

Our Offers Are Helps to Economy.

We have now opened and ready for your inspection a **Large Variety of American Goods**, purchased at the right time, and in the right market, and marked at **Rock Bottom Prices**.

Bleached Table Damask.

550 pounds of American Table Damasks, 1½ to 5 yard lengths. Good value, 85c. lb.

American Towels.

1600 pounds White and Brown Turkish Towels, 75c. lb.

We thank you for reading our ad.

Ladies' Dressing Gowns.

2 dozen Ladies' Dainty Dressing Gowns, neatly trimmed and well finished.

Selling \$6.50 and \$7.50 each.

Gent's Dressing Gowns.

2 doz. Gent's American Dressing Gowns, comfortable and useful, selling \$7.50 and \$8.00 each.

Marshall Bros

White Marcella Quilts

Small, medium and large sizes. Splendid value, 75c. per lb.

White American Sheets.

1000 pounds of American Sheets, hemmed ready for use, 75c. per lb.

Call and See Our Goods.

Other People's Businesses.

By RUTH CAMERON.



What a lot we all know about other people's business. Especially about the profits. The other day I heard two men discussing a third man's profit on a trucking job. Said the first, "I'm afraid he'll not make much money on it." Said the second, "Why he's going to get forty dollars and it will only take him three days. Over twelve dollars a day. I call that pretty good money."

What About Gasoline and Oil? Said the first, "What about gasoline and oil? And how about interest on the money invested in the truck? And depreciation?" "Oh, yes, I suppose those things do mount up," conceded the second man. And yet, left to himself he would have reckoned "twelve dollars a day" good pay.

And the queerest thing about that is that he is a business man, in business for himself.

Those Terrible Dentists' Bills. The dentist is another personage whose profits are very commonly reckoned that way. His patrons know he gets so much an hour for his time and they multiply that by the number of hours in the day (forgetting that there must be waits) and that by the number of days in the year (forgetting dull seasons) and allot him an income which they feel is exorbitant. They completely forget his office rent, the salary of his helper, the large cost of up-to-date equipment.

A music teacher told me that she once heard two young girls behind her in the trolley and unconscious of

her presence, reckoning up what she must make. The allowed for no dull seasons or studio rent. "I only wish I earned half what they allotted me," she said. "I didn't wonder that both girls decided to be music teachers."

Don't Put On Blue Glasses to Hunt With.

In hunting about for the nigger in the woodpile responsible for the high cost of living, many large businesses are now being attacked, some justly and some unjustly. It is a common mistake to reckon their profits in this cross-eyed way. Take for instance the bread business, agitators will show how many loaves of bread can be made out of one barrel of flour and will actually forget to reckon the yeast, the milk, the sugar, to say nothing of the bakery's overhead expenses in plant, labor, delivery, etc. There is a nigger in the woodpile—there is no doubt of that and we all want to catch him. But to go about in this unreasonable way is to put on blue glasses to hunt with. We need the clearest kind of vision for this task. We can't afford to obscure it by such unreasonableness.

Minard's Liniment Co., Limited. Gentlemen,—I have used MINARD'S LINIMENT on my vessel and in my family for years, and for the every-day ills and accidents of life I consider it has no equal. I would not start on a voyage without it, if it cost a dollar a bottle.

CAPT. F. R. DESJARDIN. Schre. Storke, St. Andre, Kamouraska.

COUNCIL MEETING.—The Municipal Board will hold their usual weekly meeting this afternoon.

NEW FIRE SERVICE.—An automatic fire extinguishing system is now being installed at Wood's Candy Factory, Hamilton Street.

New Pack (1917) LOBSTER JUST RECEIVED.

California Oranges, 176's & 216's Choice Retailing Onions, 50 lb. crates. Wilson's Root Beer Extract, 15c. bot. Flavoring Extracts, 1 and 2 oz. bottles, 8c. & 15c. bot. Lime Juice, quart bottles, 45c. Syrups, ½ pint and pint btl. Campbell's Soups—11 varieties, viz: Celery, Asparagus, etc. 100 sacks Pea Beans, 120 lb. bags. 100 cases 2c. & 3c. Soap. 100 bbls. Washboards.

Godroy Butter. New Grass Canadian Butter, very finest flavour. Blue Nose Butter, prints and boxes. Eddy's Parlor Matches—Safety. Moir's Butter Scotch, 20 lb. tin pails. Moir's Chocolates, ¼ lb. and ½ lb. boxes. Canadian Maple Syrup—Bottles.

FOR SATURDAY: LOCAL CABBAGE. LOCAL POTATOES. LOCAL TURNIPS.

C. P. Eagan

DUCKWORTH STREET & QUEEN'S ROAD.

1917.

Ready for delivery, **40 cases** 1917 Pack **TINNED SALMON.**

And to arrive, **60 CASES.** Book your orders now.

Soper & Moore, Importers & Jobbers. Phone 458.

Naval Heroes

RETURNING ON FURLOUGH.

By the incoming express the following Naval Reservists are returning on furloughs:

R. Pittman, A. Rendell, S. Way, R. Tavernor, M. Penny, M. Reid, E. Greene, T. Tucker, A. King, J. Rick- etts, A. Brinsstone, J. Hayse, W. Spencer, C. Hepburn, J. Northover, A. Greeley, L. Stone, H. Russell, A. Yet- man, A. Morgan, H. Humbley, A. Ren- dell, G. Brennan, Keating and Noel.

Five of the number have been on ac- tive service since the outbreak of hos- tilities while the remainder have been absent from home for about two years. They will be met at the Railway Sta- tion by the Premier and the Ladies' Reception Committee.

Express Passengers.

The following first class passengers are on the incoming express due at 8 p.m. to-day:—

F. H. and Mrs. Jones, A. R. Har- ington, Geo. Ford, Miss A. Goss, Miss E. Rowsell, Mrs. O'Reilly, Mrs. W. Anthony, M. Jones, Mrs. L. Benson, Miss G. Anthony, C. O'N. Conroy, J. P. Maher, W. J. Boland, Miss A. Ding- well, A. C. Carew, A. Blois, E. Martin, Mrs. L. Davis, Miss Mackey, G. Par- sons, G. and Mrs. Massey, Miss G. Ben- nett, Rev. T. and Mrs. Fuller, Chas. Luedy, H. A. McQuarry, C. Patten and D. C. Mickle.

Back from the Straits.

The S. S. Ethie, Capt. Goobie, reach- ed Humbermouth yesterday morning from the Straits mail service. Capt. Goobie wired the following report to the Reid Nrd. Co.:—

"Made all the ports of call to Battle Hr. Had strong westerly gales going, and moderate weather, with dense fog. Low separate collars for wear with street dresses are favored. Ribbons are used on everything, even collars are made of them.

Chapter of Accidents.

WOODMAN CUT HIMSELF SEV- ERELY.

Albert Mitchell, aged 30, of Broad Cove, almost bled to death last even- ing, as the result of a fearful wound which he accidentally gave himself. During the afternoon he took his hat- chet and went to the vicinity of Gull Pond, off the Broad Cove Road, to cut down trees to make whittings for fencing purposes. He was chopping a sapling when suddenly the axe, which was very sharp, slipped and came across his left leg just below the knee inflicting a gash five inches long and equally deep whilst the main artery of the leg was severed and a muscle badly injured. The victim, who bled copiously, was in an awful predic- ament, as he was alone and was nearly two miles from home. It was then about five o'clock. He kept in good spirit, boarded his boat and rowed up Gull Pond, which task occupied a half an hour. He then hurried home as best he could, the injured member causing him much pain. He was im- mediately put on board a wagon by a man named Sharpe and driven to the city for treatment. On arrival, about seven o'clock, the clothing around the leg was saturated with blood and the wagon very much be- smeared. Mitchell bore up bravely, although showing signs of weakness, as he must have lost a considerable quantity of blood. He was taken to the surgery of Dr. Campbell, who had to insert five stitches to close the wound, after which the patient was conveyed back to his home in Broad Cove.

DROVE NAIL THROUGH FOOT.

A young man named Carter met with a very painful accident on Tues- day evening last. While carrying a plank on his shoulder he stepped heavily on another piece of timber, through which a long nail protruded. The nail penetrated the foot and went through the soft part of his right foot. He extricated himself and then was treated by Dr. Campbell.

MAN SERIOUSLY INJURED.

As a result of a pile driver falling on him, a man named Willis a work- man at the Horwood Lumber Com- pany's premises, had to have fifteen stitches inserted in his head. He was rendered unconscious by the blow and the wonder is that he was not killed outright. After being attended by a physician he was conveyed to his home in Charlton Street.

Martial Law Declared in Spain.

The Board of Trade have received the accompanying message from Mr. George Hawes, Alicante:— "General strike commenced throughout country. Martial law declared. All business suspended."

NO EXCESSIVE WAR PRO- FITS.—When you order your suit from us you are assured of a square deal and full value for your money. A fine, serviceable suit in Serge or Tweed from \$28 to \$32, and an extra value Serge at \$35. SPURRELL BROS., 365 Water St.—June 1, 1917.

Lustrous satin is very smart for simple gowns with lace trims. Hats which match the boots and bag create a very good effect.



\$8.50 BOYS' SUITS for \$5.50 in all sizes

At the above great reduction we are offering a large quantity of Boys' Smart American Suits.

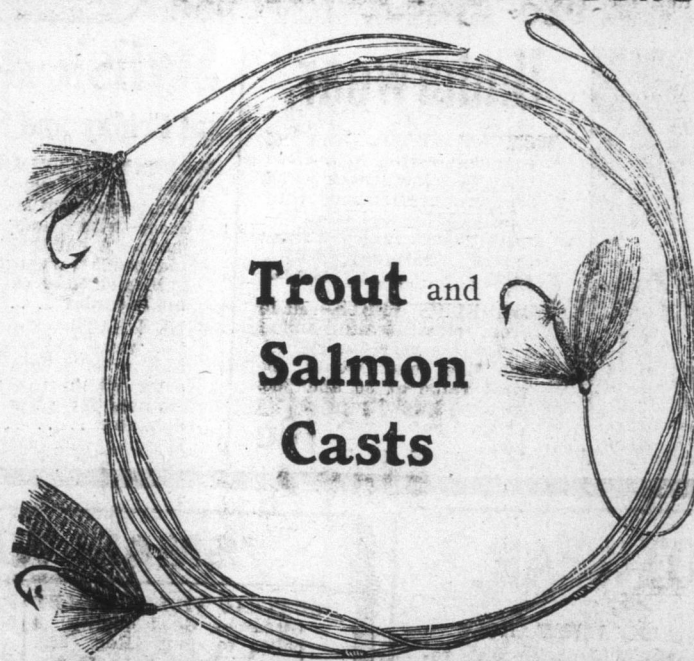
These Suits were originally \$6.50 to \$8.50 values, and every Suit is offered at the uniform price of \$5.50. This is an exceptional chance for parents who have boys aged from 2½ to 10 years. Doesn't your boy need a new suit?

In snappy belted and semi-military styles, made with detachable White Pique Collars, these Suits can be bought in Navy Serge, Black and White Check, Grey—in several tones, Brown Cloth and Corduroy.

We shall feature an attractive special each week-end which will make it well worth your while to watch our advertisements.

Always watch our Western window, it corresponds with our advertise- ment each week.

Smyth's ESTABLISHED 1875



COME ALONG BOYS, WE GOT THEM! 150 Dozen Best Quality English Trout and Salmon Casts.

MARTIN ROYAL STORES HARDWARE CO., Ltd. (Successors to Martin Hardware Co. & Royal Stores Hardware)

Advertise in "The Evening Telegram."

Prem Gas

gets the regular "put engine that takes you same day, a clean, reliable burning boats.

Big stocks always on make prompt deliveries.

THE IMPERIAL

ST. JOHN'S, NEW

To-Day's Messages.

10 00 A.M.

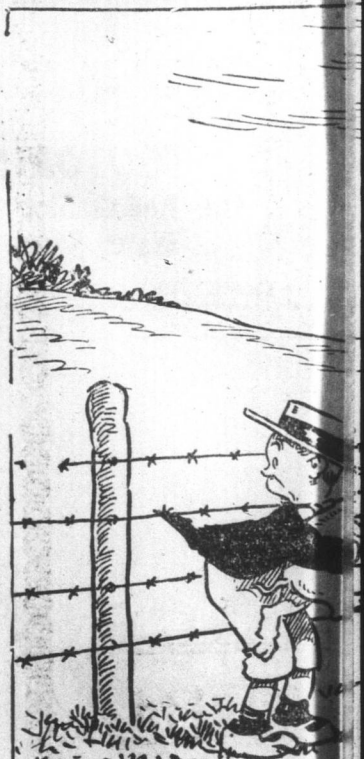
THE STORY OF THE ADVANCE

BRITISH FRONT IN FRANCE

AND BELGIUM, To-Day

After the brilliant advance this morning, in which the Canadians captured Hill 70 and then swept on north- west of Lens, the attacks were at close grips with the Germans in the western part of Lens late to-day. The attack began at 4.25 o'clock, just as the first grey streaks of dawn were appearing. All night the British big guns had been pouring a steady stream of high explosive shells into the German positions, the great detonations overlapping one another like the rapid crackling of machine gun fire and swelling into a mighty volume of thunder that shook the earth and stunned the senses. Then, a short time before the hour of dawn offensive arrived, the batteries rapidly ceased and a strange and almost oppressive stillness fraught with the portentous catatonic which will follow, crept over the country, until then had been an inferno of death. It had been raining, grey clouds still hung low over the trenches where crouching the Canadian fantry men waiting eagerly for the arrival of the moment which would summon them to attack. Suddenly ten minutes before the time set for the attack, every British gun with range broke out with a hurricane of shelling, and a solid line of crimson lightning belched from the German trenches as the explosives broke above them. To this lurid picture was added the unforgettable spectacle of burning oil which the British threw upon the enemy lines. Great clouds of pinkish colored smoke rolled across the country from the front liquid and the murky sky threw a myriad colors from the conflagration below. The moment the attack began and as the British guns dropped their protecting barrage in front of the Canadian trenches, the clouds parted and a yellow crescent moon appeared. Under the light of the beacon the Canadians leaped over

And the Worst



C. H. Wellington