

St. Michael's Academy
 St. George's,
Re-Opens 3rd September.
 Terms: Only \$12 per Month.
 Excellent Staff—Excellent Site.
 Pupils of all Denominations are Accepted.
 aug.24,4,ed.

Does This Interest YOU ?
 PERFECTION TIRE AND RUBBER COMPANY IS NOW PAYING 1 PER CENT. MONTHLY, AND SHARES ARE NOW SELLING AT PAR \$1.00.
 These shares will grow to be worth \$20.00 each, and dividends will increase from time to time, as production increases. Ask us for full particulars before the price advances to \$1.25.
J. J. LACEY & CO., Ltd.,
 Investment Specialists.
 ROOMS 8 AND 9
CITY CHAMBERS,
 BOX 263. aug.13,3m. WATER STREET.

Cold Weather Coming
 Tonnage is scarce.
 Coal Stocks not Large. "Fore warned is Forearmed"
 Price now is
\$13.50 Per ton for North Sydney
 SCREENED
A. H. MURRAY, Beck's Cove.

FIRE INSURANCE!
 We represent one of the largest British Fire Insurance Companies doing business in Newfoundland.
MORISON & HUNT, Bank of Montreal Building,
 ST. JOHN'S.
 July 9, 11, 13, 23, 25, 27, aug 6, 8, 10, 20, 22, 24, sep 3, 5, 7, 17, 19, 21, oct 1, 3, 5

Received ex. steamer To-day.
 New POTATOES,
 New CABBAGE,
 New ONIONS,
GEO. NEAL

Your Business Success in 1917
 Rests upon the dependability of your service of supply.
 Three big facts—big buying power, tremendous production, expert workmanship—stand behind our claims of superior service.
 It will pay all merchants to see our spring ranges in
Men's and Boys' Suits, Overalls, Shirts, etc.
 DO IT NOW!
Newfoundland Clothing Co., Ltd
 The Evening Telegram is the People's Paper.

SALE OF HATS and Millinery.

BOYS' WHITE, KHAKI and COLOURED COTTON HATS, now only 19c. each.
 BOYS' STRAW MAN-O-WAR HATS, now only 19c. each.
 LITTLE GIRLS' STRAW HATS. Special values at 25c. and 30c. each.
All Ladies' and Misses' White, Cream and Coloured Straw and Tazel Hats
 left in stock, all reduced to
Less Than Cost
 to clear.
 Whilst we are making you these special prices on Hats, we will also give you Cheap Millinery to trim same, for during this Hat Sale we offer

All Flowers and Feathers in stock at a Discount of Twenty Per Cent.
HENRY BLAIR.

WE CAN DELIVER THE GOODS.
 In stock, a large assortment of **DRESS GOODS**—in—
 Poplins, Cotton Cashmeres, Canton Cordes, Meltons, Plaids, Chepe de Chene, Serges, Whipcords, Satin Cloths, Tweeds, Voiles, Sport Goods, Plain and Corded Velvets, Embroideries.
PRICES RIGHT.
GARNEAU LIMITED,
 Wholesale Dry Goods, 1st Floor T. A. Hall, Duckworth Street, ang.3,6mos,1m,ed. Phone 727. P. O. Box, 86.

SALE OF ALL KINDS AND
Ladies' Blouses
Ladies' Summer Dresses.
 See our window display for some magnificent values offering in our line of LADIES' BLOUSES at 85c. each only. This lot comprises Ladies' White Embroidered, Lawn and Muslin Blouses, Fancy Coloured and Black Blouses. This is the BIG LINE but we have many others.
 WE ARE GIVING

20 per cent. Discount
 off all LADIES' SUMMER DRESSES left in stock. This brings prices away down as our Dresses were marked very conservatively. You will be surprised at the dainty Dresses you can now buy at small prices.
Special Sale Prices
 ALSO FOR
 LADIES' WHITE & COLOURED UNDERSKIRTS of all kinds.
 LADIES' WHITE EMBROIDERED CAMISOLES, COMBINATIONS and KNICKERS.
 LADIES' WHITE EMBROIDERED NIGHTDRESSES.
Henry Blair
 Advertise in the Telegram

Let Us Fill Your Order From Fresh Supplies.

ELLIS & Co. LIMITED.
 203 Water Street.
 Fresh New York Turkeys.
 Fresh New York Ducks.
 Fresh New York Chickens.
 Fresh N. Y. Corned Beef.
 Corned Ox Tongues.
FRESH SALMON. FRESH COD.
 New Potatoes.
 New Turnips.
 Ripe Tomatoes.
 String Beans.
 Green Peas.
 New Celery.
 Cucumbers.
 New Carrots.
 New Beetroot.
 Cabbage.

Fresh Eggs.
 L. C. Peaches.
 Bartlett Pears.
 Cantaloupes.
 Red and Blue Plums.
 Japan Plums.
 Bananas.
 Navel Oranges.
 California Lemons.
 Grape Fruit.

"Les Fruits."
 Nature's Laxative Food.
 Devoid of all Drugs and Nourishments. Equally efficacious and harmless to child or adult.
"LES FRUITS".

Remember OUR Telephone, 482 and 786.

A Few New Books
 THAT ARE REALLY WORTH WHILE READING.

Eden Philpotts, "The Nursey," 65c.
 Mary Roberts Rinehart's "Tish," 90c.
 Guy Thorne's "Rescuing Rupert," 70c.
 Helen of the Four Gates, by an Ex-Mill-Girl, 90c.
 Lonesome Heights, by Halliwell Sutcliffe, 90c. and 65c.
 The Perilous Crossways, by J. S. Fletcher, 65c.
 For France, Capt. A. J. Dawson's Famous Book.
 The Shadow Line, by Joseph Conrad, 90c.
 Back to Blighty, by Capt. Dawson, 90c.
 Dreams and Visions of the War, by Rosa Stuart, 35c.
 Servants of the Guns, by Jeffrey E. Jeffrey, \$1.75.
 My Austrian Love, by Maxime Provost, \$1.25.
 The Hunting Wasps, by J. H. Fabre, \$2.10.
 This is The End, by Stella Benson, \$2.00.
 Let Priest and People Weep, by Richard Shanahan.
 New Fashion Journals, Magazines, and 55c. Novels.
 Come and See Them.
DICKS & Co., Limited.
 Biggest, Brightest, Busiest and Best Book, Stationery and Fancy Goods Store in Newfoundland.

If you want to own a **GOOD Fountain Pen** buy an **Onoto SELF-FILLER.**
 In Broad, Medium and Fine Points.
 It's the pen that fills itself in 5 seconds and never leaks. Built to last a lifetime.
 The Price: \$4.90; with Gold Bands, \$5.75.
Garrett Byrne, Bookseller & Stationer.
 MINARD'S LINIMENT FOR SALE EVERYWHERE

REID-NEWFOUNDLAND COMPANY.

South Coast Service.
 Passengers leaving St. John's on 8.45 a.m. Train MONDAY, August 27th, will make connection at Placentia with S. S. "Glencoe" for the usual ports between Placentia and Port-aux-Basques.

Reid-Newfoundland Co.

Overmantels!

¶ No room seems really complete unless special attention is given to the arrangement of fireplace and mantel, the latter particularly needing careful planning.
 ¶ To-day this difficulty is easily overcome by using an Overmantel, which article of furniture is becoming more popular every year.
 ¶ New and attractive designs in Overmantels, in Mahogany and other woods, fitted with finely bevelled mirrors, are now to be seen in our Rooms at a figure that will please anyone who is seeking Quality Goods at Moderate Prices.

U. S. Picture & Portrait Co.

FREW'S SUMMMER SALE.

Ladies' Blouses, Etc. Ladies' Misses' and Children's One-Piece Dresses
 at greatly reduced prices. Buy now and save money
William Frew.

Public Notice!
 The attention of the public is called to the seriousness of the COAL situation.
 There is at present in St. John's a quantity of coal ready for immediate delivery. Those who are able to stock coal for the coming winter would be well advised to secure same immediately.
 Coal which has to be stored for autumn delivery is liable to be much more expensive because of possible shortage of supply, shortage of tonnage and because of an additional charge for cost of storage.
 Buy now and you not only save money for yourself, but you help to keep the price of coal from soaring to an excessive figure during the Winter and early Spring when navigation is closed.
R. A. SQUIRES,
 Colonial Secretary.
 aug18,5i

TEN PAGES TO-DAY
 WEATHER FORECAST.

TORONTO, Noon. —Moderate S. and S. E. winds; showery day and Sunday.

Drink WELCH'S GRAPE JUICE

VOLUME XXXIX

Auction Sale:

THE PEOPLES AUCTIONEER
AUCTION.
 At the Sheds of
A. HARVEY & CO
 On TUESDAY
 Next, 28th Inst., at 11 a.m.
 22 sacks sugar, 396 sacks do, 4 sacks do, 136 barrels sugar, 8 sacks flour, 145 sacks rolled oat do., and on THURSDAY, 29th inst. at BOWLING BROS., South St. Premises, "Mudge's," 681 bags sugar, 188 do, 9 part bags do, 177 bags do, 259 bags do, 1 bri. do, 32 bags do, Flour—301 bags, 51 part bags do, sacks coffee, 4 chests tea, 3 bags sugar, 5 bales clover, 15 cases of sugar, 3 bags rice, 47 chests chin salved from the S. S. Kristiania
P. C. O'DRISCOLL,
 aug25,2i. AUCTIONEER

Pure Gold Extracts.

The Pure Gold Company has not raised the price of its extracts in the past year. On the contrary, the increased price of the raw material and all ingredients is likely to rise in the near future.
 Firms would be well advised to get orders for their requirements in before a rise takes place.
 Shipment can be made at any time that is desired.
 It is unnecessary to state to the Trade what excellent quality Pure Gold Extracts, Pure Gold Jellies, Pure Gold Tablets and other Pure Gold goods are. It is too well known.
P. E. Outerbridge
 (Sole Agent for Newfoundland) COMMERCIAL CHAMBERS, Telephone 69.

Expert Dental Service


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 The Senior Dentist,
203 Water Street
 Teeth Extracted without pain
 Artificial teeth repaired made as strong as ever.
 Full Upper or Lower Sets, best quality
 All branches receive care and personal attention.
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