

CHEVROLET!

The most complete and equipped Motor Car ever offered regardless of price. This is some assertion to make, but everyone knows that I am the pioneer in the automobile business in this country, and I can honestly say I have never seen its equal.

It has two unit starting and lighting plant, three speeds, forward and reverse, gate changes, 30 x 3 1/4 tires front and rear, 3/4 floating rear axle, which means there is no strain on the axle shafts, the load is carried on the housing. Springs are of the latest shock absorbing cantilever type as used on high-priced English cars. Four cylinder motor valves in head and improved double jet zenith carburetor, which gives twenty-seven miles to the gallon of gasoline.

Plenty leg room in front, also in Tonneau; in fact the biggest small car ever offered to the motoring public. Replacement parts of these cars are exceptionally low. A full line already in stock.

Quick Deliveries.

Dr. Fraser's Chevrolet was delivered to him fourteen days after order was received.

Price \$950.00

complete with electric lights, starter, speedometer and full equipment delivered in St. John's.

For catalogue and demonstration call, write or phone

GEORGE G. R. PARSONS,

King's Road, Sole Agent for Newfoundland.

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SCREENED OLD MINE North Sydney Coal.

Ex Steamer \$10.00.

Ex Wharf - - 10.20.

Also, all Sizes Anthracite Coal, \$15.50.

Buy before prices advance.

A. H. MURRAY, Beck's Cove.

Grow your own Vegetables

Cut down your living expenses. You'll be astonished how easy it is to save time, labor, and money, and get bigger and better crops when you use

Planet Jr Garden Tools

This No. 16 Planet Jr is the highest type of Single Wheel Hoe made. Light, but strong, and can be used by man, woman or boy. Will do all the cultivation in your garden in the easiest, quickest and best way. L-shaped, destructible steel frame. Costs little and lasts a lifetime.

New 72-page Catalog (with illustrations) free. Describes over 50 different kinds of hand and horse tools. Write postal for it.

**BOWRING BROS.
LTD.**
St. John's



BEST CROWN SCYTHES,
RIVETED BACK SCYTHES,
B. Y. GRASS HOOKS,
SCYTHE HANDLES,
GARDEN RAKES, HOES,
CULTIVATORS, HAY FORKS,
MANURE FORKS,
GARDEN SHOVELS,
SCYTHE STONES, ETC., ETC.

**BOWRING Brothers,
Hardware Dept.**

IVORY SOAP

FOR
Toilet, Bath or Laundry.
99.44 pure.

Remember the Name,

IVORY!

Proctor & Gumble Distributing Co., of
Canada, Limited.

A. H. MURRAY, St. John's,
Wholesale Distributor for Newfoundland.

To-Day we offer

New Cheese—large sizes and twins.
A few chests extra fine Lemons.
California Oranges.
And Heavy White Oats, in 4 bushel sacks.

EDWIN MURRAY.

Advertise in The Evening Telegram

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.

CHILDREN'S STRAW HATS from10c. each upwards
CHILDREN'S WHITE SILK HATS—Regular \$1.30 to \$1.50. Now89c. each
BOYS' COTTON HATS, 25c. for 20c. CHILDREN'S STRAW MAN-O-WAR'S from15c. 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 makes, at Bargain Prices.

Lots of other Bargains in Ladies' Wear.

Splendid assortment of LADIES' NEWEST AMERICAN WHITE MUSLIN BLOUSES. Regular \$1.00. Now only75c. each
LADIES' WHITE SILK BLOUSES from\$1.45 each
LADIES' WHITE EMBROIDERED CAMISOLES from only10c. each
LADIES' WHITE EMBROIDERED UNDERSKIRTS from only45c. each
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 KIMONOS.

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, at20c. pair
OUR LADIES' WHITE, PINK, TAN and Black LISLE HOSE at10c. pair
OUR LADIES' BLACK THREAD HOSE, wonderful values, at12c. 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, even at 10c. pair.

Other Offerings for Men are:

MEN'S WHITE NEGLIGEE SHIRTS. Worth \$1.50. Now95c. each
MEN'S COLOURED SILK TIES. Regular 45c. for 35c. Regular 70c. for60c.
SAFETY RAZORS—A special lot, only25c. each
SAFETY RAZOR BLADES, to suit most well known makes, 6 Blades for25c.
Get one of our RAZOR HONES and RAZOR BLADE HOLDERS for sharpening your blades.
SHAVING BRUSHES from5c. each only. SHAVING SOAP, worth 35c., at10c.

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.

TURKISH TOWELS at special prices. Prices range from5c. each upwards
COTTON HAND TOWELING at only5c. per yard

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 \$1.50.

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 "NEPONSSET," 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 low in price and high in quality and have been causing a sensation lately, for we have been introducing 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 tremendous 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, 15c. each; Double Faced, 35c. each. We anticipate a large demand for the 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 Powder 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.

Henry Blair.

REID-NEWFOUNDLAND COMPANY.

Bay Bulls Garden Party, Sunday, August 20th.

The regular Tor's Cove Excursion Train will leave St. John's station at 12.30 p.m. instead of 2.00 p.m. on Sunday next, and stop at all stations between St. John's and Tor's Cove. Will return immediately from Tor's Cove to Bay Bulls to accommodate passengers attending Garden Party, and will leave Bay Bulls at about 6.45 p.m. for Tor's Cove, returning from Tor's Cove to St. John's at the usual hour, arriving at St. John's at 9.00 p.m. Train will then return to Bay Bulls, and leave Bay Bulls at about 2.00 a.m. for St. John's.

Reid-Newfoundland Co.

Before You Build Your New Church

Give some consideration to BEAVER BOARD for the walls and ceilings.

The Architectural Dept. of the BEAVER CO. will design panel arrangements and will submit blue prints showing exact appearance of the finished interior of your proposed building; all this

Without Cost to You.

Avail of this FREE SERVICE, it eliminates all possibility of errors. A handy man with a hammer and saw can build a palace with BEAVER BOARD. Every sample and panel is branded for your protection, see what you get.

LOOK FOR THE BEAVER BRAND.

**COLIN CAMPBELL,
Distributor.**

New Potatoes, New Cabbage, etc.

Due Thursday forenoon ex
"Stephano,"

New Nova Scotia Potatoes,
New Nova Scotia Cabbage.

Canadian Cheese, large, 70 lbs.
each.

Canadian Cheese, twin, 35 lbs.
each.

Ligh Ham Butt Pork, 70 to 80
pieces.

Fat Back Pork.
Boneless Beef.

F. McNAMARA, Queen Street.

The "Evening Telegram" is read by
over 40,000 People daily.

WEATHER FORECAST.

TORONTO, Noon—Light to moderate S.W. winds, fair today and on Saturday.

ROBERTS, Noon—Bar. 29.70; ther. 80.

Drink Welch's Grape Juice.

VOLUME XXXVIII.

Auction Sales

PUBLIC AUCTION.

To-Morrow, Saturday,

at 11 a.m.

2 boxes Margarine.

1 box Ashland Hams.

20 doz. tins "Nation's" Custard Powder.

2 Oil Tanks.

M. A. BASTOW,
Auctioneer.

aug18,1i

Auction Sales

and

Private Sales

of

HOUSES, FARMS, LAND,

BUILDING LOTS, and

HOUSEHOLD FURNITURE,

at Private Residences.

Consult us if you have anything to offer. No sale no charge.

FRED. J. ROIL & CO.,

Real Estate & Auctioneers.

Smallwood Building,
Duckworth St.

New Arrivals.

Ex Stephano:

20 crates Bananas.

20 boxes Onions.

50 boxes Amer. Cream Cheese (10 lbs. each).

20 bris. Table Salt.

M. A. BASTOW,
Beck's Cove

aug18,19,22

UP-TO-DATE READING

MORE NEW BOOKS JUST IN.

A New Book by Rex Beach, "The Crimson Garbena", 65c. & 90c.

A New Book by W. J. Locke, "The Away Stories", 65c.

A New Book by Oppenheim, "Mysteries of the Riviera", 65c.

A New Book by Maxwell Gray, "The World-Mender", 65c.

A New Book by J. C. Snaith, "The Sailor", 65c. and 90c.

Ethel M. Dell's "Bars of Iron", 65c. and 90c.

"Ironmouth", by Stanton & Hosker, 65c. and 90c. This book has been very favourably reviewed.

"Love's Inferno", by Edward Stillerbauer. This book is "the outbreak of a conscience that refuses to be stifled into silence." Neither the author nor his book dare enter Germany", 65c. and 90c.

Eden Philpott's New Book, "The Man Boy and the War", 65c. and 90c.

"Britain Prepared", a reproduction of eighty-five photographs by permission of H. M. Admiralty, War Office and Ministry of Munitions 45c.

"The Irish Rebellion, What Happened and Why", by F. A. McKenz 35c.

"The Oxford Song Book", words & music, \$1.75.

Here are a few of the New Books:

The New Chronicles of Don Quixote.

The Devil's Garden.

Heart of the West.

The Canon in Residence.

Mord Emly.

Vitus.

Doing Their Bit.

Canada in Flanders.

General John Ragan.

T. Tembarom.

The Laughing Cavalier.

Love in the Purple", 65c.

The Teeth of the Tiger.

The Grip of the Wolf.

A Silent Witness.

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Newnes' Summer Annual.

The Four Pools Mystery.

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Cut Flowers in great variety.

Wreaths, Crosses, Floral Decorations, original and striking designs, at shortest notice.

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