

Style Show



We have an unusually large display of EVENING DRESS SILK

At the present time . . . \$2.85 and \$3.10 yard. It will pay you to secure the making of your Evening Dresses now while all the following most suitable evening shades are here: Wallflower, Flame, Pumpkin, Verdigris, Canna, Roublette, Mulberry, Bonfire, Paon and eleven others.

Clearance Sale of Women's Oriental Kimonos

A number of full length Crepe Kimonos, Oriental design, various colourings.

Only \$3.85

SEE OUR WINDOW DISPLAY.

NEW ENGLISH WOOL

Pound Tweeds

This shipment is drawing people here from all parts of the country.

BISHOP, SONS & COMPANY, Ltd.,
ST. JOHN'S

ALL OUR Silk and Wash Dresses

DRASTICALLY REDUCED

Dresses of the better sort, new styles. Included are Voiles, Organdies, Crepe-de-Chene, Canton Crepe, Taffetta, Crepe-Knit, etc.

AT

Less Than Cost

FOR

IMMEDIATE CLEARANCE.

ale Starts To-Morrow Morning

Our Dumb Animals.

AN OLD STORY RETOLD.

(Vincent S. Scott.)

A big limousine swerved round a corner. There was a faint yelp, and a little fox terrier laid still in a little pool of blood. His master knelt beside his pet, and, as he raised his head in his lap, shook his fist at the departing car, saying: "You cowards, you have killed my dog."

I happen to know that this dog was his only companion. The old man, for he was getting on in years, wept tears of pain as he sobbed out his grief. His face was pitiful to see.

"Can I be of any assistance?" I asked. "No," he said, gratefully extending his hand. "It is too late; he has been my only companion for years, and now he is gone."

I left him there beside his pet. How near a human being can be to an animal! What a world of understanding may exist between them; I have noticed four dogs lying dead in the streets of my town in the past week. No doubt some of them were the pets of little children, perhaps some were loved by old people.

Of course, sometimes the driver of a car is unable to prevent his car hitting a dog, but in the majority of cases it is pure negligence. A dog does not get in the way of an approaching car as a rule. It is the driver, who goes straight ahead without slowing down, who is the culprit.

The occupants of that car thought no more of killing a dog than of dining at an expensive restaurant. The

THE TRUSTY SHEEP-DOGS.

The sheep-dogs of Scotland are guides and defenders not only of the sheep flocks, but also the children of the crofters. Were it not for these shaggy, intelligent fellows, born shepherds of the weak and defenceless, it would be unsafe for the children to go far from the lonely and isolated crofts in the outlying districts. The schools are far distant and it is a long, rough journey across the moor from home to school and back again. And so the sheep-dog goes along with them and safe-conducts them to and fro. Moreover, he must carry the books for them, for the little folk would be unequal to the task of carrying an extra weight in the long tramp. Over the dog's back the books are slung and no one need worry for the safety of the children or their belongings. The sheep-dog knows his duty and is proud and eager to do it.

The rural libraries established by the Carnegie Trust, are also using the dogs in distributing books among the homes of the crofters. In fact, it would scarcely be possible for the inhabitants whose crofts are so far from the library centres to share in this great Carnegie benefice, were there not the sheep-dogs to act as librarians. Good literature for the elders as well as the children is dispatched and returned on the sturdy backs of these reliable dogs.

McGuire's Ice Cream now ready for delivery. Wholesale only. Phone 794.—jess.t



THAT CORN will vanish when **STAFFORD'S CORN CURE** is used. It is easy to apply. Price 15c. Postage 3c. extra.

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

Displaying the Goods.

A recent test was made of a store display for an extract, an old, well-known brand which had been on the market for fifty years. To learn the regular demand, a record of sales was kept in fourteen grocery stores for three weeks without any display, and the result was 68 sales. Then the very same test was conducted with the product placed in a display container on the counter in each of the fourteen stores, and sales were watched for another three weeks. The result this time was 154 sales. Here again there was no other form of advertising in use at this time and no special sales plan or customer inducement. The product was a long-established trade staple, and yet the mere fact of dealer display on the counter caused a jump in demand from 68 to 154 bottles or 126 per cent. increase.

Another test was made of a canned soup, selling regularly in most grocery stores in the country. When a test was made in twenty-one grocery stores for three weeks without any display, the sales showed 356 cans per week sold, or a total of 1,068 cans for the three-week period. Then the same test was conducted after placing an attractive display on each grocer's counter. The addition of this simple reminder in each of these stores created an immediate jump in sales, and a three-week check showed the product was selling at the rate of 608 cans per week or 1,824 cans total for three weeks, as against the normal sale of 1,068 cans. This for twenty-one stores made an average of 70.8 per cent. increase in sales. No additional collateral advertising was in progress during any test period.

Another product in which a test was made was a new kind of soap, not well advertised and lacking in demand or distribution. A check of sales for three weeks showed only a total of fifty-two packages disposed of by the dealers. Then a small unit display was made

in the same stores (on the counter) and the sales for the next three weeks nearly tripled—showing 153 packages total, or an actual increase of 194 per cent. in sales.

All these tests were of in-store displays, in which the results were confined entirely to those obtained from people in the store. Window displays get not only the people entering the store, but passers by as well. Therefore the results ought to be even better. For instance, a York (Pa.) retailer who had a sale of about \$15 per week on a certain 60-cent candy, found that he had increased its sale to an average of \$100 per week by devoting a window each Saturday to this candy.—Grocery World.

'Fighting Ice Jam At Dam With Air.

One is apt to overlook the fact that ice has quite a co-efficient of expansion which is quite considerable. This shows itself where there is a sudden thaw, which may raise the temperature of the ice many degrees. If the area of ice is large the expansion will result in upheavals along the shore line. The dam across the Mississippi at Keokuk has had more or less trouble with ice.

One year, following a cold snap, in which the thermometer rested at 18 degrees below zero for five days, there was a sudden rise of temperature. The water in the lake behind the dam expanded and exerted a tremendous pressure against the structure. The rounded piers at first broke up the ice which bore against them, allowing the entire thrust of the ice fields to come against the gates. It was estimated that the pressure amounted to 3.7 tons per linear foot. To overcome this condition, the engineers attempted to thaw away the ice from the gates. By means of a steam jet, a line of clear water three inches wide was provided back of each gate, but this was a slow process which required the work of six men operating for 36 hours, as there were 119 gates to be treated.

Obviously the operation was expensive, and some simpler method must be devised. Then the experiment was tried of introducing compressed air back of the gates, the purpose of which was to keep the water in motion. It was found that less than two cubic feet of free air per minute would keep clear an area of 20 feet in diameter. The air was introduced at a depth of 18 feet below the surface, and it carried the warmer water from below to the top, maintaining a continuous circulation which prevented the ice from forming.—Washington Star.

To Take Movies Of Planet Mars.

PROF. TODD MAKING PLANS FOR WORK AT NASSAU.

Elaborate plans are under way for making moving pictures of Mars, according to Dr. David Todd, emeritus professor of astronomy and navigation at Amherst College.

DRIED APPLES.

A shipment of extra choice quality just to hand by S.S. Rosalind from New York.

HARVEY & CO., LTD.

'Phone 1201.

Dr. Todd is head of the Mars expedition which went to the Bahama Islands in the early spring and established an observatory in an abandoned fort at Nassau. He has returned to the United States this summer in order to secure new instruments for use in connection with his work.

He explains that his studies now are in preparation for 1924, which he expects will be a big year for astronomy. He is particularly interested in Mars, and it is during 1924 that he hopes to make his moving pictures.

"In August, 1924," says Dr. Todd, Mars will be nearer the earth than it has been for 500 years or will be again until the year 2424. Its maximum opposition, or distance from the earth, is 63,000,000 miles, its minimum is 34,000,000 miles. In August, 1924, Mars, which travels at a rate of 15 parallel rays, infinite in number, pass through the focal point and are reflected in the mirror," said Dr. Todd.

"The mirror, which I found at the American University in Washington, was made by a Pennsylvania clergyman who makes a hobby of constructing mirrors. The concavity is about a quarter of an inch and causes it to magnify 300 times. It is possible to have a 12-inch mirror which magnifies 700 times."

The taking of the pictures Dr. Todd declared a highly experimental undertaking from the point of view of establishing life in other worlds.

"There are two main questions to be solved," he says. "First, whether Mars is or ever has been inhabited. Climate must be considered, and the presence or absence of water, if we are to take life as meaning life as we know it here on earth."

"We already know that Mars has nights and days, since it turns on an axis round the sun. And we know that its seasons are twice as long as on the earth. Every year in Mars has 687 days instead of 365. Its distance from the sun during this year varies more widely than ours. Therefore southern summers must be hotter and southern winters colder than in the northern hemisphere. The supply of direct solar heat is only about half what we receive."

FREE TRIAL To try Ironized Yeast free simply mail postcard for famous 3-Day Trial Test. Address Harold F. Ritchie & Co., Ltd., Dept. 35, Toronto.

No Excuse for PIMPLES Since Ironized Yeast

Are you troubled with humiliating pimples, blackheads or boils? If so, here is a way in which you can banish them almost like magic. Simply take two Ironized Yeast tablets with each meal. Then watch the results! See how quickly your skin begins to clear. Before you know it you have the clean fresh skin that you have always longed for. Everyone realizes the wonderful value of yeast in clearing the skin. Yet Ironized Yeast embodies an amazing new process—called ironization—which enables yeast to bring its wonderful results just twice as quickly! Get Ironized Yeast today. All dealers.

DR. F. A. JONES, DENTIST, 307 WATER STREET, (Over Kodak Store.)
Hours: 9.30 A.M. to 12.30 P.M.
2.30 P.M. to 5.30 P.M.
PHONE—Office: 2109.
—Residence: 9383.
Jy24,3m.eod

Ex S.S. "SILVIA"

To-day August 10th:

20 Bags NEW POTATOES.
MALAGA GRAPES.
GRAPE FRUIT.
CALIFORNIA ORANGES—176 & 216.
RED and BLUE PLUMS.
FRESH TOMATOES.
FRESH EAR CORN.
FRESH CALIFORNIA CELERY.
20 Bbls. CANADIAN GREEN CABBAGE.

To arrive ex S.S. Manoa:
50 Sacks P. E. I. POTATOES.

SPECIAL:
20 Gallons SQUASH BERRIES.
LOCAL TOMATOES.

C. P. EAGAN,

2 Stores:

Duckworth Street & Queen's Road

BILLY'S UNCLE



German "Bluebeard"

SUICIDE IN HIS CELL

The trial of the German "Bluebeard" Friedrich Wilhelm Grossmann, to a grim and unexpected end.

During the midday interval, Grossmann, who is believed to have killed 30 women, and who was charged with three murders, committed suicide by hanging himself from the ceiling of his cell. Grossmann was only guarded for a few minutes while the wardens went off duty and other came on.

In that brief space of time he had put up his bedclothes and fastened a strong rope of them. He tied it of it round his neck, and, standing on the door post, he threw himself from the bed. He had placed a stool in such a way behind the door that it took some time to force it open. When the court assembled, the judge said: "Accused has committed suicide."

Grossmann appears to have committed the crime for the sake of making the acquaintance of women, and by promises, induced to come to his home. Then he had them up, slowly tortured them, finally put them to death in revolting ways. He disposed of bodies, bit by bit, wrapping them in parcels, and throwing them into the Spree near his house. The day of a number of these packages was his arrest.

Grossmann, who was 59, was a rag and bone merchant. His mother died in a lunatic asylum, having believed for years that he was a Turkish Pasha.

FOR SALE—Splendid and Hoop Iron, all sizes, for Social and Motor Trucks, suitable for sale or freight. BISHOP, SONS & CO., LTD.—aug8.eod.it

TENDERS.

Tenders will be received for splendid business premises situated at H. B. Bay, formerly owned and operated by Messrs. G. C. P. Sons, and now the property of the Insolvent Estate of Messrs. The Wakeley and Sons, as follows:

Coal Shed, Peak road, double 48 x 24 with cash shed on feet 11.
Fish Store, double storey, fast 54 x 29.
Fish Store, three storey, fast 25 x 21.

No. 6 Store, double storey, fast 38 x 18.
No. 5 Store, double storey, fast 46 x 18.
No. 4 Store, double storey, fast 32 x 18, with shed on feet 8.

No. 3 Store, double storey, fast 67 x 28.
No. 2 Store, double storey, fast 35 x 21.

No. 1 Store, double storey, fast on top double storey, fast 30 x 20.
One Wharf—33 x 20.
One Wharf—31 x 24.
One Wharf—25 x 15.
One Wharf—27 x 25.
One Fluke—129 x 20.
One Fluke—27 x 20.

One Can Shop, 27 x 10, complete set of can making machinery including 1 Bottom Die and 1 Cover Die and Press 1 Set Shears, 1 Set Rollers, 1 Set Blocks, 1 Set Flouters, 1 Set Planes, 1 Set Power House, 1 Set Concrete floor, containing 100 feet running order, with 150 feet of wire, 1 Set of 100 feet measures 78 x 37, is hardwood, and finished in hard pine.

The shop on this premises is a one dwelling house 31 x 21, double storey, double fronted, with 150 feet of wire, 1 Set of 100 feet measures 78 x 37, is hardwood, and finished in hard pine.

One Barn, two storey, fast 28 x 18.
One place land on which barn are built measuring on front side 423 feet, back side 188 feet, North East side 251 feet, South side 171 feet.

The following accessories part of the premises: 1 Set of 100 feet measures 78 x 37, is hardwood, and finished in hard pine. 1 Set of 100 feet measures 78 x 37, is hardwood, and finished in hard pine.

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"You may dress as well as she," says our Dainty Dorothy.

DON'T envy the clothes of the well-dressed woman whose wardrobe seems inexhaustible; have some of your own garments dry cleaned and dyed. For that is the secret of many a woman's smartly garbed appearance.

And here you know that your clothes will be properly treated and that our business courtesy will make you feel that this is truth in the cleaning and dyeing house De Luxe.

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WE KNOW HOW
PHONE CONNECTION COR. LINE ST. LE MARSHANT RD.

ANTHRACITE COAL!

NUT SIZE

For Sale by

H.J. Stabb & Co.

250 Tons

NUT SIZE

DR. F. A. JONES,

DENTIST,
307 WATER STREET,
(Over Kodak Store.)

Hours: 9.30 A.M. to 12.30 P.M.
2.30 P.M. to 5.30 P.M.
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