

Attractive Summer Offerings!

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

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 Lawns.

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 "Peace of Mind" Margin

By RUTH CAMERON.



RUTH CAMERON

Some friends of mine who have been coming up in the world so far as income goes were considering the step which folks who come up in the world nowadays are pretty sure to take.

"Think how much more we should enjoy the bridge club if we didn't have that long trolley ride in front of us," urged the husband.

"I know that," admitted the wife. "And think how much oftener we could get out to see your folks if we had one," went on the artful tempter.

"I know that, too," said his wife.

"Surely if the Aldrichs can afford an auto, we can," he persisted.

She Wants To Enjoy Breaking Her Glasses.

"We could," said his wife. "If we were willing to do as they do. But that's just what I don't want to do. I want to be able to enjoy breaking my glasses."

Her husband laughed. "Yes," he said, "I suppose there is something in that."

And then they explained.

Breaking her glasses was a symbol of the innumerable unexpected little expenses that make life a misery for you if you are living on an income that just covers your normal routine running expenses.

Any Unexpected Demand Was a Tragedy.

In the days when their income was divided up so much for rent, so much for food, so much for clothes, so much for spending money, etc.—if she broke her glasses (or any similar unexpected demand came up) it was a tragedy.

"Now," she said, "if I break my glasses, of course I'm sorry, and yet in another way I enjoy it. I can send them to be fixed without wondering where the money is coming from to pay that bill. And it's such a perfectly blessed relief that I'm positively happy. Now if we should get a very machine at just this stage it would be swallowed up. And I couldn't

"break my glasses any more."

Can you afford to break your glasses, reader friend?

And Such People Have My Deepest Sympathy.

Of course there are thousands of homes where the income is so small and the family so large that a comfortable margin for incidentals is impossible.

But there are equally many homes where a margin could perfectly well have been maintained and yet where there never is one because expenses have been allowed to keep right up with income.

Another friend of mine who has the same point of view as the wife who wants to keep on being able to enjoy breaking her glasses, calls the margin between her routine expenses and her income her "peace of mind margin."

Is it not an excellent name?

And isn't a "peace of mind margin" worth too much to barter for a few more material comforts or luxuries?

At the Yarmouth, Y. M. C. A. Boys' Camp held at Tackett Falls in August, I found MINARD'S LINIMENT most beneficial for sun burn, an immediate relief for colic and tooth-ache.

ALFRED STOKES, General Sec'y.

Milady's Boudoir.

CARE OF THE HAIR.

It is in the power of almost every woman to have a good head of hair. But by many such a gift can only be derived with much care and constant attention to the laws of health. While the condition of the hair is largely a matter of physical health, yet certain characteristics are the result of fastidious care and cultivation. Unkept, "lousely" hair, powdered with dandruff, is always a repulsive sight.

At all times the hair should be kept clean. By doing so one not only prolongs its life of beauty, but the hair may be controlled more easily when the coiffure is being arranged.

Should one prefer to shampoo, one's hair at home I would advise a very careful selection of a soap that is suitable and to always insist on its use.

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

a letter to a soldier ere you go to bed to-night; some poor chap is tired of waiting for the letter you don't write. It will take you fifteen minutes such a letter to compose, and you'll hear from a soldier when he's billed to face the foe. Make it bright and brave and breezy, full of courage, smiles and snap, show the confidence you're feeling in the outcome of the scrap, and some soldier boy will bless you as he takes his little gun, and prepares to shoot the gizzard from a lewd, immoral Hun.



Edgar Guest

THE TITLE OF THE DEAD.

Rich earth is that which holds our dead! Once foreign soil, but home-land now. Our country by the blood they shed. Ours by the sacrifices made. Ours by each fallen lance and blade.

Ours by the common grief we share. Ours by their blood for honor shed; 'Tis shall not end our title there. Nor vandals dispossess our dead. Nor different tongues, nor different creeds Blot out the memory of their deeds.

Henceforth no man shall ever say This stretch of soil is wholly France; All border lines are swept away As freedom's gallant troops advance.

That ground shall evermore be free Where men have died for liberty.

Where sleep her brave and youthful dead, That soil America shall be. Where once is blood for freedom shed, Forever shall that earth be free. Rich ground is that their souls enclose. Once foreign France, but homeland now!

Special Notice.

At the end of this year we will give 5 cts. for every 12 Outside Green Wrappers obtained from "STAFFORD'S LINIMENT". We will also give \$10.00 to the person forwarding us the largest number and \$5.00 to the 2nd largest. We will keep a record of every person forwarding us these wrappers from time to time and at the end of the year we will publish the names of 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, NEURALGIA 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.

Household Notes.

Very good puddings are made with oatmeal.

Spiced blueberries are an agreeable preserve.

Pouard in large polka-dot design is very fashionable.

Baked bananas are good served with sultana sauce.

There is no virtue in a monotonous diet.

Muffin pans should be filled two-thirds full.

MINARD'S LINIMENT USED BY PHYSICIANS.

MILITARY SERVICE ACT, 1918.

EVERY MAN in Class 1, that is all unmarried men between the ages of 19 and 25 inclusive, must report to the Registrar at the Militia Building, St. John's, on forms provided, before the 24th day of May, 1918, or send an application for exemption.

Report and Application can be sent through the Post Office or may be made personally at the Militia Building to the Registrar.

Claims for exemption must be made on the following grounds:

- That it is expedient in the national interest that the applicant should, instead of being employed in military service, be engaged otherwise.
- That he has one or two brothers or has served in His Majesty's Naval or Military Forces during the present war.
- That he has three or more brothers and two of them are serving or have served in His Majesty's Naval or Military Forces during the war.
- That he has persons mainly dependent upon him for support, such as parents, brothers or sisters and
- Ill health or infirmity.

EXEMPTION APPLICATIONS

may be made to the Tribunal in St. John's through the Registrar and outside St. John's direct to the Commissioners (magistrates) appointed by the Tribunal. Commissioners have power to grant exemptions subject to confirmation by the Tribunal on grounds (b), (c), (d), and in cases where a man is so obviously infirm as to be unfit for military service. Applications for exemption may be made by the

MAN SEEKING EXEMPTION

or on his behalf by his employer, or business partner or near relative. Application forms will be found at all Post Offices as soon as they can be printed and hurried there by mail.

REPORTS

will also be found at all Post Offices. When Report is filled out hand to the Postmaster or Clerk and get a receipt. Any man in the class called up failing to report is subject to a penalty of five years.

IMPRISONMENT

All who have received REJECTION BADGES must fill out Report for Service Form and send same through Post Office or deliver at Militia Building to Registrar or make application to Tribunal in St. John's or to Commissioners (magistrates) in outposts for exemption.

TRIBUNAL

sits daily in the Supreme Court Chambers, St. John's, and the Commissioners outside St. John's at the most convenient centres.

Issued by Military Service Board. may21, eod, if

Oil, Fish, Lobsters

and all kinds of NBD Produce BOUGHT & SOLD ON COMMISSION.

We also carry a full line of Provisions and Groceries. Prompt returns and every satisfaction guaranteed. Write or wire for prices.

Fred. T. Lukins, F. O. Box 252, 61 Hayward Avenue, Jan24, eod, 5m

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"

Products of the

Kellogg Food Company,

of Battle Creek, Mich. Just received by train.

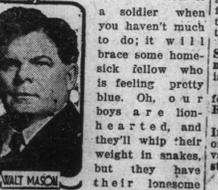
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|---|---|
| KELLOGG'S BRAN (cooked) ready to serve. | KELLOGG'S PEANUT BUTTER, large and small bottles. |
| KELLOGG'S RICE BISCUITS. | KELLOGG'S MINUTE BREW. |
| KELLOGG'S GRANOSE BISCUITS. | KELLOGG'S MALTED NUTS, large and small bottles. |
| KELLOGG'S BRAN BISCUITS | KELLOGG'S Y O G U R T CHEESE, opal crocks. |

W. K. KELLOG CEREAL CO., Toronto, Ontario.

BRAN, Cooked, ready to serve. DRINKET, 4 oz. Tins.

C. P. Eagan

Duckworth Street and Queen's Road.



WALT MASCO

WRITE A LETTER.

Write a letter to a soldier when you haven't much to do; it will brace some homesick fellow who is feeling pretty blue. Oh, our boys are lion-hearted, and they'll whip their weight in snakes, but they have their lonesome moments when their hearts are full of aches; there are hours when they are longing for the homes so far away, and the girls they left behind them, and the parents old and gray; and a letter full of sunshine makes their melancholy shrink—therefore get your pen in action, with a demijohn of ink. Write a letter to a soldier, full of cheerfulness and joy; let the seb stuff go to thunder—it won't help a lonesome boy. Tell the soldier you are betting he will make the Teuton fly, tell him all is hunky-dory, and the goose is hanging high. Tell him all his friends are banking on the big things he'll achieve, let him know he's not forgotten since he took his final leave. Write

That Flag Incident.

Government House, St. John's, Nfld., June 4th, 1918.

Sir,—I am desired by the Governor to enquire whether it is the case that you flew the White Ensign on Empire Day at St. Andrew's Church; if it is, His Excellency would be glad to know by what authority this was done, as it may be necessary to visit this breach of the Defence of Realm Regulation 25C.

I have the honour to be, Sir, Your obedient servant, (Sgd.) J. H. CAMPBELL, Capt. & A. D. C.

Rev. G. Dickie, The Manso, Queen's Road.

COPY.

St. Andrew's Presbyterian Church, St. John's, Newfoundland. The Manso, Queen's Road, St. John's, Nfld., June 7th, 1918.

Capt. Campbell, A. D. C., Government House.

Dear Sir,—The report, which has evidently been carried to His Excellency the Governor to the effect that the White Ensign was flown at St. Andrew's Church on Empire Day, is absolutely false. The representatives of the Church resent the imputation contained in your letter and request that the report be investigated immediately.

I have the honour to be, Sir, Yours respectfully, (Sgd.) GORDON DICKIE.

COPY.

Government House, St. John's, Nfld., June 8th, 1918.

Dear Sir,—In replying to your letter of even date I am desired by His Excellency the Governor to inform you that the information regarding the flying of the White Ensign on Empire Day emanated from Mr. Theodor Thompson, District Deputy Superintendent of the Sons of England Benefit Society, who forwarded a list of all public buildings on which the White Ensign was flown. It will appear however that in the case of St. Andrew's Church Mr. Thompson was mistaken.

Yours faithfully, (Sgd.) J. H. CAMPBELL, Capt. & A. D. C.

Rev. Gordon Dickie, M.A., The Manso.

COPY.

St. Andrew's Presbyterian Church, St. John's, Newfoundland. St. John's, Nfld., June 8th, 1918.

Capt. J. H. Campbell, A. D. C., Government House.

Dear Sir,—The Board of Management of St. Andrew's Church have considered the correspondence regarding the flying of the White Ensign at St. Andrew's Church on Empire Day and realizing that this matter affects the standing of the Presbyterian Church in the community, they declare that they resent the imputation contained in your letter of June 4th, that they are dissatisfied with the further letter of June 7th, and that suitable amends be made for the

TO THE TRADE!

FANCY SPARE RIBS, 200 lb. barrels.

CHOICE BEEF CUTTINGS.

MORRIS & CO'S FAMOUS HAMS & BACON.

HARVEY & CO., Ltd., WHOLESALE ONLY.

The DOLLAR

has always been

For one

we have

An Honest

At the moment

A Dollar

Worth For

There is no bluff about us. We are "well" for you the advantage of how materials have taken this season. But never

Buy Your Bless

BLA