

American Summer Headwear

We are now offering a large and well assorted stock of the latest American Linen Hats for boys, and the best line of Men's American Summer Caps we have ever offered to the men of this Dominion, also a limited stock of Mens Straw Hats. Read carefully the offers as itemized below:

White Jean Hats!

30 dozen White Jean Hats for the kiddies. These little Hats are very serviceable and can be washed as often as the boy or girl who wears them.

Prices 40c to 70c each.

Black and White Hats

10 dozen Child's Black and White Check Hats. These are real knockabout Hats, worn by girls as well as boys. Very light weight and extraordinary light price.

Only 40c each.

MEN'S TRENCH CAPS.

20 dozen Men's Summer Caps with strap and buckle on the crown. They come in Blue and White and Black and White checks; very light weight; the newest Cap on the market. Special price \$1.10 each.

MEN'S STRAW HATS.

10 dozen American White Straw Hats, light weight and made in the latest American style. Buy one and keep cool.

Prices 40c to 90c each.

Marshall Bros

American Soldier Hats

15 dozen American Soldier Hats for the boys. Same shape as worn by the Yankee boys now on active service, and for wearing can give as good account of themselves as the Yankee soldiers now fighting. Tan shade with Red, White and Blue Cord.

Only 75c each.

Boy's Tan Turban Hats

10 dozen Boys' Tan Jean Hats. Lighter in weight than cork. The proper Hat for summer holiday wear.

Only 85c each.

See our East Window.

Prices and Values.

By RUTH CAMERON.



RUTH CAMERON

An acquaintance of mine was boasting about a set of dishes which she had gotten at a great bargain. She told, proudly, how another shop was advertising a set of the same dishes at five dollars more the set.

Someone asked her how many dishes her set included. "But the set they are advertising at five has eight of everything in it," he pointed out. "I happened to notice, because my wife wants some dishes for her summer cottage." The bargain getter's set had only six of each article. The difference in number just about cancelled the difference in price.

The incident interested me greatly because it was typical of the careless way in which we compare prices without being careful to compare values and quantities at the same time.

Have They The Same Net Weight? Take canned goods, for instance. You find you can get a can of corn which tastes just as well, cheaper at one shop than at another, but are you sure that there is the same net weight in each?

Commodity. "I buy such and such a commodity," a woman told me, the other day, "because it is the only brand that hasn't gone up in price." Now, as a matter of fact, the size of the package has been reduced so that it really has gone up in price more than some which actually have changed the price but kept the size of the package the same.

One Should Take Advantage of Quantity Buying. Having the net quantity thus clearly printed on the outside of all packages, is an advantage which I do not think we make full use of. Not only should it be used in comparing values but in deciding what size jar or package to buy. Usually, the larger quantity is sold for a worth while saving.

Value Difficult to Measure. The matter of quality is, of course, a good deal harder to determine. There are no scales or measures by

which to weigh and measure it, except the measures of experience and the scales of judgment. But no just and thrifty buyer will hastily and thoughtlessly compare prices without at the same time trying to consider the matter of values.

I was cured of Bronchitis and Asthma by MINARD'S LINIMENT. MRS. A. LIVINGSTONE.

I was cured of a severe attack of Rheumatism by MINARD'S LINIMENT. MRS. A. LIVINGSTONE.

Malone Bay. JOHN MADER. I was cured of a severely sprained leg by MINARD'S LINIMENT. JOSHUA A. WYNACHT.

Your Boys and Girls.

Any little girl over seven years old may be taught to knit. Here is a simple direction for making a knitted sweater for dolls.

Use one hunk of shetland wool and a pair of knitting needles about number five. Cast on twenty stitches for the back and knit twenty ribs. Then cast on ten more stitches, knit across and cast on ten at the opposite side, you have on the needle now, forty stitches which gives the width from sleeve-edge to sleeve-edge. When you have knit ten ribs, the sleeves will be finished up as far as the shoulder line.

About eight stitches may be bound off for the back of the neck. You have knit sixteen stitches bind off eight for the neck, and continue to knit across the remaining sixteen stitches. Slip off the sixteen stitches on the opposite side of the bound-off portion, on a big safety pin and fasten securely. Take the empty needle and commence knitting where the end of your worsted is, knit as far as the bound-off place and back twice, which will give you two ribs for the shoulder. Now cast on six stitches to make the front wide enough and knit across the twenty two stitches for ten rows.

This completes the sleeve. Bind off under the sleeves for ten stitches (the original number you cast on for the sleeves) and then knit across and across, straight down the front until the front is as long as the back. Finish the opposite front in the same way and sew up the underarm seams with a bit of worsted.

"Blue Nose" Butter, Fresh Supply

Just to hand.

NEW GOODS.
Marmalade, 14 lb. pails.
Raspberry Jam, 14 lb. pails.
Strawberry Jam, 14 lb. pails.
Golden Pheasant Tea.
Shirriff's Jelly Powders.
Shirriff's Extracts.
Boyer's Tomatoes.
SPECIAL!
Black Eye Pea Beans, 10c. lb.
Brown Peas, 5c. lb.

St. Charles' Evaporated Cream, tall tins.
Purity Milk.
Rose's Lime Juice.
Rose's Lime Juice Cordial.
West India Lime Juice, 1/2 pt., pt., & qt. blis.
Marrowfat Green Peas.
Japan Rice (polished).
"Blue Rose" Texas Rice.
Fancy Head Siam Rice.
Siam Rice (polished).

C. P. Eagan

Duckworth Street and Queen's Road.

Now in Stock!

Ready for delivery at once.

40 boxes White Starch,

40 lbs. each, bulk.

40 boxes White Starch,

4 lb. boxes, 48 lb. case.

25 boxes Fluffy Ruffle

Starch, 10 oz. boxes.

5 cases White House Coffee.

100 boxes Kirkman's Borax Soap.

100 boxes Babbitts Borax Soap.

40 cases Corn Starch, 1/4

lb. pkg., 40 lbs. to case.

Soper & Moore



HE HAS NOT GONE TO DIE.

He has not gone to die, though he may fall, And far in Flanders lie; He heard his life call, And knowing what it meant— His strength to give For Freedom, on he went That he might live.

Death! There is no such thing For honor's sons, Who brave the thundering And crash of guns And in one mighty hour Dare all for truth; They snatch from Death's grim power Eternal Youth.

Not by some secret plan, Nor space of time Does life produce a man Superb, sublime, Not in three-score of years Does manhood glow; More than our gray-beard seers Brave youth may know.

Only the coward dies; Clinging to breath, Fearing to strike or rise, He is a living death. Lost is his soul to truth, Dead is his heart within, Wasted his strength and youth, Shame's grave has shut him in.

He went to live one hour For truth and right; To rise to manhood's power Superb, sublime, And test his might, And if beneath that sky He falls for truth, His name shall never die; Life guards his youth.

Everyday Etiquette.

"What is the procedure when a couple leave a public dining room?" asked nervous Nettle.

"The lady precedes the gentleman when leaving," replied her mother. "At the door the man will receive his hat from the attendant which attention is usually rewarded with a small tip."

Milady's Boudoir.

THE HAIR.

One's complexion is not the only detail that must be perfected before a woman can lay claim to charms, for going hand-in-hand with it is the hair. Hair to be beautiful must be clean and nourished. While it usually has enough natural oil, it is often robbed of it by the manner in which the hair dresser shampoos and dries it and also by the tonics used, the greater part of them containing wood alcohol, which literally takes all the oil out of the hair and burns it up.

A woman with scanty hair does not hesitate about shampooing it at home for it is easily dried, but one with a heavy head of hair dreads the task. A simple means by which the drying of the hair is easily and quickly accomplished is to use a straw hat, with the crown removed, of any size or dimensions. After the shampoo remove the greater part of the water from the hair by rubbing with a towel, then lift the hair through the crown of the hat, rest the hat on the head and spread the hair out around the brim to dry.

Dandruff is the worst enemy of the hair. Frequent shampooing is a necessity but, as this is too drying, for a head of hair which is not naturally oily, the hair should be given a small dose of oil after each shampoo.

An easy way to accomplish this is to wet the hair with a seventy per cent solution of alcohol to which some castor oil has been added, four teaspoons of castor oil to one pint of alcohol. The alcohol carries the oil to all parts of the scalp and then evaporates, leaving it intact.

A ten minute massage should be given every night. Place the tips of the fingers on the scalp and, without moving them, rotate the scalp on the skull. Then move the fingers to another part of the scalp and repeat.

Your Daughter.

Sits at home, sewing or performing some other household task. She is the apple of your eye, the joy of your life, the light of your home. She fills your life with sunshine, and your heart with happiness. No sacrifice is too great for you to make in order to ensure her safety. But only a few thousand miles away in ravaged Belgium there are other daughters, daughters who were as fair and innocent as yours before the Kaiser let his hell-hounds loose over that fair land. There were fair daughters of France who filled the homes of their parents with love and laughter, but who lived to curse the day they were born—when the Germans came. Your daughter is secure from outrage and shame only through the sacrifices of our brave soldiers and sailors. What are you paying for your protection, and the protection of those you hold dear? Are you in a position to buy Victory Bonds? If so, do so. Buy Bonds, Buy More Bonds, Buy Still More Bonds, until the Germans are driven back to the Rhine and the four crimes they have committed have been wiped out in their blood.

If you are going to get that new suit of clothes, get it now, as with new shipments of goods prices are going to soar. We have a splendid stock to select from, and you can rely on a good fit in any style you wish to have it made. SPURRELL the Tailor, 365 Water St.—June 24, 1918.

MINARD'S LINIMENT CURES GARTERS IN COWS.

THE SAVING HABIT.



WALT MASCO

We're learning how to save the shilling, a 2 d when the armies cease their trilling, the lesson will abide; our hard-earned shillings we won't be blowing; the tail no longer will be going to blitzen with the hide. In peaceful times I failed to pickle

the useful dime and helpful nickel. I put no coin in brine; I wasted money as I earned it, with foolish energy I burned it, the spendthrift's course was mine. Then came the war, and thrifty neighbours who'd saved the product of their labors, the crisis calmly met; they had their bundles in their cellars while I and other giddy fellows were plunged neck deep in debt. We were a bunch of also-wases; we couldn't help the Red Cross causes, or buy a baby bond; we couldn't line up with the loyal, and help to can the madman royal, for all our goods were pawned.

The buster man is pretty useless when war is raging, endless, countless, and cold is in demand, when every gent should have his dollar to help to make the foeman hotter, and save his native land. And I felt shame, and I was blushing, when I held my neighbours rushing with coin to boost the flag; I wept for all my spendthrift folly, my soul was steeped in melancholy, my spine began to sag. But now my wisdom teeth have sprouted, along the paths of thrift I've scouted, I've salted down four bones; my package doubtless will be greater, and as it grows 'twill balk the traitor, and shake the tyrants' thrones.

Strikes Unpatriotic.

(From the Pittsburg Gazette Times.) Director General of Railroads McAdoo's warning to railway shopmen against striking is timely. It plainly indicates a principle of patriotism which should be obvious and which no doubt will furnish food for serious thought to those who had given it no consideration. Every person engaged in any form of railroad work is a Government employee; every employee of an industry essential to the carrying on of the war is a servant of the people. The duty of all is alike, though the Government may exercise no direct authority over those on the payrolls of private employers. Retention of the independence of these latter will depend much upon their own recognition of the obligation they owe the country in these times. But there can be no cavilling about the duty of those, like the railroad workers, already enrolled as employees of the Government. They stand in much the same relation to the public as do our soldiers. If wages and conditions of employment are unsatisfactory, they may petition for a readjustment. That is all. The Government fixes the terms for them. If this condition involves sacrifice, they must content themselves with the reflection that they are enlisted in the common cause and have no private rights that can take precedence over the public necessities. In setting aside the rights of private owners, the Government also suspends the rights of private employees. That is the significance of public ownership or control of industries. During the war all must strive for victory under Government leadership. After the war the questions of rights can be considered in the light of the war-time experiences.

TO THE TRADE!

FANCY SPARE RIBS, 200 lb. barrels.

CHOICE BEEF CUTTINGS.

MORRIS & CO'S FAMOUS HAMS & BACON.

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.

Ladies' White SHOES, Only \$2.60 a pair.

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

WILLIAM FREW, Water St.

Advertise in the "Telegram"



SUMMER DRESS

An exceptionally large collection of modified novelties and staples, 23c to \$1.60 yd. in Voiles, Dutchesse Plaids, and all the wanted shades of Underwear at 47c yard.

See Window For Some of

The Last Link in the Chain of Irish Priest.

Editor Evening Telegram.

Dear Sir,—Life is transient: "Our home is in Heaven our home is not here." These words are ever vibrating in our souls, and some day we all hope to meet with our loved ones gone before. As the years go by old friends depart, no distinction of persons, all classes and all creeds, are gathered in by the hand of time. Yesterday all that was mortal of the late Rev. Father Vereker were laid to rest within the sacred precincts of Belvedere, and many an eye was bedewed with the tears of sorrow over the loss of a kind and loving Saggartin Aroon. As we write the lines of Moore occur to us: "I never nursed a dear gazelle, 'Tis glad me with its soft black eye, But when it came to know me well, And love me it was sure to die."

Such are also the feelings of human nature the moment that persons become to be, as it were, at the zenith of love for their fellow creatures, then does it often please the hand of Providence to lay upon them the cold still hand of death. Father Vereker was esteemed as a Priest whose love for his fellowman was unbounded. He was loved by rich and poor; many Protestants vied in their admiration with their Roman Catholic countrymen in their veneration for the Padre. Father Vereker descended from a learned and respected Irish family; fifty-one years ago the brother of Father Vereker was laid in his last resting place where now lies all that is mortal of Fatherland's sincere friend. He was Administrator of the Diocese of St. John's. His Lordship Bishop Mullock was on his way home from the Eternal City when the death of Father Vereker took place. His Lordship in reply to an address presented to him by the Catholic societies said, concerning the death of Father Vereker: "The death of my dear friend and Administrator, Father Vereker, is a source of intense sorrow to me; his loss cannot easily be

T. J. EDENS.

Prince Albert Tobacco, 4 cases—500 lbs.—received to-day.

50 crates ONIONS.
20 bbls. CABBAGE.
25 cases CAL. ORANGES.
5 cases LEMONS.
2 crates TOMATOES—Fresh.
5 boxes TABLE APPLES.

Signal Choc. C. Drops. 5 lb. box
Royal Choc. C. Drops. 5 lb. box
Acme Mixture. 5 lb. box
Smooth Almonds. 5 lb. box
Turkish Gum Drops. 5 lb. box

25 100-lb. Chests
Ceylon Broken Orange Pekoe TEA.

Selling at 55c. lb. This Tea is worth 10c. more on to-day's market. Try it.

Canadian Rolled Oats, 5c. lb.
Best Family Flour, \$1.10 stone.
Tomatoes, large tin, 30c.
Pure Corn Syrup in tins.
Pure Gold Jellies.

T. J. EDENS,
Duckworth St. and Rawlin's Cross.