

# 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 Stroaps!

Another shipment of Double Razor Stroaps 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.

## To Make Woman Happy.

By RUTH CAMERON.

"Man wants but little here below, He is not hard to please, But woman, bless her little heart, Wants everything she sees."

The purport of that familiar phrase of the old hymn is, of course, that it takes a great deal to make a woman happy. And so it does—of some things. And of others—infinitesimally little.

Some days ago, I read in a contributor's column in the newspaper a letter from a young wife. Pride and happiness shone through that letter. And yet I should not say, from the context, that she had much of this world's goods.

But she had a great deal of something else. I found it in one paragraph in the letter.

I quote from memory:

What He Would Do If He Were Free. "One day my husband was singing 'Oh, Gee, I'm glad I'm free,' and I asked him what he would do if he were free, and he said he would hunt me up and marry me over again!"

You could almost feel the thrill of pride and happiness with which she wrote that sentence.

Perhaps the man who said it didn't care any more for his wife than hundreds of men who would have said, "I'd go down street and pick up a good looking chicken," or "I'd go out and get properly lit up," or some such thing that they didn't mean at all.

All Men Have Two Standard Jokes. But because, instead of making one of these silly jests (an observant woman once said to me that ninety-nine out of a hundred men have just two jests in their repertoire—one about getting drunk, and one about chickens), he chose to say a witty and gracious thing, he gives his wife more pride and happiness than she could buy for twice his week's salary. The trouble with many men is that they think it is wittier to say the

sharp, unkind thing. They are very much mistaken. That is an easy and cheap kind of wit. They would scorn to wear clothes as cheap and shoddy. The wit of the gracious, apt speech, of the retort courteous, is far finer and more distinguished.

What Do You Suppose Mr. Choate Thought?

The late Mr. Choate was famous for his wit, and one of the most famous of all his carefully preserved sayings was the answer he gave when asked who he would like to be, if he could not be himself. "Mrs. Choate's second husband," said he.

It must be much pleasanter to be the husband of a happy, contented wife than the husband of a dissatisfied, resentful wife.

And since the utterance of such little compliments costs nothing and counts so much,—well why not?

I cured a horse of the Mange with MINARD'S LINIMENT. CHRISTOPHER SAUNDERS. Dalhousie.

I cured a horse, badly torn by a pitch fork, with MINARD'S LINIMENT. EDW. LINLIEF. St. Peter's, C.B.

I cured a horse of a bad swelling by MINARD'S LINIMENT. THOS. W. PAYNE. Bathurst, N.B.

## Your Boys and Girls.

In a family composed for the most part of boys the girls often make life miserable for them by selfishly appropriating the chief pleasures for themselves. Boys and girls in a family should be brought up in the same way, and what is right for one should be considered right for the other.

Little disputes in regard to family rights should be decided on their merits, and not with regard to sex. Boys should be taught to protect their sisters, but should not be allowed to cater to their wishes when these are inspired by pure selfishness.

When you want Roast Beef, Roast Veal, Roast Mutton, Roast Pork, try ELLIS'.

## Fresh Vegetables,

Etc. 10 lbs. BEETS . . . 30c. 10 lbs. CARROTS . . . 35c. 10 lbs. PARSNIPS . . . 70c. 10 lbs. TURNIPS . . . 12c. FRESH COUNTRY EGGS.

## P.E.I. Potatoes,

18 Cents a Gallon. COOKED CORNED BEEF by the lb. EXTRA FANCY TABLE APPLES, 50c. doz. NOVA SCOTIA APPLES, 15c. doz. up. CALIFORNIA ORANGES.

## C. P. Eagan

Duckworth Street and Queen's Road.

## Ex steamer to-day

May 3rd, 1918: Fresh Supply "BLUE NOSE" TABLE BUTTER—Slabs and Bulk.

## MOIR'S PLAIN and SULTANA CAKES.

Bacon, Machine sliced to your order. 30c., 45c., 60c. lb.

## APPLES.

60 Bbls. small size apples for retail trade at special price.

ALSO 40 Bbls. No 1s assorted, 60 Bbls. No 1s Ben Davis.

## Soper & Moore

## Our Daily Story.

### THE CONCERT.

"I" inquired Imber Sheer, founder and proprietor of Sheer's Grand Central Phonograph Emporium. "I'd like to hear some records, please. If you don't mind, kindly," replied Mrs. Hattie Dangerslow. "Not a-tail, on the contrary," Sheer smiled voraciously.

And he led her to a \$500 self-cranking, non-skid talking machine, pushing a chair gently against the back of her knees until she sat down, and handed her the record catalogue. "I" he asked politely. Mrs. Dangerslow went through the catalogue perusively. "I think I'd like to hear No. 80-998,745-A-A first," she said at length. "Certainly!" brisked Imber Sheer, and rubbed his hands delightedly, for it was "That Raggedy Ragman Rag," sung by Caruso, Melba and Tetrastini—an eleven dollar record.

"Perf'ly perfect!" sighed Mrs. Dangerslow, and for two hours she sat there picking the most costly records from the catalogue, all of which Imber Sheer played for her, obligingly keeping the store open an hour past the usual closing time.

"And now if you'll just tell me which ones have met with your approval," he said at length. "Oh, I like 'em all, I've enjoyed each and every one," she assured him, "and I cert'nly intend to talk the matter over with the family and maybe some day we'll get a talking machine."

And she thanked him again and went out, and Imber Sheer savagely ate a fourteen dollar record.

### IN GERMANY'S OWN TIME.

LONDON, To-day. In a wireless message to Ambassador Joffe, at Berlin, the Russian Foreign Minister instructs the Ambassador to try and obtain from Berlin cessation of every kind of hostility. The despatch adds, captures of our territory are in violation of the state of peace with Germany, and are causing great unrest among the masses of our population. Mr. Joffe is instructed to notify Germany that part of the Russian Black Sea Fleet, which has left Sebastopol, is now at Novorossysk.

MINARD'S LINIMENT CURES GAR-GET IN COWS.

## Milady's Boudoir.

### DIET FOR BEAUTY.

Diet is, without question, the most essential and at the same time, the most abused hygienic canon among women who really desire to reign as queens in the world of beauty and taste. Your diet must be well balanced as the body and blood should be provided with the proper quantity of food elements to make a harmonious whole.

The trouble with eating often begins in girlhood. The average young woman drinks a cup of coffee and eats, perhaps, some heavy, indigestible griddle cakes for her breakfast. For luncheon she may eat a pickle, a piece of cake or pie and a doughnut. She will take tea in the afternoon with the richest of cakes, thus spoiling her appetite for a good, wholesome dinner. She will eat all sorts of candies between meals and perhaps, only once or twice a week, will she eat a really hearty and wholesome meal.

What is the result of such habits of eating? In her early twenties her eyes are dull, her teeth not white, her gums pale, her lips wan, her flesh unyielding. In fact, all the sap of her young womanhood is undeveloped or destroyed. Of course there can be no hard and fast rules on diet for "what is one man's meat is another's poison," is a trite saying.

What is the meat must be eaten to produce strength is proved false by the elephant and the horse, two of the strongest animals in the world. They never eat meat. The trouble with us Americans is that we eat too much meat. Never eat meat but once a day and a good rule is never to eat anything that is found, upon trial, to disagree with you, even though it may have been highly recommended and agrees perfectly with the one who recommended it.

### MAN POWER.

They're talking now of drafting men whose years have numbered fifty; and hope springs in my breast again, the prospects now seem so nifty. Before this beastly war is done, cool rules will go skating, and loyal gents who weigh a ton may go and do some fighting. They've barred me out because I'm deaf and deaf and broken-winded; and rules responsible for that I hope will be rescinded. When first we broke into the game, Apollon was demanded; "We do not want the old or lame"—the officers were can-

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 600 stores.

It is the best Liniment you can use for RHEUMATISM, LUMBAGO, NEURALGIA and all ACRES 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.

did. "No man is fit to chase the Hun unless he's like Narcissus." And so I dropped my sword and gun, and went home to the missus. "They're mighty choice," said Jane, "my lad, to turn down beefy writers; but wait a while, and they'll be glad to get such deadly fighters." And now it seems that Jane was right; the sergeant's growing thrifty, and he admits a gent may fight who gives his age as fifty. And pretty soon the fat and bald, the spavined and the sweetened, will from the paths of peace be sailed, by Uncle Sam subpoenaed. For paths of peace I care no hoot, I burn with martial ardor; I long to slay the kraut fed Teut, and confiscate his larder. Let down the bars! Let every skater who wants to fight go fighting, though he may score three hundredweight, as I do at this writing!

## J. J. ST. JOHN

Don't forget the best TEA to be got in Newfoundland is at our Store, retailing at 60c. per lb.

Sun Ammonia, 10c. package.

English Breakfast COFFEE, 1 lb. tins.

Eddy's Matches.

J. J. ST. JOHN. Duckworth Street and LeMarchant Road.

## European Agency.

Wholesale tenders promptly executed at lowest cash prices for all British and Continental goods, including: Books and Stationery, Boots, Shoes and Leather, Chemicals and Druggists' Sundries, China, Earthenware and Glassware, Cycles, Motor Cars and Accessories, Drapery, Millinery and Piece Goods, Fancy Goods and Pertumery, Hardware, Machinery and Metal, Jewellery, Plate and Watches, Photographic and Optical Goods, Provisions and Oilmen's Stores, etc., etc. Commission 2 1/2 p.c. to 5 p.c. Trade Discounts allowed. Special Quotations on Demand. Sample Cases from \$50 upwards. Consignments of Produce Sold on Account.

William Wilson & Sons (Established 1314.) 25 Abchurch Lane, London, E.C. Cable Address: "Annuaire, Lon."

Coughs and Colds seem to be increasing the past few days. Try a bottle of Stafford's Phorastone. Theatre Hill Drug Store open until 9.30 every night.

## 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?

THIS SPACE GIVEN TO THE REGIMENT BY G. M. BARR.

DON'T BE A QUITTER!

# ENLIST NOW!

This space given to the Regiment by T. A. McNab & Co.

The "Evening Telegram" is read by over 40,000 People daily.

## The Bishop at Bishop's Cove.

It was an appropriate coincidence that Bishop's Cove should have the honor of being the first place in Conception Bay to be officially visited after his consecration. It was, too, that Bishop's Cove was the first place in the Diocese to be personally visited for such a distinguished purpose as that which brought the Lordship to this honored Upper Island of Cove. The Bishop was here on the occasion of his visit to dedicate a handsome and costly silver vessel, given to Bishop's Cove Church by Mr. and Mrs. Donald Smith, for use at the service of the Altar. The inscription on each side of the vessel is: "In memory of Donald Smith, killed in Action August 16th, 1917. Presented by his parents."

Reference to the gift of love the Bishop made to the closely packed congregation, in his touchingly worded address delivered during the Communion Service, which followed the dedication of the vessel: "It was the highest honor for me to be invited to dedicate a memorial offering given to an old man whose life he had given as a sacrifice for us, would be used in that great service which is a perpetual memorial of his full, perfect and sufficient sacrifice made for us and for the whole world by Jesus Christ."

The Bishop was in the afternoon the Bishop was in the Parish of Bishop's Cove on the morning of the Holy Eucharist on the morning of the Feast of the Ascension, and the preacher at the evening service. What a privilege we had! How grateful we feel ever good Bishop! Needless to say we were all very much excited and anxious to see the Bishop and to witness the service and demonstration of the place and parish. The road to the Rectory on the afternoon of the Bishop's arrival. The Bishop warmly welcomed the Organists, teachers and children for their turn-out and high appreciation everything that was done for his sake by the parishioners who were prompted by love and loyalty to the Church to do honour to their Bishop. They will never forget the day, May 11th, 1918.

## Nominations

At a special meeting of the U. S. last night in the church, the following were nominated for the office of President—Vice-President—1st Asst. Vice-President—2nd Asst. Vice-President—1st Treasurer—2nd Treasurer—Fin. Secretary—Recording Secretary—Grand Marshal. The election day night.

## Here

WILL LECTURE Rev. Fr. McDonnell, M.P., on Monday at Kibby's Hall, programs on the occasion.

## McCurdo's Store News

TUESDAY, May 14, 1918. Cream of Lilies is as useful in sunshiny weather, as in cold days, and keeps the complexion clear at all seasons. Delightfully pleasant it at once relieves the pain and discomfort caused by sunburn, redness, and leaves the skin cool, and smooth. Price 30c. a tin.

A toilet soap in connection with Cream of Lilies, our delightful Cream Soap. Made by one of the most reputable English Soap makers. It has all the soothing properties of Cream of Lilies in a modified form and is pleasantly perfumed. 20 cents a tin.

## Poultry Association.

Mr. H. W. LeMessurier, C.M.G., president of the Poultry Association, Pte. H. returned a returned veteran, was given a warm welcome by the President. In reply to letters received from Bell Island requesting that a branch of the Association be started there it was decided that a delegation visit the Island on May 24th.

A large quantity of eggs had been ordered which will be distributed to the members, the eggs costing 25c. each landed.

Mr. R. Williams has sent two sets of his famous breeds to Hall's and trusts to have them in commerce there.

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