Attractive Summer Offerings! With 1,0

How well this store is ready to serve you this summer is best learned by a visit here. As a partial suggestion of what you will find we quote the following:

Jack Tar Togs!

For Children and Girls up to 16 years. Just in time for the Summer weather. Comfortable and cool. You may Tub them, Rub them and Scrub them without injury to the material.

Price, \$2.50 up to \$7.00.

Children's Domet Coats!

6 doz. Child's Heavy Domet Coats, in shades of Blue and White, Black and White, and Brown and White.

Price, \$1.80 up.

SPORTS' STRIPES!

Another shipment of dainty Sports Stripes. Just the material for Summer Skirts or Costumes.

Prices, 30, 33 and 38c. yard.

Ladies' SPORTS' COATS!

We have still a few left from our last shipment which we are offering at a ridiculously low figure, and if you are desirous of securing one we would advise a prompt inspection so that you may be properly suited.

These Coats are made from the newest materials and in the latest style, they come in shades of Black and White. Brown and White and Blue and White.

Marshall Bros

NIGHTLY BEAUTY RULES.

The well groomed business woman

Dress Muslins!

Prepare for the warm summer weather that is slowly but surely coming. We have a big stock of Summer Muslins, Voiles, Plain and Fancy

Prices within reach of everybody.

Bath Mats!

2 dozen only Bath Mats in shades of Rose & White and Brown and White; size 24 x 42.

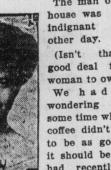
Price, \$1.90 each.

Congoleum Mats!

Another big shipment of Congoleum Mats, equal if not better than the last lot; size 18 x 36. Only 22c. each.

The Manufacturers' Message.

By RUTH CAMERON.



woman to own?) ome time why the coffee didn't seem to be as good as it should be. We had recently ac-

quired a percoiator and natural-We had tried putting in more coffee

and then we had tried steeping it longer, and then steeping it not so long. And still it failed to please. The Man Of The House Opens The Coffee Can.

And then one morning the man of the house opened a new can of coffee for me and thereupon the righteous indignation I mentioned came to pass. the only one we keep for sale. It seems that in the top of the can was a little circular notice which I had always promptly thrown into the Pleasant Bay, C. B. coal hod without examining. It said on it: "This coffee is for use in the old fashioned coffee pot. For a percolator get our percolator brand cof-

"Won't you ever read directions?" said the man of the house. "Always after this," I promised.

of purchases. And yet, as the man ing food. of the house has often pointed out, turally represents a thorough know-

You'd Listen to a Neighbor.

If you borrowed anything of a neighbor and she told you how it was to be used, you'd listen," he said. "Why won't you listen to the manufacturer." And I promised meekly that I

would,-in the future. tions of this point. One concerned 9.30 .- may 20, tf

The man of the, the window curtains. Several of them house was justly refused to go way up for me (I am not one of those women who keep them pulled half way down). I appealed to the man of the house and good deal for a he took them down, rolled them up tight and put them up again. That We had been time they obeyed. "How did you ever wondering for find out that," I said.

"Just read the directions," he naswered with nonchalance afore-

thought. I wrote you some weeks ago about a woman who recognized her kitchen ly expected better when she went into it after her maid's departure. She has another which she keeps directions of all stove, with the fireless cooker, etc.

I think I shall do like-wise.

MINARD'S LINIMENT is the only Liniment asked for at my store and

HARLIN FULTON.

Your Boys and Girls.

children have only light suppers, and It is a resolution I have made be- that digestion should have it's hardest work to do during the day, before scorn the directions and other print- the best to give and let the child ear ed matter that comes with all sorts all he wants of this light but nourish-

this printed matter is the message sleep will be sound and rest will be reof the manufacturer to buyer and na- freshing. There is more perfect food combination for a child's supper than ledge of the product and the best way bread and milk although in many for perfect food and deserves a promvided the mlik be pure and the bread wholesome.

Stafford's Drug Store, Theatre We have had several demonstra- Hill, is open every night till

Now in Stock!

40 boxes White Starch, 40 lbs. each, bulk.

Starch, 10 oz. boxes.

100 boxes Kirkman's Borax Soap.

40 cases Corn Starch. 1/4



If care is taken in this direction

homes this fact seems to be entirely overlooked. It is easily prepared, contains all the elements necessary inent place in a child's dietary, pro-

circulation.

4 lb. boxes, 48 lb. case.

100 boxes Babbitts Borax

lb. pkg., 40 lbs. to case.

Soper & Moore



SINGLE LOYALTY.

right and wrong-

weak and strong.

He that is half a man, is none at all.

The tainted apple is a worthless

The gentleman may never play the

The double-rider gallops to his fall.
The two-faced cheat has always

Who smiles by daylight must at night

Man can't be citizen and alien, too;

I think it is a feminine trait to evening comes. Bread and milk is Man cannot serve two masters or two He cannot preach of truth and act

Milady's Boudoir.

Ready for delivery at once.

40 boxes White Starch, evening will mean much toward the C. A. workers.

25 boxes Fluffy Ruffle 5 cases White House Cof-

Under no circumstances, unless illness, should a woman retire without Special Notice. washing or creaming her face. This s especially true where powder or rouge is used for, when these are permitted to remain, they clog the pores

and encourage pimples. Cleanse the face, neck, arms and ands with your favorite soap or pre- and \$5.00 to the 2nd larges pared meal. The amount of soil and grime that is possible to accumulate from time to time and at the end of he city or travelling on trains.

ing the hair over the shoulders.

Through a Panel.

Husband Drags His Wife from Wreck ed Cabin.

How a husband dragged his wife through the broken panel of a stateroom door which had been jammed by victim always an explosion is one of the thrilling in torpedoing of the Canadian Pacific No middle ground where mingle liner Oronsa. Fifty-seven of the American Y.M.C.A. workers, who were on board, are now in London. The party is in charge of Mr. Arthur E. Hungerford, who is the chief of the public department of the Y.M.C.A. in the United States. He has come over here for about three months to take a survey of Y.M.C.A. work. Mr. Hunger-Man cannot love the good and woo ford, in an interview, explained that the boat was torpedoed at three minutes past one on Sunday morning, the boilers blew up in three minutes later, He has no friend whose friend is and within twelve minutes of the tor-Behind his praise may hide to- pedoing the boat went down. "The

ing about 100 passengers. thirty minutes, and had about five the granger, "The wheat crop now hours trip on a destroyer before we were landed. When we reached land most propitious season, and there is we lined up on board the destroyer every human reason for throwing up And will be foe to us in thought and and sang 'The Star-Spangled Banner,' our hats and shouting, all hoode 'God Save the King,' and 'Onward, and all Jonahs flouting." "To hi Divided love in service always lags; an elderly, military man standing on the sore and sad-eyed granger; "the Man cannot serve two masters or the pier. When the torpedo boat had season's been so blamed propitious been berthed he came on board, lined the harvest time is bound to dish us. NOTICE. — Correspondents us up in military lashion, congress growing, the harvest sees the tor-

ublication, but as a guarantee shal Viscount French." vice in Gallipoli, East Africa, and in El Dorado.

France. The torpedo exploded right under the stateroom that he and his wife occupied. Both were severely ou meet in the train or car each room was jammed by the explosion morning is the one who spent a few and he had to smash through the parminutes the night previous, in the tition and drag his wife through the preparation of her daily toilet. broken panel. He took her, uncon-Where the rising hour is an early scious as she was, up to the deck, one the business woman cannot af- where he also fell insensible from his ford to make a leisurely toilet. A injuries. They were both transferred few little attentions to onself in the to the lifeboats by some of the Y. M.

hurried morning catching of trains. One of the most lively members of One or two baths at night a week the party was Mr. H. S. Jewett, an should be varied by those of tepid as advertisement agent of New York City, well as hot temperature. From five who laughingly remarked: "Anyone to ten minutes is sufficient for the who has been through a New York daily bath. Where a tub is not de- special rush need not fear a submarsired, a sponge off in tepid salt ine sinking. The getting off of a boat water is suggested. This, followed by after being torpedoed is nothing coma short alcohol rub, prevents one from pared to the six o'clock rush through taking cold. A brisk rubbing shouli the subways in New York. I want you follow all baths to keep the blood in to apologize," he said, "to the British public for the fifty-seven of us aptoo relaxing or too exhilerating and, outs. When we got to London we a woman must determine this in ac- found that the London Red Cross had cordance with the effect upon her. fifty-seven complete outfits for us of While massaging the face one may various kinds, mostly Russian. Frankrest the roots of the hair at the same ly, I think it was wonderful the calm time by taking cut the pins and shak- way in which everything was handled."-Weekly Mail and Record.

At the end of this year we will give 5 cts. for every 12 Outside Green Wrappers obtained from "STAFFORD'S LINIMENT.

son forwarding us the largest number We will keep a record of every per-

in a single day is surprising, especial-ly when part of the time is spent in the Winners. "STAFFORD'S LINIMENT" is the Strongest and most penetrating Liniment for sale in Newfoundland and

is sold in over 500 stores.

It is the best Liniment you can use for RHEUMATISM, LUMBAGO, NEU-RALGIA and all ACHES and PAINS. Owing to the cost of Bottles and Ingredients used in the manufacturing of this Liniment, we have had to advance the price a little, "but the bottle still remains the same size." DR. F. STAFFORD & SON,

> St. John's, Nfld VIEWING DARKLY.



Some men are built so strangely mulish, their stubborn pessimism's foolish. They won't admit that things are cheering; they're always doubting. fretting, fearing, "To-day," they say, "is short of sorrow, but we'll have lots of grie! to-morrow. To-

lifeboats," he said, "were all launched day the sunshine's truly splendid, towithout a single accident. There were morrow it will all be ended, and There is no hyphen linking wrong altogether about 250 on board, includ- there'll be hail or cyclones blowing, to spoil the crops we have been "We were in the boats only about growing." Last eve I said to Grigg, are requested to accompany how glad he was that we had come rents flowing. You'll see the clouds contributions with their REAL over to help. It ultimately transpired will promptly gather, and there'll be NAMES, not necessarily for that he was no other than Field-Mar- rain, a whole derned slather; we'll have to go around in cruisers, ani of good faith. The editor re- It was also mentioned that, in ad- all the farmers will be losers." The fuses to accept any matter undition to the Y.M.C.A. party, there was world should prize its cheerful jokon board an Australian, who had ers, there are so many sullen croaksome time previously been invalided ers, who'd rather travel in the WINARD'S LINIMENT CURES DIPH. back to Australia, after active ser- shadow than prance through streets

TO THE TRADE!

FANCY

SPARE RIBS.

200 lb. barrels.

CHOICE

BEEF CUTTINGS.

FAMOUS HAMS & BACON.

MORRIS & CO'S

HARVEY & CO., Ltd., WHOLESALE. ONLY.

Smart Coats and Wraps!

Some exceptionally smart Coats and Wraps for Summer wear are now being displayed by us, and are notable as being the creation of some of the most fashionable New York Houses.

These beautiful Coats are built of Serge, Poplin and other textures, in Navy. Saxe and other smart shades.

Be sure and see the distinctive little touches that mark these Coats as the latest word in 1918 styles.

U. S. Picture & Portrait Co.

St. John's.

Christian Soldiers.' Then we noticed tory you seem a stranger," replied an elderly, military man standing on the sore and sad-eyed granger; "the Only \$2.60 a pair.

Just received direct from New York a neat White Buttoned Shoe, made in the latest American style. See them

WILLIAM FREW, Water St.

Advertise in the "Telegram"

ustrians are Ma n Italians Fron everity. No Im

TRIA'S FULL RESOURCES IN my

ings on

north

PARIS, June 18. rtillery and airplanes Austria ng all her available resources, in Italian official, and not less 500 cannon of all calibres have rought into action. Three Ausngarian armies under the comof Field Marshal Boroevie are ed in fighting desperately with ous military means. Ordered to the second ce at any cost without thought od sacrifices the Austro-Hunregiments readily obeyed. nds of corpses strew the batild overlooking the mountainous an sector and accumulate along

Piave; but the objectives which

temy was to reach are yet far

ce fighting is taking place in Nerzone where the river emerges ion of Fagara midway between the ps and the sea. There is no quesn that the spirit of the Italians is ellent. Nevertheless the general tion is regarded as serious in w of the fact that the Austrians e stated to have brought into action | Cour I their available forces in the hope t breaking through the Italians and ut Italy out of the war. On Austrian oners have been found copies of peech delivered by Emperor Charshortly before the offensive was un. "Before you is the enemy," aid the Emperor: "There glory vaits you and also honor, good feed, ndant spoils and final peace. With e help of God make the supreme sacce for your king, for liberty and for ur beautiful fatherland." One of

ad singing gaily and stopping by le way to beg flowers to pin to their

prisoners, an officer, said he had

the Italians too hard. They

like demons for their own soil,

emarked. The civilian popula-

in the area under shell fire shows

fect confidence. The people are

ending their daily duty, soldiers go-

ag to the front line march along the

ays maintained it was a mistake to

ACROSS THE PIAVE. LONDON, June 18. The Austrians, according to the ening Standard, now occupy st bank of the Piave from the egleane Railway to the Zenson d, a distance of a mile and a half. They have thrown fourteen brigades cross the river. These, however re under Italian fire.

PAYING IN FULL.

After violently bombarding the ench positions on the Asiago sector of the Italian front, telegraphs the was correspondent at the Italian adquarters, the Austrians attacked day in mass formation. The French erywhere broke up the assaults and pletely maintained their lines. ers were taken, important marial captured and considerable lossinflicted on the enemy. Six huned Austro-Hungarian corpses were ried in front of one French regi-

AUSTRIAN OFFICIAL.

The number of prisoners taken by Austro-Hungarians in their new ve on the north Italian front has In increased to 30,000, the guns capd number 120. The official reissued to-day by the Austrian office says on both sides of the er Brenta the enemy constantly Wed his vain attacks against our W positions. The British attacks uth of Asiago were just as unsuc-

ROME, June 18. (Official.) lence of the battle has somedecreased along the mountain t, but is increasing along the River. The third army withthe powerful efforts of the ar-

ITALIAN OFFICIAL.

KELLOG'S BRAN (cooked) ready to serve. KELLOG'S RICE BISCUITS. KELLOG'S GRANOSE BIS-

KELLOG'S BRAN BISCUITS

KELLOG'S PEANUT BUT-TER, large and small KELLOG'S MINUTE BREW. KELLOG'S MALTED NUTS, large and small bottles.

KELLOG'S Y O G U R T
CHEESE, opal crocks.

W. K. KELLOG CEREAL CO.,

Toronto, Ontario. DRINKET, 4 oz. Tins. BRAN, Cooked, Ready to Serve.

C. P. Eagan

Duckworth Street and Queen's Road.

THE SECOND OF THE PROPERTY OF

Kellogg Food Company. of Battle Creek, Mich. Just received by train.