



BAREFOOT SANDALS!

Just received,
Newest and Most Approved
Models, MEN'S,
WOMEN'S CHILDREN'S
and INFANTS.

Wear them and enjoy
Coolness and Comfort.
Infants' and Children's, 55c. up
according to size.
Men's \$2.20.
Women's \$1.80.

GEO. KNOWLING.
July 15, 5in, f&tn

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.

Bona Fide Sale

AT
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.

HAY!

A FEW TONS
HAY FOR SALE.
Apply to

J. McNEIL, Grove Hill.
Telephone 247

Per S.S. "Florizel,"

Fresh Fruit and Poultry.
Pears, Bananas, Grape Fruit,
Musk Melons, Water Melons,
Apples, Peaches, Pineapples,
Tomatoes, Cucumbers,
Cauliflower, Celery, Potatoes,
Green Corn, Am. Corned Beef,
Turkeys and Chicken.

JAMES STOTT.

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.

Job Printing of all kinds.

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

We are Open after Tea.

HALLEY'S Popular Store,
July 28, 11 106 & 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.

REID NEWFOUNDLAND COMPANY.

Regatta Day Excursion!

Excursion Return Tickets

AT
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

SLAUGHTER SALE OF RIBBONS,

Wide and Narrow.

CHARLES HUTTON,
Fancy Department.

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,

July 29, 3in

204 Merchant's Block, Water Street.

Clearance Sale,

HENRY BLAIR'S,

COMMENCING SATURDAY AND LASTING
FOR ONE FORTNIGHT ONLY.

We have made up our minds to make this

THE GREATEST SALE OF THE YEAR.

All Summer Goods are offered at ENORMOUS REDUCTIONS,

and besides that, to put the utmost interest possible into SALE, we have made

A Great Reduction on the Price of every article of Dry Goods in Stock

—said Reductions being confined entirely to Cash Purchasers. Owing, therefore, to the multitude of bargains thus offered we have found it would be impossible in a Newspaper Ad. to give any sort of a description of Goods Reduced or Prices, and have considered it best to compile a Circular which we are issuing and distributing on Saturday. It will give you a Good Idea of the Value being offered (as also will our windows), and you cannot afford to miss seeing it. If you should not get one in the Distribution ask for one at the store. We can assure you the low prices at which Goods are offered in it will attract more interest to this than to any sale of the year.

Anybody who is a keen shopper knows that our prices on many classes of Goods are lower than procurable anywhere else. Our prices Saturday will be much lower even again than usual. If you are wise you will avoid the rush and do your Saturday purchasing early and start early Regatta Week and make your purchases at

BLAIR'S Great Holiday Sale.

LADIES!

We make a Specialty of CLEANING and
PRESSING Ladies' Costume Suits & Raglans.



Give us a Trial Order and we Guarantee you Satisfaction.

**JACKMAN THE TAILOR, THE MAIL
ORDER HOUSE.**

Phone 270 or a Post Card and our Express will call and deliver.

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.