

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.

ALEX. SCOTT,

Popular Drapery Store, 18 New Gower Street.

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.

SCOTCH COAL.

NOW LANDING,
Ex "Aureola."

300 TONS SCOTCH
Household Coal.

Sent Home
At \$6.00 per Ton
whilst discharging.

H. J. Stabb & Co.

MEN WANTED!

Experienced River Drivers are wanted by the Anglo Nfld. Development Co., Ltd., at Grand Falls now.
Wages Paid: \$1.75 to \$2.00 per Day and Board.

POSTCARDS.

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

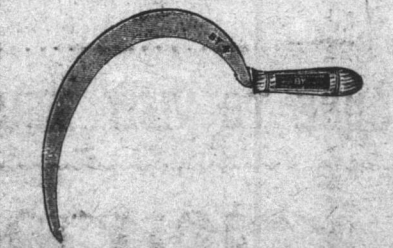
- No. 1—Cupid's Nid—Raising the Flag in honor of the Ten-Centenary.
- No. 2—View of Mosquito, with Carbon near Island.
- No. 3—Guire's Rock with Village of Mosquito in distance.
- No. 4—Custom House, Harbor Grace—Site of Old Pirates Fort.
- No. 7—Newfound'd Highlanders saluting Birthplace of Sir Henry Fynn
- No. 8—Newfound'd Highlanders saluting Birthplace of Sir Henry Fynn
- 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.
- 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. pr doz., 2c. ea, or set of 21 for 25c.

Three Card Length Panoramic View of Cupids—price 35c. pr doz., 4c each.
DICKS & Co.,
Popular Bookstore.

BEST CROWN AND Rivetted Back Scythes

30 to 38 in. \$6 to \$8.80 doz.
American Scythes—\$5.20 to \$7.20 doz.
Best B. Y. Grass Hooks.



American Grass Hooks—Scythe Shapes. Patent Snaths, Scythe Snaths, Hay Rakes, Hay Forks.

All Selling Very Cheap. Special prices to Wholesale Customers. Send for Price List.

Martin Hardware Co

CHINA CUPS and Saucers, Plates, Dishes, etc. Glass Preserve Dishes, Tumblers, Wine Glasses, Decanters, Vases, etc. We are always fully stocked with the above lines. At LAR-ACY'S, 345 and 347 Water Street, op-

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 Muslins, in fact everything must now go regardless of price.

We are Open after Tea.

HALLEY'S Popular Store,
July 28, 1910 106 & 108 New Gower St.

REID NEWFOUNDLAND COMPANY.

TRINITY BAY SERVICE.

THE S.S. "ETHIE" leaves Clarendville every FRIDAY after arrival of Express Trains for the following ports:

- | | |
|-------------------|---------------|
| Lady Cove, | Bonaventure, |
| Hickman's Harbor, | Trinity, |
| Fox Harbor, | Salmon Cove, |
| Deer Harbor, | Catalina, |
| Thoroughfare, | Bay de Verde, |
| Britannia Cove, | Northern Bay, |
| British Harbor, | Western Bay, |
| Ireland's Eye. | Carbonear. |

Reid Newfoundland Company

If You Think

the present price of barrelled Beef too high we can supply you with barrelled **BEEF ENDS** at very much Lower Prices.

BEEF ENDS are not Beef Cuttings but are **CHIPPINGS** from the ends of the choicest cuts of Plate Beef and are in pieces of two to three lbs. each. We offer a limited quantity to-day, ex Ulunda, at **LOW PRICES.**

F. McNAMARA, QUEEN STREET.

PIANOS and ORGANS.

High Grades. Easy Prices.

All Guaranteed. No better in the market. Stocks always on hand.

THE WHITE PIANO and ORGAN STORE.

CHESLEY WOODS.

Callahan, Glass & Co'y.

THE BIG FURNITURE STORE.

WE are now showing the very latest amusement for children in the shape of a **DOUBLE PATENT SWING**—the first of the kind to be made in the country. It is adjustable and can be used in or out of doors, set up in 5 and taken down in 2 minutes. Just the thing for the country during the summer months. The beauty of this Swing is that it requires no exertion whatever to put it in motion, you sit in and the Swing does the rest. Just call round and see the one we have on exhibition in our Western Window. It will cost you nothing and we will be pleased to demonstrate how it works and give any other information free. **PRICES RIGHT.**

AMERICAN CORSET Covers.

Ladies' American

CORSET COVERS,

Trimmed with Lace and Embroidery,

At 37c., 40c., 60c., 65c., 70c.,
75c., and \$1.10 each.

Jackman, The Tailor,

The Mail Order House.

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.



THE BEST,
The Sweetest
—AND—
The Cheapest

GEO. M. BARR, Agent.

NEW GOODS!

Our first shipment of New Goods just opened, including: Dress Materials, Silk and Lawn Blouses, Frillings, Costume Skirts, etc., etc. Special Lot Ladies' Lawn Blouses, at 85c., worth \$1.20.

WILLIAM FREW,
WATER STREET, NEARLY OPP. COURT HOUSE

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.