

TEN PAGES TO-DAY. WEATHER FORECAST. TORONTO, Noon.—Strong winds or moderate gales from east to south, local rain to-day. Sunday—Westerly winds, fair and cool. ROPER & THOMPSON'S, Noon.—Bar, 29.56, ther. 75.

IN TOWN AGAIN.
THE LONDON, NEW YORK and PARIS ASSOCIATION OF FASHION!

(Our Motto: "No two of a kind.")

AND ARE NOW SHOWING

Ladies' Fall Millinery,

consisting of 1500 Hats, Flowers and Feathers, in the most becoming fashions for the year.

400 Ladies' Fall Coats,

direct from the leading Fashion Centres of the world, specially featuring a line from Fifth Avenue, New York.

500 Ladies' Waists,

in colors that suit each and every taste

Ladies' Hand Bags,

Knitted Styles, horn finished.

TO ARRIVE:—LADIES' SWEATERS, in Blouse Styles, three-quarter pull-over; also the regular Coat Styles in the most attractive colors dyed.

We wish to refer everyone in regard to values and prices offered by the Association to our patrons of our previous sale, and whom we feel sure will do justice to you and the concern regarding same.

We would like to advise all our patrons, and those to become patrons of ours, that in order to satisfy yourselves on a selection from our entire showing, to kindly be among the first to come to the Hall. **SALE STARTS 2 p.m. TO-DAY, FRIDAY,** and will continue until further notice.

Thanking you for your past patronage, and hoping to be still more pleasing in the future, we remain,

The London, New York and Paris Association of Fashion

Showing at the BRITISH HALL,

BOND STREET.

Wholesale Buyers take special note, whether Outport or City, we have special lines besides those advertised for you to see.



ARE MORE BECOMING THAN FLAT LENSES.

The edges of Toric Lenses do not show as prominently as those of flat lenses. They fit in close to your eyes. You will find Torics much more becoming and useful. They give you a wider, clearer field vision. You should know about Toric Lenses. Let us explain them.

R. H. TRAPNELL,
Eyesight Specialist,
St. John's.

JUST IN: A NEW ASSORTMENT OF

Moir's Chocolates.

Selling at an Extra LOW PRICE.

M. J. O'Brien,
42 New Gower St.

June 21, 6m, 7, tu

Reid-Newfoundland Co

FREIGHT NOTICE!

This Company will endeavour as far as possible to forward all freight via North Sydney and Port aux Basques, but reserves the right, whenever circumstances in the opinion of the Company require it, to forward freight, originally routed via North Sydney and Port aux Basques and designated steamers, via Louisburg, collecting extra charges over the Sydney and Louisburg Railway, and also the right to forward same by any steamer owned or chartered by the Company from North Sydney or Louisburg direct to St. John's or Newfoundland Ports other than Port aux Basques. Shippers and Consignees, when effecting marine or war risk insurance, should bear this in mind and have their policies covered accordingly.

REID-NEWFOUNDLAND Company

Choice Dairy BUTTER

Put up in one pound blocks, 25 and 50 pounds to the case.

50c. a Pound.
F.O.B.—Antigonish.

This Butter is strictly fresh, it is wrapped in waxed paper and shipped in wax lined cases.

Try a Sample Case or Two.

Chisholm, Sweet & Co.,
Antigonish, Nova Scotia.

Price may change without notice.
July 5, 1911

Your Own School Supply Store.

Scribblers, Exercise Books, Copy Books—Vere Foster's, Jackson's, Blackwood's, Christian Bros. Scribbling Pads, Pencils, Pens, Erasers, Nibs, Pencil Cases, Compasses, Set Squares, Rulers, Paints, separate and in boxes, Paint Brushes, Blotting Paper, Chalk—White and Coloured. Blackboard Erasers, Mathematical Instruments, School Registers, Atlases, and all Books needed for you. School Log Books, Blackboards, Blackboard Cloth, Book Straps, School Bags, Pencil Sharpeners, Slate Pencils, Slates, all sizes. Send for Price List. Order now, don't wait.

S. E. GARLAND,
Leading Bookseller,
177-9 WATER STREET.

MINARD'S LINDENT CURES DIPH-
THERIA.

..NEW.. DRESS GOODS.

We have just opened another lot of Dress Goods. You would be well advised to see these at once, as quantity of some makes is limited and of the difficulties of obtaining much variety in Dress Goods, you are aware.

We are showing at the moment the following Dress Goods and our values are unexcelled:—
NAVY, BLACK AND NIGGER BROWN SERGES,
NAVY AND BROWN CHEVIOT SERGES,
NAVY AND BROWN MELTONS, at \$2.40 yard,
BLACK AND NAVY MELTONS in cheaper makes,
BLACK AND COLORED ALPACAS,
BLACK CASHMERES and COLOURED-CASHMER-
ETTES,
BLACK MERCERISED POPLINS at 50c. and 85c. yd. and upwards,
COLOURED MERCERISED POPLINS at 65c. and 85c. yard and upwards,
SHEPHERD CHECKS from 40c. yard,
FANCY COTTON AND CHEAPER WOOL WEEDS.

HENRY BLAIR.

J. J. ST. JOHN.

Baked Beans, Tinned, \$1.10 doz., 10c. tin.
Stickney & Poore's Cream of Tartar.
Dalton's Borax, Red Rose Coffee, Sena Leaves,
Lowney's Chocolate, Royal Palace Baking Powder,
Putz Cream Metal Polish, Washington Lye,
Sloan's Liniment, Stickney & Poore's Potato Flour,
Bon Ami Powder, Pork & Beans with Tomato Sauce,
2's, 15c. tin.

J. J. ST. JOHN,
DUCKWORTH ST. & LEMARCHANT ROAD.

Ladies' Blouses, Skirts, Costumes and One-Piece Dresses,

Just opened another shipment of suitable for present wear. See our Ladies' Skirts made extra fine Silk Poplin, in colors of Grey, Tan, Navy, Black, etc.

WILLIAM FREW, Water St.

To the Trade:

WE OFFER
1000 cases

VALUE EVAPORATED MILK.

Full 16 Ounce Tins.

HARVEY & CO., Ltd.,
WHOLESALE ONLY.

Big Sale Now On!

Ladies and Gentlemen, I have \$25,000 worth of DRY GOODS and NOTIONS which must be sold. We will sell you the goods at last year's prices and 20 per cent. less on the dollar. We have all kinds of goods which we are unable to mention for want of space. Big chance for the shopkeeper, also for the bargain hunter. We list a few of the articles offered:
CARPETS, size 9 x 12, price \$12.00
AMERICAN BOOTS, fine quality, per pair \$3.50
LADIES' EMBROIDERY BLOUSES 65c. to 90c.
LADIES' and GENTS' HOSE, per pair 50c. to 80c.
CHILDREN'S EMBROIDERY DRESSES 50c. to 80c.
MEN'S TOP SHIRTS 50c. to \$1.25
A host of other bargains, so come along while the Sale is on.

ANTONI MICHAEL,
194 NEW GOWER STREET.

July 21, w, f, 12m

ENGINES!

Knock Down two-cycle Engines, four and eight horse power. Waterproof four-cycle Engines from two to twenty-four horse power.

Mfld. Specialty Co.,

Sole Agents,
2 Prescott Street,
aug 21, tu, f

Have a Care!

During the hot weather diarrhoea is prevalent among children. Wise mothers use

WILD-STRAWBERRY COMPOUND.
It safely and promptly checks loose bowels—puts them back in normal condition. This time tried prescription has been a big success for many years. Don't take chances with experimental products.
Price 30c. bottle.

PETER O'MARA,
The Druggist,
46-48 WATER ST. WEST.

Money to Loan!

I have money for investment on First Mortgage Security of City Real Estate. Only first class security accepted. No other need apply.

C. J. CAHILL,
Solicitor.
Offices: Law Chambers,
Duckworth Street,
Telephone No. 390. sep 3, 11

FOR SALE!

First-class Freehold Dwelling situated on the Waterford Bridge Road, two minutes' walk from street car. For further particulars apply to

JAS. BAIRD,
care
Baird & Co.

"EDGEHILL"

CHURCH SCHOOL FOR GIRLS, :: WINDSOR, N.S.

The Bishops of Nova Scotia and New Brunswick, Patrons. Miss Gena Smith, Lady Principal. Eleven English Mistresses. Music; French and German; Art; Domestic Science; Drill. Preparation for the Universities.

Perfect Sanitation; Trained Nurse; Dairy; Laundry, etc. Three Terms: Michaelmas, Sept. 11/18; Lent, Jan., 15/19; Easter, April 1/19.

For Calendar apply to REV. H. A. HARLEY, M.A., Sec.

July 21, eod, 221

Forty Years in the Public Service—The Evening Telegram

FOR SALE!

First-class Freehold Dwelling situated on the Waterford Bridge Road, two minutes' walk from street car. For further particulars apply to

JAS. BAIRD,
care
Baird & Co.

Sale of an Estate.

In the matter of the Estate of Catherine Farrell, late of St. John's, Widow.

Freehold Property.

We are instructed to offer for sale that desirable and well built Freehold Property, situate Nos. 49, 51 and 53 Harvey Road. The property consists of:

1. DWELLING HOUSE, containing 9 rooms, steam heated, up-to-date bathroom, gas and electric light; at present occupied by tenant.
2. DWELLING HOUSE and LARGE SHOP, lately occupied by the said Catherine Farrell; and
3. ONE STORE and SHOP adjoining same.

This property will be sold as a whole or separately. It is desirable to dispose of this property at an early date for the purpose of winding up the Estate, and no reasonable offer will be refused.

For further particulars apply to
FRED J. ROIL & CO.,
Real Estate & Auctioneers,
Smallwood Bldg., Duckworth St.
aug 21, 81

FOR SALE.

High-Class Freehold Property on Freshwater Road.

Modern Bungalow style House with eight rooms and large reception hall. Bathroom and toilet separate on each floor, with hot and cold water. Heated by hot water. Doors and windows completely fly screened. Large concrete basement, laundry, kitchen, garden, fruit trees, etc. Large stable and coach house in rear (optional). May be inspected by appointment with

G. V. PIPPY,
Executor Estate Anna F. Pippy,
92 Freshwater Road,
aug 23, f, s, tu, w, f

TO LET!

That Commodious Residence the property of the Methodist College, situate on **Pennywell Road,** and lately occupied by J. Coady, Esq.

The house contains 14 rooms and is fitted with modern conveniences. Immediate possession given. For further particulars apply at office of

JAS. P. BLACKWOOD,
aug 9, eod, 11

Grove Hill Bulletin THIS WEEK.

TOMATOES.

CUT FLOWERS — Stocks, Astors, Cut Flowers in general, WREATHS, CROSSES, WEDDING BOUQUETS, at shortest notice.

Terms: Strictly Cash.

J. McNEIL,
PHONE 347,
Waterford Bridge Road.