

**Dainty Voile Blouses**

A pretty line in Fancy Voile ..... 1.10  
Neat styles in Plain White ..... 1.25

**MIDDY BLOUSES.**

Some plain White, others in White with Blue  
or Red Collars ..... 1.90, 2.50

**BRASSIERES.**

Good style, Pink. Sale Price ..... 34c.

**AYRE & SONS, LTD.****SPECIAL REGATTA OFFERINGS****Specials for Men****STRAW HATS.**

200 just in. Only ..... 89c.

**SOFT FELTS.**

Just opened. Latest shapes ..... 3.20  
Velour ..... 5.50

**TIES.**

English Knitted ..... 23c. 49c.  
Silk, Wide Ends ..... 49c. 65c. 90c. up.

**BELTS.**

Leather ..... 20c. 30c. 35c. up.

**SOCKS.**

Strong Cotton; all colours ..... 32c. pr.  
All Summer Socks at Special Prices.

**UNDERWEAR.**

Balbriggan ..... 59c. and 1.10 gar.  
Also a Special Lot of White Jersey  
Combinations.  
Mostly large sizes ..... 1.50 to 3.60.  
All Summer Underwear at Special  
Prices.

**BATHING COSTUMES.**

With Skirts ..... 95c. 1.20, 1.60, 1.90  
to 2.90.  
Special English (no skirt) 1.40, 2.00

**SNEAKERS.**

White, Black and Brown ..... 1.85 pr.  
10 pairs only White Duck with Black  
Rubber sole. Sizes 6, 7, 8, 1, 25 pr.

**CANVAS FOOTWEAR.**

Palm Beach and Grey Laced Oxfords  
..... 1.99  
Khaki Canvas Boots ..... 1.69  
White and Grey Duck Boots ..... 2.75

**DANCING PUMPS.**

Patent Leather ..... 1.95, 2.95

**SAMPLE FOOTWEAR.**

High Class Oxfords in Black, Brown  
and two-tones. Sizes 6½, 7,  
7½ ..... 4.99, 6.25

**SHIRTS.**

Striped Sports ..... 1.55.  
White and Ecru Sports ..... 1.60  
Fancy Negligee ..... 1.19, 1.65, 1.95 up.  
White Mat. Detachable Collars, 1.35  
Cream Flette. with collars, 1.90, 2.60

**Great Mark-Down in  
Ladies' Dresses**

Smart Plaid Gingham.  
Nicely trimmed.  
Sale Prices ..... 1.99, 2.29, 2.99, 4.29, 5.85

Serviceable Linen Dresses.  
In Saxe and Rose.  
Sale Price ..... 3.79

Coloured Voile Dresses.  
Sale Price ..... 3.99

Organdie Dresses.  
In two-tone effects.  
Sale Price ..... 5.89

**SILK DRESSES.**

Greatly Reduced Prices.  
Stylish Crepe de Chine, in Navy, Brown,  
Black.  
9.75, 12.75, 13.50, 13.85, 14.85

**WHITE SKIRTS.**

In Gabardine. Sale Price ..... 2.13  
In Satin Cloth Finish. Sale Price ..... 4.79

**MISSSES' MUSLIN DRESSES.**

All White.

Sale Prices ..... 87c. 1.13, 1.37 to 2.50

**MISSSES' GINGHAM DRESSES.**

Odd Sizes.

Sale Prices ..... 95c. 1.35, 1.62, 1.75 to 5.20

**Ladies' Hats**

All our Summer Hats at  
**HALF PRICE.**

**Ribbons**

Assorted widths  
at very greatly  
Reduced Prices.

Dresden ..... 19c. yd.  
Plain ..... 14, 19, 29c. yd.  
Plaids 11, 29, 35, 43c. yd.

**Specials for Boys****WASH SUITS.**

All greatly marked down for this  
Sale. Odd sizes.

54c. 75c. 85c. 1.19  
1.29, 1.49, 1.59 to 2.15

**SHIRT BLOUSES.**

Striped ..... 85c. 1.40, 2.00  
White ..... 1.75  
Ecru ..... 1.30, 1.75  
Khaki ..... 1.10, 1.60, 1.80

**UNDERWEAR.**

Balbriggan Union Suits ..... 65c. suit  
Balbriggan Shirts, short sleeves—  
..... 65c. gar.

Balbriggan Drawers, knee length—  
..... 65c. gar.

All Summer Underwear at  
Special Sale Prices.

**RUBBER SOLE SNEAKERS.**

Dependable Quality.

Special Sale Prices.

Sizes 11 to 2 ..... 1.55  
3 to 5 ..... 1.65  
in Black and Brown.

**STRAW HATS.**

New Stock. Only ..... 59c.

**COTTON HATS.**

Good Values at ..... 50c.

**OVERALLS.**

Sale Prices ..... 50c. 70c. 1.10

**BELTS.**

Leather ..... 30c. 40c.  
Also Elastic in Feildian and  
Methodist College Colours.

**BATHING SUITS.**

Sale Prices ..... 95c. to 1.35  
Bathing Pants ..... 43c. pr.

WHITE FLANNELETTE PANTS  
1.60 to 2.00 according to size.

WHITE FLANNELETTE SHIRTS  
95c. to 1.90 according to size and  
quality.

**Ladies' White Footwear**

White Kid Laced Boots  
Louis Heels.  
SALE PRICE ..... 1.25 pr.

White Canvas Laced Oxfords  
Louis Heels.  
SALE PRICE ..... 1.33 pr.

**Ladies' Capes**

We are offering a very choice assortment of Fashionable Capes at  
Prices that are exceptionally attractive. In Plain Cloths and  
Smart Plaids.

7.49, 15.19, 16.69, 18.79, 20.39, 21.85

**Beautiful Wash Fabrics**

at specially attractive prices.

Mignonette Voile ..... 22c. yd.  
Viola Organdie ..... 34c. yd.

Seersuckers ..... 27c.  
Ginghams, Plaids & Feys. 29c.

**Ladies' Bathing Costumes**

at Sale Prices ..... 2.00, 2.50, 3.50, 4.20  
Ladies' Bathing Caps ..... 22c. 32c. 38c. to 59c.  
Ladies' Bathing Boots ..... 99c. pr.

BLOOMERS. Pink Jersey ..... 29c. pr.  
SILK HEAD and HAT SCARFS.

Sale Prices ..... 29c. 49c. 59c. 1.29

**Ladies' Hosiery**

SPECIAL SALE PRICES.

White, Black and Brown Cotton Hose ..... 19c. pr.  
White Mercerised Silk Lisle Hose ..... 59c. pr.  
Black Mercerised Drop Stitch Hose ..... 79c. pr.  
White, Black and Brown Silk ¾ Hose ..... 89c. pr.  
Black Silk Drop Stitch Hose ..... 98c. pr.  
Black, Navy, Grey and Brown Silk Hose ..... 1.35 pr.

**Advertise Our  
Attractions.**

Editor Evening Telegram.  
Dear Sir—Having read with much  
interest the address to the Rotary  
Club by the Hon. Sir Edgar Bowring,  
M.L.C., late High Commissioner for  
Newfoundland in London, on the possi-  
bilities of the tourist traffic in this  
country and the enormous returns  
from a financial point of view which  
may be derived from this source, it  
intelligently and economically carried  
out, I beg to submit a few ideas  
which in my opinion would in some  
measure be instrumental in educating  
those who may be inclined to visit this  
Newfoundland of ours and enjoy its  
bounteous gifts of Nature, its sport-

ing grounds and scenic beauty un-  
surpassed and so fittingly expressed  
by our esteemed and worthy country-  
man, Sir Edgar Bowring.

To engage the attention of the  
tourist traffic of the European coun-  
tries, England and the United States,  
I think it would be necessary to have  
established in the cities of London,  
New York and Boston bureaus of in-  
formation, presided over by intel-  
ligent, capable men with a thorough  
knowledge of Newfoundland, its pro-  
ducts, natural resources and all that  
goes to make it what it is, "the Nor-  
way of the Western world."

First and foremost in order to show  
to the outside world, particularly the  
European tourist and Capitalist visit-  
ing London, who may be inclined to  
combine business with pleasure, it  
will be necessary to open a showroom  
on one of the principal streets of  
London, either the Strand, Regent  
Street, King's Way, Whitehall or on  
one of the many streets mostly trav-  
elled by the visitor to London as well  
as the wealthy classes in England who  
know very little of Newfoundland.  
Here we could exhibit samples of our  
Minerals, Timber and other products  
of our country and also distribute il-  
lustrated pamphlets containing first  
of all a map showing the position of  
Newfoundland in the Western World,  
the route and rates of travel to and  
from Newfoundland, also hotels and  
other attractive pictures with views  
of our lakes and rivers, including the  
new famous Humber.

Australia, New Zealand, Tasmania  
and the various provinces of Canada,  
in addition to their Consulate offices  
have showrooms all over London.

Only recently the Government of  
South Africa purchased the old Marley  
Hotel, corner Charing Cross and  
Strand for their headquarters in Lon-  
don.

Newfoundland would not require a  
very elaborate or expensive place, a  
small shop, size about 25x15 feet with  
one plate glass window, fronting on  
one of the streets referred to above,  
properly fitted and presided over by  
some man of ordinary intelligence  
would do more towards giving New-  
foundland a place in the sun than  
anything I know of.

We have in London, it is true, one  
of Nature's gentlemen, Captain Victor  
Gordon, Acting High Commissioner  
for Newfoundland, who is always  
ready and willing to give every as-  
sistance and impart any information  
at his disposal, but we cannot expect  
too much from Captain Gordon with-

out giving him the proper assistance.  
With regard to the great cities of  
America principally New York,  
Chicago, Philadelphia and Boston, we  
ought to have at least agents or trade  
commissioners of some kind, and  
whilst they may not require an  
elaborate or spectacular outfit, such  
as showrooms, etc., like our London  
representatives, we should have, at  
least a Trade Commissioner in New  
York.

I think every Newfoundlander who  
has visited New York during the last  
three or four years and who had the  
pleasure of meeting Mr. J. M. Devine  
will agree that his services to New-  
foundland and Newfoundlanders while  
acting as Trade Commissioner, and  
since, was, and is of the utmost im-  
portance to the trade and commerce  
of Newfoundland, as well as to the  
tourist who requires up-to-date in-  
formation. Mr. Devine, judging from  
what I have seen and heard from  
parties in New York and other Ameri-  
can cities, who called on him for in-  
formation, has given entire satisfac-  
tion to the public and I think it was a  
great mistake to have him removed.  
In order to further encourage the  
tourist trade to Newfoundland, we  
will have to provide greater facilities  
at home and abroad. I remain,  
Yours truly,  
T. J. FREEMAN.  
St. John's, July 27, 1923.



THE DOCTOR. "My wife, rest and  
be happy. Give him a Steedman's  
Powder and he will soon be all right."

STEEDMAN'S  
SOOTHING POWDERS  
Contain no Poison

**SIDETALKS.**

By Ruth Cameron.

**WHEN THE QUARREL CORES.**

"What moments can we not all re-  
member in our lives when it would  
have been so much wittier and wiser  
to say and do nothing." Thackeray.

A woman I  
know has recent-  
ly had a bitter  
quarrel with a  
woman with whom she has  
been an intensely  
intimate friend  
for several years.  
By intensely in-  
timate I mean the see-each-other-two-  
or-three-times-a-week, share-most-of-  
their-social-engagements, talk-every-  
thing-over kind of intimacy.

And with that last phase of the int-

imacy is connected my friend's bitter-  
est regrets.

**A Frightful Thought.**

"I never in the world thought that  
Rose and I could fall out over any-  
thing," she said, "we had so much in  
common. And when I think of the  
things that I talked over with her, and  
the things that I told her that I wouldn't  
have told her for anything if I had  
thought this was going to happen!"  
"Why sometimes I wake up in the  
morning and lie there thinking of the  
things she might tell—it's perfectly  
appalling. I never will trust anyone  
again. I thought I could trust her per-  
fectly, but the way she's acted since  
the Martins came to town and the way  
she's treated me I feel that I can't  
trust her at all. I know Mrs. Martin  
looks at me queerly when we meet  
and I just know Rose has told her  
things. I never will trust anyone  
again."

**WHY IT STOP HER.**

I wonder if she never will. I wonder  
if when she forms her next intimate  
friendship, (she is the kind who al-  
ways has an intimate friend on hand),  
and they fall into a confidential mood  
and she wants to startle this new  
friend by telling her some intimate  
detail or some secret, she will stop  
and think, "Some day I may fall out  
with this friend, too."

I have my doubts. For she is the  
kind of woman who forgets such ex-  
periences easily.

Perhaps you think that is a virt-  
ue. Maybe it is. Maybe it would be  
cold blooded to stop at the moment  
when a confidence is on the tip  
one's tongue and think, "Sometime  
may quarrel with this friend, and  
how will I feel to think I told her  
something I had promised my hu-  
band I would never tell anyone, or  
something that might break up a  
home if it leaked out, or something  
that could be used to make me seem  
utterly ridiculous if it were handed  
on in the wrong spirit."

Nevertheless, I think we should  
save ourselves and others a great deal  
of misery if we committed this fault  
more often than we do.  
Had He Trouble WITH HIS TONGUE!  
It is interesting to note that the  
man who won the title of the wisest  
man in the world had a great deal to  
say about the follies of too much  
talking. Perhaps he learned from ex-  
perience with other people. Or per-  
haps from experience with himself. It  
is always interesting to speculate.  
Anyhow he has many forceful remarks  
to make on the subject. Here is one  
of the most pungent of them:

"He that keepeth his mouth keepeth  
his life, but he that openeth wide his  
lips shall have destruction."

**HEMORRHOIDS**

Do not suffer another day with  
itching, bleeding, or protruding  
piles or hemorrhoids. No  
surgical operation required. Dr. Chase's  
Ointment will relieve you at once and  
afford lasting benefit. 60c a box; all  
druggists, St. Lawrence, Bates & Co.  
Limited, Toronto. Sample box free.



**Perched Upon His Bench**  
Turkish fashion, sewing  
away for dear life, the  
tailor who is absorbed in  
his work—who is deter-  
mined to produce a suit  
worth while—is the man  
you should patronize. Let  
us tailor that next suit  
and you will be pleased  
and proud at our work.

**J. J. STRANG,**

LADIES' & GENTS' TAILOR,  
Corner Water & Prescott Sts.  
ap17,ed,37

BATHROOM  
owner and  
Your friends  
reputation as a  
maker. Let us  
will be proud  
show you the

Grady,  
Prescott St.

Polish

C.

on, Ltd.

RELIABLE