

IN STOCK
VICTOR FLOUR
 In 14-lb. Cotton Sax.
GEORGE NEAL, Ltd.,

New Color, New Charm



MAJIC SOAP DYES!

ONCE TRIED ALWAYS USED.
 Washes and Dyes at the same time. Light and Dainty shades, particularly attractive.
RENEW YOUR BLOUSE FOR TEN CENTS.
 It is remarkably cheap and well worth trying a trial. Only Ten Cents a Package. Cheapest on the market.
 Special Prices to the Wholesale Trade.
SEE OUR WINDOW.
ROBERT TEMPLETON.

Sales Books!

For
 Quick Delivery
 of
 all Styles
 at
 Lowest Prices
 'PHONE
 FOUR SEVEN.

DICKS & CO., Ltd.

12,000 SIDES AMERICAN SOLE LEATHER.
 1,200 FEET BLACK UPPER LEATHER.
 Large Quantity of CHAINS & ANCHORS.
 NEW IRON & LUBRICATING OIL, at Rock Bottom Prices.
 Also, AMERICAN PLYMOUTH STEAM TARED MANILLA ROPE—all sizes.
 And all kinds of Ships' Supplies.
 North Am. Fur, Hide and Metal Co'y.,
 Water Street West (Next Door Reid Electric Store.)
 1717.11

NOW LANDING
 Ex. S.S. "Heronspool"
1000 TONS HOUSEHOLD COAL
 at \$13.50 Per Ton
 SENT HOME.
HENRY J. STABB & CO.
 1728.11.11

SMALLWOOD'S
Big SHOE SALE



SCHOOL SHOES

This time its
Children's and Girls' BOOTS

We offer Big Values in Girls' Solid Foot-wear.

CHILD'S GREY CLOTH TOP LACED BOOTS
 —Sizes 6, 7 and 8. Only . . . \$2.00 the pair.

CHILD'S BLACK KID LACED BOOTS
 —Sizes 6, 7 and 8. Only . . . \$2.00 the pair.

CHILD'S SOLID BROWN CALF BOOTS
 —Only . . . \$3.00 the pair.

CHILD'S GREY TOP BOOTS
 —Only . . . \$2.50 the pair.

CHILD'S BROWN LACED BOOTS
 —With Brown Cloth Top. Only \$2.80 pair.

CHILD'S PATENT VAMP LACED BOOTS
 —With Champagne Top. Sizes 6, 7, & 8. Only . . . \$2.00 the pair.

GIRLS' SOLID HIGH CUT BOOTS
 —Sizes 11, 12, 13, 1 and 2. Only \$3.10 pair.

Extra Special
IN MEN'S BOOTS

MEN'S DARK TAN LACED BOOTS
 —Only . . . \$4.50 the pair.

MEN'S FINE BLACK KID LACED BOOTS
 —Only . . . \$5.00 the pair.

F. Smallwood
 THE HOME OF GOOD SHOES.
 1717.11

OUR WINTER STOCK OF
AMERICAN and WELSH ANTHRACITE COAL
 Will arrive about August 15th.
 IN STOCK:
BEST NORTH SYDNEY SCREENED AMERICAN and WELSH ANTHRACITE COAL.
M. MOREY & CO., Ltd.
 1718.11.11

FIRE INSURANCE!
QUEEN INSURANCE CO. of America
 — AND —
THE GREAT AMERICAN INS. CO. OF NEW YORK.
 Capital practically unlimited. The largest number of Policies holders in Newfoundland.
Absolutely no trouble when a loss occurs.
 PHONE 655. P. O. BOX 708.
GEO. H. HALLEY, Agent.
 ADEPHI BUILDING. 166 WATER STREET. 1625.11.11

Forty-Four Years in the Service of the Public—The Evening Telegram.

R. M. S. P.

From HALIFAX to the WEST INDIES.
 S.S. Chignecto Aug. 3
 S.S. Tevlet Aug. 17
 S.S. Chandlers Aug. 31
 S.S. Chaleur Sept. 14

From NEW YORK to HAMBURG, (The Comfort Route)
 Calling at Cherbourg and Southampton.
 S.S. Orea Aug. 25
 S.S. Ohio Aug. 11
 S.S. Orbita Aug. 18

Ships of the West India Service from Halifax call at Bermuda, St. Kitts, Antigua, Montserrat, Dominica, St. Lucia, St. Vincent, Grenada, Trinidad and Demerara, returning to St. John, N.B.

The Royal Mail Steam Packet Co.,
 Halifax, N.S.

New Arrivals!

CONES, ICE CREAM POWDER, VANILL-OL, STRAWS, SYRUPS, FRUITS, DRAKE'S CAKES, INGERSOLL CREAM CHEESE, PINEAPPLE PUFFS and CHERRY FLOATS.

P. F. FEARN & CO., Ltd.
 'PHONE: 734 BOX: 667.
 1726.11

STOP THE DECAY
 in the
"MATCHLESS"
 Way.
 Do it whilst the Weather is fine.
The Standard Manufacturing Company, Ltd.

Wallace Silverware.

Is your Table Silver as good to-day as when you bought it?
 Have you noticed that at the parts most exposed to wear, the plate has become worn?
 Do you think this condition of your Silver is in keeping with your idea of a well appointed table?
 Then why not, when you decide on replacing your old ware, give place to it with the "Wallace" Brand, the Silver that refuses to wear and is guaranteed without time limit.
 Start with the Tea Spoons and gradually complete your Set with the one pattern—there are several for you to choose from and the price is very moderate.
 Tea Spoons cost \$6.00 for a Dozen.

T. J. DULEY & CO., Ltd.
 The Reliable Jewellers & Opticians.



Custom Tailoring is Personal Service.
 The service of quality in Cloth, in making, in fit and style.
The American Tailor.
 BOX 445. **W. P. SHORTALL** PHONE 477.
 300 WATER STREET. N.B.
 St. John's 1611.11

Reid-Newfoundland Co., Limited

REGATTA DAY EXCURSION.
 For the above, Excursion Return Tickets will be sold for all stations between St. John's and Carbonear, including Argentia, at **ONE WAY FIRST CLASS FARE.**
 Good going on all trains of Tuesday and Wednesday, and good returning up to and including Thursday, August 2nd.

KELLOGG'S EXCURSION REGATTA DAY.
 Excursion Train will leave St. John's 2:30 p.m. Wednesday, for stations between St. John's and Kelligrews; returning will leave Kelligrews at 8:30 p.m. Excursion Rates.

GREEN BAY STEAMSHIP SERVICE.
 Owing to Wednesday being Regatta Day, freight for Green Bay will be accepted Thursday.

Reid-Newfoundland Co., Limited

RED CROSS LINE!

NEW YORK HALIFAX ST. JOHN'S

SCHEDULE OF SAILINGS FOR AUGUST.

From New York at 11 a.m.	From St. John's 12 Noon.
July 28th ROSALIND Aug. 6th	Aug. 1st ROSALIND Aug. 11th
Aug. 4th SILVIA Aug. 13th	Aug. 11th ROSALIND Aug. 18th
Aug. 11th SILVIA Aug. 25th	Aug. 18th SILVIA Aug. 25th
Aug. 25th ROSALIND Sept. 1st	

THROUGH RATES QUOTED TO ALL PORTS.
 ROUND TRIP TICKETS ISSUED AT SPECIAL RATES WITH SIX MONTHS' STOP-OVER PRIVILEGE.

BOWRING & COMPANY, 17 Battery Place, New York.
 General Agents.
G. S. CAMPBELL & CO., **HARVEY & CO., LTD.,**
 Agents, **HALIFAX, N.S.** Agents, **ST. JOHN'S, N.F.L.D.**
 Jan 27, 1911, w.11

FARQUHAR STEAMSHIP COMPANIES

PASSENGER AND FREIGHT SERVICE
 NORTH SYDNEY TO ST. JOHN'S.
STEEL STEAMSHIP "SABLE I."
 Leaves NORTH SYDNEY Every Saturday
 ST. JOHN'S Every Tuesday at 10 a.m.

HARVEY & CO., LTD., Agents St. John's, N.B.
FARQUHAR TRADING CO., LTD., Agents. N. Sydney
FARQUHAR STEAMSHIP COMPANIES, Halifax, N.S.
 aug 2. 6mos. w.11

Boston-Halifax and Newfoundland Steamship Co.

The next sailing of S.S. ANNA will be from Boston, Monday, August 6th.
 For freight bookings, apply to
A. E. HICKMAN CO., Ltd., Agents
 1720.11

Canadian National Railway

THROUGH RAIL SERVICE ACROSS CANADA.
 All steel trains of the finest equipment afford comfort to the traveller.

CONTINENTAL LIMITED.
 Leaves MONTREAL Daily at 9:00 p.m. (Bonaventure Station)
 For OTTAWA, NORTH BAY, SASKATOON, EDMONTON, VANCOUVER.
 Connection from Maritime Provinces Points via "OCEAN LIMITED" and Maritime Express.
 For details of Service, Fares, Reservations, apply to
J. W. N. JOHNSTONE,
 General Agent,
 Board of Trade Bldg.

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