

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.

If Houses Could Speak.

By RUTH CAMERON.



RUTH CAMERON

What wonderful books we should have, if houses could write their stories of their lives!

Having concluded an interview with the order man, I lingered on my back door stoop the other morning, enjoying my stolen moments the more, doubtless because a dozen reproachful tasks awaited my rising and going inside. The air was rich with the fragrances of spring and the May sunshine lay sweet on the green fields and on all the houses, little and big, scattered over the countryside.

As I sat there, idly looking at them, that thought came to me.

The little white bungalow would write of Married Life.

The little white bungalow where the C's used to live, for instance. What a story of married life it could write! What a typical tale of two high-spirited, intense young people who alternately found they could not live with, and could not live without, each other. I remembered the stray tales we used to hear of the night that she threw her wedding ring into the river and the night that she took a dose of poison. (This story became public property because her husband had to wake a neighbor at midnight to telephone for the doctor and the neighbor, a surly bachelor, being weakened with the cry, "I want to use the telephone. My wife has taken poison," succinctly advised "Go home and give her another dose.") I am afraid that that little house however would have a hard time marketing its story for it did not have the conventional happy ending.

A Dramatic Tale by the Big House.

And then the big house that used to belong to the A's before they lost their money in the panic of nineteen seven, and it was bought by their poor relatives who had been saving money tortoise-like while the hare spent it. If that house could tell all that it knew, I am sure we should have an interesting volume.

And next to it is the rambling green house where Mrs. Graham and her married daughter lived until they quarreled about something (the neighbor-

hood never could find out what) and the daughter went away and has never come back, and Mrs. G. has lived alone these seven years. That house surely could tell at least one interesting story.

Wouldn't You Buy These Books!

Just think what a volume of short tales the old yellow house could bring out, about the dozen or more families that have lived there from time to time—stories sad and stories happy of their births, their deaths, their romances, their ambitions, their tragedies!

Lock down your street, or out across your countryside, reader friend, and endow the houses you see there with literary ability. Don't you think you would like to read the stories they might write?

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

Lot 5 P. E. I. I was cured of a severe attack of Rheumatism by MINARD'S LINIMENT. MALONE BAY. JOHN MADER.

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

Your Boys and Girls.

A normal baby immediately after birth can hear and see, feel pain, and cry when uncomfortable or hungry. If not handled up too tightly, it exercises the arms and legs and muscles of the body by natural movements.

At one month, it begins to locate the direction of sound and can follow a bright light. At two months responds to the snapping of fingers and follows bright objects. At three months holds head erect, turns it steadily from side to side, smiles when talked to, grasps bright objects and coos. At four months begins to recognize those who fondle him, and brings everything to its mouth. At five months knows its mother, father, puts out his hands to be taken and stops crying when food is brought near. At six months sits up in a chair, with a slight support and is interested in its surroundings. At seven months recognizes familiar faces from a distance, grasps objects placed within reach and laughs aloud. Smiles to everybody and cries when scolded. Be-

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

gins to imitate sounds. At 8 attempts to stand if held erect, attempts to creep. At 9 months knows its name. Holds and carries its bottle to its mouth. Able to bite off solid foods. If properly trained indicates its desire for attention. At twelve months stands alone or by holding on lightly to a chair. Knows the difference between the articles of food it is accustomed to eat.

IT WILL END.



WALT MASON

The captain and the colonel still bravely charge the foe; but nothing is eternal in this punk world below; some day when we are snoring around with a little spirit drooping, a fair pace will come ker-whooing, and end the reign of woe. They're shooting and they're blasting, as they have done for years; but nothing's everlasting in this, the best of spheres: all things on earth are ended, the puffing and the splendid, when Father Time has wended, a white knee deep in tears. To-day is charged with sorrow, and comfort is denied; but there'll be a to-morrow any apparent cause a fissure opening in the skin cross-wise of the muscle gapes open, remaining this way for sometime after closing, leaving a rough red painful ridge.

The cause of such troubles is not far to seek when it's seen that chapped and cracked lips nearly always manifest themselves after a period of intense cold when care has not been taken to keep the lips dry when out of doors. Moisture gathering upon the veil, a careless habit of touching the lips with the tongue, both of these will, almost immediately produce chapped lips.

For both hands and lips an old fashioned remedy, liked very much by our grandmothers, was nothing more or less than mutton-suet. A small piece, purchased from the butcher, cut fine is slowly poured into a cup. When it is hardened the cake is taken out and kept in a convenient jar on the dressing table for use night and morning, which practice will surely prevent both the spoken of.



Edgar A. Guest

NOT FOR OURSELVES.

Not for ourselves in golden gain; Not for a bigger stretch of land; Not for a port to rule the main; Not for a nation to command! We brave the fight on land and sea, That suffering people shall go free.

Heads high, we march unto the field, Singing the songs of free-born men, Hiding no stains upon our shield, Having no cause we dare not pen. To-day our banners are unfurled As champions of a better world.

If ever holy war was made, If ever men have died for truth, And drawn in honour's cause the blade, It is this strife which claims our youth.

No selfish cunning mars our thought— We fight and die as free men ought.

Everyday Etiquette.

"Should I invite a young man to call on me or should I wait for him to ask if he may call?" queried May.

"Sometimes circumstances make it proper for a young lady to invite a young man to call on her, but usually she will wait for him to ask if he may call," said her mother.

Welch's Grape Juice is served at Government House, Bally Haly Golf Club, your house and all the best places.—je22,71,60d

Milady's Boudoir.

CHAPPED HANDS AND LIPS.

What is more unattractive than cracked, bleeding lips or red, rough hands. And, as they are both so unattractive, painful and wholly unnecessary, we cannot help wondering why folks endure them.

As a rule chapped hands and cracked lips are the result of neglect and carelessness. A few moments spent before retiring each night in rubbing them with some soft cold cream, will keep them soft and natural in appearance, shape and color even in the coldest weather.

Chapped lips seem to be a chronic disorder. One scale of cuticle peeling off to be replaced by another becomes so usual that the victim fails to notice it. Cracks upon the lips are deep and sore, bleeding slightly nearly every day. Cracks upon the hands seem to appear without any apparent cause a fissure opening in the skin cross-wise of the muscle gapes open, remaining this way for sometime after closing, leaving a rough red painful ridge.

For a little dark-haired girl, blue and white checked gingham with shawl collar and turn-back cuffs of blue linen—a linen band at the hem—and a narrow belt of the same material—looked, very summery and sweet; and practical, what, while a washable blue linen hat carried out sensible mother's cleverly planned color scheme.—In Woman's World for July.

"As Idle as a Painted Ship."

(From the Chicago Evening Post.)

For more than three years now the German Admiralty has diverted the attention of the people from the inutility of the navy by the work of the submarines. Popular hope was centred upon the U-boat as the chief means of victory. It was to bring England to her knees; it was to keep the American Army in the United States; it was to force the surrender of France by cutting her off from American markets. It is now evident that it has not done and will not do any of these things. Like the Hun gun and its bombardment of Paris, the U-boat, although vastly more destructive, has served simply as a diversion for the public mind, a source of temporary encouragement leading to grievous disappointment. And now the people turn upon the Admiralty and ask: "What of the big battle-ships loafing in the Kiel Canal? Are they capable of nothing more than seizing a few Russian islands in the Baltic and the Gulf of Finland? Why cannot they prevent troops and munitions crossing the channel between England and France?" And the Admiralty is forced to answer that there are geographical barriers in the way of doing what the people demand.

It is all very well to blame it on geography, but the people are not likely to be satisfied with this reply. There is more than a geographical barrier—there is the barrier of the British fleet and the French fleet and the American fleet, and it is a real barrier, as the Admiralty admits by implication. The consciousness is dawning on the German people that even a victory in France would leave Germany the prisoner of the Allied fleets. She can take to the seas again only when Great Britain and America give their consent. Until they lift the blockade Germany must be content to navigate the Baltic and the Black Sea—rather restricted waters for her great navy and the merchant marine she is said to be building. Armies may be able to win the war in the East, but armies cannot win it alone in the West. Germany cannot gain her victory until she breaks through the iron walls over which fly the Union Jack and Old Glory.

Gingham Gowns Are Popular.

Of late, gingham has advanced into popular favour for many and varied purposes. Where once aprons and school dresses were looked upon as almost the limit of its possibilities, now it has none; for dressy frocks and attractive collar and cuff sets are among the up-to-the-minute wearables which are made of this attractive material.

Collar and cuff sets of plain lawn or batiste edged with strips of bias gingham are seen everywhere. New silk gingham in some of the oldest and most familiar patterns are seen side by side with taffetas and messalines in all the shop windows, while one of the latest combinations is gingham trimmed with plain linen matching the prevailing color of the dress.

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REDBALL RUBBERS



15,000 Pairs Red Ball Rubbers

For Men and Boys,

in
Red Ball Red,
Red Ball Black,
Red Ball Vac,
Red Ball Storm
King Black,
Red Ball Storm
King Red,
Red Ball Storm
King Vac.
Just opened, at lowest prices to Wholesalers.

Parker & Monroe, Limited,
Distributors for Newfoundland.

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.

To-Day, To-Morrow and Friday!

If you are unable to get your order to us for Curtis Handle Co. Shares at \$15.00 before Friday night, better wire same so that we can reserve the shares, and let your money in full follow by registered letter.

THIS IS THE LAST CHANCE THAT YOU WILL HAVE TO GET CURTIS TREASURY SHARES AT ANY PRICE.

Absolute security, early cash dividends and big growth. **WE ARE TAKING ORDERS FOR VICTORY BONDS.**

J. J. LACEY & CO., Ltd.,
Investment Specialists, City Chambers,
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"Blue Nose" Butter, Fresh Supply

Just to hand.

NEW GOODS.
Marmalade, 14 lb. pails.
Raspberry Jam, 14 lb. pails.
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Golden Pheasant Tea.
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SPECIAL!
Black Eye Pea Beans, 10c. lb.
Brown Peas, 5c. lb.

St. Charles' Evaporated Cream, tall tins.
Purity Milk.
Rose's Lime Juice.
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Marrowfat Green Peas.
Japan Rice (polished).
"Blue Rose" Texas Rice.
Fancy Head Siam Rice.
Fancy Head Japan Rice.
Siam Rice (polished).

C. P. Eagan
Duckworth Street and Queen's Road.

MINARD'S LINIMENT CURES GALS. GET IN COWS.