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TOOTON'S,
THE KODAK STORE,
304 Water Street.

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 will be difficult to name the sum required, but the Share Subscription List 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 are 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 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, Sec.-Treasurer; H. A. Anderson, Mrs. H. A. Anderson, Mrs. John Angell, 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 Clift, H. E. Cowan, Sir J. C. Crosbie, Lady Crosbie, Francis A. Deas, Miss Maggie Furlong, John G. Higgins, W. J. Higgins, W. R. Howley, 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 Joan Rendell, Miss Mary Rendell, Lieut.-Col. W. F. Rendell, Dr. J. Alex. Shuman, Miss Mary Ryan, Mrs. Scully, Sir E. A. Squires, K.C., Hon. W. B. 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 Mr. G. Rendell, 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 had no dear ones to offer up and yet worked for the war, you know how, also need no urging.
You young people who also did your share, will you not cry halt for a few days to your happy, thoughtless lives, in order to help out this movement?
You young people who chattered together in war times to get dollars for many war funds, will you not also help?
You older people who "made hay while the sun shone" and held on to it until 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 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 project, bearing in mind the smallest subscriptions will be acceptable, and then on 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 interest in Newfoundland at heart, the appeal is made: the Executive Committee of the Newfoundland War Memorial.

R. G. RENDELL, Hon. Chairman.
P. E. OUTERBRIDGE, Hon. Sec.-Treasurer.

BURNOT CLEANING FLUID

A safe and superior preparation for dry cleaning soiled articles of any kind. Guaranteed not to injure the most delicate materials, leaves no disagreeable odor.

Also used with success as a solvent for emergency dyeing.

1/20, 1/10

BURNOT CLEANING FLUID

WILL NOT BURN OR EXPLODE.
For cleaning White and Colored Kid, also Silks, Satins, Gloves, etc.

SOLD IN TINS.

STANLEY K. LUMSDEN,
Agent,
256 WATER ST.,
St. John's.

BURNOT CLEANING FLUID

DIRECTIONS FOR USE:
Saturate the soiled article thoroughly with the Fluid, place over towel to absorb dirt, and rub until dry with clean cloth.

Try a tin to-day and be convinced of its real value.



Young Men and Young Women--

Possibly you have completed your school course and are now ready to train for a worth-while position in the business world. We own and operate a chain of business colleges extending from Sydney to Vancouver, our wide experience thus enables 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 Harper of Old Ireland.

Wet or fine, winter or summer, he goes his way from street to street, the harper of Dublin, carrying his precious harp, wrapped ever so carefully in its green mantle.

One loves to meet him as one goes through the city, for he seems like an old familiar friend. Day by day, he trudges along in his shabby coat, a slight insignificant figure, his face always wearing a look of untroubled calm. He still plays the same old tunes those beloved Irish melodies whose plaintive airs remind one of the long forgotten days.

How eagerly as a child, one used to press one's face to the nursery window pane to catch a glimpse of him down there in the square, and with what glee one heard the pennies dropping on to the pavement below. He represented to childish fancies all the romance of ancient Ireland. One could almost picture him playing his harp amidst the splendours of "Tara's Hall" and how one thrilled at the strains of the "Kissel Boy."

Those days have faded into dim distance. Dublin is no longer the gay city of the past. Signs of warfare are everywhere evident. One sees lorries filled with armed men, their bayonets gleaming in the sunlight. But the harper still goes on his way, and the children still gather at the windows to listen to his old time melodies. Occasionally a coin falls to the pavement and if one glances upward one is sure to see the merry faces behind the curtain alight with childish glee.

Baked in An Oven.

To be baked in an oven heated to 312 degrees Fahrenheit and yet live was the experience of a man named Martinez in Paris.

For a wager of \$200 the man entered a huge oven, specially built, after it had been heated to a temperature of 312 degrees Fahrenheit, or about 160 degrees hotter than boiling water. Then the door was closed, and he was left alone for an hour, in company with an uncooked chicken and an unbaked loaf of bread. Candles were also provided, that he might have light during his incarceration—or incarceration, as many people thought it would turn out. When he was released, however, he was found alive and well, with the chicken and loaf cooked to a turn. The candles had become boiling tallow.

Martinez afterward repeated his performance in Brussels, Milan and other cities, but there must have been something abnormal in his constitution, since of several would-be emulators of his feat none succeeded in staying out the full hour, while two, at least, perished miserably. Possibly his success was due in part to the care he took to have every particle of moisture extracted from the oven before he entered it, since it is a well-known fact that hot, dry air does not affect a human being so adversely as hot, moist air.

Only 399! Ladies' Boots at SMALLWOOD'S.—1/16, 1/17

Carpentier and Gibbons Matched.

New York, July 18.—Tom Gibbons, of St. Paul, to-day was matched to meet Georges Carpentier, in October for the world's light heavyweight championship.

Articles were signed by Eddie Kane, Gibbons' manager, and Promoter Rickard. The bout will be either in the arena in Jersey City, in which Carpentier lost to Dempsey, or in Madison Square Garden.

The weights will be 175 pounds or under.

Rickard did not announce the other terms.

Kane agreed to have Gibbons on the scene of battle three weeks before the match. The St. Paul boxer is now on a vacation in the Minnesota woods.

Carpentier signed articles two weeks ago agreeing to meet any man Rickard selected, but expressed a desire to fight Gibbons.

A Versatile Minister.

(From the Toronto Globe.)

The romantic career of Jan Smuts, once a Boer General in arms against the British, may be paralleled in some respects by that of the Secretary for War in the new Arab State of Mesopotamia. The Provisional Government will be replaced during the summer by a Government based on an Assembly elected by the people of Mesopotamia, with an Arab ruler acceptable to the Assembly and an Arab army for national defence. The Arab army is already partly formed under Jafer Pasha, who was made Secretary for War, and Mr. Winston Churchill recently gave to the House of Commons this biographical sketch of the new Minister in Mesopotamia:

"He began by fighting against us in the Dardanelles, and received the German Iron Cross. Then he commanded the army of the Senussi against us in the Western Desert. He won two battles against us, but the third went amiss. He was wounded and pursued by the Dorsetshire Yeomanry, and finally he was caught and imprisoned in the Citadel at Cairo. In trying to escape, the rope by which he was endeavoring to descend from the walls broke, and he was precipitated into the ditch. While in hospital he read in the papers that the Sheriff of Mecca had declared war on the Turks and immediately he saw he was on the other side. (Laughter.) As the result of representations to the Arab leaders at Mecca he was given a command, and distinguished himself greatly in the next two years. He was finally given the Commandership of St. Michael and St. George by Lord Allenby in a hollow square of British troops composed almost entirely of the Dorsetshire Yeomanry which had ridden him down." (Laughter and cheers.)

We have many testimonials from Wholesalers stating that VICTORY BRAND CLOTHING is the most saleable line they handle. THE WHITE CLOTHING MFG. CO., LTD.—1/27, 1/17

How Barnum Worked It

Of the many frauds perpetrated by P. T. Barnum, the celebrated showman, upon the unsuspecting public, proving his oft-repeated statement that "the people like to be humbugged," none was more popular—or more successful, for that matter—than his royal white elephant of Siam.

Barnum long desired a Siamese white elephant for his menagerie. He commissioned P. T. Gaylor, his confidential agent, to obtain one, but the difficulties which the emissary met were insurmountable. Spirits of royalty are transferred to white elephants, according to the Siamese superstition. The animals are maintained in the royal palace, with priests and attendants, for religious ceremonies. Gaylor offered the Government \$250,000 for the loan of one, proposing to maintain its complete retinue as well. The proposition was spurned. He gave up the attempt.

Upon his return to America, Gaylor was surprised to find a Siamese white elephant advertised as the feature of the Barnum show. And there it was, bedecked in Oriental trappings, surrounded by dusky priests and attendants, and far more white than any real royal Siamese elephant ever dared to be.

Gaylor investigated. Barnum had taken one of his herd and white-washed it.

Keep August 17th open for Methodist Guards Comrades Association Sports Day on St. George's Field. Refreshments and Side Shows. Don't miss it. 1/17, 1/17

Weep to Keep Well.

Everyone should weep once a week. Following the shock of learning that sneezing is beneficial to the nose and throat, people are now advised by a doctor to weep regularly.

"Weeping in moderation strengthens the eyes," declares an eye specialist. "Tears have natural cleansing properties and impart a healthy brilliancy to the eyes. The difficulty of deriving benefits from this natural tonic is that few people can weep voluntarily."

"It is quite useless to sit down with a pathetic book because the knowledge that one is expected to weep restrains the tears. The best form of weeping comes from excessive laughter, but few people find much to laugh at in these depressing days."

Stafford's Prescription "A" will cure that uncomfortable feeling caused by indigestion and dyspepsia. Price 35 and 70c. Postage 10 and 20c. extra.—1/28, 1/17

Put a quarter teaspoonful cornstarch into each of your salt shakers, and your salt will not cake. Hungarian goulash is made with veal, white turnips, celery, onions and potatoes. Make it casserole.

Are You A Grocery Salesman?

A salesman sells goods, he doesn't fall asleep on the job. He doesn't have to be driven. He works with his head.

Salesmen in grocery stores are pushing Lantic Sugar in packages because Lantic packages save the trouble of weighing, eliminate waste, save bags and twine.

A 2 pound and a 5 pound package of Lantic fills an order for 7 pounds of sugar. 2 2's and 2 5's make a stone of sugar, saving time and trouble.

Now you have an opportunity to show your boss whether you are a salesman or merely a clerk. It's up to you to push Lantic in packages.

The profit on sugar is only a little over 1 cent per lb., and on such a small margin no grocery store can afford to waste time, bags, twine and risk a loss in weight.

Lantic Package Sugar is guaranteed to be full weight of the best granulated white sugar. Tell your customers about it. They'll like Lantic.

Colin Campbell, Limited

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.



In stock:

"NIPS" and PINKS, also

ICE CREAM FRUITS.

P. E. OUTERBRIDGE,

King's Road.

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Telephone 60.

Crope black satins are used in place of crope de chine for afternoon dresses.

Minnard's Liniment for Burns, etc.

Minnard's Liniment for Burns, etc.

Derby Winner Dead.

MR. J. B. JOEL'S LOSS.

Mr. J. B. Joel's horse Humorist, which won this year's Derby by a neck from Craig an Eran, was found dead in his box at Wantage on a recent Sunday morning. It appears that he went out to exercise at his training quarters, at Wantage, Berks, on Sunday morning apparently in good condition, and when he came back was left quite comfortable by his boy. A few minutes later his trainer, Mr. Charles Morton, when passing across the stable yard to see to some two-year-olds, noticed blood oozing from the door of Humorist's stall. On entering he found the Derby winner lying on his side dead. His end must have come like a flash.

Mr. J. B. Joel, the owner of the colt, was at once communicated with at his residence at Childwickbury. Mr. Joel was much upset by the news, for he was particularly fond of Humorist, which he thought a good horse, and one that ought never to have been beaten in the Two Thousand Guineas. Mr. Joel was looking forward with considerable confidence to a Humorist victory in the St. Leger at Doncaster. The real cause of death will not be known until after a post mortem has been held, but there can be little doubt but that the colt burst an important internal artery. The horse was worth about £50,000.

Cigars.

Just received, a shipment of the Famous

Governors
and
Conches

Cigars.

CASH'S

Tobacco Store, Water St.
June 7, 1921

Ladies' Black Satin Button Boots. Flexible soles, only \$3.00 at SMALLWOOD'S.—1/16, 1/17

Forty-Two Years in the Public Service The Evening Telegram.