

HARD TO PLEASE IN SHOES?

If you are hard to please in Shoes, come here!

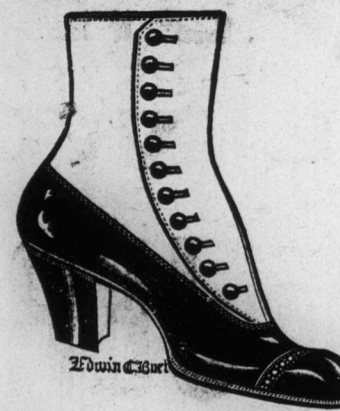
No matter what your preference may be—whether you are a sticker for the extreme styles or conservative shapes, straight lasts, low instep—shoes; or if your taste runs to freak styles—it matters not, for you will find here just the Shoe you want.

Shoes for everyday wear, for dress or for any special requirement. Choice Leathers and splendid shoe building.

\$2.00, 2.50, 3.00, 3.50,
4.00, 4.50, 5.00, 5.50,
6.00 or 7.00.

People who wear our Shoes have good-looking feet and are strangers to all shoe trouble.

F. SMALLWOOD, The Home of Good Shoes



At the Cottage, Camp, or on the Boat,

or wherever you and your family vacation this summer, you can have all the music and just the kind of music you want, whenever you want, with a set of

Columbia

DOUBLE-DISC RECORDS,

with either a Columbia Graphophone "Eclipse," \$40.00, or a Grafonola "Jewell," \$50.00, or a "Favorite," \$65.00.

These three Columbias are all easy to move, to carry and to store—just made for summer use.

U. S. Picture & Portrait Co.
GRAPHOPHONE DEPARTMENT.

We have just received and are now showing a complete assortment of

O'Sullivan

Rubber Heels.

Special Prices to the Trade.

ROBERT TEMPLETON,

333 Water Street.

Furniture for the Home.

The Big Furniture Store.

Spring Goods Have Arrived.
LINOLEUMS, CANYAS, CARPETS and RUGS in all the daintiest designs.
BEDSTEPS, DRESSERS, WASH STANDS, PILLOWS, BOLSTERS, MATTRESSES, COUCHES, LOUNGES, EASY CHAIRS, TABLES, BUFFETS, SIDEBOARDS, DESKS, OFFICE CHAIRS, BOOK-CASES.
A great saving on all you buy at this store.

CALLAHAN, GLASS & CO.,
DUCKWORTH & GOWER STREETS.

DELICIOUS Ice Cream!

delivered at shortest notice, by quart or gallon. Just the thing for party or outing.

Oyster Bay Ice Cream Parlors.

Phone 770a. 162 New Gower St. July 26, eod. 2mos.

St. John's Municipal Board.

Notice to Wheelwrights

TENDERS!

Tenders addressed to the undersigned will be received until Friday, 13th inst. at 4 p.m., for the delivery of five carts, similar to the three carts now used by the Water Department for hauling pipe.

Particulars as to construction and all other information can be supplied at the Office of the City Engineer.

The lowest or any Tender will not necessarily be accepted.

By order,
JNO. L. SLATTERY,
Sec. Treas.

aug10.21

THESE HOT DAYS

the lady of the house does not want to spend much time in the kitchen and the man of the house does not want to eat a heavy meal. Why not serve that appetizing dish.

Clark's Pork and Beans.

Get what you ask for—CLARK'S. If your Grocer does not keep them let me have his name. In return I will see that you are supplied.

P. E. OUTERBRIDGE,
Agent for Newfoundland,
180 Water St.

'Phone 60.

July 20, f.m. w.t.

Insure with the Good, Old, Reliable QUEEN,

which has stood the test, promptly paying
\$541,000

in the Big Fire, 1892. Absolutely no trouble when a loss occurs.

GEO. H. HALLEY,
Agent.

may18.eod.12



THE WHOLE STORY
of what our "Safeguard" method of Filing and Finding will do for you in fact in a nutshell. It will keep you out of many a hole by ensuring immediate handling of every paper of your records when reference to them is imperative—and loss of them is disastrous.

The Globe-Wernicke Co.
PERCIE JOHNSON,

THE INTERNATIONAL GRENFELL ASSOCIATION—KING GEORGE THE FIFTH SEAMEN'S INSTITUTE.

The Institute Literary Committee have pleasure in announcing
SIR HERBERT B. AMES, M. P.—(Canada),
Honorary Secretary of the National Canadian Patriotic Fund,
has kindly consented to deliver his

Illustrated Lecture on "The British Navy In Action."

In the METHODIST COLLEGE HALL on MONDAY, the 16th August,
1915, 8.15 p.m.

The Slides are of special interest, having been acquired and taken when Sir Herbert was viewing the British Naval Shipbuilding Yards for the Canadian Government.

Chairman—His Excellency Sir Walter E. Davidson, K.C.M.G.,
The Governor of Newfoundland.
The Nett Proceeds will be given to

The Women's Patriotic Association of Nfld.

Numbered Reserved Seats, 50 cts. General Admission, 30 cts. Plan and tickets at the Atlantic Bookstore. Men in uniform of the Royal Naval Reserve and the Newfoundland Regiment are invited.

(Sgd.) A. A. PARSONS,
Secretary of the Literary Committee.

aug9.11.14.16

Although you may be satisfied with the Tea you are using, we feel absolutely certain that

Armada Tea

will give you much greater satisfaction.

Order a package to-day.
For sale everywhere, at

60c. per lb.

Most People Are now Economizing in the matter of Dress.



WE ARE HELPING
the average man to dress as well as ever by placing on the market stylish, well-made Suits at a saving of at least
ONE-THIRD.

If you are pessimistic, ask any reliable dealer for any of the following brands:
FITZGERALD, TRUFFET,
AMERICUS, STILLENIT,
PROGRESS.

MADE ONLY BY

The Nfld. Clothing Company, Ltd.

Gasolene

On Spot and to Arrive.

Prices are

Away Down.

T. A. MACNAB & COMPANY,

Telephone 444. P. O. Box 785.

Advertise in the Telegram



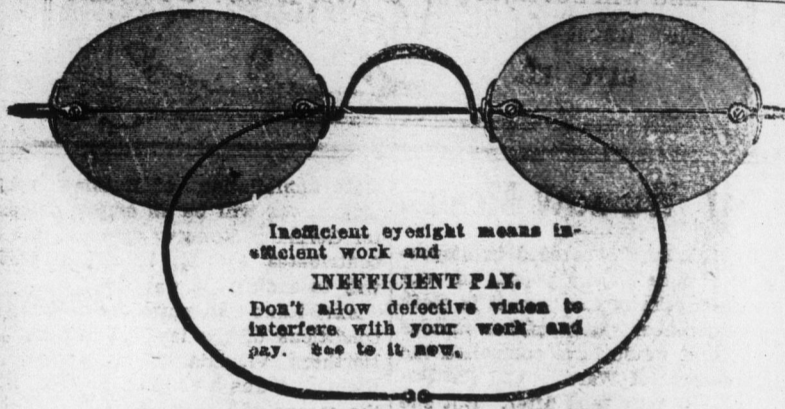
FAT CATTLE!

Auction!

To-Morrow, THURSDAY, at 12 O'Clock,
on the wharf of

GEO. NEAL

35 Head FAT LOCAL CATTLE,
due to-night per Train.



Inefficient eyesight means inefficient work and
INEFFICIENT PAY.
Don't allow defective vision to interfere with your work and pay. See to it now.

R. H. TRAPNELL,

Eye Specialist.

Water Street

Security Milk!

Security Milk is made with pure fresh milk and sugar.

Fresh milk and cane sugar makes Security Milk (nothing else in it).

The cows from which the milk is obtained are subjected to a rigid State inspection.

The cans used are the new solderless sanitary cans, which are free from acid dangers.

The cows are warranted healthy, therefore the milk is pure and wholesome.

The sugar used is the best refined cane sugar.

TRY
SECURITY
MILK.

Distributed by Colin Campbell.

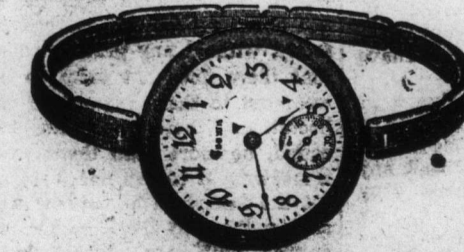


WE are showing just now some really handsome Pendants and Necklets set with gems and real pearls. They appeal at once to the tasteful buyer. We have put the prices at the lowest possible figure.

Engagement and Wedding Rings!

As usual we lead when it comes to selecting a Ring. We have them in single stone, three and five stone. Diamond, also a very large and varied assortment of other gems.

After the engagement comes the wedding. We are proud of our Rings and when you need the Ring of Rings call on us and see how easily we can suit you.



We have just received a shipment of Crown Watch Bracelets—Gold filled with good movements and moderate in price. We strongly recommend them.

When in need of any article of Jewellery see the Reliable Jewellers stock first. We lead.

T. J. DULEY & CO.

September Patterns and Fall Fashion Books.

NOW ON SALE.

Thousands of patterns to select from. Outport Patterns 17c. Fashion Book and free Pattern 27c. Cash must accompany the order.

CHARLES HUTTON, Sole Agent.

EIGHT PAGES TO-DAY

WEATHER FORECAST.
TORONTO, Noon.—Light to moderate winds, fair to-day and on Friday a little warmer.
ROPER'S, Noon.—Bar. 29.55; ther. 55.

VOLUME XXXVII.



The S. S.

From London,

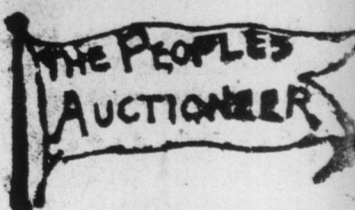
on 2

Importers are ready to

they expect to have for

FURNESS

aug5.th.sat.11



FOR SALE.

That desirable Dwelling House Cochrane Street, fitted with bath, lighted, extension kitchen and garden at the rear. Possession once. Apply to

P. C. O'DRISCOLL,
Exchange Bldg.

aug12.61.eod

POSITIVE SALE.

On the Premises, Wednesday 18th inst., at 11 a.m., that first-class Dwelling House, 47 Queen's Road, long to the estate of the late J. Cormack; fitted with all modern conveniences, including gas and electric light, heated with hot water. Beautiful view of harbor. May be inspected at any time. Immediate possession. Apply to KENT & McGRATH, Solicitors, or

P. C. O'DRISCOLL,
Auctioneer.

aug12.51

Furniture Sale!

MONDAY Next, 16th inst.

at 11 a.m., at the rooms of

J. J. CONNOLLY,

No. 94 New Gower Street.

1 Upright Piano (Kohler & Camp New York).

1 Velvet Pile Carpet.

1 Over-stuffed Suite of Furniture (pieces).

1 Oak China Closet.

1 Fancy Tables.

1 Wardrobe.

2 Dressing Cases.

3 White Enamel Bedsteads.

3 Bedsteads.

2 Springs and Mattresses.

And other articles.

M. A. BASTOW

aug12.41

Auction

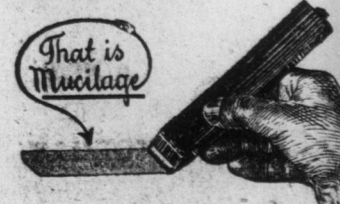
Victory

FLOUR

Highest Grade Milled.

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Here's a Stick



Here's what everyone has wanting—a clean, handy, ready, economical method using mullage. The B. & fills all requirements perfectly is easily refilled and will last its best.

Applicator and one Tube . . .

Extra refill Tubes . . .10c. &

Royal Stationery

Martin Bldg. Water St.

Phone 649A. P. O. Box

MINARD'S LINIMENT CURES
TEMPER.