

## Competition!

July 5th, 1911,

5 Prizes:  
out.  
w Trout.  
own Trout.  
aviest 6 Local Mud Trout.  
or the Heaviest 6 Rainbow Trout.

on of Tackle from our store from the  
inclusive, are eligible to enter into

any time Thursday, July the 6th, up  
closes.  
ze only.

**Sons** Outing and Sporting  
LIMITED Goods Dept.

## T of SHIRTS

90c. and  
\$1.00 each.

## ODGER.

## RS' CONVENTION,

DER THE AUSPICES OF

land Teachers' Association.

WILL OPEN IN

College Hall—Aula Maxima—on Tuesday  
4th July, at 10.30 a.m.

P. G. BUTLER, Secretary.

**SELLS' GOLDEN BUTTERFLY BRAND.**  
The Real Thing at Last!  
**PURE RICH CREAM**  
Is NOT a Make-shift  
Nor a Substitute  
but PURE MOUNT-  
AIN PASTURE CREAM. Put up in Sterilized Tins.  
Guaranteed quite Pure. Contains no  
Preservative. Keeps good  
anywhere.

**NINE GOLD MEDALS.**

## & CABBAGE.

Day Forenoon, ex "Stephano,"  
Extra Quality Green Cabbage,  
Voice Light Ham Butt Pork—  
Voice Light Jowls, (70 pieces.)  
Pare Ribs.

**MARA, Queen St.**

## AVE JUST IMPORTED:

14,000 Hbds. now discharging, ex S.S.  
"KATO," from Cadiz.

**IT--7,400 Barrels** of the famous  
Hammer brand Cement, just  
"SPICA," from Antwerp.

**A ROPE--**The Cheapest and  
Best imported.

ork, Beef, Flour, Molasses, Sugar, Beans,  
ys the LOWEST.

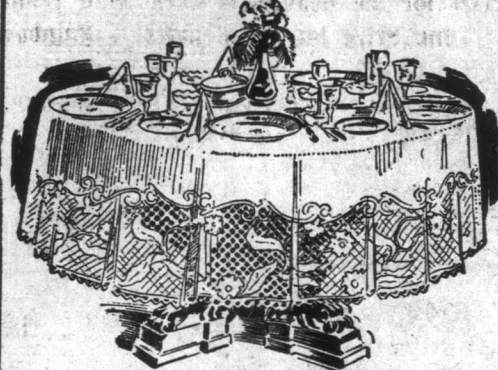
**MURRAY, St. John's.**

## BUSY ALL THE TIME!

From the time the doors are open in the morning to the closing hour at night, we are busy all the time. Every day hundreds of shoppers are taking advantage of the many bargains which our system of merchandise allows us to offer. This store is a pleasant store to shop at—its service is unequalled.

### Big Sales of Table Linen.

#### New and Beautiful Patterns.



Selling is going on at a great rate in our Linen Department. Every day sees cut after cut being sold of these beautiful goods. Values of an extraordinary nature are attracting more people every day to the finest assortment of Table Linens shown in the city of St. John's. Certainly, Prices are exceptionally low.

#### Blay Table Linen.

58 ins. wide.	Reg. 75c.	Sale Price, 65c.	yard
57 ins. wide.	Reg. 60c.	Sale Price, 52c.	yard
53 ins. wide.	Reg. 55c.	Sale Price, 47c.	yard
52 ins. wide.	Reg. 50c.	Sale Price, 42c.	yard
65 ins. wide.	Reg. 45c.	Sale Price, 38c.	yard
60 ins. wide.	Reg. 40c.	Sale Price, 34c.	yard
56 ins. wide.	Reg. 35c.	Sale Price, 29c.	yard
51 ins. wide.	Reg. 30c.	Sale Price, 25c.	yard
46 ins. wide.	Reg. 25c.	Sale Price, 21c.	yard
38 ins. wide.	Reg. 22c.	Sale Price, 19c.	yard

#### Bleached Table Linen.

60 ins. wide.	Reg. 35c.	Sale Price, 29c.	yard
60 ins. wide.	Reg. 40c.	Sale Price, 34c.	yard
62 ins. wide.	Reg. 45c.	Sale Price, 38c.	yard
62 ins. wide.	Reg. 48c.	Sale Price, 42c.	yard
66 ins. wide.	Reg. 60c.	Sale Price, 52c.	yard
60 ins. wide.	Reg. 75c.	Sale Price, 65c.	yard
68 ins. wide.	Reg. 85c.	Sale Price, 73c.	yard
70 ins. wide.	Reg. 1.00.	Sale Price, 85c.	yard
72 ins. wide.	Reg. 1.20.	Sale Price, 1.00.	yard
72 ins. wide.	Reg. 1.30.	Sale Price, 1.10.	yard

### Ladies' Handkerchiefs.



For the opening days of our White Sale we will offer 500 dozen of Ladies' Lawn Handkerchiefs at Special White Sale Prices.

They come with Lace, Embroidery and Hemstitched borders, with plain and dainty embroidery centres.

200 dozen.	Regular 6c. each.	3 for 18c.
200 dozen.	Regular 7c. each.	3 for 15c.
100 dozen.	Regular 8c. each.	2 for 11.

### Some Rare Values in Curtains.

When you can get the choicest of Curtains at from 20 to 40 per cent. lower than regular prices, don't you think it will pay you to buy Curtains now while this opportunity is before you?

We do, even if you don't need them for some time, and we're sure you'll feel the same when you see the goods. The prices are certainly low for such qualities. Come early while the selection is so good. There are over 300 pairs to choose from.



20 pairs, 2 1/2 yds. long...	Sale Price, 42c.	pair
10 pairs, 2 1/2 yds. long...	Sale Price, 88c.	pair
6 pairs, 2 1/2 yds. long...	Sale Price, 72c.	pair
6 pairs, 3 yds. long...	Sale Price, 95c.	pair
12 pairs, 3 yds. long...	Sale Price, 1.15	pair
16 pairs, 3 yds. long...	Sale Price, 1.40	pair
10 pairs, 3 yds. long...	Sale Price, 1.63	pair
10 pairs, 3 1/2 yds. long...	Sale Price, 1.65	pair
15 pairs, 3 1/2 yds. long...	Sale Price, 1.70	pair
11 pairs, 3 1/2 yds. long...	Sale Price, 1.95	pair
10 pairs, 3 1/2 yds. long...	Sale Price, 2.15	pair
8 pairs, 3 1/2 yds. long...	Sale Price, 2.45	pair
7 pairs, 3 1/2 yds. long...	Sale Price, 2.60	pair
12 pairs, 3 1/2 yds. long...	Sale Price, 3.35	pair
15 pairs, 3 1/2 yds. long...	Sale Price, 3.75	pair
11 pairs, 3 1/2 yds. long...	Sale Price, 3.90	pair
6 pairs, 3 1/2 yds. long...	Sale Price, 5.10	pair
7 pairs, 3 1/2 yds. long...	Sale Price, 5.90	pair
6 pairs, 3 1/2 yds. long...	Sale Price, 8.40	pair
6 pairs, 3 1/2 yds. long...	Sale Price, 8.90	pair

### Linen Tablecloths.

Another opportunity to purchase high class Linen Table Cloths at very low prices. Our own fine stock within your reach during this White Sale at much less than ordinary prices:

#### Table Cloths (Hemmed.)

	Worth	Sale Price
66 x 66 inches	\$1.25	\$1.00
72 x 72 inches	\$1.50	\$1.25
72 x 72 inches	\$2.00	\$1.60
72 x 90 inches	\$2.50	\$2.10
72 x 72 inches	\$4.00	\$3.35
72 x 72 inches	\$5.00	\$4.20
72 x 108 inches	\$5.25	\$4.80

#### Table Cloths (Hemstitched.)

	Worth	Sale Price
63 x 63 inches	\$2.20	\$1.75
66 x 86 inches	\$3.75	\$3.15
70 x 104 inches	\$6.00	\$4.90

#### Table Napkins (Hemmed.)

	Worth	Sale Price
19 x 19 inches	11c.	9c.
20 x 20 inches	11c.	11c.
22 x 22 inches	18c.	14c.
22 x 22 inches	22c.	18c.
24 x 24 inches	28c.	23c.
25 x 25 inches	35c.	29c.

### Our Sale of Loom Ends of Embroidery

Easily Beats All Previous Records.



Have you had your share of the Bargains offered by this Sale? Surely you will not overlook an opportunity like this. This Sale comes but once a year, and it affords hundreds an opportunity of procuring beautiful patterns in Embroidery at greatly reduced prices.

This tremendous lot includes many exclusive Patterns in—All Overs, Flouncings, Beadings, Edgings and Insertions—some our own regular stock, others in loom ends of 4, 5, 6, 9 and 10 yards. Nearly all the ladies in St. John's have attended this Sale already, and have anticipated their wants, and purchased enough to last them the next twelve months, until this Sale reoccurs again.

If you have not already attended this Sale, be here early to-morrow and share in the wonderful Values.

It will be well worth your while to buy plentifully.

### Victoria Lawns.

38 inches wide.	Reg. 15c. yard for	12c.
38 inches wide.	Reg. 16c. yard for	13c.
38 inches wide.	Reg. 20c. yard for	16c.
38 inches wide.	Reg. 22c. yard for	18c.
38 inches wide.	Reg. 25c. yard for	20c.

### Nainsooks.

36 inches wide.	Reg. 15c. yard for	12c.
36 inches wide.	Reg. 20c. yard for	16c.
38 inches wide.	Reg. 23c. yard for	19c.
38 inches wide.	Reg. 27c. yard for	22c.

### Tucked Lawns.

36 inches wide.	Reg. 38c. yard for	31c.
36 inches wide.	Reg. 45c. yard for	38c.
40 inches wide.	Reg. 48c. yard for	42c.
40 inches wide.	Reg. 75c. yard for	65c.

### Fronting Linens.

36 inches wide.	Reg. 22c. yard for	18c.
36 inches wide.	Reg. 30c. yard for	25c.
36 inches wide.	Reg. 35c. yard for	30c.
36 inches wide.	Reg. 50c. yard for	42c.
32 inches wide.	Reg. 60c. yard for	50c.

#### CORSET COVERS.

Corset Covers, White Cotton, yokes trimmed with Torchon Insertion, neck and arm holes lace trimmed. Reg. 40c. each. Sale Price...

32c

Corset Covers, White Cotton, high neck, yokes of three rows of insertion trimmed with ribbon beading, neck and arm holes lace trimmed. Reg. 60c. each. Sale Price...

46c

Corset Covers, White Cotton, yokes of Torchon and Valenciennes Lace, ribbon beading, puff sleeves, lace trimmed. Reg. 75c. each. Sale Price...

58c

Corset Covers, fine Lawn, all over embroidery yokes, others with four rows of Valenciennes Insertion let in, necks and waist ribbon beading. Reg. \$1.00 each. Sale Price...

80c

Corset Covers, fine White Nainsook, yokes beautifully trimmed with Valenciennes Lace, fine tucks and wide ribbon beading, waists ribbon beading. Reg. \$1.55. each. Sale Price...

\$1.25

#### DRAWERS.

Ladies' White Cotton Drawers, with embroidery and Insertion, some with clusters of tucks and ribbon bow. Reg. 70c. pair. Sale Price...

55c

Ladies' White Lawn Drawers, some with embroidery frill, others with deep lawn frill trimmed with Valenciennes Lace and Insertion, umbrella trills. Reg. \$1.00 pair. Sale Price...

80c

Ladies' Heavy Quality White Cotton Drawers, frill of beautiful design, embroidery and Insertion to match. Reg. \$1.10 pair. Sale Price...

96c

Ladies' Extra Fine White Nainsook Knickers, extra wide frill of beautiful design Torchon Lace and Embroidery, narrow ribbon beading and bow. Reg. \$1.45 pair. Sale Price...

\$1.15

Ladies' Fine White Nainsook Drawers, with umbrella frills at knees, with clusters of tucks, Insertion and lace. Reg. \$1.70 pair. Sale Price...

\$1.40

#### NIGHTDRESSES.

Ladies' White Cotton Nightdresses, fronts trimmed with clusters of tucks, embroidery Insertion and two frills of embroidery, turn down collars. Reg. \$1.25 each. Sale Price...

\$1.00

Ladies' Nightdresses, fine White Cotton, square necks trimmed with fine eyelet embroidery and Insertion, buttoned at side; extra value. Reg. \$1.60 each. Sale Price...

\$1.30

Ladies' Fine White Cotton Nightdresses, Dutch necks, yokes of all over embroidery with wide embroidery beading and ribbon bow. Reg. \$2.30 each. Sale Price...

\$1.90

Ladies' White Cotton & Long-sleeved Nightdresses, slip-over style, yokes and sleeves very neatly trimmed with imitation baby Irish Insertion; others with fine tucks and embroidery trimming. Reg. \$2.75 each. Sale Price...

\$2.20

### Children's, Misses

—AND—

### Infants' Underwear

MOTHERS should not think of having garments made for their little ones until after seeing the pretty styles in Children's wear and the extraordinary values this sale affords. Owing to their being so many styles and sizes, we are unable to give a detailed description, but the reductions will equal

10 to 20 per cent.

They include Knickers, Robes, Bibs, Bodies, Singlets, Day Gowns, Day Flannels, Long and Short Slips, Infants' Shirts, Feeders, Nightdresses, Pin-a-fors, Chemises and Overalls.

#### LADIES' UNDERSKIRTS.

Ladies' White Lawn Underskirts, with 12 inch frill, trimmed with tucks and embroidery, lawn dust frill. Reg. 85c. ea. Sale Price...

68c

Ladies' Nainsook Underskirts with lawn dust frill, 19 inch flounce with double rows of clusters of tucks, dainty Swiss embroidery and ribbon beading. Reg. \$3.00 each. Sale Price...

\$2.45

Ladies' Underskirts, White Lawn, wide frill trimmed with clusters of tucks, others with lace and Insertion, lawn dust frill. Reg. \$1.25 ea. Sale Price...

\$1.00

Ladies' Fine White Cotton Underskirts, wide frill trimmed with tucks and embroidery. Reg. \$1.55 each. Sale Price...

\$1.28

Ladies' Extra Fine White Lawn Underskirts, with wide frill, trimmed with clusters of tucks, net lace and Insertion, dainty patterns. Reg. \$2.00 ea. Sale Price...

\$1.65

#### LADIES' UNDERSKIRTS.

Ladies' Fine Lawn Underskirts, with extra wide frill, neatly tucked, fine lace and Insertion trimmed, lawn dust frill. Reg. \$2.50 ea. Sale Price...

\$2.05

Ladies' Underskirts, White Lawn, frill of fine wide embroidery, lawn dust frill. Reg. \$1.00 ea. Sale Price...

85c.

Ladies' Underskirts, fine Lawn, elaborately trimmed with Valenciennes lace and Insertion, some with tucks and embroidery, motive design, wide ribbon beading and bow. Reg. \$3.75 each. Sale Price...

\$3.20

Ladies' White Lawn Underskirts, with wide frill trimmed with double rows of embroidery and ribbon beading, some lace and Insertion trimmed. Reg. \$4.50 ea. Sale Price...

\$3.75

Ladies' White Lawn Underskirts, with frill of fine tucks of Insertion and embroidery, wide ribbon beading. Reg. \$5.00 each. Sale Price...

\$4.15

#### WHITE QUILTS.

370 American White Crochet, Honeycomb and Marcella Quilts, some fringed, some plain and others hemmed. A rare bargain. Reg. \$1.00 for 90c.; \$1.20 for \$1.00; \$1.50 for \$1.20; \$2.00 for \$1.55; \$2.20 for \$1.80; \$2.50 for \$2.15; \$3.00 for \$2.50.

#### TRAY CLOTHS.

Linen and Embroidered. 18 x 27 inches. Reg. 40c. for 34c. 18 x 27 inches. Reg. 45c. for 38c. 18 x 27 inches. Reg. 50c. for 42c. 18 x 27 inches. Reg. 60c. for 50c. 18 x 27 inches. Reg. 70c. for 55c. 18 x 27 inches. Reg. 80c. for 62c.

#### TEA CLOTHS.

Battenberg Lace Trimmed. 22 x 32 inches. Reg. 90c. for 70c. 36 x 36 inches. Reg. \$1.00 for 80c. 36 x 36 inches. Reg. \$1.25 for 95c. 36 x 36 inches. Reg. \$1.25 for \$1.10.

### Horrockses Shirts.

Guaranteed free from dressing, best English manufacture.

22 inches wide.	Reg. 17c. yard for	14c.
36 inches wide.	Reg. 20c. yard for	16c.
36 inches wide.	Reg. 24c. yard for	20c.
36 inches wide.	Reg. 27c. yard for	22c.



### English Shirts.

28 inches wide.	Reg. 8c. yard for	7c.
28 inches wide.	Reg. 9c. yard for	7 1/2c.
28 inches wide.	Reg. 10c. yard for	8 1/2c.
31 inches wide.	Reg. 12c. yard for	10c.
36 inches wide.	Reg. 12c. yard for	10c.
36 inches wide.	Reg. 13c. yard for	11c.
36 inches wide.	Reg. 16c. yard for	13c.