

MATCHLESS VALUES!

If you have not already inspected our large and varied stock of DRY GOODS, do so now--It will pay you. We have on hand the Largest Stock of DRY GOODS it has ever been our privilege to offer the public, and our Values are incomparable.

Clark's Mile-End Brilliant.

150 dozen Brilliant Crochet Cotton in all the different shades that are made. Selling at our usual Low Price.

White Turkish Towels.

750 pounds White Turkish Towels, still at the old price, 80c. per pound.

American Lawn.

5 bundles only of very fine White Lawn. Values up to 30c. Selling 20 and 24c. yard.

Durham Duplex Safety Razors.

Only 50 left of the best Safety Razors on the market; impossible to cut yourself; 3 blades free with each Razor. Only \$1.20 each.

Colgates Shaving Powder.

5 gross Colgate's Shaving Powder, the best Shaving Powder made. One shake on the wet brush is all that is necessary, 15c. tin.

Marshall Bros

President Braces.

A few dozen remaining of the genuine President Brace. Wears much longer and more comfortable than the ordinary Brace. At our usual low price, 65c. pair.

American Hearth Rugs.

50 only American Axminster Hearth Rugs, size 27 x 54 inches, \$5.00 each.

Ladder Tape.

For making Venetian Blinds. A few yards left until the arrival of a large quantity now in transit.

The Account Book Habit.

By RUTH CAMERON.



RUTH CAMERON

"Whatever you do, don't get the account book habit." "That," a young married woman told me the other day, "was my mother's advice when we were married." It sounded incredible. But it sounded quite the contrary, when, having enjoyed my astonishment, she went on to explain her statement.

It seems that her mother did not mean that most desirable habit of keeping an account of what one spends one money for. She meant rather the habit of keeping, as many a wife or husband does, a little mental account book for the faults and mistakes and failures and offenses of his or her mate. From day to day the account keeper jots down items in his little mental book against the unconscious creditor, and then some time in a crisis of temper or resentment he flings open the account book and reads over the items or points out the staggering total.

Every Six Months She Opens Her Account Book.

A husband once told me that his wife would have these days of reckoning just once in six months. Then she would open that mental account book and call him to account for little things he had said or done months ago and which he had not the slightest idea at the time had annoyed her.

"I would far rather she would speak about a thing at the time and get it over with than mull it over in her mind for months until it seems like something big to her," he said.

(One cannot help wondering if he would really like to have her speak out every time. It is always so much easier to bear the alternative evil.)

She Forgets They Were Gifts.

Another trick of the account keeping is to keep a mental reckoning of all the small gifts of service and sacrifice he or she has made for the other, and then to forget they were made as gifts, and to present a bill for them. (True there are people who enrage one into this unworthy state of mind.)

by their way of accepting all such gifts as a matter of course. If a thing is a gift one expects gratitude. If one never gets gratitude can one be blamed for forgetting it is a gift?

I started out to blame the account keeper and here I am justifying her (I admit it is more apt to be her).

Not The Way To Happiness.

No, not justifying. Merely explaining. I do not want to encourage her by justification because I do not think that is the sign post to happiness in married life, or any kind of life for that matter.

Accounts like that are too petty. And the road to happiness and the road to peace is found by taking the turning that leads away from pettiness.

When you stop to think of it, what good do those account books do you? None whatever. They only cumber up your mind and heart. Then why not have a spring cleaning and just burn them up?

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

ALFRED STOKES, General Sec'y

Your Boys and Girls.

It makes us feel badly at times, even a bit hurt, if our good comradeship with our boys seems apparently neglected for more youthful friendships. But he always comes back for loving companionship with mother, asking the solution of new problems his contact with youth has brought to his notice.

After it's third birthday the animal diet of a child may be safely enlarged by the addition of roasts and chops, poultry and fish, but it is well to serve all of these foods finely chopped until the fifth or sixth year. All children, even when their teeth are equal to the task of masticating meats are likely to bolt them without proper chewing. The daily allowance should be reduced on the first indication of digestive disturbance. Between meals give the child milk, if it is hungry, two cups, but do not press it to drink more than it wants.

Shirriff's Jelly Powders

ASSORTED KINDS, JUST PLACED IN STOCK.

SHIRRIFF'S EXTRACTS, I.e., Vanilla, Lemon, Orange, Raspberry, Strawberry, Rose, Ratilla, Almond, Clove, Ginger, etc.—in all 20 varieties.

MOIR'S SULTANA CAKE.

MOIR'S PLAIN CAKE.

TOMATOES, No. 2 1/2 tins, 27c.

FRESH TOMATOES.

BLACK EYE BEANS, 15c. lb.

PUTZ CREAM—For polishing Brass, Nickel, etc., three sizes.

NEW HAY SEED.

PURE CANE SUGAR—Light straw color.

PURE CANE SUGAR—Crystals.

DARK BROWN SUGAR.

YELLOW CANE SUGAR.

BROWN PEAS, 6c. lb.

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

Just Folks

by Edgar A. Guest

TOMMY ATKINS.

Oh we looked you, Tommy Atkins, for your queer and curious ways, And we used to think you silly in the good old peaceful days.

Then we thought you high and mighty, and a little over proud, But we didn't really know you as you passed us in the crowd.

But we're taking back this mornin' all the bitter things we've said, For we've seen you stand to battle and we know your blood is red.

We've seen you black as dirt, standin' knee deep in the mud, Never turning face or color as the bullets round you thud.

And we've seen you there in Flanders with your back against the wall, Never wincin', never quitin' till the last of you should fall.

And we've come to see this mornin' that for all that we hold fine, For the safety of our children we can thank the British line.

We can thank you Tommy Atkins that no shell has marred your shore, That no Prussian brute is standing at a single Yankee door.

Oh we've quit our thoughtless jesting; what we looked upon as swank Was a covering for courage of the first and foremost rank.

An' we've come to understand you, when the clouds of doubt were black.

An' the Huns were rushin' eastwards, it was you who held 'em back.

Never more, oh Tommy Atkins, shall we fling at you a sneer, You may keep your curious customs when the peaceful days are here.

You may wear your little pill box, an' your monocle an' cane, Drawl out your British phrases, but we'll never laugh again.

For we've come to understand you, come to know you through an' through, An' there is no way of squarin' up the debt we owe to you.

A new style of cape for sports wear is of natural linen.

Chenille dotted veillings have taken a new lease of life.

Sleeveless guimpes are made to wear with bolero jackets.

Milady's Boudoir.

DISFIGURING WRINKLES.

How can one get rid of disfiguring wrinkles satisfactorily? The remedy is so simple that few will believe in its efficacy and yet in many instances it is so difficult to apply that many women, after a few trials, will give up in despair. But it is the only real remedy and what is more, anyone may apply it right in their own homes. The secret is this: Think pleasant thoughts, drive out of your head all idea of evil, jealousy, rage or discontent. Simple, isn't it? And yet very difficult you will admit.

The face reflects every emotion more faithfully even than the mirror. What you are, what kind of thoughts you entertain can be no secret to the world. All your ideas, whether for good or evil, are written on your face for all to read who gaze upon you. As you think so is your face moulded. Have you ever noticed how even an ugly face, one that has few redeeming features, is made lovely to look upon by a pleasant expression, by a mouth that tells a tale of kindness, by eyes that look gladly upon the world? The beauty who wears a dissatisfied expression cannot equal in attractiveness the girl who has less physical attraction but more mental and spiritual beauty. These things are lasting, physical good looks are only temporary.

If you are afflicted with deep lines which spread from nose to mouth, you may know they come from discouraged thoughts, from a tendency to look on the dark side of life. Change your viewpoint and note the difference in your face.

Fads and Fashions.

Hems are very deep.

Yellow and red trims serge suits.

Tunics have a graceful tendency to fall in points.

Taffetas are trimmed with straw braid.

One-piece sweaters are replacing woolen ones.

There is a widespread revival of fringe.

Huge pearl buttons are used as trimming.

Satin is in favor for both capes and coats.

The best bandeaux have a plain flat finish.

The airplane shape of hat has reappeared.

Summer evening wraps are edged with fringe.

Tailor hats may be made entirely of organdy.

Novelty skirts are used for sports skirts.

White serge suits are trimmed with yellow kid.

Velvet and organdy make a fashion's world.

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.

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.

DE F. STAFFORD & SON, St. John's, Nfld.



WALT MASON

It fills my soul with sorrow, that men must fight and kill to-day and yet to-morrow, and more to-morrow, I'm tired of all the slaying in spring fields over there, where once the children, maying, with laughter filled the air. I'm weary of the story of shrieks and dying groans, of weapons red and gory, of graves and dead men's bones. And yet I'd hold it treason to boast for halcyon peace; it's surely not the season to give such thoughts release. Until our avalanches of men have crushed the foe, no doves with olive branches will have the slightest show. Until we're done with shooting the Prussian off the walk, the dove that comes a-cooing is due to meet a shock. The peace that leaves the Junker of Prussia still on deck, would be a whole lot punker than war and death and wreck. We had to leave our haying to polish off the Hun, and now we'll go on slaying, until the job is done. We had to quit our farming, desert our growing crops, and there'll be no disarming while yet a Teuton yawns. A half licked Hun would never forego his dreams of power, and he'd be worse than ever in less than half an hour. And so no gents or ladies can talk of peace to me, although the war is hades that's multiplied by three.

You are out of fashion if you have not a flower hat.

The sleeveless coat fashion is gaining in popularity.

VICTOR ENGINE!

The Right Engine for your boat. Before you buy an Engine of any size or type let us tell you about the Victor, one of the best in the world. Easy to operate, easy to run—the Victor Engine is the best for your boat. Perfectly new, not rebuilt, and look under at the prices of them. You know you get a bargain in those Victor Engines. We know it.

Prices to meet all competitors as follows:

2 H.P. 1 Cylinder.... \$112.00

4 H.P. 2 Cylinder.... 140.00

6 H.P. 3 Cylinder.... 175.00

8 H.P. 2 Cylinder.... 195.00

12 H.P. 3 Cylinder.... 235.00

16 H.P. 3 Cylinder.... 265.00

It is the aim of the Company to see not only Victor satisfaction but power. Don't say it's too late to buy a Victor Engine because it's not at that price. If you are interested in those Motors send to R. B. & F. Rideout, or call at the office. Open day and night. Easy terms given. This price is only guaranteed for two weeks.

R. B. & F. Rideout,

Office: 12 Gear Building.

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.

The LADIES'

DOLLAR BLOUSE

has always been a specialty with us, and

For one Dollar

we have always given

An Honest Dollar's Value

At the moment we are giving you about

A Dollar and a Half's

Worth For One Dollar.

There is no bluff about this, and our sales speak for us. We are "well bought" on Blouses and are giving you the advantage of our buying. You are aware how materials have taken a tremendous jump in prices this season. But never mind about materials,

Buy Your Blouses Readmade at

BLAIR'S.

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Buy Your Blouses Readmade at

Imperial Red Cross Fund

EMPIRE DAY APPEAL.

Amount acknowledged... \$26.00

A. G. Way

Hamlin

Valentine

R. E.

J. King

W. J.

H. Jardine

A. O'Neill

H. Charles

H. Jardine

W. Rabbitts

Burden

J. W. Bishop, Petty Hr.

Employees Bowring Bros.

(additional)

Employees C. F. Bennett &

Co.—

A. S. Hayward and E. J.

Rowe, \$10.00 each; Miss

C. Rendell and M. Mur-

phy, \$5.00 each; M. Col-

ton, Fred Roberts and

Ed. Cranford, \$1.00 ea-;

lesser amounts, \$2.50 ..

St. John's Cove Mining Co., and

workmen, per C. E. Black-

more

G. Marshall, Gunner, H.M.

S. Briton

Employees of Mercantile

Cooperative: E. J. Cous-

ens, \$20.00; J.E.E. N. Ivi-

may, Thos. Kelly and John

Cains, \$1.00 each; lesser

amounts, \$1.50

J. McDougall, Wabana ..

Harry C. Donnelly

Harry's Fees in Dooley Case,

per R. Dowden

Tr. R. S. Oldford, Mus-

gravestown

Some of the employees of G.

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St. John's Content Patriotic

Fund, per Geo. F. Moore ..

Employees Dicks & Co. ...

\$26.00

F. H. STEER,

Secretary-Tr.

R. N. R. Augmentation

Editor Evening Telegram.

Dear Sir,—Would you kindly

send the particulars about the a-

ugmentation of pay of the Nfld. Ro-