

American Summer Headwear

We are now offering a large and well assorted stock of the latest American Linen Hats for boys, and the best line of Men's American Summer Caps we have ever offered to the men of this Dominion, also a limited stock of Mens Straw Hats. Read carefully the offers as itemized below:

White Jean Hats!

30 dozen White Jean Hats for the kiddies. These little Hats are very serviceable and can be washed as often as the boy or girl who wears them.

Prices 40c to 70c each.

Black and White Hats

10 dozen Child's Black and White Check Hats. These are real knockabout Hats, worn by girls as well as boys. Very light weight and extraordinary light price.

Only 40c each.

MEN'S TRENCH CAPS.

20 dozen Men's Summer Caps with strap and buckle on the crown. They come in Blue and White and Black and White checks; very light weight; the newest Cap on the market. Special price \$1.10 each.

MEN'S STRAW HATS.

10 dozen American White Straw Hats, light weight and made in the latest American style. Buy one and keep cool.

Prices 40c to 90c each.

Marshall Bros

American Soldier Hats

15 dozen American Soldier Hats for the boys. Same shape as worn by the Yankee boys now on active service, and for wearing can give as good account of themselves as the Yankee soldiers now fighting. Tan shade with Red, White and Blue Cord.

Only 75c each.

Boy's Tan Turban Hats

10 dozen Boys' Tan Jean Hats. Lighter in weight than cork. The proper Hat for summer holiday wear.

Only 85c each.

See our East Window.

The Spirit of America.

By RUTH CAMERON.



In a little country town that we passed through one day his spring was a very fine drugstore. We stopped, for the inevitable visit to the very neat soda fountain and ament of praise to the proprietor on his remarkably attractive and complete little pharmacy, got into quite a conversation with him.

In the course of it something was said about the summer crowds of tourists and he said, "Yes, my son helps me in summer. My son," he went on "is at the pharmaceutical college."

"Going to have him come into the business with you when he gets through?" we asked.

"I don't think so," he said. "When he gets through I'm going to send him to the Institute of Technology. We'll see what he wants to do when he gets through there."

Getting Back At The World. "You certainly are doing pretty well by him," said someone.

"Well, I'm trying to," said the druggist, his fine plain face beautifully alight. "We fellows that did not have any too much education ourselves, we have to get back at the world by giving what we missed to our sons."

"I hope," said someone, "that he appreciates it and repays you."

"Don't know as I expect that," said the druggist. "I just want him to do a little better by his son, when he has one, than I have by him."

The Keynote Of America's South. After we had left that drug store I felt to thinking over what he had said, and it seemed to me that I had never heard the Spirit of America better put into words than by that man.

"We fellows that didn't have any too much education ourselves have got to get back at the world by giving what we missed to our sons."

And again, "I just want him to do a little better by his son, when he has one, than I have by him."

If that isn't the keynote of this country, of its growth, its possibilities, its ideals,—I don't know what is.

From The District School To College—Three Generations. One generation goes to the little country school or the city grammar school, but its sons and daughters must needs go through high school and bring home diplomas to be framed and hung in the sitting room. The years pass, and the sons and daughters are denying themselves that their sons and daughters may go to college and bring home a sheepskin.

This is the history of my own family and very likely of yours. It is the history that hundreds of thousands of families in this country have made or are making.

And the spirit that makes this history, the spirit that conceives it to be the supreme ideal of life to pass on the torch of education and opportunity brighter than it was received, is what makes America the wonderful land of opportunity and progress and infinite possibility, that it is.

MINARD'S LINIMENT is the only Liniment asked for at my store and the only one we keep for sale.

All the people use it. HARLIN FULTON. Pleasant Bay, C. B.

Your Boys and Girls.

Harsh punishment has no place in the bringing up of a baby. A baby knows nothing of right and wrong but follows his natural inclinations. If these lead him in the wrong direction the mother must be on hand to guide him in another and better one, and to divert his eager interest and his energy into wholesome and normal directions. This is the golden rule in the training of babies and one which applies to the training of children of all ages.

Many parents conceive that their whole duty is to thwart and forbid enforcing their prohibition with penalties of varying degrees and of severity, forgetting that they are dealing with a sensitive being endowed with all the desires, inclinations, and tendencies they themselves have, and that if these natural feelings are constantly suppressed and thwarted they are sure to seek and find some outlet for themselves.

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.

FOR THE BUSINESS GIRL.

The business girl has a larger account to settle with the Goddess of Beauty and her handmaidens. Youth than the girl who stays at home. The hasty luncheon, the neglected breakfast, the mad rush for the train in the early morning hours, the oftentimes of sleeplessness, and long hours of sitting with feet in wet shoes, innumerable hours at the nerve wrecking typewriter, are all against her. In fact she has but a fighting chance of being beautiful.

The business girl should try to get at least eight hours of sound sleep every night. The tedious work before her, is hardly an agreeable thought as she hastily dresses herself, with eyes half-closed in sleep. Even though she must sacrifice a few late parties, it would count for more in the end to retain her health and beauty.

Don't carry lunch from home if you can possibly avoid it, but go out for it. Eat slowly as you do at home during dinner, and spend the remainder of your lunch hour taking a brisk walk. Most business girls lose their fresh, clear coloring after a couple of years in an office and become almost sallow, because of lack of fresh air and exercise.

If you sit at a typewriter all day you must do everything possible to make conditions easier for your nerves, as you must remember that the ends of the fingers are the most sensitive portion of the body and you are striking them all day long. Always sit erect in your chair so that the end of the spine will be resting on the chair. Take care of your health, Miss Business Girl, as it is your chief asset in being a success in your chosen work.

Everyday Etiquette.

"When a girl's engagement has been announced should her parents call on her fiancé's parents, or should they call first?" asked Ella.

"When a girl's engagement has been announced the young man's family should take the initiative in calling on her parents," replied her married sister.

MINARD'S LINIMENT USED BY PHYSICIANS.

SOME SWEET DAY.



WALT MASON.

Some day we'll see the dawn of peace, some day the noise of war will cease, and swords will gather rust; the men who wield the saber now will march along behind the plow, and the files and ranks of the army will be the man who fought and bled sound bodies are so essential, that plans must be made whereby girls will find an incentive to be strong in body, mind and spirit. It is true that the Churches are trying to meet these needs, but the experience of leaders the world over is, that by a united effort of the whole community much better results are attained. The awakening of a community spirit is the greatest development that can come to any group of people, and the lining up of units is what makes an army a force that conquers.

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 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.

Killed in France.

Private John Cochrane of Arlington, L. Company of the 101st Infantry, has been killed in France by accident, according to official notification to relatives.

He was born in Newfoundland, 22 years ago, and was the son of the late William and Katherine Cochrane. He came to Boston a year ago last July, and took out his first papers. He enlisted May 30, 1917, in the old 9th Regiment, and when that organization was merged he was assigned to L. Company of the 101st Infantry. He was killed April 14. He had lived in Arlington about a year. He has a brother Patrick F. Cochrane, who is an engineer in the Naval Reserve, and two sisters, the Misses Mary and Margaret Cochrane, of Arlington. Two brothers, Daniel and William, are living in St. John's Nfld.—Boston Globe.

The Young Women's Christian Association.

What are the needs of the girls of to-day?

Conditions are fast changing as month after month our men drop their tasks and march off to the battlefields, and the girls must pick up and carry march along behind.

There is overwhelming evidence that girls need guidance and leadership, that proper boarding homes must be provided for those who are pressing into cities, that activities to build up sound bodies are so essential, that plans must be made whereby girls will find an incentive to be strong in body, mind and spirit. It is true that the Churches are trying to meet these needs, but the experience of leaders the world over is, that by a united effort of the whole community much better results are attained. The awakening of a community spirit is the greatest development that can come to any group of people, and the lining up of units is what makes an army a force that conquers.

If the people of this city would unite to meet the needs of the girls, great results could be attained. The Young Women's Christian Association is one of the forces at work in the world to-day to help to bring in the Kingdom of God, and it would be a great thing for our colony if we could have a branch established in this city. It is hoped that there will be a large attendance of men and women and girls at the meeting on Friday evening, June 21st, when the question of opening a branch here will be discussed.—Com.

Had Piles for Ten Years

And Tried Nearly Everything Except a Surgical Operation Without Obtaining Relief—Tells How Complete Cure Was Effected.

There are reported here three cures of chronic cases of piles. In all three cases many treatments were tried before it was discovered that Dr. Chase's Ointment is about the only real cure for this distressing ailment. Mrs. A. Oates, 25 Gilmerton street, Brantford, Ont., writes: "I have used Dr. Chase's Ointment as a household remedy for ever so long, and am particularly indebted to it for a cure from Piles. I had suffered from this annoying trouble for ten years, and tried nearly everything I heard of. After using Dr. Chase's Ointment a short while I was completely cured."

Mrs. Wm. Shantz, 155 Albert street, Kitchener, Ont., writes: "For several years I was troubled with bleeding piles. I tried different remedies for relief without success. I read in Dr. Chase's Almanac of the benefits other people were receiving from Dr. Chase's Ointment, so I sent to your office for a sample box. I found it gave me such relief that I went to a drug store and purchased a full-sized box. I have used several boxes since, and have derived more benefit from its use than any remedy I have ever used."

The bones from the rib roast will make a nice bit of stock for the stock pot.

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

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"

Improve Your Looks

by purifying the blood. Sallow skin, liver spots, pimples and blotches are usually due to impure or impoverished blood.

Clear the skin, put roses in pale cheeks, brighten the eyes, build up the whole system by taking

Dr. Wilson's HERBINE BITTERS

It's a wonderful tonic for women, especially. Prepared of Nature's herbs and gives the happiest results when used regularly and according to directions.

At most stores. 25c a bottle; Family size, five times as large, \$1.

The Brayley Drug Company, Limited St. John, N.B.

Your Debt.

Have you ever considered the debt which you owe to those who are fighting your battles overseas? Has it ever occurred to you to ask yourself how you could ever hope to repay, in even the smallest way, one lot of the tremendous obligation under which you are labouring towards those heroes who on sea and land, are suffering untold hardships and miseries, and risking their lives that you may live in peace and security. There is a service which cannot be reckoned in the common market; yours is a debt which could not be computed in the highest court of the land. And it is true of that which you owe the living, who can measure the proportions of your responsibility and obligation to the dead, who gave their young lives that you might live, and who feared death itself that its shadow might be kept from your hearts and homes. There is only one way in which you can endeavour to be worthy to at least some degree of the sufferings and sacrifices of your defenders, and that is by aiding with every means in your power the Cause for which they have struggled and died, and for which their comrades are battling to-day against the forces of tyranny and oppression. And you can aid that cause in no better way than by helping along the Newfoundland Victory Loan by subscribing yourself, by urging others to subscribe, and by boosting it wherever and whenever possible. Make it a personal matter, because it is a personal matter. It is a small means of helping you in some way pay your debt to our sailors and soldiers. Avail of it without delay, and you will have the comforting assurance of having helped along the great Cause of Justice and Liberty.

Council Meeting.

The regular session of the Municipal Council was held last evening at 8 o'clock. The Mayor presided, and Councillors Morris, Tait, Brownrigg, Ayre and Vinnicome were present. After reading of minutes, etc., the following matters were disposed of:

Hon. F. McNamara wrote that steps would be taken to prevent any further cause of complaint regarding blockings of sidewalks near his premises.

The President of the Nfld. Industrial Workers' Association wrote on behalf of Jas. Harvey, and asked that he (Harvey) be reinstated in his former position on the Sanitary Department. He will be written explaining the Council's position in the matter.

James Murdoch again applied for permission to build on the Cockburn Road. Referred to Solicitor.

John Rea asked permission to build an outhouse and workshop on Golf Avenue. Permission granted.

John Adams wrote asking to be given an extension of time to install sewerage in his house, York Street. He will be written to make application for the usual way.

Mrs. Taylor sent a bill for damages.



Keep Your Kodak Busy for the sake of the Boys "OVER THERE."

We have a full line of Kodaks and Kodak Supplies.

Kodaks from \$8.50 up, at

Tooton's, The Kodak Store,

820 WATER STREET. Everything for the Photographer