

NEW FALL DRESS MATERIALS.

FIRST SHIPMENT.

Many of the fabrics favored for Fall wear are here. The new weaves, new colors and almost every conceivable shade that you could wish for.



SPECIAL DISPLAY.

Not only is this collection of Dress Stuff's most liberal in variety and price range, but the values we offer cannot be matched elsewhere—a fact that could be more easily demonstrated by comparison.

Reversible Tweed Suitings.

56 inches wide; colors Green, Brown, Saxe, Fawn, Amethyst and Grey mixtures.

Prices 75c. and \$1.00 per yard.

Nap and Curl Cloth Coatings.

For Sporting Coats and Jackets; Saxe Blue, Tango, Magenta, Purple and Fawn; 56 inches wide.

price \$1.85 yard.

Hopsacks & Cheviots.

colors, including Saxe Blue, Tango, Purple, Crimson, Royal, Brown, Tan and Emerald.

Price 75c., \$1.00 and \$1.50 yard.

Whipcords and Diagonal Cords.

Still popular. We have a full range of Cords in stock; colors Navy, Champagne, Saxe, Lime, Fawn, Reseda, Grey, Green, Prunelle, Tan and Black.

Price 75c., \$1.00, 1.10, 1.25, 1.30 and 1.40 yard.

Bedford Cords.

Assorted widths; shades of Navy, Champagne, Saxe Blue, Fawn, Reseda, Grey and Black.

Price 75c., \$1.00, 1.25, 1.30, 1.40, 2.30 yard.

Blanket Coatings.

Heavy all wool Blanket Coatings; colors of Tango and Fawn.

Price \$1.65 yard.

Shepherds Checks.

Black and White, Navy and White; various sized checks. Widths vary from 44 to 54 inches.

Price 55c., 75c., \$1.00, \$1.50 yard.

Armure Cloth.

In Black Navy, Green and Brown; 44 ins. wide.

Price 70c. yard.

FIRST SHOWING.

NEW FALL COATS.

A large shipment of Ladies' and Misses' Coats direct from Paris. Splendid models in Tweed, Beaver Cloth, Curl Cloth, &c.; Self-Colored, Checks, &c.

To be smartly dressed and to be strictly in style you should secure one of these.

We want you to examine these Coats, knowing full well that you will declare them the best values ever offered in St. John's. Prices range from \$8.50 to \$10.00 each.

Amazon Cloths.

Various widths and weights; colors Navy, Saxe, Fawn, Brown, Reseda, Olive, Myrtle, Grey, Amethyst, Crimson, Cardinal, Royal, V. Rose and Black.

Prices:
40c. \$1.00
55c. \$1.25
60c. \$1.50 per yard
75c. \$1.65
90c. \$1.85

Broche Suitings.

Handsome new designs in shades of Navy, Saxe, Brown, Purple, Fawn, Grey, Canary, Cardinal and Reseda; widths 44 to 48 ins.

Price 90c. and \$1.25 yard.

Gabardines.

These fabrics are popular again this season. We have them in shades of Navy, Champagne, Saxe, Grey, Fawn, Tan, Reseda and Myrtle.

Price 90c., \$1.25, and \$1.50 yard.

Plain Suitings.

New Tartan Plaids, all wool; 48 inches.

Price 70c. yard.

SEND FOR SAMPLES.

THE ROYAL STORES LTD.

MAIL ORDERS RECEIVE CAREFUL ATTENTION.

BOOKS on all subjects or for any occasion you'll be sure to find them at Garland's.

Speeches and Toasts—How to Make and Propose Them, 30c.
Manners for Men by Mrs. Humphrey, 20c.
Manners for Women by Mrs. Humphrey, 20c.
The Mother's Advice Book by Dr. Harry Roberts, 30c.
The Young Wife's Advice Book by Geo. Black, M.B., 30c.
Complete Etiquette for Ladies and Gentlemen, 30c.
Practical Palmistry by Henry Frith, 30c.
How to Read Character in Faces, Features, etc., 30c.
How to Read Character in Handwriting, 30c.
The Doctor and Nurse's Guide by Geo. Black, M.B., 30c.
Concerning Marriage by Rev. E. J. Hardy, 20c.
Health Exercises and Home Gymnastics, Illustrated, 20c.

Billiards for Beginners by John Roberts, 30c.
Beeton's Complete Gardening, 30c.
Beeton's Ready Reckoner, 30c.
Beeton's Bible Dictionary, 30c.
Practical Home Cookery, 30c.
Games and Amusements for all Occasions, 30c.
A Complete Guide to Photography, 30c.
The Chairman's Guide by Henry Frith, 30c.
How to Dance by Edward Scott, 30c.
French Self Taught by Franz Thimm, 25c.
German Self Taught by Franz Thimm, 25c.
How to Speak in Public, 25c.
Gypsy Witch-Dream Book and Fortune Teller, 25c.
How to Shine in Society, 25c.
Plays for Amateur Actors, 30c.
Practical Ventriloquism by Robert Ganthony, 25c.
Revised Edition of Hoyle's Games, 30c.
First Aid to the Injured by St. John's Ambulance Association, 30c.

GARLAND'S BOOKSTORES,

177 and 353 WATER STREET.

ST. JOHN'S

LOST HIS REASON.
Yesterday afternoon the middle-aged man, who was previously arrested for acting disorderly and stating his intention to fight for Germany, was examined by a physician and pronounced a bad case of insanity. He was immediately removed to the Lunatic Asylum.

FIRST AID.—The meeting of Divisions 3 and 4 of the Ambulance Brigade, held at the British Hall last night, was largely attended. Mr. N. Alderdice presiding. Dr. Burden gave an interesting lecture on the treatment of the injured, after which those present were instructed on stretcher drill by Mr. Reeves.

FRENCH VESSEL LEFT.—Last night the French barquentine Jacques Cour, which was here from the Grand Banks for repairs, left port for Fecamp. The vessel carries a crew of 32, all of whom are members of the Navy and were anxious to get to the home port.

SEEKING BAIT.—A great many of our local banking vessels are in and around Conception Bay in quest of bait.

Stafford's Liniment cures Rheumatism, Lumbago, Neuralgia and all aches and pains. For sale everywhere.—aug13,tf

SETTLEMENT PROMPT and PROFITABLE.

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 \$1,000, 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, Manager, St. John's.

At the City Hall.

The regular session of the Civic Commission was held last night; those present being Mr. W. G. Goelling, Chairman, Messrs. Harris, Ayre, McNamara, Bradshaw, Mullaly, McGrath, Anderson, Morris and Withers.

The usual pay rolls and bills were read and passed.

Furlong and Conroy on behalf of Miss Connors claimed compensation for damage done her property by trespassers on the way to the swimming pool at Quidi Vidi. The Board is not responsible.

J. G. Higgins on behalf of Thomas Lidstone complained of being refused a certificate to drive a motor car. Matter is outside of the Board's jurisdiction.

James J. Kenney complained of being unfairly treated by the 'Impounder. The latter will be asked to report.

The Commercial Cable Co. wrote that matters were being adjusted regarding the encroachment on Water Street.

R. A. Squires reported on Mr. McEvoy's claim of unfair treatment re collection of arrears. Board cannot interfere.

Charles E. Hunt wrote asking if anything was being done regarding the making of roads through Buckmaster's Field. Matter will be considered at a special meeting.

W. Craig, Supt. Cleaning Department, Glasgow, in reply to Board's communication stated that they did not use sprinkling motor trucks, and could not supply information concerning same.

Brunner Mond and Co., Northwick, quoted prices of calcium chloride. Engineer will report on its suitability for dust prevention.

Philip Wall asked for the laying of water and sewerage in Lime Street.

I. F. Perlin and Co. applied for permission to erect scaffolding on their store. Granted, subject to Engineer's approval.

J. R. Johnson wrote asking Board for reconsideration of their decision of compelling him to take down shed as ordered at last meeting.

Tenders were received for trenching and backfilling. It was decided that Board will do the work through the Water Department, according to the estimates of the Engineer.

The Secretary reported on the street line, LeMarchant Road, and also on the records relating to the Fitzpatrick property.

The former was deferred to another meeting, and the latter was discussed. It was decided that no permits be given to build on this ground as the Board has no funds to open streets and lay water sewerage mains, but if Mr. Fitzpatrick wishes the work done the Board will do so at his expense.

The Solicitor reported as to the law of 1910 governing the laying of water and sewerage in streets, where these are required by the people. The Board has no funds for extension, but will do as requested regarding Golf Avenue, if costs are defrayed by the property owners.

The Solicitor favoured the claim of Mr. Ring for damage done to his house by oil sprinkler.

It was decided to have repairs made to the sidewalks, Water Street, and those responsible will be notified.

After the adoption of the usual reports the meeting adjourned.

CASH'S Tobacco Store.

In connection with our well known tobacco business we have recently installed an up-to-date Soda Fountain, and during the summer will dispense Arctic Soda Water; our syrups are the pure juice of the fruits and make a delicious drink.

Try a 5 cent glass and cool off.
JAMES P. CASH,
Water Street.

Highlanders Were Skirmishing.

Last night the Newfoundland Highlanders met for drill at their Armoury on King's Road, there being an unusually large number of members in attendance. At 7.30 p.m. the battalion, headed by their pipers and drummers, marched countrywards and in the vicinity of Long Pond engaged in skirmishing for over an hour. The various manoeuvres were gone through with efficiency by the lads, who enjoyed the novel and beneficial experience. At 9.30 the battalion came citywards to the strains of their bagpipes. Every Tuesday and Friday evenings the Highlanders will have similar parades. Would it not be a good idea for all our city brigades to jointly engage in skirmishing on a place like the top of Signal Hill?

BALL GAME DEFERRED.—The baseball game between the Red Lions and Wanderers set down to take place this afternoon has been deferred until Wednesday next, owing to the inability of some of the Red Lions being able to show up.

The Abnormal Development

of the GIRAFFE is remarkable, but the abnormal development of the demand for SUNLIGHT SOAP is still more remarkable. It is not known how many people have never seen a Giraffe, but it is known that there are millions and millions of careful house-wives all over the world using

SUNLIGHT SOAP.

These housewives no longer dread the advent of wash-day, for, with SUNLIGHT SOAP as their ally, they are assured of a quick despatch of all dirt and uncleanness. SUNLIGHT SOAP saves your clothes.

TRY IT IN YOUR NEXT WASH.



The Business of Life.

By RUTH CAMERON.



A friend of mine has recently given up smoking. "Did you do it to please your wife?" he was asked.

"No," he said, "to please myself. Nobody asked me to give it up. My wife doesn't particularly object to smoking. I dropped it because I thought it was taking away from me more than it gave. I figured it out this way. Smoking keeps me a little below par. When I am below par I am not capable of fully enjoying life. The pleasure I get from feeling one hundred per cent efficient is greater than the pleasure I get from smoking. So what's the use of smoking? I thought it all over and decided I was cheating myself so I gave it up."

I think that man will be a successful business man. And I do not mean merely in the business of money getting, but in the greater business of life. There are a great many men who are very quick to know when they are getting cheated in the business of money getting. There are comparatively few who are far sighted enough to know when they are getting cheated in the business of life.

Any indulgence which takes away from our ability to enjoy the rest of our life ought to be carefully inspected.

Does it give us as much happiness as it takes away, we should ask ourselves. Leaving out the question of morality and our duty to others and judging our indulgence by that criterion alone, you will find that mighty few of them pay.

Take overeating for instance. The man who overeats gets a few minutes pleasure at the table. That's on the credit side of the ledger. On the debit side we find a vitiated ability to enjoy all the pleasures of life, including work; a vastly increased liability to disease; and in all probability physical pain, and the mental pain of depression that is likely to accompany indigestion.

That means that he pays for his few moments pleasure at least a hundred times over. What kind of business is that? What would he say to any business transaction that involved such an outrageous overcharge?

And this is true not only of the common self-indulgences such as eating and smoking but of many that are not so commonly recognized as such. Over indulgence in work, in a habit of worry, in a bad temper—all of these may be bad bargains in the business of life.

Look over your ledger, reader-friends. Inspect your particular indulgence. See what is written on the debit side against it. Ask yourself if it gives you as much as it takes away. In short find out if you are cheating yourself in the business of life.

Ruth Cameron

Nellie Packed the Grip.

We went away together. For a little week-end trip. Two days away we planned to stay. And Nellie packed the grip. And miles away from shop and store Deep in that shady nook, I found, I swear, for us to wear That this is what she took:

Three dresses and a waist or two, A dainty morning gown, A bathing suit, and bonnet cute, A dress to go to town, Six pairs of hose, and underclothes, And heaps of fluffy things, Some shirtwaists, too, and ribbons new, A pair of water wings, A pair of dancing pumps in bronze, Her bed-room slippers red, Complexion dope and fancy soap, A book to read in bed, Her bridge whist rules, her curling tools, All needed, so said she, But rare good luck! I found she'd stuck A night shirt in for me.

FITS CURED

Send for Free Book giving full particulars of French's Remedy, the world-famous cure for Epilepsy and Fits—Simple home treatment. 25 years' success. Testimonials from all parts of the world; over 1,000 in one year.

TRENCH'S REMEDIES, LIMITED, 711 St. James' Chambers, Toronto.

June 20, July 4, 18, Aug. 15

Monday's Match.

The much talked of football match between the Stars and Collegians will be played Monday evening on St. George's Field. Owing to some of the players of the former team suffering from hurts received in previous games there will be changes in their line up. The winner of the match will face the C. E. I. for the Championship.

Catarrhal Forehead Pains Go Quick! Sniffling, Clogged Nostrils Cured.

Not a Sign of Cold, Catarrh, or Throat Trouble Will Remain!

Quick relief for that headache—just one breath through Catarrh-ozone Inhaler and you feel better. The soothing, piney vapor of Catarrh-ozone clears the head instantly; its healing balsamic fumes takes the stinging out of the nose, stop sniffles, ease the throat, cure the cough and destroy all the violence of catarrh. No other remedy treats Catarrh so directly, so quickly; every breath you draw through the Inhaler carries a marvelous lot of healing virtue—carries death to the germs that cause the trouble.

You can't keep Catarrh—nor can you hang to a cold, or have any chest

or throat trouble if you use Catarrh-ozone. It is guaranteed to make you well.

"My head used to fairly split with an awful pain over the eyes. "It was always worst when my catarrh was bad. I had the meanest sores and crusts inside the nose, and continually coughed both day and night. The first day's use of Catarrh-ozone made a grand improvement. Every hour I felt better. Catarrh-ozone cured me perfectly."

O. F. DINGMAN,

Cordova, Ont. No one ever uses Catarrh-ozone without being satisfied. If your case is curable, Catarrh-ozone will do the work. It is guaranteed—get the complete dollar outfit. Small size 50c. Sample trial also 25c.