

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.

I Told You So.

By RUTH CAMERON.



RUTH CAMERON

There is a tradition, is there not that, "I told you so" is a very objectionable thing to say or to infer. There is also a tradition that women are more apt to be guilty thereof than men. I have acquired an idea recently when and why those traditions arose.

A group of us were talking the other day on the all absorbing subject of domestic help. Four women had told of their difficulties and the difficulties of neighbors and friends in getting the same, and the large wages they had had to pay. She Didn't Dare To Tell Him Herself.

"Well," sighed one woman who had been listening to this testimony, "I'd like my husband to hear all that why we were speaking about maids the other day and he said this talk about their getting such high wages, was all nonsense. I'd give anything if he could have been here."

"Why don't you tell him?" asked someone. "Oh, I couldn't do that. He'd say I was trying to say 'I told you so,'" said the other woman.

In other words, if a man pooh hooes a woman's opinions, and then a woman gets proof that her opinions are right, she mustn't bring that proof to him because that is saying, "I told you so."

He Objected To Her Proving Her Point. All of which reminds me of a little experience I had last summer. A man and a woman had an argument about a story which both had seen in a newspaper a few days before. She declared that it said one thing, he another. Finally she procured a copy, substantiating her claim and showed it to him. After she had gone out of the room he turned to some other people. "I told you so," he said sarcastically.

Some weeks later, by some odd accident, he came across another edition of the paper. And it recurred that the story in that edition had been

written quite differently and substantiated his claim. The woman was away on a visit. "I'm going to send it to her," he said triumphantly.

Plainly, if a woman insists on bringing forward proof that her husband (or any man) was not justified in pooh hooing her arguments or her point of view, that is saying "I told you so" and is a most disagreeable thing to do.

But if a man brings up an argument or adduces a fact to prove he was right, that is mere masculine justice. Plainly it all depends on the point of view.

MINARD'S LINIMENT is the only Liniment asked for at my store and the only one people use it. HARLIN FULTON, Pleasant Bay, C. B.

Your Boys and Girls. The greatest need is that mothers should have the whole confidence of their children. At school the child, in due time, should learn the fundamental facts of life from elementary biology and at home the mother should on suitable occasions, frankly explain to her child its relationship to its parents, and she should surround that explanation with the strongest sentiment of love and respect.

Surely parents cannot believe that their children learn nothing of these things on the street, and among their schoolmates. It cannot be said too frequently that the only way to ensure a clean and healthy mind in a child is, through the complete frankness of the mother.

NOTICE.—Correspondents are requested to accompany contributions with their REAL NAMES, not necessarily for publication, but as a guarantee of good faith. The editor refuses to accept any matter unless this rule is adhered to.

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

Milady's Boudoir.

CANDLELIGHT TOILET HINTS. The bedtime toilet of Milady's pink fingers is an important duty that no one, and especially Milady who works, should ever neglect. For it is with those ten rosy fingers that she matches her skill against the bread-winning world.

There is little time, however, in the hurry scurry of the morning hours which can be devoted to this fastidious task. The bedtime toilet, therefore, should be a thorough one and should be made in a kimono or a loose dressing gown, seated before a dressing table in a low rocker.

When the nails receive a little attention each day, from five to ten minutes are sufficient, a visit to the professional manicurist, is only necessary once a month. After the nails have attained a certain degree of comeliness, less time is required to keep them in this condition. They are always cleaned with an orange stick. The nail brush is also brought into play and some women prefer it.

Where the nails are stained a wisp of absorbent cotton is twisted around the flat side of the stick, dipped in a bicch and pressed under the nail and over it. The cuticle is always pressed back to show the delicate half-moon. Where it is inclined to be sensitive, a little dab of cold cream will soften the skin and keep it from being irritated by the pressure, which should always be gentle. Where the tiny frame of skin is broken, hair-nails are encouraged and this is most unsightly.

As a rule it is not necessary to use the buffer more than three times a week. Too high a luster on the nails is not in good taste. Where it is necessary to employ a little nail paste to impart a delicate color, be sure not to make them too red, for this is at once in accordance with theatrical make up and therefore tabooed.

Everyday Etiquette. "How long should you remain when making a call?" When someone else calls and the hostess rises to greet her, should you also rise? questioned Mary.

"When making a formal call you should stay fifteen minutes or twenty, not longer than a half hour. An informal call may be prolonged at the invitation of the hostess. If you are calling on a woman much older than you are it would be courteous to rise when she does, but under other circumstances you should remain seated. When another caller rises to leave, it is sufficient for you to bow and smile without rising," helped her teacher.

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.

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

MINARD'S LINIMENT USED BY PHYSICIANS.

DIGGING UP.



WINT MASON

Oh, chee, it is a splendid thing to see our hard-earned scads take wing! We're called on, every week or four, to dig up coin, and then some more, to buy some bonds, or help Red Cross, and joyfully we dig the cross. With other causes growing lax, we're asked to pony up a tax, or help the Belgians or the Serbs, or buy the starving Russ some herbs. We used to snarl like Thomas Cat, when some one came and passed the hat; we'd frown and make a nasty speech about the daughter of the leech. But now we spring no snarls or groans when we are asked to shed the bones. We dig up all the plunks on hand, and say, "The cause is truly grand, and we most bitterly regret we can't do more, already yet." Our dollars are no longer gods; we find it great to slip our wards. Of course some tightwads still survive, but they're ashamed that they're alive. No longer do they strut in pride because they've fortunes multiplied; they see in every glance disdain, and every hour brings them a pain. Their ranks grow smaller every day; they learn to shoo the wealth away. Great James! It is a noble thing, to see the treasured scads take wing, to have them vanish from our view, and think of all the good they'll do!

Silk of blue with blue stripes, is one of the favorite materials. If the costume is very sombre wear a waistcoat of brilliant hue.

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"

Kellogg Food Company,

of Battle Creek, Mich. Just received by train.

- KELLOGG'S BRAN (cooked) ready to serve.
- KELLOGG'S RICE BISCUITS.
- KELLOGG'S GRANOSE BISCUITS.
- KELLOGG'S BRAN BISCUITS

- KELLOGG'S PEANUT BUTTER, large and small bottles.
- KELLOGG'S MINUTE BREW.
- KELLOGG'S MALTED NUTS, large and small bottles.
- KELLOGG'S YOGURT CHEESE, opal crocks.

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

BRAN, Cooked, Ready to Serve. DRINKET, 4 oz. Tins.

C. P. Eagan

Duck north Street and Queen's Road

Household Notes.

Out flour can be used with white flour for yeast bread.

The tops of young beets make very palatable greens.

Potatoes or dressed cucumbers are best to serve with fish.

If an ink spot has not dried, it can be removed with water.

MINARD'S LINIMENT CURES GARTGET IN COWS.

Beds, S



Our Springs Stand The Test!

Our Oxford Coppered Spring is made of the best coppered wire, made by factory in building by secret process and guaranteed to give every satisfaction. We also have the Woven Wire Springs.

OUR SPEC

is made of pure wool centre filling, good ticking, 6 inch band, well compressed, which keeps it from sagging. Built by the only machine reliable Mattress if you

The C.

Corner Sp

Fertilizer Facts for Farmers!

OUR PRICES:
Larva-Cide \$8
Potato
Bonemeal
General
We haven't a large stock
Get yours to-day.

Colin

The Freedom of the Sea

AS GERMANY WOULD HAVE In the course of an article on the "boat in the Deutsche Revue" Hoff writes that Germans understand by "Freedom of the Seas" nothing less than a complete breaking of the hitherto unlimited British dominion of the sea, a break-up of the British world domination—in short, the overthrow of Germany's mortal enemy, Great Britain. To this end England must get out of Calais-Boulogne (and prevented from making the Channel Tunnel), out of Lemnos, Egypt, etc. Germany must retain the Flandre coast, the Suez Canal must be internationalized, the German fleet abroad must be strengthened, and war hours, etc., must be built in the German colonies. Only when these conditions have been fulfilled will Germany, by her fleet and her air power,