

Prospectus of The Newfoundland War Memorial Company, Unlimited.

The object of this Company is to erect a suitable Monument in St. John's in memory of all Newfoundlanders who gave up their lives in connection with the Great War.

Although trade conditions are not at present bright, yet in the opinion of the Executive it would be a grave mistake to any longer delay in getting together funds for this purpose, and they believe the project will be viewed with such favour as will ensure the speedy underwriting of all that may be required.

Until form of Memorial is decided on and approximate cost ascertained it will be difficult to name the sum required, but the Share Subscription List is now open and it is the earnest desire of the Executive that every man, woman and child in Newfoundland should hold one or more shares in The Newfoundland War Memorial Company, Unlimited.

For their dividends, Shareholders are promised what is of far more value than material benefits in the way of contentment, that a suitable Monument has been erected by them worthy of Our Heroes and in consequence they will be free from the everlasting shame and disgrace that would ensue if little or nothing was done.

The Share Certificates are issued to Subscribers of One Dollar or over and read as follows:

THE NEWFOUNDLAND WAR MEMORIAL COMPANY, UNLIMITED.

This is to certify that (name and address) is the holder of (number) Shares in the above named Company, fully paid and non-assessable, for which the subscribers are guaranteed a suitable Monument to be erected in the Capital City of St. John's, Newfoundland, in Memory of their Countrymen who gave up their lives in the Great War, 1914-1918, in the Cause of Freedom and Humanity.

(Signed by the Chairman and Secretary and countersigned by the person issuing the Certificate.)

Applications for Shares may be made to any authorized holder of a Share Certificate Book or direct to the following who comprise the Executive Committee of the Movement: R. G. Rendell, Hon. Chairman; P. E. Outerbridge, Hon. Sec.-Treasurer; H. A. Anderson, Mrs. H. A. Anderson, Mrs. John Angel, Mrs. Eric S. Ayre, David Baird, D. M. Baird, Mrs. S. K. Bell, Frank Bradshaw, Captain B. B. Butler, M.C., Hon. Dr. Alexander Campbell, Sir M. P. Cashin, Miss Mildred Cliff, H. E. Cowan, Sir J. C. Crosbie, Lady Crosbie, Francis A. Edens, Miss Maggie Furlong, John G. Higgins, W. J. Higgins, W. R. Howley, W. H. Jackman, C. Kearley, Dr. Keegan, Mrs. Keegan, J. J. Long, Major J. W. March, M.C., D. Munn, Miss Mary McKay, J. J. McKay, Mrs. W. Angus Reid, Miss Jean Rendell, Miss Mary Rendell, Lieut.-Col. W. F. Rendell, Dr. J. Alex. Robinson, Miss Mary Ryan, Mrs. Scully, Sir R. A. Squires, K.C., Hon. W. R. Warren, Captain G. J. Whitty, M.C., The Editors Telegram, Daily News, Star, Advocate, Trade Review, Plaindealer, Times and Comic Weekly. Subscriptions and communications from the Outports should be addressed to either Lady Crosbie, D. M. Baird or W. H. Jackman, who are forming Outport Committees.

From persons who are unable to subscribe as much as One Dollar, lesser amounts will be received and acknowledged. It is the desire of the Executive that no one be debarred from subscribing to the Newfoundland Memorial.

THIS APPEAL IS ADDRESSED

To all who did their duty in the Great War:
You parents who gave more than your life's blood need no urging. As you did in the past so will you do now.
You women who have no dear ones to offer up and yet worked for the cause all you knew how, also need no urging.
You young people who also did your share, will you not cry halt for a few weeks to your happy, thoughtless lives, in order to help out this movement?
You young people who clubbed together in war times to get dollars for the many war funds, will you not also help?
You older people who "made hay while the sun shone" and held on to it against a rainy day, will you not also dig down deep and help?
You who were able to invest in War Bonds, will you not now exchange some of these for those in the Memorial Company and which will give you far more lasting pleasure and happiness?
You Ministers of the Gospel, who were practically a unit in doing all you could to carry the war to a successful issue, will you not now use your great influence with your people to back up this project?
You friends in the Outports, will you not also join in and help along this work, by signing in mind the smallest subscriptions will be acceptable, and then when visiting St. John's you will be able to view with pride what you have helped to erect?

To all Newfoundlanders, to all in the Dominion, to all elsewhere who have the interest at heart, this appeal is made.

On behalf of the Executive Committee the Newfoundland War Memorial,
R. G. RENDELL, Hon. Chairman.
P. E. OUTERBRIDGE, Hon. Sec.-Treasurer.

July 23, 1921.

MARS' SPECIALS FOR THE REGATTA.

Just a week or so and "THE DAY," Regatta Day, will be here. Everybody goes out in their best Regatta Day. Get your holiday clothes, your cool waists and skirts ready beforehand.

We are offering one very big "special" for the Regatta.

Ladies' Cream Jap Silk Blouses
one price, only \$2.75.

The following lines are tempting in both quality and price.

**Sports' Coats, Sports' Skirts,
Silk Wrap Scarves, Navy
Serge Skirts.**

**Terms Strictly Cash.
No Exchange.
No Appropriation.**

P.C. MARS,
Duckworth St., Head McMurdo's Lane.

Fashions and Fads.
Front and back panels are coming into vogue.
Little apron tunics have plaits at either side.
Gingham dresses have narrow ribbon belts.
Laces are being seen in cream, white, black.
The surplice line is used in gowns and coats.

Inhuman Malefactors.

It is difficult to see how anything more atrocious than the actions of German submarine commanders, as brought out in the evidence given in the trial of Lieuts. Boldt and Dittmar for the sinking of the Llandovery Castle, could be imagined. The Llandovery Castle was a well-known hospital ship and was returning from Halifax, where she had landed hundreds of wounded Canadians. She carried a medical unit of eighty members of the Canadian Service Corps and fourteen Nursing Sisters. Her long association with the carrying of our own returned wounded men had endeared the ship to thousands of Canadian hearts, just as the Olympic held high place for carrying our boys safely over. At the time of her cruel and unwarranted sinking she had on board as matron of the Nursing Sisters Margaret Fraser, youngest daughter of the late Lieut.-Governor, Hon. D. C. Fraser, a very capable young woman widely known and well liked in her native Province of Nova Scotia, whose loss is still deplored.

The evidence of Second Officer Chapman, of the Llandovery Castle was a revelation of utter heartlessness on the part of the Germans. Both the Lieutenants sought refuge from responsibility by declaring that they had no choice but to follow the orders of Commander Patzig, "whose word was law." Dittmar declared he had pledged his word to Commander Patzig never to speak about the case. Officer Chapman's evidence went to show that not only was the vessel torpedoed with full knowledge that it was a hospital ship, but that when those aboard had entered the life boats the submarine fired upon them. This act makes the charge justly one of murder.

However anxious Germany may have been to cripple Great Britain through the destruction of her ships, there was absolutely no excuse for the wanton destruction of life. Only 24 out of 288 escaped with their lives, and among the noblest of those who went down were the devoted nurses, the nature of whose service alone should have been their safe passport. No nation has ever sunk to such depths of savagery before, and should Germany fail to mete out proper punishment to such offenders she cannot hope to regain any of the esteem and respect of the world, which she so wholly lost during the war. Without a measure of it she can never be other than a pariah among civilized nations, for the heart of the world recoils with horror from such inhuman deeds.—Morning Chronicle.



"Sincerity in word and deed, that is what makes friends, wins customers, grows business, insures success. We make no claim we cannot substantiate, declare no values we cannot show."

Our claim is that Phoratox Cough and Cold Cure is the best preparation for all kinds of Coughs, Colds, Bronchitis, Asthma and various lung troubles, and to substantiate our claim we can produce the proof by the sales we are making. If Stafford's Phoratox was not what we claim it to be why should people be continually asking for a bottle and wholesalers are chasing it in gross quantities. Phoratox is only one of the many preparations we manufacture and have succeeded in obtaining a very large sale for owing to its medicinal qualities.

DR. F. STAFFORD & SON,
Wholesale and Retail Chemists and Druggists,
St. John's, Newfoundland.



Just Before Bed

PURPOSE.
I'll count my life worth while
If only they shall smile.
If they have hearts to sing,
I can bear anything.
If but the home I keep,
Is blest with gentle sleep.
Knows laughter and content,
I'll count my life well spent.
If in me they take pride,
I shall be satisfied.
Failure may launch her blow,
But steadfast I shall go.
This dread alone I fear—
That they may suffer here.
If they keep faith in me,
Undaunted I shall be.
If only they shall smile,
I'll count my life worth while.

WANTED — Men with big feet to wear our Low Cut Shoes, sizes 9 and 10 only, price \$4.00 per pair at SMALLWOODS.

Lunenburg Fleet Landed Second Fares.

LUNENBURG. — The Lunenburg fishing fleet has landed its catches for its second spring trip and have sailed for the Grand Bank of Newfoundland for their summer work. In comparing the spring trips of 1920 and 1921, the shortage of about 27,000 quintals reported earlier in the season has not been made up. This shortage no doubt is due to the fact that the fleet is much smaller this year.

In 1920 68 vessels landed 30,275 quintals on their first spring trips, and 88 vessels landed 57,250 quintals on their second spring trips, whereas, in 1921, five vessels landed 3,300 quintals on the first trips, and on the second trip 45 vessels landed 53,375 quintals. In comparing the totals of both trips, 87,525 quintals for 1920, and 41,675 quintals for 1921, leaves a shortage this spring of 25,850 quintals.

The average per vessel, however is much better, as last spring the vessels averaged 650 quintals, this spring with 23 vessels less the average is 898 quintals.

The few fish landed early in the spring have been sold, the price obtained for the same was \$4.00 per quintal, which was a higher price than the last sales of the 1920 catch.

The second catch in now in the hands of the fish curers, and it is expected that within the next few weeks a large quantity of them will be moved.

The position of honor for the largest catches goes to the schooner "Independence," Captain Albert Himmelman, who landed a tally of 1,600 quintals.

The Air We Breathe.

We are continually being cleaned and purified by the air we breathe. The pure air we take in through the nose is a mixture of nitrogen, oxygen and other gases. It enters our lungs and there purifies the blood, which, after having circulated through the body, is passing to the heart. The breath we expel carries away all impurities.

Our lungs are like elastic bellows. They expand or contract according to the expansion or contraction of the chest cavity in which they are placed.

We inhale and fill our lungs with air. Then a squeeze by our contracting chest—and some of the air is expelled. But when we have exhaled a breath of, say, thirty cubic inches of air, more than two hundred cubic inches of air remain in the lungs. It is a curious fact that the taller you are the greater is your breathing power.

The average person respiring eighteen times a minute breathes a total of 504 cubic inches of air each minute; within an hour, 30,240; in a day, 726,000; and in a year, 260 millions. The air you breathe in a lifetime would fill a very large gasometer, and weighs about 435 tons. The world's respiration in a year would fill a tank a mile square and 1,765 miles in height—nearly 530 times as high as Mount Everest.

A Successful Authoress.

Her Excellency Lady Byng—to use a title that will be hers within a few weeks—wife of the soldier who will soon be in Canada as Governor-General, is the only child of the Hon. Sir Richard Moreton, the seventh son of the Earl of Dulcie, and Lady Moreton, daughter of the late Thomas Ralli. Before her marriage Lady Byng was Marie Evelyn Moreton. Nature endowed her with not only literary taste but the gift of originality of which she has made considerable use. Her pen has not been idle, and she has made two contributions to literature that have enjoyed a large measure of popularity. They are both works of fiction, each presenting several well-drawn characters and evolving plots that sustain the reader's interest throughout. The first has for title "Barriers," published in 1912, and the second, published one year later, is "Anne of the Marshland."

In 1902 she married Julian Hedworth George Byng, first Baron of Vimy, seventh son of the Earl of Stratford, who had knighthood conferred upon him in 1915, and was created a Baron in 1919.

FACE WAS FULL OF PIMPLES

For Three Years, Hard and Awfully Sore, Disfigured. Cuticura Heals.

"I had been suffering with a pimply face for three years. My face was full of pimples and they were hard and awfully sore. They feared and dried up, and were scaly, and disfigured my face. They caused me to lose a lot of sleep, and were awfully itchy, making me scratch and scratch my face.
"I started to use Cuticura Soap and Ointment and I used two cakes of Cuticura Soap and two boxes of Cuticura Ointment when I was healed." (Signed) Clifford Yeomans, East Chatham, N. S.

Use Cuticura for every-day toilet purposes. Bathe with Soap, scrub with Ointment, dress with Cream. See the Ointment in and use. Sold through the following: Canadian Paper Co., Montreal; The Post Co., St. John's; The Canadian Paper Co., St. John's.

NEW ARRIVALS

Ingot Tin, Sheet Lead,
Sheet Zinc,
Black and Galvanized Iron,
Bar Iron, Chains, Anchors, etc,
Cutch, Pine Tar, Coating Tar,
Chain & Anchor Shackles, ALL SIZES.

JOB'S STORES, Ltd.

The Modern Substitute

for the family cow in the barn is a tin of Libby's Evaporated Milk on the pantry shelf.

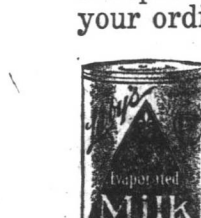
Clean, Safe Milk is a Necessity.
Expert medical research indicates that including the amount used in cooking, a pint of milk each day for an adult and a pint and a half for a child, is necessary for our physical well being.



Evaporated Milk

answers all requirements for a clean, safe, convenient and economical milk.

If you could visit any one of the splendid condensaries where Libby's Milk is made, you would be enthusiastic over the advance it represents in cleanliness and scientific care as compared with your ordinary source of milk supply.



You can use it for tea, coffee, cooking and drinking, or in any way in which milk or cream is used.

Look for the white and blue label at all good grocers, and order a few tins of Libby's Evaporated Milk to-day.

Libby, McNeill & Libby

Side Talks by Ruth Cameron

A MASCULINE-FEMINE DICTIONARY.

Speaking about translating (which I did the day before yesterday about the translating of other women's fears of a mouse into terms of my own fear of a caterpillar), I have long felt that a crying need in the world is a masculine-feminine dictionary translating masculine into feminine and vice versa, just as we have a French-English or a German-English dictionary.

I will tell you the substance of be in that dictionary, and perhaps some of the definitions that would in return you will be able to tell me some more.

Men Swear—Women Weep.

Masculine swearing is equivalent to feminine weeping. When a man is worked up to the explosive point he is very apt to swear. When a woman reaches the same point she is likely to weep. Women bitterly resent men's swearing. Men are terribly upset by women's weeping. If each realized that the other was simply expressing the same feeling in the language of his or her own sex, the expression would cause much less disturbance.

Men Get Cranky, Women Grieved.

When a man's feelings are hurt he is apt to show it by acting cranky. When a woman's feelings are hurt she is apt to act grieved. This crankiness enrages the female, and her grieved air exasperates the male. If each realized that the other was only expressing the same sort of feeling he had himself (I cannot stop to say "he or she") every time. Speaking of crying needs, there is certainly a most desperate one for a double pronoun meaning "he or she") in a way peculiar to his sex, there would be a better understanding and a quicker clearing of the air.

The thing the average man is most sensitive about is his standing in the world of material affairs the thing the average woman is most sensitive about is her standing as a housewife, a homemaker and a child-bearer. If each would remember that and translate the other sensitive points into terms of his own, there

would be a better understanding between the sexes.

Send Me Some Definitions.

These are merely samples of the kind if definitions there would be in the masculine-feminine dictionary. I hope you can supply me with some more. We will use them some day we can.

In addition to the definitions I think I would also have a general essay on the untranslatable peculiarities of each sex.

Don't you think that would be a splendid wedding present?

In the Scramble.

The body of men called officers and sailors, and who are enlisted for service in the navy, are generally men of the best and worst character, and are by the press and the public, called "the scum of the sea." The expression "scum of the sea" is applied to a man who is the scum of a more or less useful



Young Men and Young Women

Possibly you have completed your school course and are now ready to enter the business world. We own and operate a chain of business colleges extending from Sydney to Vancouver, our wide experience has enabled us to give a service that cannot be surpassed.

Write At Once For Prospectus

Empire Business College
Sydney, N.S.
R. H. Flewelling, Principal.



The Reason Why

DOUS EXPLANATION OF CUSTOMS

Many old customs have been a matter of habit, and we pause to consider why they are, or what purpose they served; in a few cases we realize that they were a reason of some sort, but in many cases we find that it has become a custom simply and naturally. Many of our customs are of a very ancient origin, and are entirely traditional. A custom mentioned by Shakespeare in his "Tempest" which I will give in some regiments. The old custom of going to the altar on occasions, and the custom of drinking, are mentioned in the Bible, so that it is hardly surprising that they should be so common. The custom of going to the altar on occasions, and the custom of drinking, are mentioned in the Bible, so that it is hardly surprising that they should be so common.

The Inner Meaning

When a soldier presents his right salute he raises his right hand to the forehead, and there were many who left the fingers of the hand turned downward, and finally a precautionary measure any hankers should with the trigger when stood inviolate. If the reason has long been the position of the hand the same! When a soldier arms the butt of the sword to the level of the belt of the sword, and the fingers of the hand turned downward, and finally a precautionary measure any hankers should with the trigger when stood inviolate. If the reason has long been the position of the hand the same! When a soldier arms the butt of the sword to the level of the belt of the sword, and the fingers of the hand turned downward, and finally a precautionary measure any hankers should with the trigger when stood inviolate. If the reason has long been the position of the hand the same!

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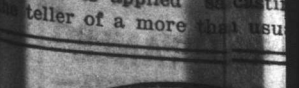
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