

Miscellaneous Offerings

Marked at Prices that fully define the word "BARGAIN." The rule here is to sell as LOW as we can rather than as high as we might.

Sport Stripes!

Another big shipment of Sports Stripes. New patterns, better goods than last. Just the thing for Ladies' Summer Skirts or Children's Overalls. Value 40c. Selling 30c. yard.

Middy Blouses!

5 dozen Children's Middy Blouses, sizes 5 to 10, \$1.30 up.

Summer Muslins!

200 pieces Voiles, Muslins and Silk Muslins, etc. The largest variety of patterns and colors ever shown by us. Prices lower than ever.

Men's Laced Boots!

About 60 pairs, odd sizes in Vici Box Calf, etc. Ranging in price from \$5.00 to \$7.00. Now all one price: \$4.50.

Men's American Felt Hats!

50 dozen Men's American Felt Hats in the very latest styles, in shades of Brown, Fawn, Grey, Navy and Black. Prices from \$1.50 to \$3.50 each.

We have just opened a large shipment of "Luxite" and "Holeproof" HOSIERY: Lisle, Mercerized Cotton and Japanese Silk. Ladies' and Gent's.

Ladder Tape!

A long felt want filled: 144 yards Venetian Ladder Tape for making Venetian Blinds. Selling at 30c. yard.

White Wood Window Poles!

72 dozen White Wood Window Poles, 4 1/2 ft. long, with fittings complete, only 13 each.

Suit Cases!

75 only Brown Fibre Suit Cases, 9 x 13 and 10 x 15, 80c. to \$1.50. 50 only Straw Suit Cases, 9x 13 and 10 x 15, \$1.60 and \$1.70. A few of the above being damaged in packing, we will sell at half price.

Marshall Bros

Why Is It Hard?

By RUTH CAMERON.



RUTH CAMERON

Sometimes I marvel at myself. Last fall I met a very nice young man. And the nicest thing in all his very niceness, was the way he spoke about his mother. She wasn't an ordinary mother, he informed me, but a very remarkable variety. She even understood baseball. She understood. She was a comrade as well as a mother. When he had been at school, she had been interested in all the things he was doing. She really liked and understood a baseball game. And now that he had gone to work, she liked to hear all about that. And he liked to go to places with her. Why, he'd rather take her to the theatre, than any girl he knew. And she was a dandy looker, too. He wanted me to see her. Well, this winter I did see her. She was visiting in my home town at the same time I was. We talked about her son and I told her what a very nice young man he was. And yet I had looked forward to telling her.

But—and herein lies the explanation of my opening sentence—I couldn't seem to get myself to tell her what I had promised myself I certainly would tell her if I ever met, what I had indeed looked forward to telling her—namely, how splendidly her son spoke of her. I can't tell you what on earth withheld me. "I'll tell her to-morrow," I promised myself. And then her visit was unexpectedly shortened and she went away without my telling her. What is this queer awkwardness, this unparadiseable constraint that makes us shrink from saying words of open and serious praise to a person's face? Our Racial Undemonstrativeness. I have told a dozen people how much that son thinks of his mother. Why should I have found it awkward to tell her?

I think it is part of our queer Anglo-Saxon reticence, our racial undemonstrativeness. There are some of us, of course, who have that quick social instinct that says the gracious thing as naturally as one draws breath. But I think they are the exception, not the rule. I have made a resolution that I will never let myself miss such a chance again. I wonder if I shall keep it.

I consider MINARD'S LINIMENT the BEST Liniment in use. I got my foot badly jammed lately. I bathed it well with MINARD'S LINIMENT, and it was as well as ever next day.

Yours very truly, T. G. McMULLEN.

Your Boys and Girls.

The bathing of the baby each morning should be a systematic process, never done hastily or carelessly. There should be a thermometer for the room and another for the bath water itself. The room thermometer should register from 75 to 80 degrees. For the first eight weeks of the baby's life the bath thermometer should show the water at 100 degrees, from two to six months the water should be 98 degrees and from six months to two years it should be from 85 to 90 degrees.

A baby should not be simply laid in the tub and hastily sponged off. The operation should start with the baby being laid carefully on a warm blanket spread out on the mothers lap. First the face and hands should be bathed with clean gauze and dried thoroughly. Next the eyes, nose and ears should be washed with a piece of absorbent cotton wet with a solution of boracic acid and water, a teaspoon of the acid to a pint of warm water. The absorbent cotton should then be burned and in no case ever used again. Now baby is thoroughly soaped and laid in the tub, its head firmly supported so the water will not run into the eyes or ears. A fresh piece of absorbent cotton should be used to rinse off the soap. The baby is then lifted

GOODS NOW DUE.

Orders now booking for the following goods just to hand and to arrive to-day: 100 brs. 1's STARK APPLES. 100 brs. 2's ASSD. APPLES. 200 brs. 1's BEN DAVIS " 50 brs. 1's ASSD. APPLES. 25 bags PARSNIPS. 40 brs. WASHED PARSNIPS. 10 bags CARROTS. 10 bags BEETS. 30 cases RED ONIONS. 150 bags 100 lb. YELLOW ONIONS. 40 boxes TABLE APPLES. 10 cases CAL. LEMONS. 150 cases CAL. ORANGES—250, 216 and 176 sizes.

Soper & Moore

from the water, dried quickly with a soft towel and powdered. The drying should be done by patting, not by rubbing.

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 wrapper 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.

DYING FOR NOTHING.

I hate to die and so do you—it's such a foolish thing to do. We feel, when we are cashing in that dissolution is a sin, of's such a waste of hair and bones, and all the flesh a mortal ones. We lead our safe and sheltered lives; we rear our kids and feed our wives; we've lived in fat commercial times, resolving everything to times. Our frugal instincts show that waste is sin by which we are disgraced, and so it causes us distress to lose the number of our mess; for death is waste, the thing we dread; there is no rake-off for the dead. The war some consolation brings; it's showing us a lot of things; it's teaching us how men may die and make a noble gain thereby. "How sleep the brave who sink to rest, by all their country's wishes blest!" The soldier out in yonder strife who gives his warm and ardent life, that tyrants and their plots may fail, that freedom

G. Knowling, Ltd.

We have just received a large selection of

BLOUSES

in the most approved designs and fabrics, Silk, Cashmere, Crepe de Chene, etc.

Ladies' Jumper

—OR—

Coat Blouses.

See our newly opened BLOUSES.

G. Knowling, Ltd.

april 17, 19, 22

shall again prevail, is wasting nothing when he dies, but drawing down a golden bloom, and men will see that flies bloom about the portals of his tomb. "And Freedom shall awhile repair, to dwell, a weeping hermit, there." And so we spoke in maudlin haste when we declared that death is waste.

Here and There.

Costumes worn on April 30th and May 1st come straight from NEW YORK.—apr19,21

PERSONAL.—Rev. E. Andrews, L.Th., Rector of Christ Church, Harbor Grace, is at present in the city.

Selective Conscription and a Newfoundland Victory Loan will help win the war.

CAPE RACE, To-day. Wind West light, weather dull; a two topmast schooner is in sight about six miles east, bound in. Bar. 29.50; ther. 40.

ACKNOWLEDGMENT.—The Bennett Brewing Co., Ltd., beg to acknowledge the receipt of \$10.00 Conscience Money.—11

WRECKAGE REPORTED.—Capt. of the Nina L. reports that on April 6th on his way from the other side he passed 2 spars with rigging attached, at schooner 110 tons, broken off above deck, boom exactly same as Nina L's.

PANTALOON is something new. Come and see it at the Casino Theatre April 30th and May 1st.—apr19,21

FOGOTA GETS MORE SEALS.—The Fogota, Capt. Dalton, which reached port at 6.45 p.m. yesterday had on board the pelts of 25 seals captured in the Gulf. Captain Dalton and Mr. Bernard Morris, one of the passengers, took part in the slaughter and accounted for several. The seals were disposed of this morning and netted \$97, which amount was divided among the crew by Hon. J. C. Crosbie.

Jean Campbell in Port.

65 DAYS OUT FROM HALIFAX.

The vessel Jean Campbell, 65 days out from Halifax, reached port last evening at 6.30. It is not often we listen to a story similar to or in any way approaching the hardships and suffering of Capt. Blandford and crew of 6 men, who made Cape Race time after time only to be caught in blinding storms frequent on that part of the coast and driven hundreds of miles to sea. The Telegram had the pleasure of a conversation with Capt. Blandford this morning and elicited the following facts concerning the worst and most trying voyage ever the captain and crew have experienced. Leaving Halifax on February 13th the Jean Campbell made a splendid run across the Gulf, meeting only a little slob ice on the trip, and made Cape Race on Sunday morning, Feb. 17th. Suddenly they ran into a gale of wind from the S. E. which drove them for a week off land, and then the wind chopped to N. W. and increased in violence, and the Jean Campbell found herself 500 miles east of Cape Race. On the 1st of March they succeeded in getting a glimpse of land and immediately a N. W. gale struck them and they drove for 200 miles. They got back again, and this time it was not wind but ice. A week later they got in on the back of the ice and struck a N. W. dreese and drove with the ice for about 150 miles. Getting clear of the frozen pans Capt. Blandford got back to land again on the 16th of March and struck the full force of the prevailing N. W. winds and drove out to sea a distance of 800 miles. The cargo got loose at this time and all of the deck cargo was washed overboard. They lost their motor boat and the dories on deck were smashed to kindling. On Easter Sunday morning they got some provisions from a whaling steamer and then headed once more for land. The Jean struck heavy weather in the Gulf Stream and her cargo was washed overboard. The wind then moderated and they got sail on the vessel again and got back to land on Wednesday of this week. Capt. Blandford sighted some ice and then the wind came from S. E. He kept the vessel off this ice and sighted Cape Spear yesterday morning at daylight, and at 6.30 the vessel reached port. The captain and crew are well but they have suffered terribly, not having taken off their clothes till last night for the first time since leaving Halifax. An idea of how the men suffered can be seen from the fact that all their oil skins were worn out and their clothing was in a wretched condition, having been worn so badly. It is only owing to the good qualities of the ship and the laborious efforts of the captain and crew that the vessel ever reached port. The captain has great praise for his crew and says they worked unceasingly and bore their burden and suffering well. Capt. Blandford's father, who was mate, was badly hurt in his shoulder by a sea striking him and washing him across the cargo. Capt. Blandford himself was rendered unconscious for two hours

Soldiers' Meeting To-Night

The committee of the Returned Soldiers and Rejected Volunteers Association held a meeting Thursday evening at which considerable business was arranged. The arrangements of the Patriotic Meeting to-night were discussed and finalized. This meeting is more especially for the mothers, sisters and fathers of the soldiers, though all other friends welcome, but adults are preferable. Children for the present help can be given the boys at the meeting though the Soldiers expect to have the children something to do. The speakers to-night will be the mothers, sisters of soldiers, and understand Major Carty will be Chairman.

At the meeting yesterday the soldiers discussed arrangements for sending men to the outposts to many calls now coming in for help to speak to St. John's. It is desirable that those soldiers who will communicate with the President H. Mitchell, or the Secretary, Harris.

In addition to the officers of the Association (list already published) an Executive Committee has been formed, comprising the following: Lieut. Cyril Carter, Corp. P. Marshall, Messrs. Fred Ellis, H. A. Carter, John Fenelon and Edward B. son.

FRIDAY, April 19th. There are on the market a number of preparations, more or less the object of which is to remove superfluous hair from the body. The best effective of these is Low's Depilatory, which has to its credit many years of success in this line. Those who are troubled in this line would suggest Low's Depilatory as the remedy. Price \$1.10 a bottle.

We have an excellent variety of Flower Seeds, and a full quantity, but they are going rather rapidly. Those who wish to purchase these Flower Seeds, indeed all of Sutton's—to let their order at once or as soon as possible. Price of Flower Seeds, 25c. pkg.

WEATHER REPORT.—The weather across country is light S. W. wind and fair; temperature 22 to 23 degrees.

McMurdo's Store News

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Intime of need

Every woman should know the comfort, and experience the relief of a reliable remedy that can be depended upon to right conditions which cause headache, dizziness, languor, nausea, and constipation. At such times, nothing is so safe, so sure and speedy as

BEECHAM'S PILLS

During the past thirty years, millions of women have found them most helpful in toning and strengthening the system, and for regulating the stomach, liver and bowels. These famous pills are made of vegetable and contain no harmful or habit-forming drugs. Use them with entire confidence for they cause no unpleasant after-effects, and

will not fail you

Worth a Guinea a Box. Prepared only by Thomas Beecham, St. Leonards-on-Sea, Sussex, Eng. S. 1d every 7 days. In boxes, 25 cents.

American Seed Potatoes.

Genuine "Cobblers" in sacks of 140 lbs. A smooth, dry and prolific Seed Potato.

P. E. I. Potatoes.

1/2 brl. Sacks. TEXAS & VALENCIA ONIONS.

C. P. Eagan

Duckworth Street and Queen's Road.

California Canned Fruit, etc.

Just received: CAL. PEARS, APRICOTS, PEACHES, halves & sliced.

Hawaiian Sliced Pine Apple

Fresh Country Eggs, Family Mess (Rib) Pork Spare Ribs, New York Navel Corned Beef.

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MEMORIAM.

Sacred to the memory of I. Corp. James Bernard Grant, who died April 19th, 1917, at Douai, from wounds received in the battle of Monchy. Inserted by his widow.

Every Man Who Enjoys Good Coffee and isn't getting it at home ought to take matters into his own hands, and write for our booklet:—"Perfect Coffee - Perfectly Made." We mail it free to every man (and woman, too) who appreciates a delicious cup of coffee. Write today for your copy. 195 CHASE & SANBORN - MONTREAL Blenders and Roasters of "Seal Brand" Coffee

Filling the

The Regimental Recruiting

through all the countless ages, since first the world began, and nations were divided. And men made war on man; the grander battle slogan of the victor, knight or don sounded than the British CARRY ON!

re-load the empty rifle that the dying hand lets fall; the bugles blown by Freedom should never sound again; master what the message From overseas we con, the ships, AND MEN, and money, CARRY ON!

YOUR Brothers in the Trenches are appealing for 300 men AT ONCE to the gaps!

THIS URGENT CALL HAS BEEN RESPONDED TO BY

113 MEN

THE BIG RECRUITING DRIVE STARTED ON APRIL 1ST. MOST MORE ARE NEEDED BY THE END OF APRIL. ARE YOU GOING TO BE ONE OF THEM!

REMEMBER! IT'S JUST A CASE "EVENTUALLY - WHY NOT NOW?"

YESTERDAY'S EXISTENTS. St. John's.

BANK M. O'LEARY, York St. WESTER BLUNDON, South Side. ROWSELL, Stewart Ave. AROLD HODDER, Carew St. T. CHANCY, Pleasant St.

Here and There.

When you want Steaks, Sausages, and Collops, try McMurdo's.

SUCCESSFUL "AT HOME." The St. John's A.B.C. "At Home," held on Wednesday evening, was largely attended. An enjoyable time was spent. An interesting programme was gone through and various games were indulged in.

When you want Sausages, get ELLIS'; they're the best.

HELPING THE SOLDIERS.—The St. John's Club members voted \$50.00 to the Returned Soldiers' Committee last night. A further amount of \$20.00 was donated by those present.

A Revelation

DRINKET

Practically everybody adults and children could use coffee.

DRINKET has solved Selected farm grains of DRINKET—no molasses. A skillful blending and develops the coffee-like taste without coffee's usual DRINKET to your children that you are giving them the best food-drink.

DRINKET IS ECONOMIC makes 75 cups.

DRINKET IS CONVENIENT boiling water.

Get

H. K. Kee

CEREAL CO.

TORONTO, Canada