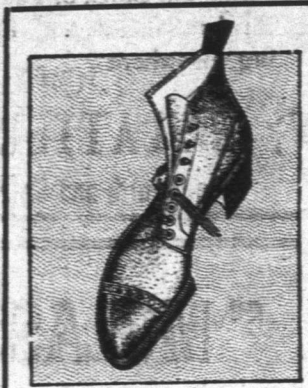


See Our Window Display
—OF—
Gents' Standard Makes
—OF—
BOOTS & OXFORDS



Vici and Box Calf Laced and Blucher Cut Boots \$2.50 to \$4.00.
Tan and Chocolate Blucher Cut Laced Boots \$2.50 to \$4.00.



- PATENT LEATHER Blucher Cut Boots \$2.50 to \$4.00
- Tan and Vici Oxfords Blucher Cut \$2.00 to \$3.00
- Box Calf and Vici Elastic Side Boots \$2.40 to \$3.00

STEER BROTHERS.

MARTIN'S Angling COMPETITION.

Buy your Tackle at MARTIN'S. All guaranteed to be the best. Our Competition this week is open to persons purchasing Tackle from Saturday 15th to Wednesday 19th. Fish to be sent to our store before noon Thursday 20th.

- Prize--Largest Trout.
 - Prize--Largest Half Dozen Trout.
 - Mud, Rainbow or Brown.
- Subject to the usual conditions. Prizes to be selected from various articles on exhibit at our store.
Buy your Tackle from MARTIN'S.

MARTIN HARDWARE COMPANY.

From Parlor to Kitchen!
Complete Furnishing--We Do It.



If you have any Home-Furnishing to do, we can certainly interest you. It is the people that want to furnish a home economically who will do well to come to us.

We have in stock everything to furnish a home, and we are prepared to offer buying inducements that cannot be duplicated elsewhere. Our stock is very comprehensive in every department.

If you cannot come to see our stock, write us, giving a memo of your requirements, and we will mail promptly prices and full information. We have the stock and value in prices here, and you should not purchase without seeing the great money saving opportunities to be obtained from us.

U. S. PICTURE & PORTRAIT Co.
Complete House Furnishers.

NO THOUGHT READER

Can foretell the day or the hour when your property may burn. Most people are aware of this and make provision for the disaster by insurance. Why are you not so insured? I offer the lowest rates and strongest offices. The promptness and liberality of my settlements are well known.

PERCIE JOHNSON Insurance Aet.
Office: corner Duckworth and Prescott Streets.

Job Printing Executed!

CORONATION NUMBERS!

The Black and White Coronation Number with group size, 11 x 15 in.—a historic picture of the six Prime Ministers of our Empire. The Prime Minister of England, Canada, Australia, New Zealand, South Africa and Newfoundland, with supplement, 21 x 29 in.—a historic moment in the Coronation of King George the Fifth. Price, 20 cts.

The Graphic with colored supplement 16 x 23 1/2 in. in the State Carriage on their way from Westminster, Abbey, and in Black and White, 16 x 48, a cycloramic picture of the procession. Price, 30 cts.

The Illustrated Sporting and Dramatic News with supplement, 15 x 20, King George's First Winner. Price, 30 cts.

The Illustrated London News Coronation Panorama Number, 16 x 21, showing the Coronation, the Abbey Ceremonies, The Procession and the Naval Review. Price, 50c.

DICKS & Co
POPULAR BOOKSTORE.



THE EYE
Is the Window of the Soul.

You either pay a small penalty in money now, or a large penalty in eyestrain later.

If wisdom guides your choice, we will be pleased to meet you in our Optical Department.

It costs you nothing to have your eyes tested.

If the services of a Physician is needed we will tell you so.

R. H. TRAPNELL,
Eyesight Specialist,
St. John's.

THE GREEN MOUSE!

The new novel by Robert W. Chambers who certainly is to-day the most popular American writer of fiction, his striking pictures of fashionable life are presented only as his able pen can do them. The London Daily Telegraph says:—"Mr. Chambers keeps up a ripple of merriment all the time. Paper, 50c. Other books by this writer are—Atlas Page, clo., \$1.35; The Cambric Mask, paper, 50c.; The Hunts of Men, paper, 50c.; The Danger Mark, 50c.; Adventures of a Modest Man, clo., \$1.35; Lorraine, 75c.; The Fighting Chance, 75c.; The Firing Line, 50c. and 75c.; The Tracer of Lost Persons, 50c. S. E. GARLAND, Leading Bookseller.

HAYWARD & Co
Water St. East.
Tel. 18.



The Marvellous Detective Stories of Maurice LeBlanc: Arsene Lupin is said to even surpass the ingenuity even of Dr. A. Conan Doyle. To read one is simply to read them all. We have just received:—Arsene Lupin, Gentleman Burglar, 25c.; Arsene Lupin vs. Sherlock Holmes, 50c.; The Blonde Lady—A Duel of Wits, \$1.25; Exploits of Arsene Lupin, 35c. S. E. GARLAND, Leading Bookseller.

JUST RECEIVED!

JOB ROOM PAPER and BORDERING.

ROOM PAPER—8, 8, and 10 cts. piece.
BORDERING—splendid lot—your choice—10 cts. piece.

R. TEMPLETON, 333 Water St.

Helpful
even to skilled cooks—
invaluable to beginners.

"Paisley Flour"
The SURE raising powder.

Cakes, pastry, and piecrust, raised with "Paisley Flour" are sure, with ordinary care, to be light, well raised, and digestible. Use one part of "Paisley Flour" mixed with eight parts of ordinary flour.

The 25c. tin contains 16 oz. and raises 7 lbs. flour.

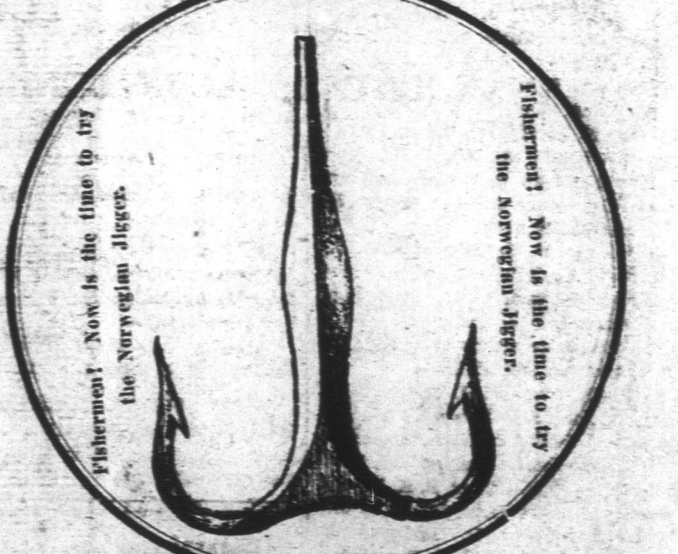


THE BIG FURNITURE STORE.

June is not but should be the month of roses. However, it's a well-known fact, that it is the month for gathering peaches. And, Sonny, we would advise you to hurry up gather in your peach and hike along to our store. As we are now filled to overflowing with a most up-to-date and well selected stock of Dressing Cases, Washstands, Bedsteads, Sideboards, Extension Tables, Diners, Parlour Seates, Cabinets, Hall Backs, Linoleums, Curtains and other draperies 'too numerous' to mention and our prices are right too.

Don't Forget The Address.
CALLAHAN, GLASS & Co.,
THE BIG FURNITURE STORE,
Duckworth and Gower Streets.

Advertisement Now is the time to try the Norwegian Jig.



Pure Cold-JELLY POWDERS.
PURE GOLD ICINGS.
PURE GOLD ESSENCES/
CREAM CUSTARDS.
BIRD'S CUSTARD POWDER.
HEINZ'S MINCE MEAT.
ROYAL PALACE BAKING POWDER, 1-lb. tins, only 20 cents.
MILK COFFEE.
FRESH RHUBARB.
RIPE BANANAS.
See our Plain and Fancy BISCUIT assortment.

J. J. ST. JOHN, Duckworth-st.

Advertise in the TELEGRAM

GEORGE NEAL

July 15. We have just received the following, viz.:
Dried Apricots, Prunes, Split Peas,
Canadian Cheese, Sunlight Soap,
Pickles (S. & S.) Sunpaste Polish,
Chow Chow. Green Peas—bags.



Here They Are!

- We're out with Summer Footwear:
- Men's Tan Romeo's Rubber Heel. \$1.50
 - Men's Elastic Shoes. \$1.80
 - Men's Low Laced Shoes. \$2.20, \$2.50
 - Patent Leather, Tan and Black, Calf and Kid. \$3.50, \$5.00
 - Men's Fine Dongola Boots. \$2.00
 - Men's Vici Kid Boots. \$2.50
 - Men's Box Calf Boots. \$2.50
 - Men's Patent Leather. \$3.00
 - Men's Tan Calf. \$3.00
 - Men's Wine Calf. \$3.00
 - Men's Gun Metal Calf. \$3.00
- In Button, Laced and Blucher styles our \$3.50 Footwear—world worn—in high and low cuts.

F. Smallwood,
The Home of Good Shoes.

PIANOS AND ORGANS.

VISITING FRIENDS
Who intend purchasing will find it to their advantage to see our stock and hear our prices.

CHESLEY WOODS.

REID NEWFOUNDLAND COMPANY.

Week End Excursion.

EVERY SATURDAY until further notice EXCURSION TICKETS at
ONE WAY FIRST-CLASS FARE,
will be issued to and from all stations between St. John's, Carbonear and Placentia, inclusive. GOING, good on all trains of Saturday. RETURNING, good on all trains of Monday following.

SUNDAY EXCURSION!
SPECIAL EXCURSION TRAIN leaves St. John's at 2.30 p.m. each Sunday, going as far as Kelligrews, stopping at intermediate stations. RETURNING, leaves Kelligrews at 8.07 p.m.
RETURN TICKETS AT ONE WAY FIRST-CLASS FARE.

Reid Newfoundland Company
Men's SUMMER UNDERWEAR

Men's Bathing
Shirts and Drawers, 45c. a Garment.
Just the kind for Summer wear. Also, a full range of
Men's OUTING SHIRTS,
In neat light patterns.

WILLIAM FREW, Water Street.

WEATHER FORECAST
TORONTO.—Winds and S. fair; not much temperature. Showers day night.

US

AUCTION SALES
THE PEOPLES AUCTIONEER

STOCK IN TRADE
AT THE STORE OF
MR. FRANK NOSEWOOD
27 Freshwater Road
On TUESDAY next, 15th inst. at 11 a.m., consisting of—Tinned fruit, soap, baking powder, jams, stationery, stove and shoe polish, which—2 spring balances, cash register, hand calculator, show case, scales, etc.

Grand Excursion
To Conception Harbour
Wednesday, August 2nd
In aid of
New PRESBYTERIAN
Full particulars later.

A. J. Herder, B.A.
Barrister-at-Law
OFFICES:
Renouf Building.

NOTICE.
JOHN E. EDWARDS, SR., of St. John's, Ladies' Tailor, has been public that he is retiring from business and has sold his Ladies' Tailor Establishment on Water Street, to John E. Edwards, Jr.
ALL PERSONS having claims against the said John E. Edwards, Sr., will please send particulars same to him at No. 334 Water Street, St. John's.

St. John's, July 3rd, 1911.
JOHN E. EDWARDS, JR.
Witness: John E. Edwards, Jr.

FOR SALE
FREEHOLD LAND AND DWELLING HOUSE ON HENRY STREET.
All that piece of land with the House thereon situate on the side of Henry Street, measuring feet on Henry Street and feet from front to rear, is given immediately.
THIS PROPERTY IS FREE.
Further particulars on application to Alex. Bryden, Sun Life Office.

FARM FOR SALE
I have been instructed to sell a nice little Farm of about 100 acres situate in the Eastern suburbs three miles from the City. The property contains a Dwelling House and Stable, situated and most suitable for a mer residence. Will be a big bargain if applied for early.
P. C. O'DRISCOLL, Exchange.

FOR SALE—A
House, in good localities, modern improvements. Terms can be arranged to suit. For particulars apply to **KELLY, Temple Building.**

TO LET—Dwelling House, No. 47 Frew Road, Electric Light, Heating, modern conveniences. Apply to **KELLY.**

To Let or Lease building lots, land on the Road, West of Sime's Bridge at this office. July 11, 1911.

Telegram Ads.