

## Freeman's Custard Powder.

A Mother who has given her children Freeman's Custard can confidently enjoy the knowledge of having given them the "best possible". Freeman's Custard is a splendid food for children, and constitutes a delightful dish for Young and Old.

One of

## Freeman's English Foods.

# BIG Special Sale

Wonderful Values in Two Departments

### Ladies' Hats

We have just received the clearing line in Ladies' Straw Hats in newest American styles, and despite increased duties can offer you Hats

### At Half the Price

at the opening of the season. All other Hats at present in stock are also reduced.

You can add greatly to your dress by having a greater variety of Hats. Our Hat Pricing now, and at other times, enables you to do so, for here you can always buy a good hat in the very latest style for very little money.

It is our opinion that many ladies expend too much money on Hats and get very little for their money.

They sometimes put too much money into one hat. We want to emphasize that they never do that in this store, though our Hats are of the finest quality and right-up-to-the-minute styles.

# Henry Blair.

### Regatta Ripples.

Judging by the number of people who visit the Lakeside in the evenings it seems as if this year's Regatta is as successful as ever.

Last night a number of crews had a spin over the course in the Mary and Elizabeth. A crew of Amateurs comprised by S. Goudie had a practice

in the Blue Peter. The Doctor and Elsie T. have received their final coats of varnish and will be ready for practice during the latter part of the week. The work of putting the racers in condition was performed by Mr. Fred Lush, painter at Carnell's.

The Regatta Committee will meet to-night to arrange preparatory matters in connection with the races.

## MY COLUMN

### MORE ABOUT GOLF.

There is a certain fascination about golf of which the uninitiated cannot be cognizant. In fact, once a golfer always a golfer is an adage which is as true as the proverbial "it is a habit on the history of the game. Now, I shall proceed to discourse further on it. I well remember my first attempt at golf. It took place in the drawing room! The tee was a cushion, I had a real golf ball and the club was a walking stick with a nicely crooked handle. The memory of that day will ever cling to me! I gripped my improvised club in the conventional manner, and swung. It behind me. The answering crash caused me to start. I summoned up sufficient courage to look round. It was not so bad as I had thought. A couple of rashes lay scattered on the floor where I had inadvertently swept them from the mantelpiece. That was a mere bagatelle! I again raised my club, and shutting my eyes, drove with all my strength at the ball on the cushion. There was a click as the crook of my stick hit it and I opened my eyes just in time to see the "ball" going clean through the window opposite. I don't think I had better dwell on the consequences. It is rather a "sensitive" subject! I am now going to wind up this short article with a few don'ts for would-be-golfers:

Don't practice driving with your own clubs. It's expensive.

Don't swing your club without seeing if there is anyone behind you. Painful consequences have often followed the neglect of this rule.

Don't attempt to control your language when you miss. It is always best to relieve one's feelings when playing golf.

Don't forget to call "fore" whether there is anyone in the way or not. It is the most marked trait of the finished golfer.

Don't forget to grip your club as if using a sledge hammer. If you miss the ball it may be disastrous, but if you hit it you're sure to have made a fine drive.

Don't forget (this is for the beginner) to carry round a knapsack of turf to fill up the holes you make when driving. At most clubs they make you do this.

Finally, if you value your peace of mind, don't golf, I never have.

### RIMES OF THE TIMES.

(32.)

#### OUR SUMMER.

In summertime in other lands  
The sun does 'er shine brightly.  
On yellow sands, whilst, gay dressed  
bands  
Play music that is sprightly.

The opposite prevails out here,  
It's nearly always raining;  
The atmosphere is never clear  
And everyone's complaining.

No summer sun does warmly glow  
In Newfoundland as elsewhere.  
You never know when it will snow  
But still we always say "It's here."

—THE CUB-EDITOR.

### TWO SIDES TO EVERYTHING.

Big Hole Basin, Mont. News.  
Two friends met on a street corner.  
"Hello, Ladwin," greeted one. "It's good you must feel to be at home again."

"No, not so good," was the reply.  
"My peesness him go smash vile I'm away."

"Dot's too bad."

"No, not so bad; I book up mit a veteran concern while in Minneapolis."

"Dot's good."

"No, not so good; I lose my wife vile old vest."

"Dot's bad."

"No, not so bad; I commit matrimony again."

"Dot's good."

"No, not so good; my second wife she worse scolder as der first."

"Dot's bad."

"No, not so bad; she got plenty money."

"Dot's good."

"No, not so good; she very stingy mit it."

"Dot's bad."

"No, not so bad; she gif me income."

"Dot's good."

"No, not so good; income come from some 'lefen children vot she got."

"Dot's bad."

"No, not so bad; only sefen 'lit mit me."

"Dot's good."

"No, not so good; day take sides mit der murder."

"Dot's bad."

"No, not so bad; I collect insurance on dem."

"Dot's good."

"No, not so good; dey turn ofer in my new machine."

"Dot's bad."

"No, not so bad; I hed der car on approval."

"Dot's good."

"No, not so good; dey were hurrying to fire in my house."

"Dot's bad."

"No, not so bad; der loss is covered."

"Dot's good."

"No, not so good; I lose plenty personal property."

"Dot's bad."

"No, not so bad; my second wife she went mit der house."

### The Kaiser I. Hind.

The millionaire's yacht Kaiser I. Hind, which arrived in port yesterday evening, is a steel twin-screw ship of 11,430 tons gross, 5,983 tons net; she is 520 feet long, 66 ft. 1 inch wide and 33 ft. 1 inch deep. She has quadruple engines and all modern improvements in fittings. The ship's officers are: Commander, W. R. Palmer, O.B.E., R.N.R.; Chief Officer, H. J. Smith; Surgeon, W. W. Wingate; Engineer, J. D. Selwyn, O.B.E.; Second-Whitehead Co. V. representatives are: Cruise Manager, E. Almsley Highman, Vice-President of the Company, and 9 assistants. Hostess, Miss J. B. Woodward.

SOUVENIRS—Brooches, 30c each; Ruby and Gold Glassware, 25c to 45c each. KNOWLING'S—Jackets, 4 to 6, 1.00

# JULY CLEARANCE SALE!



Men's, Women's, Boy's and Girls' Bathing Suits

Bathing becomes more popular every year. Buy your Suit and join the happy crowd in the water. They are made of the finest fabrics, with fastest colors and styles.

Men's two-piece Suits, fine ribbed knit, Navy Blue Cotton Yarn, athletic cut, White trimmed neck and armholes; also bottom of trunks, trunk with draw string.

Per Suit, \$2.49

Ladies' Bathing Suits; Jersey one-piece Suit, V neck, sides and bottom of garment, trimmed in contrasting shades; wide buttoned wing; shoulder straps, Jersey tight.

Per Suit, \$2.98

Boys' Bathing Suits; one-piece Suit, Navy Blue Cotton Yarn; nice weight, 2 buttons on shoulder; White trimmed neck and athletic armholes and trunks.

Per Suit, \$1.25 to \$1.49

Boys' Bathing Pants; Navy Blue Jersey, fine even knit, very elastic, gusseted crotch, drawing string at waistline; hemmed bottom.

Per Suit, 49c

## MURPHY'S GOOD THINGS!

OUR POLICY is to clear the store twice a year of all stocks on hand at the mid-season. We carry over no merchandise from one season to another. That is why prices are not considered and everything is marked down to figures that will accomplish a complete clearance as quickly as possible.

This is your opportunity to lay in furnishings, shoes, even suits as well, for general wear for months to come, as these goods are new stock taken right off the shelves, and while sizes are somewhat broken, there is an excellent variety in all sizes.



### Men's Work Suspenders

A great many styles in this lot. All made and strong. Come and get your pick of these splendid values.

Each 45c



### Women's Union Suits

See for yourself these high class garments. We buy in the big markets and get them right for quick sales.

Each 98c

### CHILDREN'S SOCKS

Assorted colors and extra well constructed. These Socks have spliced heel and toe and are seamless.

39c to 49c per pair



### Dress Shirts

The goods in these shirts alone could not have been bought for the price we are asking, and the patterns, colorings and making are of the most desirable.

Each \$1.98



### Men's Hose

Of a quality and weave that satisfies particular customers. High spliced heel and double toe, shortened over the instep to avoid unsightly wrinkles.

Each 98c



### Silk Ties

Our new displays include new four-in-hands of lustrous silks in attractive color combinations, with the "slip easy" band which men appreciate.

Each 98c



### Bargains in Boy's Wash Suits

Next little Suits in plain White, Khaki, and Striped, which launder most successfully. With trim collars, belts and pockets to add to their trim appearance. As well finished as though made at home.

\$1.98 to \$3.30



### Nightgowns

Scores of different models—every one a gem of workmanship and at price away below cost.

\$1.98 to \$3.25



### Here are More of these Pretty Wash Dresses

You will like the colors, the patterns, and most of all, the styles; and the goods will wash new. They are priced so low that you will want several of them.

Each \$3.25



### Silk Hose

You'll take pleasure in choosing these Silk Hose for party or evening wear. Perfect fitting, full fashioned Hose. We have Black, Brown, Toupe and Grey.

Per pair 75c



## ASTOUNDING OFFER IN Women's White Canvas Shoes

Beautiful Shoes; just ideal for city, outing and vacation wear; made of White Sea Island Canvas; sizes 4 to 6.

Per Pair \$2.39

## Girls' Wash Dresses

The smartest styles imaginable, made of the best quality check and plaid gingham. Sizes 2 to 14 years.

\$2.25 to \$4.95



### Bungalow Aprons



Good large Bungalow Aprons in neat striped designs; made with belt and pocket; well made; easy to wash and launder.

Each 1.98

# PHIL. MURPHY,

317 WATER STREET.

Store Open Every Night.

## Men's Collars



Correct Collars; the proper styles for short, long, lean or fat necks.

20c to 45c