

SPECIAL

Clearance Sale

Of Ladies' and Children's White and Coloured Wash Dresses, Ladies' and Children's Millinery and Ready to Wear Hats.

We have been going through our **Showroom** Stock and find that we have too much of this class of goods on hand, a condition at this time of the year that requires prompt action if we would dispose of them.

To make an immediate clearance certain we have made

Sweeping Reductions

regardless of cost. The Stock is brand new, imported for this season's trade and you will find that for **Value-Giving Extraordinary** this Sale will be hard to beat.

Glance at the following List of Prices:

Ladies' English and American Wash Dresses in Gingham, Linens, etc., in all the popular colors. This season's newest and best designs. Reg. \$2.50, \$2.75, \$3.25. Sale price to clear . . . **\$1.75**

20 only Ladies' Wash Dresses, Linen and Chambray, Pinks, Blues, etc.; neat striped patterns. Reg. \$3.25, \$4.50, \$4.75. Sale price to clear . . . **\$2.40**

6 only Plain Linen Dresses, different shades of Blue with embroidered fronts, collars and cuffs. Reg. \$6.75. Sale price to clear . . . **\$3.75**

Ladies' White Muslin and Lawn Dresses, trimmed with lace and insertion; some embroidered. 1 only. Reg. \$7.90. Sale price to clear . . . **\$6.00**
1 only. Reg. \$11.25. Sale price to clear . . . **\$8.50**
2 only. Reg. \$11.80. Sale price to clear . . . **\$9.00**

Misses' White Lingerie Dresses, trimmed with lace and embroidery. 6 only. Reg. \$2.25, \$2.75, \$2.00, \$2.75. Sale price to clear **\$1.75**
6 only. Reg. \$4.75, \$5.25, \$5.50. Sale price to clear . . . **\$2.75**
7 only. Reg. \$6.00, \$6.50, \$7.00, \$9.00. Sale price to clear . . . **\$3.75**

Ladies' American Blouses, Black and White spot; all one pattern. Reg. \$1.40. Yours while they last **49c**

Children's Gingham Dresses, English and American Striped and soft effect. Reg. prices, 70c, 80c, 85c. Sale price to clear . . . **59c**

12 only Housemaids' Dresses, Red and White Check Gingham, Navy Sateen with white spot, 2 pieces, blouse and skirt. Reg. \$1.65, \$1.85, \$1.95. Sale price to clear . . . **70c**

Another line of Children's Wash Dresses, made of durable cotton fabric, stylishly cut and nicely finished. Reg. \$1.35, \$1.45, \$1.60, \$1.75. Sale price to clear . . . **99c**

Children's White Muslin and Lawn Walking Dresses, elaborately trimmed with lace and embroidery. Reg. \$1.40. Sale price to clear . . . **70c**
Reg. \$2.00. Sale price to clear . . . **\$1.00**
Reg. \$2.50. Sale price to clear . . . **\$1.25**
Reg. \$3.00. Sale price to clear . . . **\$1.50**
Reg. \$3.50. Sale price to clear . . . **\$1.75**
Reg. \$3.75. Sale price to clear . . . **\$1.90**

Infants' White Muslin Matinee Coats, Size 12 in. to 2 yards. Reg. 50c. Sale price to clear . . . **30c**
Reg. \$1.00. Sale price to clear . . . **50c**
Reg. \$2.00. Sale price to clear . . . **\$1.00**
Reg. \$2.50. Sale price to clear . . . **\$1.25**

Ladies' White Millinery Hats: Reg. \$4.00. Sale price to clear . . . **\$2.00**
Reg. \$5.00. Sale price to clear . . . **\$3.00**
Reg. \$5.50. Sale price to clear . . . **\$3.50**
Reg. \$6.75. Sale price to clear . . . **\$4.00**
Reg. \$7.00. Sale price to clear . . . **\$4.00**
Reg. \$7.50. Sale price to clear . . . **\$4.50**
Reg. \$7.75, \$8.75, \$8.50, \$9.00, \$3.50. Sale price to clear . . . **\$4.75**
Reg. \$10.00, \$10.50, \$12.50. Sale price to clear . . . **\$5.00**

Ladies' Colored Millinery Hats: Reg. \$5.00. Sale price to clear . . . **\$2.00**
Reg. \$5.50, \$5.75, \$6.75. Sale price to clear . . . **\$2.50**
Reg. \$8.75, \$8.50. Sale price to clear . . . **\$4.50**
Reg. \$10.50, \$10.75. Sale price to clear . . . **\$5.50**

Ladies' Colored Ready-to-Wear Hats: Reg. \$2.00 to \$4.00. Sale price to clear . . . **\$1.00**

Black Millinery Hats: Reg. \$3.50. Sale price to clear . . . **\$2.50**
Reg. \$7.00. Sale price to clear . . . **\$4.00**
Reg. \$8.00. Sale price to clear . . . **\$5.00**
Reg. \$8.75. Sale price to clear . . . **\$5.25**
Reg. \$10.50. Sale price to clear . . . **\$6.00**

Ladies' Colored Crinoline Hats: Reg. \$1.40. Sale price to clear . . . **\$1.00**
Reg. \$1.85, \$2.25. Sale price to clear . . . **\$1.25**
Reg. \$2.50. Sale price to clear . . . **\$1.50**
Reg. \$3.75. Sale price to clear . . . **\$2.00**

Ladies' White and Cream Chiffon Hats: Reg. \$3.00, \$3.25. Sale price to clear . . . **\$2.50**
Reg. \$3.50, \$3.75. Sale price to clear . . . **\$3.00**

Children's White Straw Hats, trimmed with silk ribbon, flowers, etc.: Reg. 90c, \$1.00. Sale price to clear . . . **65c**
Reg. \$1.45, \$1.50. Sale price to clear . . . **\$1.00**
Reg. \$1.75. Sale price to clear . . . **\$1.25**

Children's Silk Crinoline and Straw Bonnets: Reg. 95c, \$1.00, \$1.40. Sale price to clear . . . **65c**
Reg. 1.25, \$1.50, \$2.00. Sale price to clear . . . **\$1.00**
Reg. \$1.75, \$1.85. Sale price to clear . . . **\$1.25**
Reg. \$2.25. Sale price to clear . . . **\$1.75**
Reg. \$2.50, \$2.75. Sale price to clear . . . **\$1.95**
Reg. \$4.50. Sale price to clear . . . **\$3.50**

Children's White Silk Hats: Reg. \$2.25, \$2.75, \$3.45. Sale price to clear . . . **\$1.90**
Reg. \$3.75. Sale price to clear . . . **\$2.25**
Reg. \$4.25. Sale price to clear . . . **\$2.50**

Children's Rompers, in Seersucker, Gingham, Zephyr, etc.: Reg. 75c, 80c. Sale price to clear . . . **65c**
Reg. 40c. Sale price to clear . . . **35c**

Children's Pelisses, made of Fawn Crash Linen with Embroidered collar. Reg. \$1.25. Sale price to clear **65c**

Children's Wool Serge Walking Coats, Pale Blue and Cream etc.: Reg. \$4.50. Sale price to clear . . . **\$1.25**
Reg. \$5.25. Sale price to clear . . . **\$1.75**
Reg. \$7.00. Sale price to clear . . . **\$1.90**

4 only Serge Tunics for Boys: colors: Red, Cream, Pale Blue. Reg. \$3.50. Sale price to clear . . . **\$1.25**

4 only Infants' Cream Serge Matinee Coats. Reg. \$2.50. Sale price . . . **85c**

Ladies' Underwear.

Ladies' Underwear. Here is an opportunity to secure cool summery Underwear. Comfortable 2-piece Jersey Knit Style. This Underwear will be a constant reminder of your good buying judgment. We offer 50 doz. of these useful garments. Reg. 70c. Suit. Sale price to clear . . . **59c**

LADIES' JERSEY KNIT VESTS.

60 doz. of a well known make. High and low neck. Sleeveless with long stem. Regular 25c. Sale price to clear . . . **21c**

The Royal Stores, Limited.

COAL.

No long waits for your coal and no short weights when you get it.

We keep only the **BEST North Sydney Screened Coal**. Sent home at current rates **MULLALY & CO.'Y.**

REID'S STEAMERS.

The Argyle leaves Placentia to-day going west.
The Bruce left Port aux Basques at 10.35 p.m. yesterday.
The Clyde left Botwood at 6.50 p.m. yesterday bound south.
The Glencoe arrived at Fortune at p.m. yesterday, outward.
The Ethie left Britannia Cove at 4.10 p.m. yesterday and is due at Carbonear to-day.
The Glencoe arrived at Fortune at 4.15 p.m. yesterday, coming east.
The Home left Daniel's Harbor at 12.10 p.m. yesterday on her way to Humbermouth.
The Solway leaves Humbermouth to-morrow.

LOST HER ANCHOR AND CABLE.

Capt. E. P. Burdock's banking scho. "Hilda Belle" arrived in port yesterday. She came from the Grand Banks to get a new anchor and some cables to replace those which were lost on Saturday last during heavy weather. Captain Burdock reports fish very scarce and the weather for the past week has been boisterous. Capt. Burdock has his second voyage under sail and hopes to rank among the high liners when finish up time comes. On his present trip 150 quintals, which is now on board the vessel, were taken from the trawls for five days work. After getting supplied the vessel will probably go to Torbay or Outer Cove to replenish her bait stock and then proceed to the Flemish Cap.

C. L. B. PARADE. — The Church Lads Brigade will parade to Divine Service at St. Thomas's Church on Sunday next.

LOADING FOR GLASGOW. — Job's new barque Earlsdale, began this morning to load sea oil at the South-side premises for Glasgow.

LEFT FOR HUDSON BAY. — The S.S. Nascope has left Montreal with supplies for the Hudson stations, word to this effect having been received by Messrs. Job Bros. The steamer has been chartered up to September.

ANOTHER PRESS CREW. — A crew from the "Advocate" had a practice last evening in the "Red Lion" and did good work.

Crowded House.

Veeder Demonstration Great Success.

Last night the Casino Theatre, T. A. Hall, was packed to the doors with an audience deeply interested in the demonstration of the Veeder Health Treatment. An able lecture on the efficiency of the treatment was given and quite a number who suffered from various bodily ills and nervous and other diseases were treated. These on the invitation of the principals of long standing. The demonstrator declared that complete cure might not be effected in one treatment but that if it were persistently availed of cures would be complete and lasting. The audience were very pleased with the proceedings.

Another Fatality.

Mr. Colbourne, J. P., of Bishop's Falls, wired the following message yesterday to the Justice Department:—

"Drowning accident happened here at noon. Jonathan Reid and John Powell, crossing the river in a canoe about two miles west of Bishop's Falls, and when fifty feet from the shore the canoe capsized and Reid was drowned. Powell had a narrow escape. Reid is a young man, belonging to New Harbor, T. B." Magistrate Fitzgerald, of Grand Falls, will hold an inquiry into the affair.

Deserve Credit.

Sunday morning when Mr. Skanes and his friend were driven off in a gasoline launch, when Capt. Strong, of the Tug Co., was informed of the affair he hustled through the city and after an hour's hard work had the men of the John Green together and despatched the tug at 1.30 a.m. The men were found about 5 miles to the S. E. of Cape Spear. It was fortunate that the tug was available, or another marine tragedy would have resulted. A W. N. W. wind blew and the boat was driving quickly off the land when picked up. The Tug Co. do not lose sight of the fact that when emergencies occur their tugs are always available, but when the Government require special work to be done vessels are secured in Halifax or some other port of Canada. Newfoundlanders are employed by the Tug Co. and if tugs are to be hired the Government should give ours the preference.

McMurdo's Store News.

TUESDAY, July 23, 1912.

Serravallo's Tonic owes its value as a Tonic and Stimulant medicine largely to the Iron and Quinine it contains. It is now largely prescribed for the weak and ailing and to convalescents as an adjunct to suitable diet and other remedial measures. It is a very pleasant medicine to take, and has full after-effects. Price 80c. a bottle.

The queen of all Talcum Powders is Hudnut's Extreme Violet Talcum. Its unpalpable smoothness, its utter absence of all irritating properties, its exquisite perfume all combine to give it a distinction not shared by anything else of its kind. If you want a Talcum of special qualities, buy a box Price 75c. a box.

A Serious Loss.

Besides losing his home and most of his furniture in the recent big fire at Bell Island, Mr. Patk. O'Brien also lost cash to the amount of \$420. While he was busy saving what furniture he could, he told his son and daughter to secure the money which was secreted in one of the rooms. In the excitement they overlooked the matter and when Mr. O'Brien again thought of the cash it was impossible to get into the room where it was. The loss of so much money is a serious blow to him.

The outbound train at 6 p.m. yesterday took about 50 passengers. Over 100 persons arrived here by the local last night, having been out in the country on the week end excursion.

Objects to Supervisor.

Editor Evening Telegram.

Dear Sir:—I beg to direct the attention of the Council of Higher Education to the report current here that the Supervisor of the C. H. E. Exams at Branch, a part of this parish, was the assistant teacher of the school. I have no objections to Mr. English having his assistant teacher supervisor or if it is allowed, but I think it is contrary to the rules and regulations of the Council. What would be thought if a teacher from St. Bon's or any of the colleges of St. John's were appointed to the post of supervisor at his own centre?

Yours truly, FAIR PLAY, St. Bride's, Cape Shore, July 9th, 12.

ASK FOR MINARD'S AND TAKE NO OTHER.

Men—An O-P-C

Often Doubles a Man's Capacity

Nothing else known can increase a man's energy like an O-P-C suspensory.

Yet it does nothing but conserve your vitality. It stops a wicked drain on the nerve force.

This saving alone can make tired men tireless. It makes languid men alert.

It gives you the benefit of all the vim which men who don't wear it waste.

You can prove this in a week. You can be a different man in a month.

For work or play, walking or riding, every man who values energy needs an O-P-C. And you need it for comfort too.

The O-P-C is the scientific suspensory, famous for 30 years. Our book tells why you need it—what it does. Write for it now.

All druggists guarantee you satisfaction with an O-P-C. No. 2, Lisle, 75c—No. 3, Silk, \$1.00. Mailed direct from 45 W. Twenty-Fifth Street, Chicago. If your druggist will not supply you.

Bauer & Black

Chicago and New York

The Canada Life.



C. A. C. BRUCE, Manager, St. John's, July 20, 12. Canada Life Assurance Co.

We know of an Issue of Bonds of a Public Utility Corporation

That has an exclusive franchise. Has a management that is making good.

Net earnings that show a steady increase amounting to 24 p.c. more than those for the corresponding ten months of the Company's previous fiscal year.

A Board of Directors that is thoroughly familiar with the kind of business carried on.

These bonds can be secured to yield six per cent. on the money invested.

Assets equal to more than twice the amount of bonds issued.

We shall be glad to give you full particulars of this issue upon request.

F. B. McCURDY & CO.

Members Montreal Stock Exchange.

C. A. C. BRUCE, Manager, St. John's, Nfld. July 20, 12.

Shop in New York Pay in St. John's.

This our second shipment of **ONE PIECE DRESSES and TUB SUITS** affords you the pleasure of making your selection from identical goods as are being shown in New York's best stores, and New York's "fair sex" shoppers demand the utmost style and value for their money.

These **DRESSES and SUITS** come in a beautiful **FRENCH FINISHED LINON**, in colors of Copenhagen and Light Tan's, Trimmed White and Green.

The **SUITS** are in Tan and White only—in the new **NORFOLK** style now being worn by all good dressers on Atlantic City's boardwalk.

No first choice in these goods—they are all beautiful. Come when you can—but come before they are all sold to avoid disappointments.

J. M. DEVINE,
THE RIGHT HOUSE.

FOR SALE!

IN LOTS TO SUIT PURCHASERS,

Sulphate of Ammonia

Of excellent quality, containing over **20 PER CENT. OF NITROGEN.** Just the fertilizer you require for your late crops.

PRICES MODERATE. For full particulars apply at the Gas Offices or the Gas Works.

ST. JOHN'S GAS LIGHT CO.