

A truly wonderful array of 30 and 35c. Goods for only 18c. during our

ANNUAL ONE PRICE SALE!

MEN'S STRAW HATS, 35c. Now18c.
 MEN'S SOCKS, 25c. Now18c.
 LADIES' BELTS, 35c. Now18c.
 BLACK LACE SCARFS, 35c. Now18c.
 TABLE OIL CLOTH, 25c. Now18c.
 SILVER BROOCHES, 25c. Now18c.

See our windows for many other articles of surprising value.

Robert Templeton.

Seven Passenger Touring Car

FOR HIRE.

For rates apply
Anglo American Garage, 3 Military Rd.
 Telephone 797.

Summer Sale!

WAR ON THE PRICES IN ALL DEPARTMENTS.

White Muslins from only5c. yard
 White Embroidered Linen Belts, Pearl Buckles. Regular 20c. Now 12c. each. All other Belts during this sale at 20 per cent. Reduction.

White and Colored Dress Linens and Muslins, all 25 per cent. off regular prices.

All kinds of Dress Goods, excepting Habit Cloths, at 25 per cent. off regular prices. This lot includes Lustres, Alpacas, Cashmeres, French Merinos, Crepe de Chines, Serges, etc. etc. Don't miss this big opportunity to get a Dress cheap.

Children's White and Colored Cotton Hats now only15c.
 Ladies' and Girl's Hats of all kinds greatly reduced.
 Ladies' White Embroidered Underskirts from45c. each
 Ladies' White Princess Underskirts from75c. each
 Special reductions in all other Ladies' Underskirts, Muslin Underwear and Blouses. Get the prices.

Men's Coloured Negligee Shirts. Reg. 65c. & 75c. Now only 49c.
 Men's Black Silk Cumberbands or Belts at less than cost.

**BOOTS and SHOES
 SLAUGHTERED TO CLEAR.**

Brown Canvas Shoes, strongly leather strapped.
 Children's, sizes 7 to 10. Now only55c. pair
 Misses' sizes 11 to 1. Now only60c. pair
 Youths', sizes 10 to 13. Now only55c. pair
 Boys', sizes 1 to 5. Now only65c. pair
 Women's and Men's. Now only70c. pair

All other Boots and Shoes in stock at large reductions.
 Men's Porous Underwear. Reg. 50c. garment at35c.
 Men's Balbriggan Underwear. Reg. 40c. garment at29c.
 Many other bargains offering in odds and ends.

Henry Blair

In a few days the import duty on cabbage will be doubled. We offer 50 barrels good Cabbage at the lower tariff, cheap; also just in Heavy Black Oats and Canada Cheese, handy, small sizes, and a few American Squash.

EDWIN MURRAY'S STORE.
 (Strictly Wholesale.)

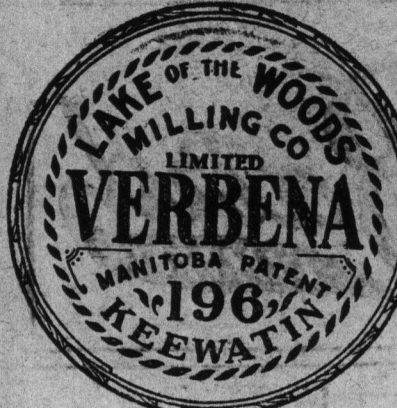
The Elite Tonsorial Parlour,

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.

Advertise in the TELEGRAM

It is a Pleasure



to think of baking Day—When you know that you have in the house a barrel of

VERBERNA FLOUR.

W. A. MUNN, Wholesale Agent.
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For Regatta Day.

A nice pair of Fashionable Shoes is most appropriate. We have

Ladies' Black and Tan Shoes

in Lace, Button, Blucher and Strap effects. Prices range from \$1.40 to \$2.10 a pair. Also a full range of Children's Shoes and Slippers.

William Frew

We Carry a Full Line OF

Jacobs, Huntley & Palmer, Carr, Crawford's BISCUITS.

When going on an Outing or Picnic you will enjoy it all the more if you include a box of

NEILSON'S CHOCOLATES,

The Chocolates that are different.

FRUIT IN GLASS.	FRESH FRUIT AND VEGETABLES.
Cherries in Syrup.	Cal. Navel Oranges.
Greengages in Syrup.	Table Apples.
Pears in Syrup.	Ripe Bananas.
Cherries in Maraschino.	Table Plums.
Strawberries.	Grape Fruit.
Elvas Plums.	California Pears.
Lemon Cling Peaches.	California Grapes.
Hawaiian Sliced Pineapple.	Water Melons.
	Ripe Tomatoes.
	Corn, Cucumbers.

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represent a conscientious effort on our part, to give you maximum value for your money.

EACH SEASON
 we carefully choose the best quality-fabric in the most attractive patterns and colors and manufacture into Suits, combining the latest Fashion and Fit. Ask your dealer for our popular Brands, AMERICUS, TRUEFIT FITREX, RM, STILL-ENFIT, PROGRESS.

Made only by
Newfoundland Clothing Co., Limited.

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Our IRISH BUTTER takes the prize every time. "ECLIPSE" is the name of our 40c. TEA. It has a wonderful sale.

Our ROYAL PALACE BAKING POWDER is getting in every home; 1 lb. tins, 20c.; 1/2 lb. tins, 14c.; 1/4 lb. tins, 7c.

50 gross TOILET SOAP, 5c. bars, at 35c. doz.

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Twenty-one titles of them. Only a limited number of each. Queen Sheba's Ring. King Solomon's Mines. Cleopatra. She. Ayesha. Jess. Allan Quarterman. People of The Mist. Swallow. Beatrice. Black Heart and White Heart. Lady of Blossholme. Pearl Maiden. Joan Haste. Colonel Quaritch, V.C. Montezuma's Daughter. Eric Brighteyes. The World's Desire. Nada The Lily. Mr. Messon's Will. Heart of the World.

If mailed, the postage on five of them is only 4c. See the thousands of other 10c. Novels we have.

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


It's an Ideal Whisky, Morning Dew,

At the Moderate Price of

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per bottle.

J. C. BAIRD, Water Street.



The Hooks that never miss, made by O. MUSTAD & SON, the largest manufacturers of Fish Hooks in the world. These Hooks are the best tinned, best shaped and best fish killers. Ask for Mustad's Key Brand as exclusively used in Norway.

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Butter!

Ex "Morwenna,"
 New Grass Butter.
 Finest Cheese-Twins.
 All Reduced Prices.
JAS. R. KNIGHT
 311 WATER STREET.

Coopers' Union Excursion.

TO WHITTEN'S CROSSING, WITLESS BAY,
WEDNESDAY, August 19th.

Train leaves station 1.45 p.m. Returning leaves Whitten's Crossing at 2 a.m. Thursday. Tickets, including Tea and Dance, \$1.50.

J. S. BENNETT, Chairman.
H. HILL, Secretary.
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Few classes of Securities are less affected by economic uncertainties than the Securities of Utility Companies which are able to show satisfactory earnings. We are offering at attractive prices—

MARITIME TELEGRAPH & TELEPHONE 6 p.c. BONDS.
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C. A. C. BRUCE, Mgr., St. John's.

SETTLEMENT PROMPT and PROFITABLE.

Sault Ste. Marie,
 13th 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 \$1,000; 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.

A TREATISE ON TEA!

When you buy our Teas in lead packages you are sure of getting Tea fresh, fragrant, strong, clean and, last but not least, airtight. It is impossible for tea not to get stale in packages not airtight, such as paper bags. In other countries for years past tea is sold by retailers only in lead or tin cartons.

If you have not been buying Tea that way, start in to-day.

It is necessary, however, to buy the right teas. They are as follows:

ARMADA: Packed in the most attractive package in the market. A pure Ceylon Tea, at 50c. per lb.
 OLD HOME BLUE: In lead packets. A blend of Indian and Ceylon Teas, at 50c. per lb.
 SERENDIB: An old favourite, price 40c. per lb.
 OLD HOME RED: A blend of Ceylon and Indian, at 35c.
 TIGER: Another old favourite, at 35c.
 LION: At 30c.

FOR SALE EVERYWHERE.

HARVEY & CO., LIMITED, Distributors.

PIANOS and ORGANS

CHARLES HUTTON,

222 Water Street, St. John's, Nfld.
 Sole Agent for Kimball's Anti-Rheumatic Ring.
 July 18, 11

Advertise in The Evening Telegram