



TAPESTRY CUSHION COVERS
Size 20 x 20 inches
Patriotic scenes.
Reg. 25c.
FRIDAY
20 cents each

PILLOW SHAMS
White Linen, size 24 x 30 inches, Hemstitched and openwork.
Reg. 75c.
FRIDAY
60 cents each

LADIES CORSETS
White and Grey, suspenders attached, New Styles.
Reg. \$1.75.
FRIDAY
\$1.58 pair

PAPER NAPKINS
Japanese designs, 10 in packet.
Reg. 4 cents.
FRIDAY
4 pkts for 10c

LADIES UNDERSKIRTS
Very neat and dainty wide flounces, beautifully trimmed.
Reg. \$2.00.
FRIDAY
\$1.70 each



VICTORIA LAWN
500 yards wide width.
Reg. 12 cents.
FRIDAY
10 cents yard

TUCKED LAWN
170 yards only, Tucked and fine insertion.
Reg. 17c.
FRIDAY
14 cents yard

ART MUSLIN
Neat dainty patterns and colorings, 46 ins. wide.
Reg. 12c.
FRIDAY
9-12 cents yard

WOMEN'S HOSE
Black Imitation Cashmere, seamless heels and toes.
SPECIAL FRIDAY
17 cents pair

WOMEN'S CASHMERE HOSE
Perfect seamless, spliced heels and toes.
Reg. 35c.
FRIDAY
29 cents pair

Ladies Turnover Linen Collars
Embroidery and Lace Trimmed.
Reg. 15 cents.
FRIDAY
12 cents each

INFANTS' BIBS
White Terry, finished with Torchon Lace.
Reg. 6c. cts.
FRIDAY
2 for 9 cents

FRIDAY BARGAINS
Owing to last FRIDAY being such a wet day, we are repeating last week's BARGAINS again this FRIDAY, except in a few cases where lines were completely sold out. You'll do well to buy largely, for the values are unapproachable, and you can depend on finding every item as represented, for we under-rate rather than over-state value.

SALE OF WASH GOODS.

SOME VERY SPECIAL OFFERS.

STANDARD ENGLISH PRINTS.

Standard English Prints, 31 inches wide, strong quality, white and medium colored grounds with checks, stripes and floral effects also black and navy grounds with stripes, dots and floral designs. Regular 12 and 13 cts. yard. Friday **10 cts.**

FINE CAMBRIC PRINTS.

Our Standard Cambric finish English Print and Lawns, a line we guarantee, fast color, a nice soft quality, made in about 40 designs and colors; patterns suitable for ladies' dresses and blouses; uniform dots, stripes and floral effects, dainty patterns for Children's dresses, etc., 32 inches wide. Regular, 16c. yard. Friday **13 1-2 cts**

20C. VALUES FOR 16C.

Many Special Lines offered at a low price for FRIDAY, include Mysore Zephyrs, Mercer Lawn, Cambrics, Scotch Linens, etc., Friday **16c. yd.**

MERCERIZED SATEEN.
This material is really beautiful for a dress lining or blouse. It comes in a complete range of colors, and is sold all over the city at 25c. yard. This lot is offered Friday as a leader **21 cts.**

TABLE CENTRES.
3 doz. of White Lawn Table Centres, hemstitched and fine crocheting, size 29 x 29 in. Reg. 40c. yd. Friday **32 cts.**

SKIRTING.
200 yards of Silk Embroidered White Nainsook and Silk Muslin Skirting 42 and 50 inches wide. Reg. to 95c. yard. Friday **78 cts.**

COLLAR & CUFF SETS.
10 only Claudine White Muslin Collar and Cuff Sets, neatly tucked and Valenciennes Lace trimmed. Reg. 35c. Set. Friday **28 cts.**

SILK RIBBON.
1,500 yards of Taffeta Silk Ribbon, about 4 inches wide, in a complete range of shades. Reg., 25c. yard. Friday **20 cts.**

MOIRE RIBBON.
270 yards of Moire Silk Ribbon, 6 inches wide, colors are Myrtle, Moss, V Rose, Pnuelle, Grimsen, Pale Blue, Torquoise, Alice Blue, Navy, Black, etc. Reg. 40c. yd. Friday **32 cts.**

LADIES' CHEMISES.
3 doz. of Ladies' fine white Longcloth Chemises, trimmed with Valenciennes' Lace and insertion, and ribbon beading and draw. Reg. \$1.25. Friday **\$1.00**

CAMISOLES.
4 doz. of Ladies' White Lawn Camisoles, insertion and ribbon trimming, necks valenciennes lace trimmed. Reg. 50c. each Friday **40 cts.**

Hardware Bargains.

Meat Miners. Reg. \$1.10. Friday **99c.**
Towel Rollers. Reg. 20c. Friday **17c.**
Enamel Stop Pails (with cover). Reg. 9c. cts. Friday **7c.**
Meat Choppers. Reg. 45c. Friday **39c.**
Telescope Sash Rods. Reg. 5c. Friday 2 for 7c.
Folding Card Racks. Reg. 12c / Friday **10c.**
8-inch Enamel Stewpans (with cover). Reg. 40c. Friday **34c.**
Knife Boxes. Reg. 45c. Friday **40c.**
Fire Shovels. Reg. 9c. Friday **7c.**
Wire Fly Screening. Reg. 20c. yd. Friday **17c.**

Grocery Bargains.

Half Pint Packets Jelly. Reg. 3c. Friday **2c. each**
Worcester Sauce. Reg. 10c. Friday **8c. bot.**
Citron. Reg. 18 cents. Friday **14c. lb.**
Witch Hazel Soap. Reg. 18c. Friday **14c. box.**

Crockery Bargains.

21 piece English China Tea Sets. Reg. \$2.00. for **\$1.75**
4 piece Krystol Glass Table Sets. Reg. 80c. for **80c.**
Cut Glass Butter Coolers. Reg. 60c. for **55c.**
45c. White Earthen Jelly Moulds, for **40c.**
\$1.20 China Salad Bowls, for **\$1.05**
90c. 7 piece White and Gold Lemonade Sets, for **75c.**
\$2.50 Japanese Paper Mache Trays, for **\$2.10**
\$3.75 11 piece China Trinket Sets, for **\$3.35**



Tapestry Hearth Rugs
Large size.
Reg. \$1.50.
FRIDAY
\$1.20 ea

BLEACHED DAMASK TABLE NAPKINS
Size 20 x 20 inches.
Reg. 10c.
FRIDAY
8 cents each

WHITE HOLLAND
English Manufacture, 32 inches wide.
Reg. 15c.
FRIDAY
12 1-2 cents yd

PAPERS OF PINS
Best English Nickel-Plated.
FRIDAY
4 papers for 5c

Ladies' Lawn Handkerchiefs
Fancy Openwork Border.
Reg. 6 cents.
FRIDAY
2 for 8 cents

VELVET PILE DOOR MATS
Blue and Grey. Reg. 30 cents.
FRIDAY
22 cts each

VELVET PILE HEARTH RUGS
The Kingswood. Reg. \$2.50.
FRIDAY
\$2.15 each

WHITE HONEYCOMB TOWELS
With Pink Borders.
Reg. 6 cts.
FRIDAY
2 for 8 cents

Velvet Pile Door Mats
Size 12 x 36 ins.
Reg. 85c.
FRIDAY
75c each

WHITE CURTAIN NETS
Very neat designs, 58 inches wide. Reg. 40 cents.
FRIDAY
34 cents each

The History of Chewing Gum.

Substance Comes From a Tree Which is Grown in Mexico and Central America.

Chewing gum has been called the mystery of confectionery, for, of all the millions of chewers there are very few who have any idea of what it really is they are masticating.

Chewing gum is nothing but chicle, mixed with sugar and flavoring; and chicle is the gum of a tree that grows plentifully in Mexico and Central America and that of recent years has been cultivated on a large scale in Yucatan, where the American chicle company, commonly known as the chewing gum trust own several million acres of it.

The chicle tree is not unlike the India rubber tree, and the gum was first shipped to America by men who believed that in it they had a perfect substitute for rubber. In this, however, they were mistaken, as it was found that the chicle gum was insoluble. Not to this day has any medium, acid or alkali, spirit or ether, been found that will dissolve it. It can be melted, yes, but dissolved, no. The consequence was that the first shipments of chicle gum lay unsold and unsaleable on the pier of the docks in Brooklyn. It was a reddish, rubbery-looking substance, and at first roused no little curiosity, but nobody was able to use it for any practical purpose, so there it lay for months.

One day a New Yorker happened to notice it. He picked up a piece and put it into his mouth and began chewing it. Its peculiar consistency struck him, and it occurred to him that if the stuff were only flavoured it would make a nice chew; its insolubility being in its favor for this purpose. He experimented with some more of it, refined it and found that it would be easy to impregnate it with flavoring and sugar. He made some inquiries as to where it came from, and whether a regular supply could be had, and bought the lot. This was the beginning of modern chewing gum.

Practically all the crude chicle gum is shipped to Canada where it is refined in Toronto before being sent to the factories in the United States. The reason for this is that there is a high ad valorem duty on chicle, and as it is worth about 40 cents a pound, and loses 25 per cent. of its weight in refining, the Chicle Company saves about \$250,000 a year by refining it before shipment.—Health Culture.

McMurdo's Store News

THURSDAY, Aug. 11, '10.

The Rubber-set Shaving Brush has the bristles set in solid rubber, and the hairs will stand any amount of hard usage; but will never come out. Hot water ruins most shaving brushes. It has no effect upon the Rubber-set and the price is no higher than that of any other good shaving brush. Price 60c. to \$1.00.

Brown's Fly Coils are the cleanest as well as the most effective fly destroyer, all that is necessary is to hang them up, they will do the rest themselves. Nobody need be troubled with the fly pest while these are to be had. 2 for 5c.

Sending Telegrams by Telephone.

Success of a Post Office Innovation.

The delivery of telegrams by telephone instead of by messenger from the post offices at which they are received to the persons to whom they are addressed is likely to become a regular practice in all parts of the country, so far as subscribers to the Post Office telephone are concerned.

The scheme is at present being tried experimentally in South Kensington and Hampstead, and has so far proved very successful. The Secretary of the General Post Office has invited all the subscribers to the Post Office telephone system in these districts to co-operate in the experiment, and very few have declined. He points out in the circular he has issued that "delivery is quicker by telephone than by messenger," but adds that "where attention cannot be obtained at once by telephone the message is sent out in the usual way by hand. In every case of telephone delivery the written telegram is forwarded by post."

No Eye for Color.

There came to the home of a negro in Tennessee an addition to the family in the shape of triplets. The proud father hailed the first man who came along the road and asked him to see them. The man, who was an Irishman, seemed greatly interested in the infants as he looked them over, lying in a row before him.

"What does yo' think?" asked the parent.
"Waul!"—pointing to the one in the middle—"I think I'd save that one."
ASK FOR MINARD'S AND TAKE NO OTHER.

RANDOM ITEMS

picked out from
A Hundred Others.

Fortified Lime Juice.
The genuine, unadulterated Lime Juice—qt. bot., **24c.**

Champignons.
An extra choice French Mushroom in time.

Green Peas.
In boiling bags, 1 lb. packages.

English Castor Sugar.
Sifted through silk. The top notch in sugar making.

Rice Flour.

Cerebos Salt.
The Hygienic Health Salt, in 1 lb. and 3 lb. tins.

Edens' Pure Soluble Dutch Cocoa.
Put up especially for our Retail Trade—1 lb. tins, **15c.**

Dog Biscuits.
Keep the Dogs healthy by feeding them a perfectly balanced Biscuit.

T. J. EDENS.

Sure Cure.

Once upon a time there was a man who was sensitive.

If he wore the wrong glove at a wedding breakfast, and found it out afterward, he brooded over the matter for weeks.

If he made an after-dinner speech, and some one remarked that they had heard a better one, it worried him so that he couldn't eat.

If he tried to do some public good, and the local paper came out and insinuated that he was a graffer, he wore himself out trying to show what his motives really had been.

If a public servant insulted him, he used up days in getting even by taking his case up to the heads of the corporation.

If a friend was absent-minded and treated him carelessly, he imagined there was something wrong between them and laid awake from 2 until 5 in the morning thinking up some plan to get even.

He was a collector of grievances. Nothing was too small for him to pass by.

People began to avoid him. They were afraid he would resent whatever they did because they hadn't treated him any better.

Thus he went from bad to worse.

One day, however, he woke up to his condition. He knew that something was wrong. And so he consulted a certain philosopher. The philosopher piled him with questions, thought for a while, and then whispered something in his ear.

"That or nothing," said the philosopher.

Several years afterwards the man was met by a friend.

"As I remember you," said the friend, "you were an impossible sort of creature. Always brooding. Always wondering why every one was so unjust to you."

"Yes," said the man.

"But now everyone likes you."

"Do they?" said the man, absently, starting to move along.

"Certainly." Tell me, how did you manage it—how did you recover?"

"Easy enough," said the man. "I consulted a philosopher."

"And what did he advise you to do?"

"He advised me to marry an extravagant woman. Since then I have been so busy that I haven't had time to resent anything."—From Life.

BUSINESS GROWS UNDER THIS FLAG



PLACE YOUR ADS IN THE EVENING TELEGRAM

No Dust Now.

The people who came down on Water Street to work at six o'clock noticed this morning with pleasure that there was no dust around in the air, caused by the sweeper. The streets, to-day are being cleaned up with hand brooms and the work is being carried out with great success. There is no dust. Councillor Mullaly deserves great credit for inaugurating this improvement. Eight men are working at the job on Water Street.

HAY CROP.—The farmers are rejoicing in the fact that the hay crop is the best for ten years. The weather is so far excellent for harvesting it.

Marine Notes.

The Olive, Capt. Doyle, sailed for North West River, Rigolet, this morning with supplies for Revillon Bros. Mr. G. Snow has gone for the round trip.
The Siberian arrived at Halifax at 7.30 last evening.

Personal Notes.

Mr. H. F. Shortis, accompanied by his daughter, will go to H. Grace to-morrow to attend the Guy Celebration.

MINARD'S LINIMENT CURES DISTEMPER.

Train Notes.

The express and local combined arrived here at 12.30 p.m. to-day bringing Bishop March, Rev. Dr. Ryan, W. Woodford, M.H.A., W. W. Watson, A. W. Rooney, P. Mars and 40 others.

The west bound express arrived at Port aux Basques on time yesterday. The incoming express and local combined arrived here at 12.30 p.m. to-day.

EXHIBITS SENT ON.—Quite a number of exhibits will be shipped to Harbor Grace by city manufacturers to be shown in Coughlan Hall at the Guy Celebration.

Here and There.

TRAPS TAKEN UP.—All the traps at Portugal Cove are taken up for the season.

SPARE RUBBER. 10 cents per pound—superior quality—**G. KNOWLING'S**—all in.

ATTACK ON CAMP.—A midnight attack on the M. G. camp at Topsail was made last night. There was a hot time for half an hour and the residents of Topsail jumped out of bed thinking that a real battle was raging. There was great excitement and many shots fired. The attacking party had to retire.

Anglers' Experience.

Messrs. R. K. Kennedy, F. Goff and J. Pumphrey, who were fishing up the country yesterday, returned to Peddleton last evening with 18 dozen fine trout. J. Pumphrey struck his foot on a stone coming from Gull Pond, where they fished, and hurt it so severely that he was hardly able to walk out. Dr. Strapp attended him on arriving at Harbor Grace.

POOR ASYLUM.—An aged man named Abraham Moores, of St. George's, came in by the express to-day and was taken to the Poor Asylum. He is 90 years of age and was scarcely able to totter along.