

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 Straps!

Another shipment of Double Razor Straps 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.

The Most Important Quality.

By RUTH CAMERON.



RUTH CAMERON

It is a well known fact that certain of the most progressive business concerns keep record cards on which all their salespeople are graded, somewhat the way we used to be graded on our report cards in school. Only, instead of reading and algebra, the salespeople get their marks on such subjects as accuracy, honesty, knowledge of the goods, etc. How Much Each Factor Counts In The Eyes of This Firm.

The other day one of these charts came into my hands. It was very interesting. I think it might be a good idea if such charts could be given out among high school and college students, so that they might realize how much each factor counts towards success.

There are thirty-five headings under which the marking is done, and these thirty-five are grouped under four main heads: Physical, Intellectual, Personality and Salesmanship.

One Quality More Than Twice As Valuable As The Rest.

The point which interested me most in the whole chart was this: there were fourteen qualities listed under Personality, and among them was one quality which counted more than twice as much as any one of the others; it counted twice and a half times as much as ambition, enthusiasm or honesty, and five times as much as that most vaunted of all business qualities — promptness. And what do you think that quality was? Something that only the exceptional person could acquire?

No—something that anyone, no matter how lacking in brilliance or "pep" could have if he willed it: Just courtesy.

Just the habit of always saying "Good morning" and "Please" and "Thank You." Just a smile and a pleasant note in one's voice. Just a mixture of good manners and kindness.

The Hotel Manager Feels The Same. The day after that chart came to my attention I picked up a magazine and read an article by one of the leading hotel managers in the country. Speaking of his waiters, he said:

"We try to impress upon a waiter that no matter how deft he is, we will not keep him if he is perpetually grouchy or sulky. We always point out to him that even if he is slow and not very able at first, if he is courteous and shows a willing spirit to serve to the best of his ability, the average man will condone his errors." There you have it again.

Put courtesy in the balance against ability, and it is not the more showy quality that tips the scale.

Courtesy is heart sunshine. Its presence warms and cheers us and puts us in a better mood. While the absence of it affects us as disagreeably as the continued absence of the sun on a succession of cloudy days.

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

CHRISTOPHER SAUNDERS.

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.

Every child's room should have a private desk or table where he may write. Here he should have a stock of pens, penholders, pencils, pads and writing paper, and he should be trained to use these materials frequently, such a habit of property helps him to cultivate neatness and order. If he evidences slovenliness at first, the mother should urge him to orderliness and inspect his desk until he has attained neatness.

It should be impressed upon him that this is part of his training, that as a man he will always need to keep his papers in place and in order, and that if he is apt to be in the employ of others, it will be to his advantage to

APPLES.

60 Brls. Small Size Apples

For retail trade at special prices.

ALSO

40 brls. No. 1's, Assorted.

60 brls. No. 1's, Ben Davis.

Soper & Moore

have formed good habits in such matters.

The child will take pride in possession of his own desk and pens, and this will lead him to the cultivation of the use of pen and ink.

Our Daily Story.

LOCAL COLOR.

Augusta Mane, the lady novelist, belonged to the realistic school. She believed in soaking herself in the atmosphere that she intended to transfer to the pages of her books. Accordingly, to prepare herself for her new novel of the underworld, she decided to hear, with her own ears, the speech of its denizens. So she went to the docks and accosted a burly stevedore who was picking his teeth with a large oyster shell.

"Excuse me for interrupting your quantity characteristic after dinner exercise," began Augusta Mane, "but I am a novelist in search of local color, and I should be greatly obliged if you would talk to me a little while I take notes."

"Certainly, madam, with pleasure," replied the stevedore, politely dropping the oyster shell, "is there any particular topic on which you would prefer me to converse? I am reputed to be somewhat of an authority on the subject of tides, if that piques your curiosity. And, en passant, as the French say, I shall be very glad to read your book when it appears. I seem to have exhausted all the interesting fiction in the public library."

Faltering out her thanks, Augusta Mane returned home, somewhat worried and uncertain. She found her young brother, just home from college, waiting to see her.

"Why, Whistler, what a surprise!" she exclaimed. "I've just been down at the docks looking for local color for my new novel."

"Well, wouldn't that jar you off your perch?" said Whistler. "You must've had a swell time battin' about among the roughnecks!"

"Oh, Whistler!" she cried, "go on please, while I take notes. That's the very thing!"

And she took a whole raft of notes and put all the notes in her novel, "The Seamy Side," which all the critics praised most highly for its

faithful reproduction of the dialogue of the lower classes.

Milady's Boudoir.

If your skin is in need of whitening and softening, the best remedy is the homely cucumber in your kitchen garden as they have been known as splendid beautifiers for a long time. Be sure, therefore, and plant them in your kitchen garden this spring. There are several ways of using this friendly vegetable, the simplest of which is to pare it, cut it in thick slices and rub it upon the face without further preparation. The juice is left on over night and washed off with warm, not hot, water in the morning.

The best way to prepare a cucumber beauty lotion is to mash a cucumber into pulp, place the pulp in half a pint of milk and set the whole upon the stove to come to a slow boil. When it has come to a three minute boil, a lotion is removed and strained through a clean cheesecloth or a very fine strainer.

The result is a cucumber cream which is delightful to use when perfumed with rose water, essence of violet or lavender. This, too, is applied before retiring and washed off in the morning. It is an excellent whitener and is recommended for removing the yellow line around the neck which often appears.

You should also plant tomatoes for the paring and cooking of vegetables, a piece of tomato rubbed upon them will whiten them nicely. Tomato juice, allowed to stay on the hands for some time and then washed off with soap and water, will give a good effect. To whiten the chin, use the common white potato. Pare the potato and rub it upon the chin or bind slices of it about the chin for a couple of hours daily. The potato is then removed and the skin washed with a mild soap and warm water, after which a good cream is rubbed in.

There is really no excuse for a woman being unbecomingly, even if she has not the money with which to purchase expensive cosmetics.

Everyday Etiquette.

"Is it considered good form to use the letters R.S.V.P. on an invitation?" asked Ida.

"The abbreviation is practically obsolete, the favored form at present being 'Please respond.' As a matter of fact favored guest should have the courtesy to answer without a reminder," replied her sister.

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.

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

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

WORKINGS OF FATE.



MY UNCLE JAMES

My Uncle James, with brooding eye, gazed on the auto whizzing by. "Those damned machines," he grimly said, "just strew the highway with their dead. I wouldn't ride in one, I vot, if you'd give me a house and lot. A wheel flies off the springs collapse, and then where are you auto chaps? Go ask the undertaker gent, who'll tell you where their pieces went. I do not wish to scorch and flee; a nag is good enough for me." Then Uncle James rose from his chair and harnessed up the old gray mare. "Me-thinks I'll go to town," he said, "and buy nine loaves of graham bread." A piece of paper flew along, when Bess, the mare, was going strong. She snorted, shied, kicked up her heels, and busted all the shafts and wheels; her big steel shoe hit uncle's dome; an auto brought his fragments home. My Uncle John took jealous care in following his bill of fare. For years he cut out pipes and cakes, and eggs and cheese and juicy steaks, and lived on greens, such things as cows throw in when they set forth to browse. He said I'd fill an early tomb, because the good things I'd consume. If I would reach a green old age, I'd live on lentils, leeks and sage. He ate some mushrooms on a day, and then in anguish passed away. The mushrooms were the toadstool brand, and so my Uncle John was canned, and I still use my easy chair, and eat all through the bill of fare, which shows that rules of life are vain; no human plans are safe and sane.

100 Copies

JUST RECEIVED OF

Trenching at Gallipoli

By JOHN GALLISHAW.

This is a personal narrative of a Royal Newfoundlander soldiering in the disastrous Dardanelles campaign. An adventure story, stronger than fiction, as well as a reliable account by an unusually keen participant of the gigantic failure at Gallipoli. This book, moreover, gives an extraordinarily vivid impression of what trench fighting and trench living is like.

This book should be read by every one of us. Everybody can afford it. Price 75c. Postage 4c.

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Fred T. Lukins, P. O. Box 323, 61 Hayward Avenue, Jan 24, 1918.

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.

Now is the Time and This is the Place to Buy

Millinery Flowers,

Your choice of 5000 bunches for

25c.

Special Prices to Wholesale Buyers.

ROBERT TEMPLETON.

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

Dashing Australians

BRUCE TERROR INTO THE GERMAN TROOPS.

(By Philip Gibbs.)

War Correspondents' Headquarters, Monday, May 6.—The lull continues today and yesterday was the quietest day on the front perhaps that we have had since March 21. I described yesterday how our intense harassing fire had caused the enemy to suffer and, much to the surprise of the enemy, and undoubtedly interfered with the lines, making it difficult for him to bring up ammunition and gather all the supplies he needs for the next phase of his offensive. This destructive fire of ours is causing the same effect down across the Somme, where the Australians, especially during the recent days, have made life very wretched for the German troops.

Australians Daring Attack.

The Australian achievement about two o'clock this morning was a very daring and successful enterprise, which must have been extraordinarily annoying to the German command in that district. Annoying is too mild a word to use for the German troops themselves because for an hour or more it must have been a time of terror for them, and many poor wretches were killed before the light of day dawned.

Cleared Them Out.

The Australians went over in no great numbers for such a wide front of attack, which was about 2,500 yards, and without a preliminary bombardment, though as soon as they were away their guns were active, neutralizing the enemy's batteries and keeping his roads and tracks under fire. The German garrison on this front belonged to the 19th Division and the 14th Division, and they were scattered about, not in any definite trench system, but in rifle pits and rifle trenches just big enough to give cover to small groups and outposts and machine gun crews.

The Australians went over and cleared out the German pits and holes with bayonets and bombs. The Germans fought for their lives in some places, but at least 150 were killed, according to the estimate of Australian officers, and their prisoners numbered 200 of the 114th and 275th Infantry Reserve Regiments, and included two officers whom I saw this morning and who looked very haggard and worn. They were young men with gaunt cheeks under big shrapnel helmets which reached down to their shoulders.

Reminder for the Hun.

Among the trophies brought back by the Australians, whose own losses were extraordinarily light, were several machine guns and a big trench mortar. It was more than a raid, for the Australian line is now advanced on this side of Morlaucourt to a depth of 84 yards on that wide front of 2,500 yards. It was an enterprise which will remind the enemy that the initiative and offensive spirit are not entirely on his side. It was, however, only a minor action compared with the battles of last month and those which will come this month when the enemy is again ready to try another big push.

T. J. EDENS.

(or 1200 3 lb. tins)

LIBBY'S SOLID PACKED TOMATOES

80c. per tin.

ROLLED OATS,

BEST CANADIAN ... 8c. lb.

SHARPE'S BACON IN Glass ... 50c.

EARLY JUNE PEAS ... 25c. tin

LIBBY'S PICKLES ... 20c. tin

LAUNDRY STARCH ... 13c. lb.

CARROTS ... 5c. lb.

CORNED BEEF ... 32c.

4 lb. tin KIRKMAN'S BORAX SOAP, 10c. cake

By Steamer from New York to-day:

25 cases CAL. ORANGES.

25 cases WINE SAFF. APPLES

5 cases LEMONS.

2 cases GRAPE FRUIT.

2 bunches BANANAS.

10 crates NEW CABBAGE.

20 crates TEXAS ONIONS.

100 bags WHITE OATS.

10 bags HAY SEED.

50 bags WHITE HOMINY FEED.

5 Cases FRESH COUNTRY EGGS by Rail to-day.

T. J. EDENS

Duckworth St. and Rawlin Cross.

MINARD'S LINIMENT USED BY PHYSICIANS.

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,

15 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.