

REID-NEWFOUNDLAND CO.

Week End and Sunday Excursions!

Excursion Return Tickets will be sold, good going on all Trains of Saturday and Sunday, and good returning on all trains of Monday following.

SUNDAY EXCURSION-Excursion Train leaves St. John's at 2 p.m. for Tor's Cove, returning leaves Tor's Cove at 7.30 p.m. Train for Kelligrews leaves St. John's at 2.30 p.m., returning leaves Kelligrews at 8.07. One Way First-Class Fare.

LOW CUTS!



Your Low Cut Shoes are Here.

Any woman can please herself with Shoes at this store. The new Lace-Blucher and Button Shoes—the new Oxford—Ribbon Ties—Colonials in Tie or Buckle models—Shoes at \$1.50, \$1.75, \$2.00, \$2.50, \$2.75, \$3.00, \$3.50, \$4.00, \$4.50, \$5.00, \$5.50, \$6.00. But what does the price signify unless you see the Shoe.

We'd rather show you than tell you about our Shoes. May we do so?

F. SMALLWOOD,
THE HOME OF GOOD SHOES.

Gilt Edge Butter

We offer a new shipment to-day at reduced prices. "GILT EDGE" is packed in 30 lb. tubs. "GILT EDGE" is made in Canada and is positively the Choicest Butter obtainable. "GILT EDGE" is All Butter. Next time you want Butter try a sample tub of "GILT EDGE".

F. McNAMARA, Queen Street.

New Arrivals : CHILDREN'S MIDDY-BLOUSES.

Sizes : 4 to 12.
Good Quality. Price : 80c.

ROBERT TEMPLETON.

Telegram Ads. Bring Results

BASEBALL and TENNIS SUPPLIES

A. G. Spalding & Bros.
BASE BALLS
MITTS
GLOVES
BATS
MASKS
1915 GUIDES, etc.
TENNIS RACQUETS
BALLS
NETS
FOOTBALLS.
All New Stock selling cheap for Cash only.

P. E. OUTERBRIDGE,
New Address,
180 WATER STREET.
(Telephone 60.)
jly10,s,tu,th,tf

The One Best Seller!

THE MILLION DOLLAR MYSTERY.
(By Harold McGrath.)

Cloth 60c; if mailed, 2c. more. At the foundation of the plot of this exciting mystery story, there is a secret organization in Russia. Then are given glimpses of country house society, the modern boarding-school, the fashionable restaurant, the enterprising twentieth century newspaper reporter, the romance and mystery that may be linked together by two halves of a bracelet, the love of a father for his daughter, the devotion of an old family servant, the intrigues of a band of thieves and blackmailers and plenty of the old love that is always new, not to mention the million dollars about which the whole thing revolves and which, in these times, has an especially pleasing ring. All these result in a story that keeps the reader with pulses tingling.

Get our Catalogue of 400 other American Copyright Novels. The ideal summer reading, all 60c. each.

DICKS & CO., Limited.
Biggest, Brightest and Best Book, Stationery and Fancy Goods Store in Newfoundland.



Lanterns AND Globes!

Wholesale Only.
LOWEST PRICES TO THE TRADE.

The Direct Agencies Limited.

MINARD'S LINIMENT CURES BURNS, ETC.

JULY 15th, 1915.

Due to-day per S. S. Florizel:
80 cases ORANGES.
20 brls. NEW TURNIPS.
20 bunches BANANAS.
50 crates TEXAS ONIONS.
40 brls. NEW POTATOES.

GEO. NEAL
'Phone 264.

SUGAR, BEEF, PORK, etc.

Just Received per Florizel and Stephano:

300 brls. SUGAR.
150 brls. BONELESS BEEF.
200 brls. HAM BUTT PORK.
100 brls. HEAVY MESS PORK.
100 brls. SHORT CUT CLEAR PORK.
150 backs TRIMMED LEATHER.
150 sides UNTRIMMED LEATHER.
AND NOW DUE (on way across country)
400 bags "SELECTED" ROUND PEAS.

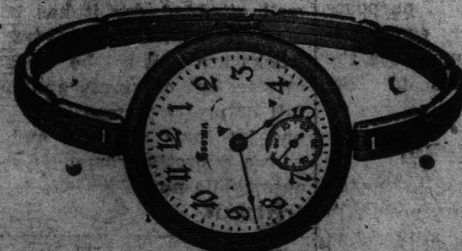
HARVEY & CO., LTD.,
Wholesale.



WE are showing just now some really handsome Pendants and Necklets set with gems and real pearls. They appeal at once to the tasteful buyer. We have put the prices at the lowest possible figure.

Engagement and Wedding Rings!

As usual we lead when it comes to selecting a Ring. We have them in single stone, three and five stone Diamond, also a very large and varied assortment of other gems. After the engagement comes the wedding. We are proud of our Rings and when you need the Ring of Rings call on us and see how easily we can suit you.

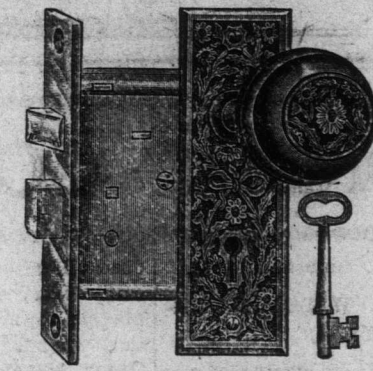


We have just received a shipment of Crown Watch Bracelets—Gold filled with good movements and moderate in price. We strongly recommend them.

When in need of any article of Jewellery see the Reliable Jewellers stock first. We lead.

T. J. DULEY & CO.

BUILDERS' SUPPLIES!



INSIDE DOOR SETS, FRONT DOOR SETS, SLIDING DOOR SETS, STORE DOOR SETS, in Wrought Steel and Wrought Bronze Finishes, RIM NIGHT LATCHES, RIM STORE DOOR LOCKS, ENGLISH RIM LOCKS, with Brass Fittings, STEEL, JAP'D & BRONZE LOSE PIN HINGES, all sizes, PARLOUR DOOR HANGERS, BARN DOOR HANGERS, YALE DOOR CHECKS, T. HINGES, GALV. and JAP'D. H. & E. HINGES. Also just received: 1,000 boxes GLASS, 15 and 24 ozs.

Martin Hardware Comp'y, Ltd.
jly3,s,tu,th

Ladies' Underwear and Hose,

BEST VALUES OBTAINABLE ARE AT **BLAIR'S,** AND ALSO THE LARGEST VARIETY.

Ladies' Colored Real Lisle Hose. Regular 40c., only 29c. pair.
Ladies' Black Half Silk Hose only 30c. and 35c. pair.
Ladies' Silky Finish Black & Tan Thread Hose at 18c. and 20c. pair.
Ladies' Silk Hose in various colors; have had a big sale at 75c. pair.
Ladies' Black Plain Cashmere Hose—We have old values in stock still from 35c. pair upwards; but believe me you are going to have trouble getting these later, and will pay a lot more for them.
Ladies' Black Ribbed Cashmere Hose—We have a full selection of in old values.

Another thing very difficult to get now, we have, at present, quite a stock of

Ladies' Lisle Gloves, Both long and short; colors mostly Whites, Blacks, Beavers and Greys, at only 20c. pair.

Ladies' White Cotton Vests—Startling values at 10c. upwards.

HENRY BLAIR

Bathing Pants and Costumes!

For the Holiday Season you will need a Bathing Pants or Costume. We have

MEN'S BATHING COSTUMES	50c. each
BOYS' BATHING COSTUMES	40c. each
LADIES' BATHING COSTUMES	\$1.50 each
MEN'S BATHING PANTS	17c. each
BOYS' BATHING PANTS	10c. each

GET ONE TO-DAY.

Wm. Frew.

EIGHT PAGES WEATHER FORECAST TORONTO, Noon—B. westerly winds, fine and breezy—Mostly fall warm. ROPER'S, Noon—B. ther. 80.

VOLUME XXX

REID

Our Co

THE PEOPLE'S AUCTIONS

A GOOD BUSINESS PROPOSITION

I am instructed to Vey to sell outright trade consisting of Cameras and all connection with his ic Studio, Picture Scenery Screens, first-class Magic together with a big Slides, including parts of the world, going has not been by Private Sale, I Public Auction of 29th day of July, at the Studio. Pros chasers can inspect at any time by ap James Vey, or

P. C. O'DR
jly17,eod,tf

Auction

AUCTION Furniture, Car Harnes at the Star MR. K. R. I LeMarchant TO-MORROW at 10.30

1 English Victoria, press van, 1 set shirt set single black harness, 1 set, 1 walnut dress, 1 British plate mirror, 1 enclosed washbasin, 1 iron canopy, 1 3/4 iron bed, 1 superior rocking iron chair's cot and mahogany card table, 1 adjustable child's bicycle, vacuum and harness will be niture.

P. C. O'D
jly19,11

AUCTION For the benefit of cern, at the Martin Hardw Limited Wednesday N at 10.30

9 bundles GALVA 19 bundles BLACK Marke

Landed in a dama on board S.S. Ste York, surveyed and for the benefit of cern.

P. C. O
jly19,21

AUCTION On Tuesday N at 11 o'e prem

A. H. MURR C 500 cases LOBST 2 6-H.P. STEA FITTINGS. 1 TRIPLEX P THOM

jly15,4t \$5 Private C ing Card Samp tors make five BRADLEY-GAR Ontario.