

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 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 Old Friend Habit.

By RUTH CAMERON.



RUTH CAMERON

Much has been said of the worth of old friends. To all of which, I say an amen. There's nothing like them. And yet, I think one can become too much addicted to the old friend habit. It is not well to let new friends usurp the place of old. But neither is it well to let old friends altogether usurp the place of new. I have a friend who has what I call the old friend habit. She has several very fine friends, to whom she is splendidly loyal, which is good. But she seems to feel that loyalty to the old includes an unwillingness to learn to know new people, which is bad.

One day last summer I entertained this friend at my home. I had suggested having other people to meet her. She vetoed it emphatically. "We always enjoy you people so much," she said. "Wouldn't outsiders spoil it?"

She Even Asked Them To Visit Her. By a strange coincidence, the very people whom I had thought of inviting came that week end—not to my home, but to a little Tavern near there. By a still stranger chance, there was some misunderstanding about rooms at the Tavern, and we naturally took them in. I rather explored the necessity, because of my old friend's feelings, but I don't believe we ever had a more successful week-end. The two couples proved extremely congenial. My old friend found she had several interests in common with them, and woke to an energy and liveliness I had not seen her display for some time. When she went away, she said with an enthusiasm that was plainly feigned (how quickly one can tell!) "We've had a wonderful time." And before she went she had planned to have the new friends visit her.

New Friends are Vitalizing. New friends bring into play new facts in one's personality and in one's mental resources. Contact with new friends often sends one back in a condition to enjoy the old more.

Loyalty to old friends may enter in to the reluctance to make new, but I think that simple inertia often has more to do with it. And that surely ought to be overcome, rather than yielded to.

Old Friends And Old Shoes. One often hears it said that an old friend is like an old shoe. Meaning, I suppose, that one finds the same comfort in both. One should remember that an old shoe is sometimes slovenly as well as comfortable, and beware that the likeness goes no further.

As one grows one never makes friends quite so readily, and I have even heard it claimed that one makes no new friends after forty. Heaven forbid. I think I shall have to promise myself to try to make at least one new friend every year until I die.

I was cured of Bronchitis and Asthma by MINARD'S LINIMENT.

MRS. A. LIVINGSTONE.

Lot 5, P. E. I.

I was cured of a severe attack of Rheumatism by MINARD'S LINIMENT.

Malone Bay. JOHN MADER.

I was cured of a severely sprained leg by MINARD'S LINIMENT.

JOSHUA A. WYNACHT.

Your Boys and Girls.

All children should love music for music in children that idealism which is one of the most precious possessions of childhood, and which we would fain keep in after life, which loves flowers and animals, which sees the truth in fairy stories, which believes everything to be good and is alien to everything sinister, which sees the moon and stars, not as objects so many millions of miles from the earth, and parts of a great solar system, but as lanterns being in the heavens.

Children who receive many toys often find them an embarrassment of riches. One wise mother has adopted this plan. All the new toys are placed in a large hamper and each night one is selected for each child to play with the next day. This is continued each day, the toy used being given up each night. The plan is successful for two reasons; the children know that the

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

toy selected will not come again for another week, so they make the most of it, and then they have the pleasure of wondering what the morrow will bring.

It is a good plan to have a regular hour for between-meal "snacks" which children never fail to call for and really need. Bread and butter sandwiches can be prepared before leaving the breakfast or lunch table, while the materials are yet on hand. In this way the bits of jam and jelly that are apt to go begging are utilized. The sandwiches may be wrapped in wax paper and put where the children can get them themselves. Promptly at ten and three they are called to have their bite, and the busy housewife may pursue her tasks uninterrupted.

Milady's Boudoir.

BEAUTY CARE FOR THE HOUSE-WIFE.

So many women who keep house forget the personal appearance that won the heart of their husband when they were young. The housewife should be just as careful of her hair, skin and working clothes, in a neat practical way, as the blushing bride.

Carelessness in donning the morning waist, kimono or coffee jacket should not be tolerated. Use a little judgment in selecting styles and color and not only neatness and harmony will be the result, but one beauty will be greatly enhanced.

No doubt one who has been engaged in cooking or superintending the dinner will have cause to complain of a florid complexion. While this is a natural result of the necessary exertions and one not to be ashamed of, still it is not necessary to appear so at the table. Knowing that heat and exercise will bring not only the color to the face, and in many cases, grease, it is ones duty to remove both for ones good appearance sake, if for none other.

This is best done by wiping the face with a soothing astringent lotion and then applying an even coating of good face powder. Some women object to the use of face powder but there is no harm in using it provided the right sort is used and a good cream put on to clean it off before retiring.

Burns on the hands and arms are of frequent occurrence to the house-

wife and, aside from the pain, they do not add to ones charm. In case of a burn at once apply linseed or sweet oil to the parts affected and then thickly cover with baking powder and bind with a soft linen cloth. In ordinary burns this will relieve the pain.



What saves the kaiser from disgrace? Powder and Shot!

In honor stamped upon his face? Faith, it is not.

Has kindness ever marked his reign? Have flowers blossomed in his train?

Has he by any act of worth Brought happiness unto the earth?

What has this king of brutes to boast? Great guns of steel!

What more can they who praise him most Of him reveal?

The power to maim, the force to slay The weak and helpless in his way;

The shells to strew the field with dead Is all that of him can be said.

Stripped of his guns, what would he be? Scorned by his kind?

No man would seek his company, And none so blind

To decency that he would share His roof with him. His life is bare

Of every kindly thought and deed Which human beings sorely need.

Shall any mourn him when he dies? None but the cad!

Shall any one his memory prize? None but the dead.

Naked of honor, he shall pass Baser than brutes that feed on grass:

Shorn of his power, he'll take the Without one grace his soul to save.

Everyday Etiquette.

"Would it be correct for me as the oldest girl in the family, to have simply Miss Smith on my cards or should I have my full name?" inquired Gladys.

"If there are no older unmarried women among your relatives of the same name it would be correct for you to use Miss Smith on your cards," replied her aunt.

A Brilliant Aviator.

Every honor for valor that a British officer can gain has been won by Capt. James Byford McCudden, the star British aviator, who has just been awarded the Victoria Cross. His other distinctions, in the order of their award, include the Distinguished Service, a bar to the D.S.O., the Croix de Guerre, Military Cross, bar to the Military Cross, and the Military Medal.

McCudden, who is now 23 years old, entered the British army as a bugler eight years ago. He went to France as a private in the original expeditionary force. Having had some experience in the air he was pressed into service as an observer at Mons and gave valuable information of enemy movements during the retreat. From a sergeant he was promoted to a commissioned rank as an observer and quickly won fame for his handling of a machine gun in aerial fighting. Since he has had more than one hundred flights without ever having sustained a wound.

Fifty-four German airplanes have been accounted for by Capt. McCudden. Of these forty-two have been destroyed, nineteen of them on the British side of the lines.

Pigeon Saved Aviator.

Thrilling Experience of Flight Commander Leckie, D.S.O.

How Flight-Commander R. Leckie, D. S. O., again proved his mettle by the rescue of two aviators from a sea-plane fifty miles from the North Sea coast, after they had been exposed to the buffetings of waves and weather for no less than four days, is modestly told in a letter received by Mr. Robert Leckie, of Toronto, who is proud to be an uncle of the intrepid young birdman.

After telling of the difficulties experienced in fighting Zepps owing to their ability to rise to extreme altitudes, the letter proceeds:

"After having been under shell and machine-gun fire for almost an hour, I found myself facing the necessity of making a landing between 50 and 75 miles out at sea to rescue the crew of a land machine which had dropped in the sea through engine trouble. After getting the pilot and passengers aboard my craft, I found it impossible to get off again owing to the rough sea, and the fact that the hull of my 'boat' had been struck by shrapnel at a height of 10,000 feet, and was fast making water.

"I will not describe the horror of the days that followed, days spent in 'watching waiting' and nights in duty watches. No food at all and water at the rate of one eggcupful each day, until the small allowance gave out, the muck from the engine radiators. All the while the sea planes gradually broke up. Also we were compelled to bale incessantly to keep afloat. During this time our base was quite unaware of our fate, though patrols were sent out searching for us.

"As you may know most long distance patrol seaplanes carry homing pigeons aboard. I had four of them with me, and it is to the splendid endurance of one of these birds that six men to-day owe their lives. On Wednesday I released a pigeon, carrying a message to the base giving our position and cause of trouble. On Thursday a second bird was released carrying a similar message. On Friday morning a third bird was sent, and knowing that we could not last much longer, our remaining pigeon was released on Friday afternoon carrying an S. O. S. signal.

"The first three pigeons failed to reach England, but the fourth was a winner. He failed to reach his loft, it is true, but reaching the English coast about twenty miles north of our base, almost instinctively it would seem, picked out a coast-guard station and fluttering into the court yard fell dead from exhaustion. The rest of his own life he delivered his message and thus saved ours—we were picked up by H. M. S. — the next day.

Dead Easy.

It would have been dead easy for the Minister of Finance to have raised this Victory Loan in Canada. All he had to do was say the word, and the money was his. But he did not feel like letting others have a big rate of interest when this privilege might be extended to our own people. He did the right thing by his own country. See that you back him up by purchasing Victory Bonds. Buy Bonds, buy more Bonds; Buy Still More Bonds, and keep on buying them until it hurts.

If anyone offers you a substitute for Welch's Grape Juice, accept it and throw it at him. He's trying to "sting" you. June 22, 71, eod



The sentiment represented by

THE WEDDING RING

suggests the selection of an article guaranteed to be Finest Gold, good colour, and made with great care—a ring to be found at—

T. J. DULEY & CO.,

Reliable Jewelers, St. John's.

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.

Extra Special

We have just received a small shipment of Boys' Celluloid Collars, Eaton shape, in sizes from 12 to 14. Made in England of best English material.

GET YOUR SUPPLY TO-DAY.

WILLIAM FREW, Water Street



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,

230 WATER STREET.

Everything for the Photographer

Victory Loan

Catechism

Q. What is the Victory Loan?

A. It is a loan of money by the people of Newfoundland to their Government.

Q. Why does the Government of Newfoundland borrow money?

A. Because we must feed, clothe, equip and maintain our soldiers overseas so that they may continue to fight against to shoulder with our kinsmen and our allies for the Suppression of German tyranny. Also because Great Britain, who has borne the heaviest share of the financial burden of the war, needs the assistance of her Allies and her Dominions' financial power.

Q. When I lend my money to the Newfoundland Government, what do I get in return?

A. You get the signed "promise to pay" of the Government of Newfoundland, bearing interest. This is called a Bond.

Q. What, then, is a Newfoundland Victory Bond?

A. It is the direct and unconditional promise of the Dominion of Newfoundland to pay upon a certain date a specified sum of money in gold, together with interest at a specified rate, payable at specific dates until the bond matures.

Q. In what form is this promise?

A. It is engraved upon distinctive paper used for the securities of Newfoundland and executed by officials of the Department of Finance on behalf of Newfoundland.

Q. When are Bonds of the Victory Loan of 1918 dated?

A. June 1st, 1918, is the date they will bear, because that is the date on which interest begins.

Q. When will these Bonds be paid by the Government; that is, when will they become due?

A. These bonds will become due and payable by the Government on the 30th June, 1923.

Q. Do I get any interest on my money while it is loaned to my Government?

A. Yes. The Government will pay you interest at the rate of 6 1/2 p.c. a year.

Q. Is this a higher rate of interest than the Newfoundland Government Bonds pay in normal times?

A. Yes. Newfoundland under normal conditions pays 3 p.c., 2 1/2 p.c. and 2 p.c. for her money.

Q. How do I collect the interest?

A. Attached to each Bond is an engraved sheet of interest coupons, one for each six months' period. When the interest date arrives, you cut off the interest coupon of that date and take it to any bank, where it may be cashed or deposited.

New assortment of Men's American Coats, 95c., at W. R. GOOBIE'S, just received. Post Office—June 11, 18.

BANKER TRANSFERRED.—Mr. S. Kittredge, Teller of the Canadian Bank of Commerce, has been transferred to a similar position at Halifax, N.S., and left by to-day's express for there. While here Mr. Kittredge made numerous friends all of whom greatly regret his departure and wish him every success in his new sphere of labor.

Warrants your confidence Windsor Table Salt

THE CANADIAN SALT CO. LIMITED