

SHOPKEEPERS! Read and Remember--

It isn't the soap you buy which pays you a profit.

The soap you buy is sometimes hard to sell and causes you to lose money.

Profits are Made on the Soap You Sell

Selling SUNLIGHT SOAP is the easiest thing you have to do.

Your customers know SUNLIGHT SOAP to be best and purist.

SUNLIGHT SOAP SELLS ITSELF

and always satisfies your customers

fly 30.21 m.f.

SPORTOGRAPHS

RACE TO-NIGHT.

Preparations have been completed for the race for the Gratian trophy at the St. Bon's Campt. this evening, and as the entire proceeds are for the Belvidere orphanage it is expected that the public will respond magnificently by attending in large numbers. O'Toole is the favourite in view of his recent performances, but the other eight contestants have no intention of letting him carry off the honors if they can at all prevent it. Our local champion, Bell, will unfortunately not be competing as he is rowing two races on Wednesday and therefore does not wish to jeopardize the chances of the crew through an injury to himself. The course has been measured by Mr. W. Noel of the A. A. A., assisted by Mr. Thorburn, so that it will be a championship event.

ANSWERS.

"No. 8 Car."—We give herewith the rules governing the Amateur and Mercantile Races. Any protest can be made and discussed at to-night's final meeting of the Committee who have this power.

Amateur Race.—(a) This Race shall be confined to persons whose bona fide occupation for the two years immediately preceding the Regatta in which they row does not necessarily involve manual labor. (b) No person shall be eligible to row in this race

ago. Then he was unknown. Several promoters refused to give him \$150 to meet second raters at that time. This young man from the Argentine pampas has but one idea to-day and that is to have a crack at Dempsey. But experts figure he is yet too green for such a stupendous undertaking. They will admit that if Firpo landed one on the jaw of Dempsey as he did on Willard there would be a new champion. But, considering the great skill and the fighting qualities held by the title holder, they fear that it is sheer folly to send the Argentinian against him without more seasoning and training in defensive methods.

Firpo is first and last and at all times a one-handed scrapper. His right is a man-killer, but his left is a mere encumbrance; it hangs in front of his stomach from start of the fight till the finish. His trainer, DeForest, has tried faithfully to make the lad use his left but has met with no success in his efforts.

In spite of his poor showing against Tommy Gibbons, Dempsey is still considered king of the heavyweights. Whether or not this is so will be proven, as undoubtedly the champion will take on both Wills and Firpo before the year ends.

All this scrapping in the heavy division is the outcome of the Milk Show Fund. Where Willard downed Johnson, and Firpo cleanly knocked out McCallie, the Willard-Firpo bout was the natural outcome of an old man well over forty years marching steadily along the come-back trail and a young Hercules of the south irresistibly battering his triumphant way to the top. Should Firpo become the champion, he ought to be the wealthiest fighter in the world, as he is a very keen business man. His only recreation is figuring his earnings; he will be a millionaire within a year in all probability.

Louis Angel Firpo pronounces his last name "Fear-po" and not "Turpo," as it comes most naturally to the American to say. Firpo was born in the Argentine Republic of a native father and an Italian mother. He was trained to be an apothecary but soon quit after he had ceased to be an apprentice.

HALIFAX TEAM FUND.
(Started for the purpose of having Newfoundland represented in the All Canada Championships, to be held at Halifax in September. Smallest contributions received and acknowledged.)
99 Glance Amateur \$5.00
NEXT, PLEASE!

ENGLISH A.A.A. CHAMPIONSHIPS.
Never was there a day more suited to fast times, and the champions who took the track at Stamford Bridge on Saturday gave a crowd of 25,000 spectators some thrilling sport.
British record was beaten in the 100 yards, in which E. H. Liddell, of Edinburgh University, the flying Scottish Rugby three-quarter, gained great victories in two sprints.
The way was paved for him perhaps, by the breakdown on Friday night of H. P. V. Edwards, who won the 100, the 200 yards and the quarter last year. Still, he had much fine running as H. M. Abrahams, the English

champion, T. Matthewman, of Huddersfield, W. P. Nichol, of Highgate, and others against him.

In the final of the 100 yards Liddell, who got off badly, beat British amateur record by 1-10th of a second, by covering the distance in 9 7-10s. He finished two feet in front of Nichol, with Matthewman another foot away, so that all beat 10s.

The same three filled the places in the 220 yards. In this Liddell beat Matthewman by a couple of yards, with Nichol third, a mile and a half behind the Huddersfield boy. The time, 21-3-5s, is two-fifths outside Applethorpe's British record. To see these two races alone was worth all the journey.

Lowden's Great Jumping.
P. Lowden, of France, retained the high jump with 6ft., and subsequently cleared 6ft., 4in., three-quarters of an inch more than Howard Baker's previous best for the championships.

The hurdles, too, gave us an exciting race as F. R. Gaby, the holder, only beat L. F. Partridge (Achilles Club) by inches in 15-1-5s, which is one-fifth of a second better than the time of that great American champion

A. C. Kraenzlein, who won in 1900 in 15 2-5s.

Nothing startling was done in the mile, which was won by H. B. Stalard, of the Achilles Athletic Club, in beating R. D. Pugh, of the Queen's Park Harriers, and H. A. Johnston, of Herne Hill Harriers, in 4m. 21 3-5s.

One is pleased to congratulate Percy Hodge, the Surrey A.C. man, on winning the two-mile steeplechase for the fourth time. In the half-mile Cecil Griffiths, another Surrey man, ran a splendidly judged race in beating E. D. Mountain, the holder, by four yards. The time, 1m. 56 3-5s, is a trifle outside the average of recent years.

W. E. Stevenson, the Oxford crack, who won the quarter-mile in 49 3-5s, is to be congratulated on beating 50s.

BELEYA LOSES CHAMPIONSHIP.
St. Catharines, Ont., July 29th.—At the Annual Canadian Henley yesterday W. E. G. Gilmore, of the Bachelor Barge Club, Philadelphia, took the Canadian single amateur sculling championship yesterday from Hilton Belyea, of St. John.

Belyea has just returned from England where he rowed against Hallom, who won for England, and Hoover, the American champion. Belyea's trip across the "Pond" was financed by the people of the Maritimes.

REGATTA FORECAST TO-MORROW.

A well known rowing enthusiast, who has been following closely the "doins" at the Lake for the past month, has promised us a forecast, which will be published to-morrow. This should be of more than ordinary interest, as owing to the unsettled weather of the past ten days, it has been impossible for any of the crews to get good times and the devotees on the "bank" are all upset on their dopes. It is unfortunate that the Labourers, Truck, Trade, and Factory race, only two crews have entered. The suggestion has been made, and favourably received, that another year, when less than three boats have entered for any particular race one week before the Regatta, that such be converted automatically into an All Comers' Race, which would not only create interest and excitement, but would be doing justice to the men who have put in their three and four weeks' practices. Against the short crewed races however, we have the unique spectacle of the necessity of three preliminary dashes in the Amateur, Football and Juvenile Races, while the Mercantile, Intermediate and St. Football are fully crewed.

Personal.

Mr. R. E. Evans, of The Royal Stores Advertising Dept., returned to town Friday, after spending a very pleasant holiday salmon fishing at Flaccina. Mr. Evans had very good luck with the salmon having brought several large ones in with him. His many friends are delighted to have him back, looking so well after his vacation.

League Football.—St. George's Field, this evening at 7.30. C.E.I. vs. C.L.B. Admission 10c. Ladies free. Grandstand 10c. extra. Boys free.—July 30, 11

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Cutter "Arras" Arrives From Banks.

CANADIAN GOVERNMENT PROTECTS FISHERY.

The Canadian cutter "Arras," which has been operated by the Canadian Government for Fishery Protection Services along the Banks, arrived in port yesterday afternoon to have her bunkers replenished, and a new supply of provisions taken on board. The "Arras," which is armed, is now berthed at the premises of A.H. Murray & Co. During the past few years the fishing vessels operating on the Banks have time and again had cause for complaint either in the damaging or loss of their gear, supposedly the work of the French and Portuguese trawlers. There was a general demand made for future protection with the result the Canadian Government acted in the matter and despatched the cutter "Arras" to the scene. Our Newfoundland fleet has suffered greatly from these trawlers, and time and again vessels had to return home for a new outfit. Capt. Barkhouse stated that the weather had been very foggy all season, and unless a change occurs the hopes for a good fishery are not very bright. There is a scarcity of bait, and very little has been done by any of the vessels.

C.C.C. Band Concert, Bannerman Park Tuesday night (eve of Regatta). The following dance programme, two one-steps, two waltzes, two fox-trots and two lancers.—July 28, 31

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POUR ON WATER! POUR ON WATER! DON'T DEPEND ON THE FIRE DEPARTMENT. Newly-weds: Now is the time to have some Fire Insurance placed on your property of any description. It's too late when the fire bells ring.

Older-weds: Your House and Furniture was HARD TO GET. Fire will make it EASY TO LOSE. Be prepared for the fire when it comes by having ample Insurance.

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STRAWBERRY JAM.
RED CURRANT JELLY.
FRUIT SALAD, 1-lb. Glass.
CUSTARD POWDER—
8-oz. and 16-oz. tins.

Ex-S.S. Silvia:
FRESH PLUMS.
FRESH TOMATOES.
WATERMELON.
CAL. GRAPE FRUIT & ORANGES.
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GREEN CABBAGE.

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