

BLAIR'S August Reduction Sale BARGAINS and NOVELTIES Summer Goods at Cost and Less MONEY SAVED IN STAPLE GOODS ALSO ! Ladies' STRAW HATS now all offered at about half price. BOYS' COTTON HATS, 25c. for 20c, CHILDREN'S STRAW MAN-O-WAR'S from 15c. each Special Line of Bargains in Flowers. So that you can trim these Job Hats cheaply we have taken a lot of Newest Flowers, selling at 25c, to 35c, and marked them down to 15c, each only, Ladies' Summer Dresses---All at Cost and Less. Prices range from 95c. and \$1.25 each upwards. Lot of Ladies' Newest Summer Dress Skirts in White Piques, Saxe Blue and Natural Linen Lots of other Bargains in Ladies' Wear. Splendid assortment of LADIES' NEWEST AMERICAN WHITE MUSLIN BLOUSES. Regular \$1.00. LADIES and OUT SIZE LADIES' WHITE WOVEN KNICKERS, with Lace Edge, only 29c. each LADIES' WHITE SUMMER UNDERVESTS at very low prices. LADIES' COTTON HOUSE DRESSES, OVERALL APRONS, WHITE and other APRONS at prices that will please the economical housekeeper. See also our FANCY MUSLIN WRAPPERS and We still maintain Superiority for Ladies' Hosiery, and our prices are very low despite ever advancing costs. You will be pleased with OUR LADIES' WHITE MERCERISED LISLE HOSE, the Hose with a guarantee, at ... 39c. pair All the Men are Buying their Socks Here.

This is because we are giving such good values, and in addition are giving during August a dozen Wire and Chenille Pipe Cleaners, absolutely free, with every pair of Men's Socks bought,

Other Offerings for Men are :

MEN'S COLOURED SILK TIES. Regular 45c. for 35c. Regular 70c. for

Samuel Warren.

On the express which reached town yesterday has an excellent record as a Petty Of-they will tempt the finny tribe for the afternoon ten Naval Reservists, eight on furlough and two time expired, returned ren, of Gooseberry Island, Bonavista Bay, and their names are:-Granted one month's furlough:---David Squires, St. Phillip's, C. B.

New Care and Care and

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DGC

Percy P. Coles, Brooklyn, B. B. Geo. Park, John's Beach, B.D.V. William Avery, Long Beach, Random, T.B. Joseph Seaward, Clarenville.

John T. Gillam, Channel. Frederick Martin, Burlington, N. D.

Bay. expired-served eighteen Time months:

John J. Campbell, Ship Cove, St George's.

They were then placed in auto- medals.

GOSSAGE'S WHEEL.

GOSSAGE'S MAGICAL.

Ernest Reid, City. Such short notice of their coming Collegians and B.I.S. football teams

after an absence of close on two strict attention to duty. On April 25, Miss Bertha McKay arrived from years. The men were in charge of 1915, he was wounded in the face by Bell Island on Saturday, having spent First Class Petty Officer Samuel War- a Turkish bullet while assisting in the two weeks very pleasantly as the landing of troops at Suvla Bay. After guest of Mrs. and Mr. E. Spencer. She recovering from his wound he was also enjoyed the novel experience of transferred to a mine-sweeper in the visiting, accompanied by Mrs. Spen-

had been given that it was not possible contested last evening on St. George's

to organise as full and cordial a recep- Field. The latter won by two goals to

tion as might have been desired. nil, their opponents playing without

Nevertheless, they were met at the three of their regular players. Play

station by the Ladies' Reception Com- on the whole was not up to the usual

mittee, and addressed by the Hon. J. standard. Though the result does not

behalf of the people of Newfoundland are the Terra Novas', yet it gives the

extended a hearty welcome home to the men of the Royal Navy. B.I.S. second place in the League and makes them winners of the silver

Gossage's Soaps

In stock the following well known brands:

GOSSAGE'S HOUSEWIFE'S FRIEND.

GOSSAGE'S PURIFIED CARBOLIC.

All size boxes in stock.

GEO. M. BARR, Agent.

and only to be won by hard work and

of the women of our Island Home.

B.I.S. SILVER MEDALLISTS .- The

North Sea. Reservist Warren is mar- cer, the depths, and prizes a souvenir ried and his good wife has proven -a piece of iron ore-picked up by herself worthy of her husband, for herself a mile and a quarter down in ever since the war commenced she the mines and out under the bay. The has worked hard knitting and sewing souvenir has been made into a paper for the soldiers and sailors; and it weight, with the date and the distance was only a few days ago, that she under ground where found cut on it.

sent in some packages of excellent This will be much prized. moss for hospital work. This is only another instance of the patriotic spirit

Justice:-

First Class Petty Officer Warren to-day for New Harbor Barrens, where

ficer, being rated as first class, a posi- next few days. They will no doubt

tion not easy to obtain in the Navy have a very enjoyable holiday.



-COR.

A tiny piece of garlic laid on the lettuce half an hour before serving will give a slight savory flavor. To freeze cream more quickly, pack the freezer for a few minutes before

vinegar in them. Never scrape the cob when pre-paring corn for canning—use only the tips of the kernels. Never hoard old clothing or house-hold articles—give them to somebody

Yellow will light up the gloomiest of rooms, just as green will cool and

A salad of onions, sardines, toma-

toes and peppers is properly served

Every kitchen should have among its supplies a saw for trimming meat

Whenever possible, have a little pool in your garden—it adds greatly

you put the mixture in. ceived last evening by Mr. C. H. The cloudy look on a piano can be removed by a cloth dipped in soap and Hutchings, K. C., 'Deputy Minister of water and wrung very dry.

Always, if possible, have your "On Sunday morning, a destructive fire occurred at Lower Island Cove. liningroom light and bright in the The shop, stores and oil refinery own- winter, and cool and shaded in sum-R. Bennett, Acting Premier, who on affect the championship honors, which ed by Alexander Garland, Jr,, were tomer.

who can use them.

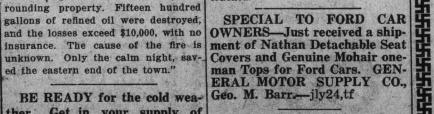
with brown bread.

soften the most garish.

and some larding needles.

to the charm of the flowers.

tally destroyed. The fire was dis-Melted paraffin poured on the cracked surface of a vase will make it hold water as well as before it was covered about 2 o'clock. It was impossible to save anything. Attention had to be given to saving the sur- cracked.



ther. Get in your supply of MORE DIPHTHERIA. - Another Fuel. GAS COKE is an excelnew case of diphtheria was reported lent substitute for hard coal. We to the Health authorities to-day. The have COKE of best quality, patient is a 12-year-old boy of Allanmade from Pennsylvania Coal, dale Road. He has been removed to which we are selling at \$8.50 per ton at the Gas Works, or \$9.20 per ton sent home. Send in your order now. ST. JOHN'S GAS LIGHT COMPANY.

GOODYEAR TIRES. — In stock the following sizes non-skid: 28×3 , $29 \times 3\frac{1}{2}$, $30 \times 3\frac{1}{2}$, 31×4 , $35 \times 4\frac{1}{2}$, 33×4 , 700×80 , 650×65 . GENERAL MOTOR

STEPHANO LEAVES. - The S. S. SUPPLY CO., LTD., Geo. M. tephano gets away from Halifax ear- Barr.-jly24,tf y this afternoon for this port, bringng a full list of passengers,

the Fever Hospital for treatment.

Get one of our RAZOR HONES and RAZOR BLADE HOLDERS for sharpening your blades.

High Grade Talcum Powder, only 15c. and 20c. tin.

Don't pay higher prices for Talcum Powders, buy our guaranteed makes.

Get in the swim and buy your Bath Towels here.

If You are going on Your Holidays

you are one of the people we have been thinking about. We are selling full size SUIT CASES dirt cheap. Prices talk, \$1.25 and \$1.35.

We also advise your taking one of our "BEACON" ELECTRIC FLASHLIGHTS with you. You don't know where you may be or what you might see. If you have a "BEACON" you will be guided aright.

Amongst Household and Domestic Goods

offering at reduced prices, we mention "CONGOLEUM," "FELTOLEUM" and "NEPONSET," the new Floor Coverings. Regular value \$1.20 yard. Sale Price \$1.10 yard. These are two yards wide, and the three brands give us a good range of patterns.

Lot of White Embroidered Tea and Tray Cloths, only 25c. ea Lot of Odd Pairs of White Lace and other Curtains.

Old values to be cleaned up regardless of cost.

Specially Low Values in TABLE LINENS, TABLE NAPKINS, WHITE SHEETINGS and PILLOW COTTONS, ETC., as all these goods were bought before very heavy advances.

BEST VALUE OBTAINABLE IN TEA.

If the tea you are now getting is high in price and poor in quality, try our Teas. Ours are It the tea you are now getting is high in price and poor in quality, try our Teas. Ours are low in price and high in quality and have been causing a sensation lately, for we have been in-troducing a couple of broken Orange Pekoe Teas at 40c. and 45c. per lb., and our customers say they are equal to teas at 50c. and 60c. lb. The reason is we import direct from Ceylon in large quantities when the markets are low, and also we price our teas very moderately.

We beg to introduce to you a New Gramophone at only \$5 ea

This is the make of a new company, viz., the Emerson Phonograph Co., and is having a tre-mendous sale in the United States and Canada. This machine is not equal to a \$100.00 machine, but we would sooner listen to it than to some \$25.00 machines. It will play most all well known makes of records, though the Emerson record is a smaller record. Prices for Emerson Records are: Single Faced, 18c. each; Double Faced, 35c. each. We anticipate a large demand for the the state has been a la Emerson Phonograph.

Ladies', Get a Vanity Box, 'Free.

Despite large price reductions, we give every lady making a purchase of \$2.00 or more, of any class or classes of goods, a Vanity Box absolutely free, containing Mirror, Compressed Pow-der and Pad. We do this partly for the sake of the 'advertisement--they have our name on them. It pays to advertise, when your goods are up to the mark and your prices are down to the lowest level. You will always find, this to be so with us, and now more especially.

