

PURITY FLOUR!
More Bread and Better Bread.

Rowal's Pickles, 10 oz. to 60 oz. bottles.
50 cases Spanish Tomatoes, 3-lb tins.
Sinclair's Spare Ribs.
Just in 10 cases fresh Eggs.
40 cases Boston Baked Beans.
50 cases Early June Peas. **NEW POTATOES.**
50 cases 1 and 1 1/2 lb. tins Pineapple.
California Oranges, Tomatoes and Plums.

STEER BROS. Grocery.
Phone 617.

Oranges, Bananas, Cabbage.

Due Thursday forenoon, ex "Stephano,"
California ORANGES—large count.
BANANAS.
Nova Scotia GREEN CABBAGE—large barrels.
Selling at our usual Low Prices.

F. McNAMARA, Queen St.

Our Sale Continues!

CHOICE SHOES FOR MEN WHO KNOW



We have decided to prolong our
Shoe Sale Ten Days Longer.

Here are Special Bargains in Men's Footwear:

48 Pairs Men's Fine Boots, worth \$3.00, now	\$2.50
48 Pairs Men's Fine Kid Boots, worth \$4.00, now	\$3.50
60 Pairs Men's Kid Boots, leather lined, regular \$4.50 and \$5.00 value, now	\$3.50

Also, 400 Pairs Ladies' and Children's Fine Boots and Shoes, at **Greatly Reduced Prices.**

You will Save Money during the next Ten Days.

F. SMALLWOOD,
THE HOME OF GOOD SHOES.

TINNED SALMON!
THIS SEASON'S PACK.

Choice No. 1 Salmon,
Put up by a Reliable Packer. Prices Right.

A. H. MURRAY, O'Dwyer's Cove.
Bananas, Cabbage, etc.

Ex "Florizel,"
80 bunches Bananas, 80 brls Cabbage,
10 boxes Oranges, 15 crates Beet.
Prices Right.
BURT & LAWRENCE,
Box 245. 11 New Gower Street. Phone 759

Laracy's
Week End BARGAINS

Tucked Lawn with Embroidery Insertion, 16c. a yard Friday and Saturday.

Prints, Muslins and Lawns, Colored Stripes and Checks, worth 12c. to 15c., for 10c. a yard Friday and Saturday.

Women's Lisle Gloves, 2 snap buttons, white, black and colours, 15c. pair.

LARACY'S,
345 & 347 Water St., opp. Post Office.

The Nickel!
FRIDAY & SATURDAY.
Bigger, Brighter,
Better Than Ever.

On the War Path

Indian Pictures by the Kalem Company.

Mary's Masquerade.
An Edison Comedy.

The Sheriff,
A Strong Western Drama.

MUSICAL:
Miss Alice MacKenzie.
P. J. McCarthy.
H. R. LeRoy.
S. A. Dupres.

The Home of Refined Amusement.

Gasolene!

High and Low Tests.
In steel barrels, wood barrels, cases and on draught.

Lubricating Oils and Greases,
For all kinds of Motor Engines.

H. J. Stabb & Co.
Water Street, East.
Telephone 14.

FOR SALE
—AT—
A BARGAIN,
"Ford"
Motor Car,
Almost as Good as New.

J. C. BAIRD,
Water Street.

Telegram Ads. Pay.

LOOK



For any of the following brands on the Inside Breast Pocket of your new Suit, viz:—
Fireform, Progress, Truefit, American, Stillenfit, The Mode, Faultless, Superior, etc.

IF
Your Coat is branded thus be assured that you have garments that are stylish, well finished and will retain their shape.

Newfoundland Clothing Co.'y, Ltd.,
DUCKWORTH STREET.

Stylish Clothes!

Clothes that are Stylish and stay so, are the kind we are Making.

Stylish in Fabric, Fashion and Cut.

Get out of the old rut, and place your next order for Clothes where you are assured of the **Most up to Date Tailoring in the City.**

Our cutter direct from New York City.

CHAS. J. ELLIS,
Telephone, 230. P. O. Box, 122.
English and American High Class Tailoring, 302 Water Street.

Every body's doing it.
Doing What?
Drinking Golden Pheasant Tea.

FERGUSON, HOLNESS & Co.
J. B. MITCHELL, Selling Agent.
July 15, '12

PERHAPS

Your friends have not quite decided to come to New'land this summer

"THROUGH NEWFOUNDLAND WITH THE CAMERA"

Contains 115 Splendid Photos taken all over the Island, and it has made many decide to pay us a visit

The Holloway Studio,
Corner Bates' Hill and Henry Street. Phone 768.

Serravallo's Tonic
(Bark Iron and Wine)
Gives Health and Strength.
Sold by Druggists throughout the Island, and



HAYWARD & CO., Distributing Agents

MOTOR HATS AND CAPS.

Our buyer has been very fortunate in securing a splendid line of LADIES JOB MOTOR HATS AND CAPS, and we are now offering them at about half the regular price.

COME EARLY AND GET THE PLUMS.

WILLIAM FREW.

ADVERTISE IN THE EVENING TELEGRAM,

DRIED FRUIT!

Apricots, Best Grade, 25-lb. boxes.
Prunes, Best Grade, 25-lb. boxes.
Three Crown Cal. Raisins, 50-lb. boxes.
Seeded Cal. Raisins, 36 1-lb. cartons.
Currants, loose and cartons.

Phone 169.

H. J. Brownrigg, 408 Water St.

"HALCYONE," by Elinor Glyn,

Author of The Reason Why, The Visits of Elizabeth, Reflections of Ambrosio, Beyond the Rocks, His Hour, etc. Paper, 50c. Cloth, 75c.

Much of the action of Mrs. Glyn's new novel takes place in a beautiful park in England. The story opens when the heroine, a lively child of twelve, is living with her two great aunts in the old castle. One day Halcyone sees smoke coming out of the little house that had been the land steward's, creeps through the park paling and finds an old Oxford scholar there. They make friends, and during the following summer he teaches her Greek and mythology, and talks with her in such a way that he really gives her an education. She has found in the castle the broken bust of a goddess, who seems to her to represent love, and this goddess plays an important part all through her life. When she is about fifteen she meets John Derringham, handsome, splendid, but supremely selfish. Meanwhile Halcyone is developing into a finished product of Greek life and thought. To Halcyone Derringham represents Jason, Perseus and all the other Greek heroes, and quite unknowingly she falls in love with him. The day is Derringham's kingdom, the night is hers. He plans to run off with her and marry her secretly. On the way to the trust he breaks his ankle, and soon after she is carried off to Europe by her old friend, the professor. Derringham is nursed back to life by a rich widow, who becomes engaged to him, but who subsequently throws him over when she finds that he is going to be lame. Derringham hastens to Greece, catches Halcyone in the temple of her goddess, and after another beautiful scene all ends well.

Paper, 50c. Cloth, 75c. Postpaid on receipt of remittance with order.

GARLAND'S Bookstores, 177 & 353 Water Street

It pays you to bake at home with

"Paisley Flour"
The SURE raising powder.

Mix 1 part "Paisley Flour" with 8 parts ordinary flour, or 2 ozs. with a pound, and you have at once a perfect baking flour. It takes no trouble to mix, and is much more economical than cake mixtures.

22, 14 and 5 cent tins.
Made by Brown & Poison.



REID NEWFOUNDLAND COMPANY.

LABRADOR SERVICE.

S. S. SAGONA
will sail from Dry Dock Wharf, St. John's, at 2 p.m. MONDAY, August 12th, for Labrador, calling at Harbor Grace, Carbonear, Trinity, Catalina, Wesleyville, Twillingate, Battle Harbor, and the usual ports of call on Labrador.

Freight will be received up to 12 noon on day of sailing.

Reid Newfoundland Company

WEATHER FORECAST

TORONTO, Noon.—Freshest southwest winds, showery on Tuesday.

ROPER'S, Noon.—Bar. 30.67.

VOLUME XXX

Us

THE PEOPLES AUCTIONEER

AUCTION!
At the Residence of the
Captain C. Olse
93 Bond Street,
To-Morrow, Tuesday, 13th, at 10.30 a.m., all the Household Furniture and Effects
Parlour—1 cabinet organ with mirror, 1 music stool, 2 wicker tables, 1 suite furniture consisting of 5 pieces walnut and figured folding screens, 1 Brussels hearth rug, pictures, curtains and poles.
Dining Room—1 solid oak dining table, 1 solid oak side with mirror, 1 couch, 2 wicker chairs, 4 walnut dining chairs, 1 sewing machine, 1 work table, 1 hanging lamp, 1 vase, silverware, ornaments, crockery, ware, pictures, 1 book safe, etc.
Hall—1 oil stove, 1 walnut stand, 1 hanging lamp, 1 stool, etc.
No. 1 Bedroom—1 iron bed mattress, 1 feather bed and oak bed room suite—2 pieces, 1 set, 1 towel horse, 1 rocker, 1 2 mats, pictures and ornaments.
No. 2 Bedroom—1 oak bed mattress, 1 oak bed room suite, 1 washstand and dressing case, 1 set, 1 glass, bed clothes, 1 chair, 1 table, 1 carpet square.
Kitchen—1 stove, 1 table, 4 chairs and a lot of cooking ware.
P. C. O'DRISCOLL, Auctioneer

AUCTION!
To-Morrow, Tuesday, at 11 o'clock, At the Store of
Messrs. Ayre & Sons, Ltd.
125 Bantlers
SHEET IRON
Galvanized and Black.
Landed in a damaged condition from board S. S. Durango, Chambers, etc., from Liverpool, surveyed and ordered to be sold for the benefit of whom it may concern.
GUSTAVUS H. DICKINSON,
August 12, 1912. Notary Public.

Flower Store Bulletin.

THIS WEEK!

FERNS IN POTS:
CUT FLOWERS: Peonies, Sweet Peas, Carnations, Sweet Scented Mignonette, Bridal Bouquets a specialty, Wreaths and Crosses.

PRICES OF CARNEGIE REDUCED.

Phone, 197.
J. McNEIL,
RAWLINS' CROSS.

FOR SALE—No. 1
Devon Row, built of brick, freehold; commands a full view of Harrows and Harbor, and close to car line; will be sold cheap. A MARTIN HARDWARE. aug 12, 1912.

To Let and for Sale
Houses on Merry Meeting, Pennywell Road, Barber's Shop, King's Road, with all Barreering, etc.; and for sale House and Shop, Water St. Apply to W.M. COLE, Water St. may 28, 1912.

EVERY OFFICE MAN
Should enquire about my handy, labor saving filing devices, at the earliest opportunity. Details gladly supplied. An absolutely new line.
PERCIE JOHNSON