

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 knockout 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.



SUMMER DRESS

An exceptionally large modified novelties and styles.

23c to \$1.00

in Voiles, Dutchesse Plaids and all the wanted shades.

Underwear at

47c yd.

See Window For Some

To-Day's Messages.

9.30 A.M.

REVIEW OF OPERATIONS.

The Teutonic Allies apparently have lost their spirit of do or die. Their attacks everywhere lately have lacked the tenaciousness of days gone by. Instead of plunging through the Allied lines with stubborn indifference to casualties, so long as an object was gained, they now waver and then halt in the face of the artillery and rifle fire barring their way, with the points they try to attain still beyond their reach. The opening of a gateway to Paris through the West front, running from Mont Didier to the Marne, failed completely. The drive on the Italian front launched by the Austrians seemingly has failed miserably in the mountain regions, and apparently has almost been stopped along the Piave, while a stroke started by the Germans against Rheims broke down at its inception, without the enemy taking a yard of ground. In these many attempted enterprises the High Commands of the Germans and Austrians have seen their men literally mowed down in all battlefields have been clogged with dead and wounded, as a recompense to the allied troops for the small bits of terrain they yielded. The Austrian offensive is still in progress along the Piave River, but in the hill region after the sharp reaction by the British and French troops, in counter attacks, having pushed back the invader from the points reached in his initial rush, the enemy evidently is fearful of again trying out the mettle of their defenders. On the Piave many attempts have been made by the enemy to gain further bridgeheads on the west bank of the stream. The Italians everywhere are holding them with their machine guns, and also doing sanguinary execution within the ranks of the enemy across the river with bombs and machine gun fire. The Austrian War Office asserts that the Austro-Hungarian troops have crossed the Posset Canal at some points, where Tuesday it was claimed they had made advances, and several Italian lines at the Southern foot on the Montello Plateau, the key to the Venetian Plains, have been pierced. Rome, on the other hand, declared that all the weak attempts made in this region were completely repulsed. More than 9,000 men have been taken prisoners by the Italians since the offensive began, and several guns and many machine guns have been captured. That intensive air fighting has also taken place is shown by the fact that fifty enemy machines have been shot down, only two of the Allied machines failing to return to their base. The attack of the Germans near Rheims resulted disastrously to them. Hardly had they left their trenches, after one of the most terrific bombardments of shells of all calibres, including gas projectiles ever experienced on the West front, when nearly 40,000 men were faced by the reinforced French armies and literally cut to pieces and forced to fall back precipitately. Only at one point to the east of Rheims, did the enemy succeed in penetrating the French lines. Here they were ejected almost immediately. The German

Monotony or Fun.

By RUTH CAMERON.



RUTH CAMERON

During the past year I spent some months in the country, a three hour train ride from the nearest city of any size.

Of course a trip to town was a large occasion and when anyone in the village planned to go to the fact was usually well known.

Accordingly, a new friend of mine planned to go to town one Tuesday. Tuesday came and I met her at the store. "You didn't go?"

"No," she said, "I'm going to-morrow. I found that Mrs. C. (naming a woman who is an acquaintance, but not a close friend) was going to-morrow, so of course I waited so I could have company."

The well grounded assurance that of course anyone would prefer company on such a ride, even if it were not of the highest quality, is the fact at which I have taken out an lance to tilt.

I Don't Care for Company Just for Company's Sake.

To my mind a ride on the train alone is a treat. Of course I should be glad to have a congenial friend with me there, just as much as anywhere, but I would never seek company merely for company's sake.

When I have such to make, I look forward to it. Three solid hours all to myself, no interruptions, no exactions of any sort. Why it is a veritable treasure.

Some Nuts to Nibble.

I arm myself with my knitting bag and with the latest copy of that beloved weekly review which I am always trying to find time to keep up with. Also, (perhaps it is a plebeian confession) I allow myself some chocolate or salted nuts to nibble.

My only difficulty is in deciding which I shall do first, watch the people about me, knit, read my weekly, or just sit looking out at the landscape and dreaming. I once knew a girl who did not care for reading, and who when her work was done could sit down in a chair and look out of the window and think. But I have

never been able to do that except in a moving vehicle and so I specially enjoy the pleasant hypnosis the hurrying landscape seems to cast over my mind. At such times conversation would be an intrusion rather than a pleasure.

A Lot of Fun for the Taking.

I like best to ride on the train but even long rides on the electric are not as annoying to me as they are to some (provided only I am not required to keep changing). I think the reason that such trips are so very tiring to some people is because they are always straining ahead with their minds and trying to be there instead of attuning themselves to the soothing monotony of the journey.

If you like to read and like to dream and don't like to fret, there is a great deal of fun in life that you can have for the taking, isn't there?

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.

The temperature on the floor is necessarily lower than that at the level of grown up heads, hence, if children are allowed to play on the floor in cold, stormy weather, some care must be taken to avoid draft and chill, even in an upstairs room.

Spread a quilt on the floor in such a case as, for the baby use the crib where the tops can be spread out without fear of falls or drafts. Nice low carts on wheels, with screened sides, come for use upon such occasions. The bought affairs are complete, a mattress and all, but there is no reason why one cannot be made at home. They should be roomy, a little shorter than, but as wide, as the crib, and being on wheels, can be moved from room to room at will.

A large shipment of Nyal's Face Cream just arrived for Stafford's Drug Stores. Theatre Hill Store open every night till 9.30.—June 6, 17

White coats of jersey or broadcloth are everywhere conspicuous. Separate coats for fall are of green and blue plaid Scotch cheviot. So many dainty summer frocks are trimmed with bands of quilling. Linen and pique are combined with calico for small girls' dresses. Tiny pleatings or goffered ruffles are used on the finer simpler blouses. A blue serge suit should be accompanied by a waistcoat of ivory tone. Pastel shades in cotton dresses are always correct for children under six.

There is a great deal of galatea cloth used in making little girls' service frocks.

Stone marten dyed to look like skunk is one of the new furs of the summer.

Pale pink and white checked tafeta make a pretty evening wrap for summer.

Flowered hats are almost necessary when dresses of dainty organdie are worn.

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

Gone to the Colors.

The Kid has gone to the Colors. And we don't know what to say. The Kid we have loved and cuddled. Stepped out for the Flag to-day. We thought him a child, a baby.

With never a care at all. But his country called him man-sized. And the Kid has heard the call.

He paused to watch the recruiting. Where, fired by the life and drum. He bowed his head to Old Glory. And thought that it whispered: "Come!"

The Kid, not being a slacker. Stood forth with patriot-joy To add his name to the roster— And God, we're proud of the boy!

The Kid has gone to the Colors; It seems but a little while Since he drilled a schoolboy army In a truly martial style.

But now he's a man, a soldier, And we lend him listening ear. For his heart is a heart all loyal. Unscourged by the curse of fear.

His dad, when he told him, shuddered. "Him?—her?—cried and cried; Yet, blest with a mother-nature She wept with a mother-pride. But he whose old shoulders straightened."

Was Grandad—for memory ran To years when he, too, a youngster, Was changed by the Flag to a man! —W. M. Herschell, in the Indianapolis News.

Fads and Fashions.

White coats of jersey or broadcloth are everywhere conspicuous. Separate coats for fall are of green and blue plaid Scotch cheviot.

So many dainty summer frocks are trimmed with bands of quilling. Linen and pique are combined with calico for small girls' dresses.

Tiny pleatings or goffered ruffles are used on the finer simpler blouses. A blue serge suit should be accompanied by a waistcoat of ivory tone.

Pastel shades in cotton dresses are always correct for children under six.

There is a great deal of galatea cloth used in making little girls' service frocks.

Stone marten dyed to look like skunk is one of the new furs of the summer.

Pale pink and white checked tafeta make a pretty evening wrap for summer.

Flowered hats are almost necessary when dresses of dainty organdie are worn.

Milady's Boudoir.

HOW TO KEEP THE HAIR WAVY.

Where is the woman that does not sigh for the wavy tresses of her more fortunate sisters. Not many of us look well without the slightest wave. There are many dangerous and expensive methods adopted by the hair dressers to keep the hair in perfect wave, but of all the preparations that I know the most effective and the easiest for amateur use is a handline made from quince seed and now is the time to obtain it fresh.

This curling lotion has been in use for generations, and our grandmothers used nothing else when they wore the ringlets about the forehead or curls falling down in cascades over the ears or at the back of the head.

To prepare this lotion, take a tablespoon of bruised quince seeds and pour over them a pint of boiling water. Boil slowly until the quantity is reduced one-third. Allow the liquid to cool, and then strain through a piece of coarse cheese cloth. Add two teaspoons each of cologne and alcohol, and the mixture is ready for use.

Moisten the hair with this preparation before curling using a small sponge to apply it. If you are successful in waving your hair with curlers, use the lotion before winding the strands of hair around the curler. There is one objection about this fluid, when it becomes dry it assumes a powdery form suggestive of fire sand-ruff, but it can be brushed off and is harmless.

Still another way is what is called the oil curl and works to perfection with some people. Apply a small quantity of oil, scented with your favorite perfume, to the head. Sweet almond or coconut oil will answer the purpose. Apply two or three times a week with the palm of the hands.

After using the oil arrange the hair in soft waves, pinning them into position with invisible hairpins. Tie a thin veil about the head and do not remove it until you are ready to go out. Hair once trained in the habit of waving will be much more easier to manage than when it is straight.

Fads and Fashions.

Gingham has a very prominent place in summer wardrobes this season.

Pipings of bright color make otherwise plain frocks very interesting.

A new corset for thin women has a short front steel ending at the waist line.

One of the latest fur collars is of nutria with tassels at its square corners.

The sole trimming of some very smart dresses is a scarf of contrasting color.

Special Notice.

At the end of this year we will give 6 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.

WORK OR FIGHT.



WILF MASON

"Work or fight," I say, with Crowder! Man must earn his bone and chowder, or secure a gun and powder, shooting from the Hun the slow; for the husky boys are needed where the farmers' fields are seeded; long we've argued, now we've pleaded, now we're laying down the law.

Soon the harvest will be yellow and we'll hear the farmers below for the able-bodied fellow who can handle sheaves of wheat; and the loafer who is standing, chunks of eloquence handing to the public should be landing in the country with boots feet. Long the loafers have been petted, fed and lodged by men who sweat for the roubles they have netted, but the day of wrath is come; toil and wounds where battle rages—work at home for honest wages! Work, absorbed by them for ages! These country is requiring everything our hands can bring; if we feel too punk for mowing, if we are not built for hoeing, we can go where blood is flowing, and run down the Teuton king.

"Conscription for women" is again in the air, and it coincides, by a curious chance, with an appropriate anniversary. Fifty years ago, a regiment of Amazons enrolled to assist Paraguay in her battle against Brazil. The force numbered 4,000, and were equipped by the president; but if we look to the occasion for a moral, we shall not send our women into the trenches. The women fought bravely, but did not bring victory to their cause.

It is a fact—bitter or sweet, as you care to regard it—that women warriors have not shone on the actual battlefield. A few years earlier, the King of Dahomey led a band of Amazons against an independent tribe of blacks, and suffered a severe defeat. The original Amazons, however, achieved real greatness, if reports are true. They took war very seriously, declared marriage to be shameful servitude, and burned off their right breasts in order that they might gain more force to bend the bow.—Ex.

Women Warriors.

MILLIONS SAVED BY DAYLIGHT.

France, it is understood, estimates her saving in lighting and fuel alone by the daylight saving plan at not less than \$10,000,000 a year. England is reported to have saved gas and electricity to the extent of about \$12,000,000, and actually saved 300,000 tons of coal in the summer of 1916. Edinburgh saved \$50,000 in fuel alone. Manchester, England, decreased lighting cost 15 per cent. over the previous year, and Nottingham 25 per cent. In Vienna the saving in lighting bills was \$142,000. The estimated possible saving for the United States for five months under this plan is placed at from \$25,000,000 to \$50,000,000 in lighting bills, and in fuel several millions more.

MINARD'S LINIMENT CURES DIPHTHERIA.

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, Sage 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"

The Natural Sweetness of Grape-Nuts

is a real sugar saver. Practically the only cereal food that develops its own sugar in the making.