

THESE LOW PRICES, MEN,

Should mean a lot to you if you want to look your best on

REGATTA DAY!

Men's 2 oz. Panama Hats, you cannot duplicate their value in the city, only **50c. ea.**

Men's Shirts, Fancy Negligee's, See Window. **59c. each.**

Men's Boots, only a few pairs of this price left, at **\$1.70 per pair.**

Boys' Shirts, you last chance to secure such values, **39c. each.**

Boys' Linen Hats, for Regatta Day, **15c. each.**

Our Store has become Famous for giving big values during Regatta week, and its greater than ever this year.

S. MILLEY.

THE BEST YET.

ALL OUR STOCK SUBJECT TO
20 PER CENT. REDUCTION.

This reduction applies to every article in our stock from a Reel of Sewing Cotton to a Ladies' Coat. What does this mean to you?

It means that you can get a \$1.00 worth of goods, for 80c.; or to put it another way, your Dollar has a purchasing power of \$1.25 by buying from us. Look at this Sample:

MRS. SMITH BOUGHT OF
ALEX. SCOTT, 18 New Gower St.,

5 Reels Anchor Sewing Cotton, at 5c	25
5 Reels Brilliant Cotton, at 5c	25
1 Boys' Blouse	60
1 Ladies' Lawn Blouse	75
1 Ladies' Hat	\$1.00
1 Pair Ladies' Shoes	1.20
	4.05
Less 20 per cent. Special Reduction	81
	\$3.24

There are three things to remember in connection with this Special Sale:

- 1st—We are giving these reductions off regular retail price.
- 2nd—This Special price applies to everything in our store, except goods already reduced by 30 & 50 p.c.
- 3rd—This is a cash reduction. Goods cannot be booked at these prices.
- 4th—This offer holds good from 7.30 this (Thursday) evening until the eve of Regatta Day.

Store Open to 9.30 every evening.

This is Your Opportunity Embrace It.

ALEX. SCOTT,

Popular Drapery Store, 18 New Gower Street.

Fresh Green Cabbage, Bananas, etc.

Due Thursday, per Mongolian and Hornu,
75 barrels Green Nova Scotia CABBAGE,
50 Large Bunches BANANAS,
100 barrels American NEW POTATOES.
Cabbage in fine shipping condition now. Outport customers can order freely.

EDWIN MURRAY

HAY!

A FEW TONS
HAY FOR SALE.
Apply to
J. McNEIL, Grove Hill.
Telephone 247

Bona Fide Sale

RODGER'S.

There is no make believe about this sale, it is a genuine sale of

Laces, Insertions, Swiss Embroideries,
Allover Laces and Embroideries,
Neck Frillings, Ladies' Belts, etc.,

At prices that will effect a speedy clearance.

A. & S. RODGER.

POSTCARDS.

Just in time for the celebration. Series of 21 Cards in Black and White Callotype.

- No. 1—Cupids, Nfld.—Raising the Flag in honor of the Ter-Centenary.
- No. 2—View of Mosquito, with Caribbean Island.
- No. 3—Grove's Rock, with Village of Mosquito in distance.
- No. 4—Custom House, Harbor Grace—Site of Old Pirates Fort.
- No. 7—Newfound'd Highlanders saluting Guy's Habitation.
- No. 8—Newfound'd Highlanders saluting Birthplace of Sir Henry Pynn.
- No. 9—Carbonear.
- No. 10—Baccalieu Island.
- No. 11—Naked Man Rock, near Bay-de-Verde.
- No. 12—Bay-de-Verde.
- No. 13—Ochre Pit Cove.
- No. 14—Northern Bay—in the year 1775, 400 lives were lost on the beach, first land sighted by Guy.
- No. 15—Baccalieu Island Lighthouse, or first land sighted by Guy.
- No. 18—Cupids No. 1.
- No. 19—Cupids No. 2.
- No. 20—Cupids No. 3.
- No. 21—Cupids, Guy's first settlement.
- No. 22—Spectacle Head near Cupids.
- No. 23—Cupids looking out the Bay.
- No. 25—Methodist Church, Cupids.
- No. 27—Arrival of Flagstaff to be erected on Guy's Point.

Price—\$1 per hundred, 15c. per doz. 2c. ea. or set of 21 for 25c.

A Three Card Length Panoramic View of Cupids—price 35c. per doz, 4c. each.

DICKS & Co.,

J. J. ST. JOHN.

FOR THE RACES.

20 brls. Choice Hocks,
at \$18.50 brl.

J. J. ST. JOHN, Duckworth St.

HALLEY'S

Big Retiring Sale in Full Swing.

Great Bargains for this Week in

MILLINERY—

Ladies! We are clearing out our Millinery at a Big Sacrifice. These Hats are in stock just a few weeks, and are the Tip of Fashion; so now is your time to secure a beautiful Hat at cost price. Don't delay but come along and secure one. Also,

BLOUSES

in all makes—Costume Skirts, Under Skirts, Boots and Shoes, Gloves, Hosiery, Ribbons, Laces, Corsets, Dress Goods, Blouse and Dress Cottons and Mustins, in fact everything must now go regardless of price.

We are Open after Tea.

HALLEY'S Popular Store,
128, 129, 106 & 108 New Gower St.

THE GREATEST INVENTION OF THE AGE, Family Butter Merger.

Every Family and Farmer should have one of these MONEY SAVERS.

It takes one pint of milk. It takes one pound of butter.

It merges the two together making Two Pounds, that is sweeter and healthier than any creamery butter, giving you TWO POUNDS for the price of ONE POUND that looks the same, gets just as hard, and is for the same purposes as the best butter, that would cost you twice as much for the same amount.

PRICE: \$6.00.

Sent to any address in the Island on receipt of price.

HAMLIN & Co., Cabot Building, St. John's,
Sole Agents for Newfoundland.

SLAUGHTER SALE OF RIBBONS,

Wide and Narrow.
CHARLES HUTTON,
Fancy Department.

REID NEWFOUNDLAND COMPANY.

Regatta Day Excursion!

Excursion Return Tickets

One Way First-Class Fare

Will be issued to and from all Stations between and including St. John's, Carbonear and Placentia.

GOING—Good on all Trains of Tuesday, August 2nd Wednesday, August 3rd.

RETURNING—Good on all Trains up to and including Thursday, August 4th.

Reid Newfoundland Company

Dinner Sets, Toilet Sets, etc.

Just arrived ex S.S. "Carthaginian,"

Dinner Sets and Toilet Sets,

The Very Latest Designs,

Teapots, Cups and Saucers, Jugs, etc.

JOHN BULLEY AYRE,

129, 130

204 Merchant's Block, Water Street.

CARPENTER-MORTON ROOFING IS ALL RIGHT.

This is the verdict of practical men who have used it. Easily applied, it

WILL LAST FOR YEARS

Made of long fibre wool felt, coated with

Natural Asphalt. Will not soften in hot

weather or crack in cold weather. Costs less

and wears longer than shingles, tin or iron.

Our little booklet tells about it.

Ask to see our written Guarantee.

Look for the Quality Seal on every roll.

FOR SALE BY

HORWOOD LUMBER Co., Ltd.

CORKWOOD,

THICK and THIN,

Specially Selected Smooth Surface.

HAYWARD & CO'Y,

Telephone 13.

Water Street, East.