often ending in the loss of both."—Edwards.

A woman whom I could not place bowed to me in the car the other day. That is, I thought she was bowing to me. I wasn't absolutely sure. She might be bowing to some one beyond me. I cannot remember either names or faces. If she were bowing to me, I presumed she was someone who knew me and whom I ought to know. I am one of those unhappy people who are constantly in hot water because they cannot remember either names or faces.

But then again she might be the one who was making a mistake. I am also one of those people who are always being told, "You look just like my cousin," or "You're the image of a woman you used to go to school with me."

The inconsequence of the above paragraph is a good representation of my uncertain state of mind in the instant that followed the bow. What a lot one can think of in an instant! It reminds one of the old problem, "How many angels can stand on the point of a needle?"

Eventually, actually inside half a fifty, I bowed back, a half-hearted, uncertain bow.

And thereby hangs my tale, for immediately after I had done it, I realized I had done a wrong thing. I had compromised, and like most people who attempt to compromise, had failed to accomplish any good.

If I were going to bow at all, I should have bowed cordially and wholeheartedly.

As it was, the woman either must have known that I didn't know her or must have felt that I didn't like her. Just Trying to Put Off Decisions.

A compromise is an attempt to escape or put off a decision. Weak people make decisions. Strong people make them promptly and fearlessly. That's what the corporation pays its big men for—to make decisions. Little men can do the detail work. The big men are those who can see big issues and decide in regard to them quickly and wisely.

Don't get the compromise habit. There are times when one has to compromise (you see, I'm doing it now) but don't get the habit of compromising just to escape decisions.

Train your minds to decide. Train it to consider both sides of any question, weigh them, and then act, and act without fear or self-reproach.

To Trifle With Catarrh Is to Risk Consumption.

Usually it comes with a cold. Being slight it is neglected—but the seed is sown for a dangerous harvest, perhaps consumption. To cure at once, inhale Catarrhoxone. It destroys the germs of catarrh, clears away mucous, cleanses the passage of the nose and throat. The hacking cough and sneezing cold soon disappear, and health is yours again. Nothing known for colds, catarrh and throat trouble, that is so curative as Catarrhoxone. It cures by a new method that never yet failed. The one dollar outfit includes the inhaler and is guaranteed to cure. Smaller sizes 25c. and 50c., sold everywhere.

Girdles of silk or ribbon add color to the organdie and other cotton frocks.

A novel touch is a wreath of tiny flowers outlining the edge of a broad hat brim.

You Wouldn't Believe

there was such a difference in tea until you have tried Homestead.

Careful and critical comparisons will establish the truth of our statement that Homestead Quality cannot be surpassed at the price.

"There's a smile in every cup of Homestead."

C. P. EAGAN,
BUCKWORTH STREET & QUEEN'S ROAD.

Ex S. S. Florizel,
July 28, '16:

New Potatoes.
New Cabbage.
New Turnips.
Bananas.
Fresh Tomatoes.
Malaga Grapes.
California Oranges—Large.
California Lemons.
30 cases
California Oranges,
216 and 250's.

New Turnips.

20 brls. New Turnips.
Per s.s. Stephano.

California Oranges.

40 cases216 count
20 cases176 count
40 cases150 count

ALL SOUND & EXTRA SWEET.

Soper & Moore,
Retail and Wholesale.

Picnics.

By GEORGE FITCH,
Author of "At Good Old Siwash."

A picnic is a charity affair gotten up for the entertainment of certain varieties of bugs. It consists of a basket of dinner, a hammock, and a thunder storm. The dinner is shared between the owner and seven kinds of ants. The hammock is shared by the owner and several mosquitoes. The thunder storm is used as terminal facilities for the picnic and by the unwilling victims of said picnic as an excuse to get home as soon as the last piece of pie has been consumed or has been scraped off some small boy.

A picnic is composed of people and lunch in equal parts. It is usually several days in incubating and coming to a head. It takes three days to prepare the lunch for a picnic of the first grade, three hours to find a satisfactory spot on which to lay it out and thirty minutes to make it look like the contents of a pie wagon that has been struck by an automobile. As in the bringing up of children, women do most of the work at a picnic. They prepare the lunch, pack the baskets and persuade the men to come. There is also one woman in each picnic who clears up the remains and washes the dishes. She is indispensable and the picnic cannot exist without her. Some towns have gone picnicless for years because their last last willing picnic worker has retired.

The men also work at picnics. They carry the lunch baskets and put up the hammocks in such a manner as to cause as much excitement as possible. The groans of the men who are performing these duties can usually be heard at a great distance.

Picnics begin to appear sporadically in June and reach their greatest severity in August. When the epidemic is at its height a healthy person may have as many as six picnics a week and yet survive them. A man who has been afflicted with picnics can be distinguished by the way one should droops from carrying the ice-

cream freezer and also by his habit of looking nervously about him before sitting down. No man who has ever heard the terrible words: "Henry, get right up off that cake!" can help doing this ever after.

Picnics are complicated by baseball, swimming, apple-stealing, moonlight chaperones and children, of which the latter are by far the more serious. Four children are as much as an ordinary picnic can have without exploding before three o'clock.

Since the automobile has come into general use, the picnic has been much less severe, because the victims are able to come out of it in about one-quarter of the time formerly required.

Incandescent Gas Lighting.

The remarkable economy of the incandescent gas lamp is by no means its chief asset. Its chief claim to popularity. It meets better than any other source of artificial light the requirements of ideal light.

In the color of the light produced it is far superior to any other illuminant in general universal use. The investigations of acknowledged authorities indicate that for the approximation of artificial daylight the gas mantle has at least one and one-half times the value of the carbon-filament electric lamp.

This quality is highly desirable, indeed absolutely essential, where the approximation of daylight color values is important. For lighting shops, displaying haberdashery, suitings, gowns, millinery, etc., the incandescent gas lamp is not even remotely approached by any other incandescent lamp.

Of all the manifold advantages of gas light, perhaps the most important is its favourable effect upon the eyes. The development of the incandescent electric lamp with its intense brilliant and glaring filament has been accompanied by a corresponding prevalence of eye troubles and diseases which are forcing themselves upon the attention of the medical fraternity. This is resulting in a greater appreciation of the soft mellow quality of gas light and is rapidly enlarging its field of use.—July 13, 1916

Your Boys and Girls.

The greatest safeguard which the mother can throw about her baby in the second summer is to see that he has proper food, at regular intervals in suitable quantities, and to keep him cool. A baby who is about 9 or 10 months at the beginning of summer should, if possible, continue at the breast until September, because even two or three breast feedings a day may be enough to keep his digestion in good order; and, in case he becomes ill, to save his life. The breast milk should be supplemented with two or three bottles of cow's milk properly prepared, as directed in a former article in this series.

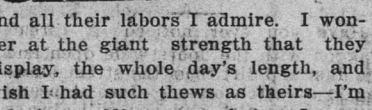
In addition, some other food may be given, but it must always be remembered that care in feeding the baby at this age is as important as in infancy. Changes in the diet in summer should be made very cautiously. Only one new article of food should be added at a time. It should be given at first in very small quantities, and its effect on the baby carefully watched meanwhile.

If the baby vomits, belches gas or shows looseness of the bowels, the food should be greatly lessened in quantity or taken away altogether until the disturbance subsides.

KEAP MINARD'S LINIMENT IN THE HOUSE.

LOOKING ON.

I like to linger in the shade, close to the pall of lemonade, and watch the honest some of tall get busy with the fertile soil. I like to see them shock the wheat, out in the blinding glare and heat, the great strong men who do not tire, and all their labors I admire. I wonder at the giant strength that they display, the whole day's length, and wish I had such thews as theirs—I'm soft from riding easy chairs—I envy them the appetite which makes coarse fodder a delight. I envy them the sleep profound they know when slumber-times comes round, I envy them, but do not flee from my retreat beneath a tree. I often counsel other men to get back to the soil again, to simply live and labor hard, and work away their surplus lard. But this soft place beneath a tree is plenty good enough for me. The men who toil with might and main, who plow the glebe and reap the grain, receive my earnest, ardent praise, and I enshrine them in my lair; and I am happy in the shade, with my tall jug of lemonade.



WALT MASON.

Fashions and Fads.

Low shoes have buckles. Hats are made of organdie. Hats of black lace are very smart. Stripes persist in being fashionable. Tulle still leads for evening gowns. Wool embroidery still holds fashion's favor.

Cotton poplin makes excellent morning smocks. Jabots and frills are expected to increase in favor.

Hats without apparent trimming are the smartest.

At this moment every one is wearing the sailor hat.

Charming coats are being made of very wide ribbon.

It is said that every one in Paris is wearing a pink hat.

Some new sunshades have striped borders of many colors.

Panel of pleats add fullness to many of the new skirts.

Inverless capes are said to be coming into favor again.

Pale pink chemisettes are excellent with navy blue dresses.

The ends of sashes are trimmed with cross stitch embroidery.

Costumes of vivid red jersey are very becoming to young girls.

When in doubt, add pockets, is the designers' motto this year.

The bouffant silhouette is reserved almost entirely for evening.

Skirts will remain simple, but the fullness will be softly disposed.

The costume that accompanies a sailor hat should be rather trim.

Lingerie is sometimes made of black and white striped material.

Long cutaway Directoire coats are said to be coming in for fall.

Beaded purses give an air to tailored suits and afternoon gowns.

Young girls are wearing flannel suits, very boyish in design and cut.

You may wear a fancy colored taffeta blouse with a plain white skirt.

MINARD'S LINIMENT CURES DIPHTHERIA.

Serious Accident

Caused by Cow and Motor Cycle in Collision.

While Mr. William Campbell, of Campbell McKay & Co., was driving to town yesterday morning from Topsail on his motor cycle with side car attached, a serious accident occurred. Occupying the side car were Mr. Campbell's daughter, Miss Jean, and his niece, Miss Dorothy Duff, daughter of Mr. David Duff, of the "Red Cow." Coming up over Topsail Hill a cow stood in the middle of the road and would not move. The motor driver took his horn, but without effect. As he drew quite near the animal, Mr. Campbell altered the course of his machine in the endeavor to avoid a collision, but the cow balked, struck the machine and capsize it and threw the occupants violently to the ground. As a result of the accident Miss Duff was badly injured, and it is feared concussion of the brain will set in. Miss Campbell was also severely hurt while her father sustained many bruises.

Wedding Bells.

CARTER-MERCER.

A very pretty wedding took place last Tuesday evening at Sandy Point, St. George's, when Capt. Frank L. Carter was united in the holy bonds of matrimony to Miss Myles Mercer, of Bay Roberts, for some time C. of E. school teacher at Sandy Point. The wedding service was performed by the Rev. Mr. Butler, Rector of the parish. After signing the register the happy couple, accompanied by 300 guests, assembled in the L.O.A. Hall, where an excellent feast was partaken of. After the inner man was satisfied, speeches and recitations were given by Mr. W. H. Taylor, Bay Roberts, Mr. A. W. Shano, North Sydney, Miss. Monnie McLennan, Miss Delaney, St. George's, and several others. Miss McLennan also acted as pianist. Among the visiting guests were the commander, officers and several of the crew of H. M. Patrol Ship Fogota. Dancing was then commenced and continued till the wee smic' hours of the morning. The young couple, who are very popular, received many costly presents including several cheques. The Telegram wishes Capt. and Mrs. Carter many years of married bliss.

For the Ball Players.

STAFFORD'S LINIMENT.

For bruises and pains—aches and sprains and similar troubles of the man who trains—sell "Stafford's Liniment."

It makes stiffened and some muscles supple and ready for work.

For your baseball friends—your local tennis or football players—and all who indulge in any form of athletics recommend

"STAFFORD'S LINIMENT."

Even the man who unaccustomed to strenuous exercise attempts to mow his own lawn or perhaps spends a day on the links may be interested.

Stafford's Liniment is prepared only by

DR. F. STAFFORD & SON,
St. John's, Nfld.

Manufactures of 3 Specialties:
Stafford's Liniment.
Stafford's Prescription "A."
Stafford's Phorastone.

CITY COLLECTIONS.—Last week's collections were \$4,272.38 as compared with \$4,484.90 for the corresponding period last year. The expenditures were \$5,092.76 and \$4,719.20, respectively.

GIANT JUNIOR SAFETY RAZOR.—Be sure and get 7 blades with your Giant Junior Safety when you buy it. Price 50 cents with 7 blades—July 24, 1916.

MINARD'S LINIMENT FOR SALE EVERYWHERE.

Let Us Fill Your Order from FRESH SUPPLIES.

ELLIS & CO., LIMITED.

203 Water Street.

Fresh New York Turkeys.
Fresh New York Chicken.
Fresh N. Y. Corned Beef.

Smoked Lock Fyne Herring.

Ripe Tomatoes.
Spinach.
Fresh Green Peas.
Fresh String Beans.
New Potatoes.
New Turnips.
Fresh Cucumbers.
California Celery.
Sweet Potatoes.
New Cabbage.

FRESH COD. FRESH SMELTS.

Bananas.
Grape Fruit.
Navel Oranges.
Dessert Apples.
Pineapples.
Red and Blue Plums.
Barlett Pears.
L. C. Peaches.
Water Melons.
Cantaloupes.
Palermo Lemons.

AMERICAN BEAUTY FRESH BUTTER, 1 lb. blocks.

Jell-O. Ice Cream Powders.
Olive Zest—for salads.
Lime Juice Cordial.
Lemon Squash.
"St. Ivel" Lactic Cheese.

M. E. R. OUR TELEPHONES.
Nos. 482 and 786.

Here and There.

St. Ivel Cheese, small tins, at ELLIS'.

The S. S. Florizel sails from here at 3 p.m. to-morrow.

Pure Maple Sugar and Syrup at ELLIS'.

LEAGUE FOOTBALL.—The Collegians and Terra Nova Football teams will compete this evening. The result will have an important bearing on the championship.

COX'S GELATINE.—Mark the brand. The housewife's choice and the old favorite that stands every test. For sale at all first-class grocers. Insist on getting Cox's.—June 24, 1916.

The Qua

is evidenced by

PARTIAL L
Cream Puffs
Chocolate Eclairs
Crunners
Jelly Roll
Lemon Snaps
Jumbles
Penny Pound C
Meringue Tarts
Jam Tarts
Turnovers

We specialize

Bread.

All orders, la

careful attention

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July 14, 1916

TO-DAY

Message

11.00 A.M.

EFFECT OF RUSSIAN SU

LONDON. Since the completion of the Pozieres offensive, the British front in France is an artillery actions and testing the limits at various points of the line. A comparative lull in the heavy weather is assumed to be the British troops an opportunity to further troops and guns. The British troops have consolidated their position. The night's official report shows that the British troops have been hard fighting all day. Some fluctuating fortune, but the end of the British position in the north-east of France is a long resistance.

HARD FIGHTING IN W LONDON. An official to-night reads: there has been hard infantry fighting in the north-east of France.

Enjoy

It's a fine thing

happy way.

The food one eats

should rate high as a

Grain

is unique in both the

and malted barley, it

these grains, including

vital for health. At

delicious food, possess

with a delicate malt

Served with crea

for children and grow

system for the dema

way.

"There

Made in Canada.

Canadian Postu