Prices That Challenge Comparison!

This is not a special sale, or a Friday and Saturday sale, these offers hold good for any working day of the week, and the items offered herein are marked at our regular margin of profit. By comparison you will find our regular prices compete very favourably with many special day sales, and, in some cases are very much lower. We give a dollars worth for a dollar. GIVE US A TRIAL.

Gents' Summer Caps!

50 doz. Latest American Summer Caps, bought before the last advance, consequently you get the benefit. Value for \$1.20. Selling 80c. each.

Durham Duplex Safety Razors!

We are still at the front with Safety Razors. Although steel has advanced more than double, you can secure a Durham at the old price, \$1.20. Extra Blades 55c. per packet.

Razor Strops!

Another shipment of Double Razor Strops at the old price, \$1.20 each.

Shirley President Braces!

20 doz. Shirley President Braces in neat holiday boxes, at our usual low price, 65c. pair.

Ladies' Sport Coats!

30 only Ladies' American Sports Coats, Black and White Check, Brown and White, etc. Value for \$10.00.

Selling: \$4.30, to \$6.50, \$7.00 and \$7.50.

Ladies' White Street Skirts!

A Big Job in Ladies' Skirts, all White, Pique, Jean and Poplin. Values from \$2.00 to \$5.00.

Selling: \$1.20 to \$3.80 each.

Marshall Bros

Children's Ready-to-Wear Hats!

They come in Khaki, White, Fancy Checks, etc. Send the kiddies along, we will be sure to please them Price 80c. each.

Soft Collar Buttons and Pins!

A big variety of very useful Collar Buttons and Pins at prices that will compel you to buy. Call and see them.

Laundry Bags!

2 doz. only White Laundry Bags, with nice design, ready for working. Price 40c. and 50c. each.

Toilet Soap!

20 gross assorted Toilet Soaps, nicely perfumed. only 5c. per cake.

Do You Believe in Criticism?

By RUTH CAMERON.



ous weaknesses of character. whose conclusions I usually respect, declared to me the second type of criticism, when he is other day after really giving the first. hearing two sisters ruffle each other's tempers and get themselves all "het" up Minard's Liniment Co., Limited. over a session of Dear Sirs, Your MINARD'S LINImutual criticism, MENT is our remedy for sore throat,

w h i c h started colds and all ordinary ailments. when one told the It never fails to relieve and cure other that she ought to make her children mind better. I could understand perfectly how

That little session of criticism had developed a lot of ill feeling, and, to all appearances, done no good what-

And yet I didn't agree with her

of criticism. Criticism That Is Simply Made to Re-

lieve The Mind. There's the nagging, fault finding criticism that is made simply to relieve the critic's mind, to assert his sense of his own superiority, to show blow much better he could run other people's affairs than themselves.

Them Miss Happiness.

But there is also a kind of criticisn which is offered in a true spirit of too much to see them miss the happiness we feel they might get, if they she cherished, as the hero of her secwould order their lives a little differ- ret romance, the figure of some boy fered only after much thought, much existence. hesitation. The critic does not enjoy making it, he has no sense of impelling rancor-no feeling of pleasure in the task.

That's the kind of criticism that believe in

To Receive Such Criticism With Ran-

And when anyone receives that k with rancour, with irritable counter friend.

for delivery

Seeded. 150 boxes 50's.

3-Crown.

Your Boys and Girls.

To a mother boys at a certain age

seem awkward, callow, half grown youths who are timid and constrained n her presence. They do not present themselves to her as possible lovers of her little daughter. This is because maturity so often forgets its youth. The first fine careless rapture of life passes so quickly that some wor'd

penetrable armor of self justification,

I think he shows one of the most seri-

Unfortunately, it is very commo

for the critic to think he is giving the

Only one way-by being absolutely

CHAS. WHOOTEN.

honest with oneself.

promptly

Port Mulgrave.

wearied mortals would even deny that they had ever caught a gleam of the shining robes of romance

would be better fitted to guide her daughter through this period. Many a woman, happily married to a good man, can recall the time when

Everyday Etiquette.

"When should wedding announc they be sent?" asked Jane. "Announcements should be sent out immediately after the wedding and of both the bride and groom," said her

Ex steamer to-day

May 3rd, 1918:

Fresh Supply "BLUE NOSE" TABLE

BUTTER-Slabs and Bulk.

Our Daily Story.

WHEN GREEK MEETS GOOP. lever Binding and Roscoe Loose was that Binding never agreed with anyvivid emotional life; if she could only agreed with everybody aboue everybe frank enough to confess to herself thing and would have preferred jail to and genuine hair splitting combs. some of the unvoiced dreams and de- a heated discussion.

Mr. Loose, Mr. Binding."

"Yes indeed," said Loose. "Do you know," said Binding, who ently. This kind of criticism is of- or man who did not even know of her an argument that evening, "I've come to the conclusion that the German deserve to win the war."

d Roscoe Loose

Cantilever Binding swallowed even

was a nice day for farmers."

Milady's Boudoir.

DON'T NEGLECT THE HAIR.

ed neighbour, "Your sonnet is a botch, and wasted is your labor—the hero's

name is Fotch." I fain would sing of

Ypres, and also of Amiens, but will

France, I'd like to bring you a wreath

French High Command Confident

Huns Can Be Held-Last Days of

shall be nameless but whose in-

French High Command to me

yesterday. "And I am confident

In the main drive for the Channel

ports the German assault has had

once and for all by their prompt re-

Fighting Favor Allies.

they can be held."

Checked.

Even the most healthy heads shed one rhyme with snipers, and t'other all of the time, but from such one with beans? I even balk at Paris. eads the only hairs that fall are the for fear I get it wrong, and such old wornout ones which have done breaks so embarrass the man who the work expected of them and they trills a song. I'd like to sing of Calais drop out in order that new and vigor- a martial, stirring lay, but then, so ous hair may sprout from the folli- help me Alice, I fear it is Calay. Fair There has never been a time in the of deathless song! Oh, France I'd like

history of the human race when the to sing you, but get the language possession of luxurous tresses was not | wrong! an inviable condition. Not every woman can have long, wavy hair, but if "The Boche is what she has is not glossy and well cared for, it is her own fault.

The head should be shampooed just as often as it needslicleansing. The healthy head is the clean head and just as much dirt and dust and germs settle on our heads as on our faces. There s nothing better for a shampo that an egg and an onnce of water beater together and rubbed into the scalp with the ends of the fingers. There is iron and sulphur in the yolk of an

egg which feeds the hair roots. After rubbing in the egg, wash it all out with warm water until there is not a particle left. Then give it a final inse in cold water. Dry with warm owels, sunlight, massage and air. If three immediate essential aims: there is a dry condition of the scalp, first to hammer a wedge on the Amdip the tips of the fingers in olive oil, iens front between the British and and parting the hair, rub it well into French, which the latter frustrated

The hair is so exquisite and so valuable a part of feminine beauty, it the capture of the 300 Kemmel Hil should be trained with kindly con- commanding the Ypres area; and sideration. As a matter of fact, it is third, to batter down the Givenchy often most woefully neglected and gate to Bethune and the last remainof the battle ground on a broken

FRENCH NAME.



chain of little hills with Kemmel on the eastern and Cassel on the west-I'd chant an ode ern ends, bars the German progress to Joffre, with or- toward Calais, unless he can work far enough north and west to enveder and delight. but up there lope the Allies left. The latter contingency is difficult and unlikely of speaks a scoffer: performance as his unsuccessful esnounce it right; say against the Belgians and the lat-the name should ter's stout retaliatory defense indirhyme with 'suf- cates. The Germans at Bailleul and fer.' O poet short Neuve Eglise isolated the hills south

flirtin' with such a shining name until I know for certain how to proounce the same. And so I start a sonnet about the mighty Foch, whose name has laurels on it-I make it rhyme with "yoke." Then says a post-

presages an equally determined new effort. The Boche is bringing in new Special Notice, men and supplies while the German designs thus far have failed. Their At the end of this year we will give 5 cts. for every 12 Outside Green Wrappers obtained from "STAF. FORD'S LINIMENT. designs thus far have failed. Their army remains undefeated even though it appears to have lost its momentum which in the past rarely has been regained but the terrible strugly offensive and their prospect of

"Exactly. That describes them "Exactly. That describes the best Liniment, to over 50 stores.

It is the best Liniment, LUMBAGO, NEU-RALGIA and all ACHES and PAINS, Owing to the cost of Bottles and Ingredients used in the manifacturing of this Liniment, we have had to advance the price a little, "but the bottle still remains the same size."

DR. F. STAFFFORD & SON,

St. John's, Nfid.

St. John's, Nfid.

St. John's, Nfid.

St. John's, Nfid.

Sentation Convent
on Monday afternoon, May 13th, 4 o'clock to 7 o'clock, C. C.
C. Hall. Attractive amuse ments for the children. Admission 30c. Also Adult Dance at 8.30 o'clock. Delightful music by the C. C. C. Band. Tickets

St. John's, Nfid.

unceasing desperate attack with at-

Eventually

YOU MUST DON THE KHAKI.

> Why Not To-Day?

You are Needed at Once.

This Space given to the Soldiers by the U.S. PICTURE & PORTRAIT CO.

WHAT'S YOUR EXCUSE

For not being with the Boys? YOU ARE BADLY NEEDED "OVER THERE"

Your duty is to go! Why not TODAY?

that." I raise my and Wulverghem to turn the British

ENLIST NOW!

BS Phone 484.

A Big S

We are now opening a mo

our privilege of showing.

coats, every Mother in the

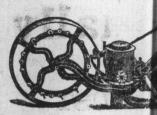
SERGE SAILOR SUITS, \$2

TWEED & SERGE CONW

\$4.50 to \$8.30. Fit 3 to 8

Fit 3 to 8 years of

Farming &



EAGLE PLOWS, Nos. 18 and "FIREFLY" GARDEN PLOW PLANET JR. SINGLE WHEE "PLANET JR." HORSE HOES "BUCO" Hand CULTIVATOR ADJUSTABLE GARDEN CULT "PLANET JR." DRILL SEED FI

Captured P

Retaken by E Big Problem Con iermans. Britai

or Three Month 280 Tons of Shi A COSTLY ATTACK. TISH HEADQUARTERS IN forth

CE, May 9. (Via Reuter's Ot- German of the northeastern ing wit of Scherpenberg with great At first he made sevstages of progress. with the French. An hour this. ter throwing in several waves in Kl It troops the Germans gain- French ng in our front line of con- posses width. Enemy parties pene- set the

If the end of the day finds table, with aching head and fray

18 Cents a Gallon. COOKED CORNED BEEF by

Fresh Vegetables,

FRESH COUNTRY EGGS.

Pi ') 1 0 es. EXTRA FANCY TABLE AP-PLES, 50c. doz. NOVA SCOTIA APPLES, 15c

doz. up. CALIFORNIA ORANGES.

MOIR'S PLAIN and SULTANA CAKES.

Bacon.

30c., 45c., 60c. lb.

C. P. Eagan

On spot and ready

to-day.

200 cases Package

50 boxes 50's

All new fresh Fruit.

Soper & Moore

body about anything at any time and abused, covered as it often is, with ing French colliery which the uttertle while capture her lost youth; if would rather have lost a meal than hair from other heads and being burnshe could only recall some of her cwn an argument, while Loose always ed and scuffed and twisted and raked

sires that she felt at sixteen, she "Mr. Binding," 'said Axfield Rochester, "I want you to meet Mr. Loose

"Glad to know you," said Binding. appened to be particularly itchy for

Loose nodded pleasantly. "Quite so, quite so," he agreed Some of the nicest people I know nents be sent out and to whom should are of German descent. Once a man named Schleigenpfeffer paid my carfare both ways." Cantilever Binding swallowed hard,

should be sent to relatives and friends and fearful lest he lose his temper, another fellow: "The French pro-

a miserable drizzly, damp, deucedly ncomfortable day, and still was, and inding, suddenly remembering, added hastily, "What am I talking about! —I mean it's been a beastly day." "Terrible," said Loose. "I though erhaps you may have meant that it

and fat, and you're and east of this chain dominated by a dippy duffer, or Kemmel, at which the foe is trying to you'd be wise to take by pushing between Wytschaete favored the Allies. The Boche waves

harder.

"On second thoughts—about the war question, I'm afraid I must differ with you," he said. "The Germans are Huns. Do you hear, Huns, Huns, Huns!!"

"Exactly. That describes them to a second thoughts—about the 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.

the Winners.

"STAFFORD'S LINIMENT" is the
Strongest and most penetrating Liniment for sale in Newfoundland and