

THE WAR

Has had a tremendous effect on the cost of everyday necessities, yet the prices of Laundering, Dry Cleaning and Dyeing remain the same.

More than ever will the people require our services because they pave the way to a phenomenal reduction in the cost of dressing.

Agents: Messrs. NICHOLLE, INKPEN & CHAFE, LTD.

UNGAR'S LAUNDRY & DYE WORKS,
HALIFAX.

aug19,w.f.m.w

THE VERY LATEST.

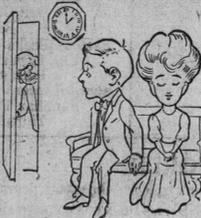
This illustration may amuse you. It tells a story. Our showing of NECK and SLEEVE FRILLINGS,

which are the very latest in their line, will also interest you. We have them in White and Coloured, and some new fancy effects.

18 to 25 cents
a yard.

THEY ARE THE VERY NEWEST.

Robert Templeton.



APPLES, POTATOES, Cabbage, Oranges.

Ex S. S. Stephano, To-Morrow.

250 brls. Choice Potatoes,
100 brls. Green Cabbage,
50 cases Sweet Oranges,
30 brls. New Apples.

GEO. NEAL



New Suitings

New Spring Coatings

Now is the time for your Spring Order. Latest designs in fabrics, a distinctiveness in style and a pleased customer—all in the "Maunders" make.

Samples and measuring cards on application.

John Maunders
TAILOR & CLOTHIER
ST. JOHN'S, N.I.

Advertise in Telegram.

Ladies' DEPARTMENT



These styles are hard to beat. Ladies' Low Shoes, Button, Blucher, Laced. Ladies' Low Shoes with one, two, three, four or even five straps; made in Tan, Patent Kid or Gun Metal Leathers, with Bows or Buckles. \$1.50, \$2.00, \$2.50, \$3.00, \$3.50, \$4.00, \$4.50, \$5.00, \$5.50, \$6.00.

N.B.—Is your size here? 600 Pairs Ladies' Low Shoes in the following sizes: 1, 1½, 2, 2½, 3, 3½, 4, 4½. Original price \$3.00 per pair, now \$1.50 to clear. Remember, \$3.00 Shoes for \$1.50. 217 Pairs Ladies' Boots in sizes 1, 1½, 2, 2½, 3, 3½, 4, 4½. Original price \$3.50; to clear at \$2.00 per pair.

These Shoes are solid through and through and cannot be duplicated elsewhere for double the price we are asking.

F. SMALLWOOD
The Home of Good Shoes.

Since the Declaration of War
Mars & Co.

have opened out a beautiful selection from London, Vienna, Berlin, Brussels and Paris, of

Ladies' BLOUSES.

This shipment was the last to leave before the Declaration of War and probably will be the last to leave continental centres until the Declaration of Peace.

Ladies will find our prices extremely moderate for a class of goods which cannot be obtained elsewhere in St. John's.

MARS & CO.,
Smallwood Building.
(Entrance McMurdo's Lane.)
Phone 696.

Per S.S. "Stephano" from New York,

Grape Fruit, Water Melons, Bananas, Celery, Tomatoes, New Potatoes, Cauliflower, Cucumbers, Turnips, New York Chicken & Turkeys, New York Corned Beef.

JAMES STOTT.



Notice to Owners and Masters of British Ships!

The attention of Owners and Masters of British Ships is called to the 74th Section of the "Merchant Shipping Act, 1894,"

74.—(1) A Ship belonging to a British subject shall hoist the proper national colours—

(a) on a signal being made to her by one of His Majesty's ships (including any vessel under the command of an officer of His Majesty's navy on full pay), and

(b) on entering or leaving any foreign port, and

(c) if of fifty tons gross tonnage or upwards, on entering or leaving any British Port. (2) If default is made on board any such ship in complying with this section, the master of the ship shall for each offence be liable to a fine not exceeding one hundred pounds.

At this time of war it is necessary for every British Ship to hoist the colours and heave to if signalled by a British Warship; if a vessel hoists no colours and runs away, it is liable to be fired upon.

H. W. LEMESSURIER,
Registrar of Shipping.

St. John's, Newfoundland,
15th August, 1914.

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Exceptionally Good New Fiction!

(Colonial), 50c. paper, 70c. cloth.

Twenty Ripping Good Stories that we can recommend:
John Barleycorn by Jack London. Cleansing Fires by L. G. Moberley.
The Price of Love by Arnold Bennett. Two's Company by Dorothy Mackellar.
The World Set Free by H. G. Wells. Unto Caesar by Baroness Crezy.
Blake's Burden by Harold Bindloss. A Mother in Exile by Anon.
The Gate of England by Morice Gerard. The New Road by Neil Munro.
A Tale of Gold by David Hennessy. Her Happy Face by L. T. Meade.
The House Round the Corner by Louis Feuvre. Her Husband's Property by Amy Lyman.
The Story of Phine by Bernard Capen. The Double House by E. Everett Green.
The Six Rubies by Justus Miles Forman. From Pillar to Post by Alice M. Diell.
Why She Left Him by Florence Ward.

We have five hundred more. Come in and look over them.

DICKS & CO., Limited,

Biggest, Brightest and Best Book, Stationery and Fancy Goods Store in Newfoundland.



SOLID GOLD GEM SET RINGS,

HIGH QUALITY,
ATTRACTIVE PRICES.

We illustrate here a few designs picked from a large and beautiful stock of Gem Set Rings. They are all Solid 10K Gold, and while very moderate in price, are made with the same strict regard to the settings and finish as more expensive ones.

A Ring is a gift that the recipient will treasure—and remember the giver by. Do not overlook this selection when choosing yours.

Send for Ring Size Card—it's free.

T. J. DULEY & CO.,
The Reliable Jewellers.

Marine Motors and Motor Boat Accessories!

We carry in stock all kinds of Motor Boat accessories which we sell in our Retail Department at lowest prices possible. Spark Plugs, Coils, etc., selling at little over cost.

GEO. M. BARR.

St. Bonaventure's College

RE-OPENS ON

Monday, August 31st.

The College provides Classical, Commercial and Science Courses.

For Prospectus apply to the Principal.

aug19,26

The Stock Exchange

governors of Boston and New York have ruled that while these exchanges are closed for general business, cash transactions in securities may be made, subject to certain conditions, at prices not less than the closing quotations of July 30th, 1914.

We will accept orders to buy or sell stocks subject to these conditions.

F. B. McCURDY & CO.,

MEMBERS MONTREAL STOCK EXCHANGE

Halifax, Ottawa, Montreal, Charlottetown, Sherbrooke, Kingston, Sydney, St. John, St. John's, Nfld., London, Eng.

C. A. C. BRUCE, Manager, St. John's.

SETTLEMENT PROMPT and PROFITABLE.

Sault Ste. Marie,
12th Dec., 1911.

Canada Life Assurance Co.,
Toronto, Ont.

Dear Sirs:—

In acknowledging receipt of cheque in payment of my endowment policy now maturing, I wish to thank you for the prompt way in which you have put my claim through. I did not have to wait a single day for my money as the papers were all in order beforehand.

I am pleased, too, with the way my investment has turned out. Besides having my insurance protection for \$1,900, I have got all my money back and \$400 besides. The Canada Life has my best good wishes for its continued success.

Yours truly,
R. H. KNIGHT.

C. A. C. BRUCE, Mgr., St. John's.

THERE WAS A TIME

when a man wore a heavy winter overcoat, or none at all.

But that idea has changed—men are beginning to realize that

Lightweight Overcoats

are the most serviceable and sensible Overcoats they can own.

Ours are correct in style, correct in price, in color and in value, too.

Chaplin,

THE STORE THAT PLEASES.



The Elite Tonsorial Parlour,

Prescott Street, near Rawlins' Cross,

F. ROBERTS, Proprietor,

Has just installed the very latest appliance in Electric Massage Machine for face and hair. Also we carry a full line of Cigars, Cigarettes, Tobaccos, etc.

OPEN EVERY NIGHT TILL 11 P.M.

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TORONTO to fresh N to-day, and ROBERT ther. 68.

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