

# AUGUST SALES.

Promise a Veritable Harvest of Values Right Through.

## SEASON-END MERCHANDISE



Receives its Certain and Sure Riddance Price.

**IT'S A TIME THAT YOU CAN PICK UP SOMETHING THAT YOU HAD SET YOUR HEART UPON EARLIER IN THE SEASON PERHAPS. But the Price Deterred You--**

NOT SO NOW--Its yours, Price lowered, secure it!

# Friday, Sat. & Mon.

### First aid to Economical Housekeepers, Everything New and Everything useful for instance

**QUILT COTTONS**—Assorted black pattern Quilt Cottons, mostly Crimson and White; and a nice display of Paisley patterns as well. Special Friday, Saturday and Monday, the 43c.

**APRON GINGHAMS**—In assorted black and plaid patterns of Blue and White; 38 inches wide; English manufacture. Special Friday, Saturday and Monday, the 37c.

**CUP TOWELS**—Finished Towels, hemmed ends; nothing flimsy about them. They are value for 15c. each. All White with Crimson border. Special Friday, Saturday and Monday, the 12c.

**KITCHEN TOWELS**—Pure White, very strong texture, hemmed ends; coloured border; full size. Special, each 19c.

**FAMILY TOWELS**—These are full size dark striped Turkish Towels, made for hard wear. 60c. value. Friday, Saturday and Monday, each 54c.

**ROLLER TOWELING**—Unbleached Turkish Roller Toweling, Crimson striped; serviceable make. Reg. 35c. yard. Friday, Saturday and Monday, the 29c.

**BORDERED CASEMENTS**—Coloured Border Cream Casement Cloths, 29 inches wide; washes well. Reg. 45c. yard. Friday, Saturday and Monday, the 39c.

**COTTAGE SCRIMS**—Pure White Striped and Cross-barred Scrims of unusual prettiness; Scrims that give a tone to your windows and surroundings. Reg. 60c. Friday, Saturday and Monday, the 54c.

### PYJAMA CLOTHS

New stock to hand, best English manufacture, good looking broad stripe patterns; 35 inches wide. 55c. Special Friday, Saturday and Monday . . . . . 19c.

**SINK STRAINERS**—The Corner Strainer; finished in blue enamel; each . . . . . 95c.

**SKILLETS**—White Enamel Skillets, triple coated; deep shape; each . . . . . 95c.

### CONGOLEUM MATS

Perfect in every way, new patterns, 18 x 36 sizes; fancy centre and bordered, each . . . . . 35c.

**SKILLETS**—Gallon size, Aluminum Skillets, 2 distinct shapes; flat bottomed and high. Special \$1.79

**GALVANIZED BUCKETS**—Popular size, 11 inch, strong and always needed; each . . . . . 49c.

10 inch; each . . . . . 39c.

### Outstanding Values from the Boys Section



**YOUTH'S BRACES**—Real strong English Braces, extra strong elastic and real leather fastenings. Special, Friday, Saturday and Monday . . . . . 42c.

**BOYS' SAILOR CAPS**—New, White Drill Sailor Caps with detachable name band; smart, small crown shape. Regular \$1.20 each. Friday, Saturday and Monday . . . . . \$1.08

**BOYS' BATHING SUITS**—Navy Jersey and Cardinal Jersey Bathing Suits for boys; with contrasting facings; assorted sizes; dollar value. Friday, Saturday & 84c. Monday, the suit . . . . . 65c.

**BOYS' SHIRTWAISTS**—White and fancy striped Cotton Shirtwaists; also a line of Boys' Shirtwaists without collar; lots of pretty stripes. Were \$1.20. Friday, Saturday and Monday . . . . . 65c.

**KHAKI SPORT SHIRT**—The popular collar style that the boys like; strong Khaki Drill make, pocket; assorted sizes. \$1.35 Special . . . . . \$1.35

### CLASSY HOSIERY, from England

**Girls Sports Hose**

Here they are, girls, all sizes in fancy ribbed Cashmere Sports Hosiery; shades of Coating Grey and Nigger; swell looking. Special . . . . . \$1.18

**Lisle Hosiery**

English Lisle Hosiery, distinctive looking; shades Tan, Navy, Sage, Palm Beach, Taupe, Black and White; a brand new line. Special . . . . . 69c.

**Coloured Hosiery**

Plain Lisle Hosiery of dependable quality; shades of Sage, Navy, Cordovan and White. Reg. 55c. quality. Special . . . . . 45c.

### ROYAL SOCIETY Girls DRESSES UNDER PRICED 25 per cent.



Each packet contains a cut out dress, with sufficient silk to embroider and material to finish it completely; books of instructions and diagram of stitches and steps—nothing simpler, needs but a little of your leisure time and a very small outlay to possess a very stylish Dress for your little girl; sizes to fit from 6 months to 12 years. Materials of Voile, Muslin, Pique and colored linens. All these are now marked LESS 25 PER CENT.

### Fashion Plates.

The Home Dressmaker should keep a Catalogue Scrap Book of our Fashion Plates. These will be found very useful to refer to from time to time.

A PRETTY, SIMPLE FROCK.



4026. This style reflects the season. Its low collar and wide sleeve spell coolness and comfort. Voile with embroidery or gingham with bands of organdy would be pleasing for this model.

The Pattern is cut in 3 Sizes: 16, 18 and 20 years. An 18 year size will require 5 1/2 yards of 32 inch material. The width of the skirt at the foot is 2 1/2 yards.

Pattern mailed to any address on receipt of 15c. in silver or stamps.

### A NEW SUIT FOR MOTHERS' BOY.



4033. Here is an excellent suit for the small boy. The Waist may be of Cambric, or madras, and the Trousers of crash, linen, gingham or cloth.

The Pattern is cut in 4 Sizes: 3, 4 and 5 years. A 3 year size requires 1 1/2 yard of 24 inch material for the Waist and 2 1/2 yards for the Trousers.

Pattern mailed to any address on receipt of 15c. in silver or stamps.

### SHOWROOM ATTRACTIONS are particularly good this Week

**EASY WAISTS**—Children's and Misses' Easy Waists in fine White Jersey, finished at neck with lace; perfect fitting and easy to wear. Reg. 85c. Friday, Saturday and Monday . . . . . 79c.

**LADIES' VESTS**—High grade fine White Jersey Undereasts, V neck, and coloured ribbon strap; sizes 38 to 44 inch. Reg. \$1.20. Friday, Saturday and Monday . . . . . 79c.

**BRASSIERES**—Snug set, White American Brassieres, with embroidered tops, fastened at back with tape; size 34 to 44 inch. Reg. 98c. \$1.50. Friday, Saturday and Monday . . . . . 98c.

**DRESDEN RIBBONS**—Handsome ribbons for many purposes, 5 inches wide, brilliant shades. Reg. 55c. value. Friday, Saturday and Monday . . . . . 43c.

**CHILDREN'S MIDDY SKIRTS**—White Jean plaited Middy Skirts smart looking style; fits 6 to 10 years. \$3.00 values. Friday, Saturday and Monday . . . . . \$2.68

**LADIES' OVERALLS**—Well made coloured Gingham Overall, with dust cap to match; trimmings of ric-rac braid and buttons, pocket and belt. Reg. \$1.50. Friday, Saturday and Monday . . . . . \$1.38

**DRESSING JACKETS**—Mixed Black and White and Grey and White Dressing Jackets, with Peter Pan collar, long sleeve, ric-rac trimmings, shirred waist and narrow skirt. Reg. \$1.20. Friday, Saturday and Monday . . . . . 97c.

**Beautiful Coloured Silk Skirts**

Handsome Striped Silk Skirts, showing shirred waist, pockets; others plain with belt effect. This is an excellent opportunity to secure a high grade Silk Skirt at a very moderate price. Reg. \$10.00. Friday, Saturday and Monday . . . . . \$4.50

**WORKING SILKS**—It's a pleasure to work such beautiful quality Silks and such lovely shades to choose from: Yellow, Navy, Crimson, Lavender, Purple, Green, Rose, Sand and White. Special the slip 10c.

**GIRLS' UNDERPANTS**—Fine quality Pink Jersey Underpants, with elastic at waist and knee, assorted sizes. They are 29c. Special value at . . . . . 29c.

### 'ALPHA' Pure Wool Unshrinkable Children's Socks

Finest grade all Wool Cashmere Socks, showing ribbed tops; shades of Pink, Pale Blue, Jade, Grey, Tan and Fawn. Special . . . . . 42c.

**BATH TOWELS**—Large White Turkish Bath Towels, size two yards by one yard; soft fine finish, crimson bordered and fringed ends. Special \$1.89

**DRESS LINENS**—Suitable for Children's Dresses, Waists, Rompers or Overalls; pretty light blue shade; nice goods. Friday, Saturday and Monday, the yard . . . . . 28c.



### Just arrived Ladies Dolman Coats Misses Raglans

**LADIES' DOLMAN COATS**—A very select line of these just opened up to-day; very handsome shades of Navy and Nigger Brown, silk braid and button trimmings; light weight, Raglan Cloth make; others fancy silk trimmed. Friday, Saturday and Monday . . . . . \$24.50

**MISSSES' RAGLANS**—Fawn Raglans, with wide reverse front, belted and cuffed; a coat that is really needed at any season. Special prices! \$13.00 to \$15.00

### White Boots & Shoes For Ladies Prices Deeply Scored, Now

**LADIES' WHITE BOOTS**—Laced and buttoned styles with high or low heel; principally the larger \$2.35 up to \$3.50 pair. Friday, Saturday and Monday . . . . . \$2.85

**LADIES' WHITE SHOES**—Laced and single strap styles showing Cuban heel, all fine White Canvas footwear; sizes 6 1/2 to 7 only. Regular up to \$4.00. Friday, Saturday and Monday . . . . . \$2.85



TRY A MAIL ORDER WITH US---TO-DAY

### Bang! Go Prices on Children's and Misses WHITE SHOES & SANDALS

**GIRLS' WHITE SHOES**—Laced and strap styles with white enamel tips and heels; dressy and cool looking; all underpriced for this week's sale.

Sizes 6 to 8. Special . . . . . \$1.95  
 Sizes 8 1/2 to 11. Special . . . . . \$2.05  
 Sizes 11 1/2 to 2. Special . . . . . \$2.15

**CHILDREN'S AND MISSSES' WHITE SANDALS**—Strong White Canvas Sandals, with heavy comfortable fitting; laced style with rawhide sole; great for knockabout.

Sizes 8 1/2 to 11. Special . . . . . \$1.69  
 Sizes 11 1/2 to 2. Special . . . . . \$1.89

**CHILDREN'S AND MISSSES' WHITE SANDALS**—Strong White Canvas Sandals, with heavy extended welt; single strap style.

Sizes 8 to 8. Special . . . . . \$1.25  
 Sizes 8 1/2 to 11. Special . . . . . \$1.49  
 Sizes 11 1/2 to 2. Special . . . . . \$1.69

**SHOPPING BAGS**—Large size fancy jute Shopping Bags, double handle; extra strong. 45c. each . . . . . 45c.



"You may dress as well as she," says our Dainty Dorothy.

DON'T envy the clothes of the well-dressed woman whose wardrobe seems inexhaustible; have some of your own garments dry cleaned and dyed. For that is the secret of many a woman's smartly garbed appearance.

And here you know that your clothes will be properly treated, and that our business courtesy will make you feel that this in truth is the cleaning and dyeing house De Luxe.

PHONE 1488.

J.J. Dooley WE KNOW HOW PHONE CONNECTION COR. LINE ST. LE HAVEN ST.

**Municipal Council**

The weekly meeting of the Municipal Council was held yesterday afternoon. Mayor Cook presided. Council members present were: Martin, Outerbridge, Collier, and Dowden were present.

Minutes of previous meetings being read, the following matters were discussed:

The past week the Government was asked to guarantee the loan of \$50,000 for local improvements. Deputy Colonial Secretary informed the Board communication would be placed before Executive at the earliest opportunity.

Communications were read from the Minister of Public Works and the Officer of Health, the former relating to shed erected during work on the Marine Parade, the latter in regard to unsanitary conditions at St. George's Field. Instructions had been given to the Department to have the sheds demolished.

Communications made by Walter Gosse regarding conditions, Plymouth Road referred to the Engineer for attention.

Application of J. R. Flides for privilege of "small homes" Act for installation of water and sewerage system was granted. Council has no funds for this purpose.

Communication was read from Mr. Collishaw asking that the Act extend to the St. John's Housing Society now being incorporated under the benefits of Section 88, D. of the new City Charter. The Society was prepared to immediately proceed with the erection of 35 houses if the Council would issue its Bonds to the extent of \$100,000. The Council, while recognizing the growing demand for a better class of workmen's houses than obtainable to-day in the congested town, is unable to accede to the request.

Communication of the R. C. Corporation regarding sewer conditions at the Palace, was referred to the Engineer for report.

Resolution given at last meeting regarding "Siren Horns" was taken up and resolutions were passed to prohibit the use of these as motor vehicles of every description except such as are operated by the St. John's Fire Department. It was given that at the next meeting resolutions would be passed to set apart certain streets of the city as stands for Licensed Drivers and also with reference to the parking of motor cars.

The City Engineer reported that bridge over Mundy Pond Brook, Archarth Road, which collapsed last week was being repaired and that traffic over this road had resumed in a few days.

Reports of Health Officer, City Engineer and other Departmental were tabled. Accounts presented were ordered paid after which meeting adjourned.

**Aggregational Boy Scouts.**

AT TOR'S COVE CAMP.

The Congregational Boy Scouts and their wives went into camp at Tor's Cove on July 31st. The camp, situated on the crown of a hill, commands a magnificent view of sea and coast, chief amusement in camp is trout fishing in the numerous ponds. This has provided several excellent meals and if the catch of trout were equal to the bag of mosquitoes we should have had to eat all day long. So far the weather has been perfect and swimming has had a great attraction. The boys fast becoming good cooks, and people of Tor's Cove always noted their hospitality have excelled themselves. The orderly duties are performed well and sometimes cheerfully for at least 5 minutes after inspection, camp is as smart as a top.

The Scoutmaster, Mr. Brown, is expected shortly and in his absence Mr. Louis Calver and Rev. Holden, M.A. are in charge. The camp is held in a field kindly lent to Mr. French.

**Interest to Tourists.**

THE TOBACCO STORE IS NOW READY FOR THE TOURIST TRADE.

The man from England or the United States or any other country, visiting our city, will find his favorite brand of Cigars, Cigarettes and other Smokers' Requisites at our store.

We also carry a full line of Picture Cards and Books of Views of Newfoundland.

Our Soda Water Fountain is now in swing. Our Ice Cold Coco Cola and other Syrups are pronounced to be the very best in the city.

Good smoke, a cold drink and a look at our beautiful Bowling Park linger in your memory for many years.

**CASH'S TOBACCO STORE,** 22 Water Street, St. John's.

**BUCKET TO-MORROW.**—The postponed return cricket match, Bellairs Ground, will be played on St. John's Field to-morrow afternoon at 2 o'clock.