

SHOP AT The "ALWAYS-COOL" STORE

FRIDAY, SATURDAY and MONDAY!

WE SELL FOR LESS

We announce lots of attractions in newly arrived AMERICAN GOODS.

IT PAYS TO PAY CASH



Table Covers.

Handsome designs in Green and Crimson shades; 8-4 size; only 2 dozen in this lot; good value at \$1.50. Friday, Saturday and Monday

\$1.45.



COTTON BLANKETS, High Grade.

Something superior in Cotton Blankets, real fine make; size 68 x 80, with Blue striped border; a nice weight for present use and would make ideal sheets for the colder weather. Reg. \$1.50. Friday, Saturday & Monday, per pair **\$1.62**

Weather Report.

12:30, Noon. — Moderate winds; fair. Saturday — Fair on the east coast, showery on west coast. Paper's, Noon. — Bar. 29.40; ther. 50.



COTTON BLANKETS for Infants' Cots, 19c.

Little beauties; size 30 x 40; nicely fleeced; pure white, with Pink or Blue striped borders. Reg. 25c. each. Friday, Saturday and Monday **19c**

FOR BATHERS.

Men's Bathing Pads. 15c

3 dozen pairs only in fine Navy Jersey. 'Tis the bathing season; don't be without a pair. Friday, Saturday and Monday, Special

Men's Bathing Suits. 49c

Combination shape in fine Jersey make; Navy shade, shapely and perfect fitting. Reg. 80c. Friday, Saturday and Monday

SUMMER FOOTWEAR.

LADIES' 4-STRAP SHOES

Comes in fine Patent Leather welt, with kid uppers, pretty 4-strap front; high heel, cool footwear and easy walking; 1/2 sizes. Reg. \$2.50. Friday, Saturday & Monday **\$2.38**

LADIES' 3-STRAP SHOES

In strong Indian Kid, with plain toe, 3-strap front, shapely, dressy and comfortable; high heel; 1/2 sizes. Reg. \$1.90. Friday, Saturday & Monday **\$1.72**

CHILDREN'S LEATHER BOOTS.

Sizes 3 to 6, nice bright colour, buttons to match; an easy boot for the little ones; perfect foot form. Reg. \$1.00. Friday, Saturday & Monday **92c**



The Adaptable Vest Slip for Men.

Dressy; can be worn inside any ordinary vest, made of best grade White Pique; can be washed and laundered as often as desired, adaptable to any size. Reg. 40c. Friday, Saturday & Monday **33c**

THE "LITTLE DANDY" STYLO PEN.

This is a beauty, smaller size than usual, finished in good black Vuitonite, filler and cleaner with each pen; they are satisfactory and neat. Special. Friday, Saturday and Monday **59c**

Muslin TEA CLOTHS.

Very handsome snow white Tea Cloths, with scalloped and braided edge, pretty designs in corners showing open work and braiding. Size 29 x 29. Reg. 35c. Friday, Saturday and Monday **28c**

Men's Underwear Specials.

Not many garments in this lot, but if you want nice White or Natural Merino Underwear, we offer it surprisingly cheap, being a clean-up line. Reg. 75c. garment. Friday, Saturday and Monday **52c**

MEN'S BALBRIGGAN UNDERWEAR.

The better grade in fine Egyptian Balbriggan; ideal underwear for summer, pants ankle length, double seats; singlets with long sleeves. Reg. 50c. garment. Friday, Saturday and Monday **46c**

BOYS' UNDERWEAR, 28c.

All sizes in finest Balbriggan, finished same as father's. There is warm weather for us yet; get finer weight underwear for the boys now. Special per garment. Friday, Saturday and Monday **28c**

STRIPED VOILES, 54c.

5 pieces of handsome Silk striped Voiles, 40 inches wide, shades of Navy, Tan, Saxe and White; nice cool dress materials for summer wear, pretty shades. Reg. 65c. per yard. Friday, Saturday and Monday **54c**

GLASS TUMBLERS, 3 for 10c.

A chance for shopkeepers; real strong Tumblers in clear crystal glass, able to stand some knocking about. Special. Reg. 35c. per set. Fri., Sat. & Mon. **3 for 10c**

CIGARETTE HOLDERS, 39c.

Very neat, amber shade; with two fine gold rings; each in plush-lined case. Special. Friday, Saturday and Monday **39c**

PILLOW SLIPS.

American Cotton, plain finish simple, serviceable and strong. Size 20 x 30, with deep hem at open end. Reg. 18c. Friday, Sat., & Monday **15c**

"BAIRD'S" NEWFOUNDLAND SOUVENIR.

Containing 10 Miniature Post Cards in colours. Showing views of City, Suburbs and Outports, put up neatly in envelope ready for mailing. 10 Miniature Post Cards for **8c**

Send one to your friends abroad. Subjects:— Governor presenting Flag to Nfld. Regiment. Harbour View. Schooner View in Harbor. Holyrood, Conception Bay. Manuels River in Flood. Bay Roberts, C. Bay. Kent's Pond. View East End of St. John's. Falls in Bowring Park. Allan Liner Entering the Harbor. Ten really good views and only, per packet. **8c**

EXTENSION WINDOW SCREENS.

Large size extending to 33 inches wide, and a set height of 18 inches; fine wire mesh exclude the bothersome fly and admits all the air necessary. Don't be without one; they last for years. Special. Friday, Saturday and Monday **33c**

MEN'S TIES.

Light and Dark mixtures, and lots of plain shades, wide end and narrow strings; our usual 35 and 40c. lines. Friday, Saturday and Monday **29c**

SMALL GLASS TOWELS, 15c. per pair.

Handy about the kitchen; they come in Blue or Red cross striped on strong linen crash; size 14 x 26; nice for wiping tumblers and all kinds of glassware. Special. Friday, Saturday & Mon. **2 for 15c**

BREAKFAST CLOTHS.

Made of Strong Damask, size 50 x 60, with Crimson border, fringed edge; an excellent cloth for taking to the country. Special. Friday, Saturday, and Monday **49c**



OUR SHOWROOM

The Rendezvous for Satisfied Shoppers.

"D. & A." CORSETS.

Non-rustible, made of finest quality Coutil, low, medium and high busts, long skirts and free hips, elastic gussets; other makes with low fronts; in fact you have 5 different styles to select from. Reg. to \$1.50. Friday, Saturday and Monday **1.32**

ALL-OVER EMBROIDERY, 54 inches wide, per yard,

Beautiful designs on Sheer White Cloth, suitable for Dresses and Blouses, etc.; in fact you can make up a dainty dress cheaply while such an offer as this awaits; 3 patterns to decide from. Reg. 70c. per yard. Friday, Saturday and Monday, Special **49c.**

JOB LINE

Children's American Hats 17c.

Several smart styles in Cream, Navy and Crimson Tuscan Straw; nice knockabout Hats considerably underpriced. All one price Friday, Saturday and Monday **17c**

LADIES' COMBINATIONS.

A very special lot in fine ribbed Jersey, lace fronts, sleeveless; others plain with crochet edge around neck. Not a big lot, quick sellers at our Special Price, Friday, Saturday and Monday **39c**

WHITE SKIRTS, 89c.

Just a couple of dozen of pure White Summer Skirts in White Linen and Lawn, trimmed with pearl buttons and wide tucks; sizes 38 to 42. Reg. \$1.20. Friday, Saturday and Monday **89c**

GIRLS' UNDERSKIRTS.

To fit from 6 to 14 years, made of fine White Lawn, with or without bodice, finished with wide embroidery flounce. Reg. 45c. Friday, Saturday and Monday **38c**

SILK TAFFETA RIBBONS

5 inches wide. Per yd., 13c.

All the most wanted shades in handsome rich lustrous Silk Taffeta Ribbons, such shades as Royal Navy, Browns, Pink, Sky, Crimson, Greens, Saxe, Black and White; 5 inches wide. Reg. 17c. Friday, Saturday and Monday, per yard **13c**

\$1.00 Blouse for 78c.

60 only of our regular \$1.00 Blouses to go on the Bargain Table this week; all White Lawn, others in Fancy Striped Muslin, and others again in Flowered Crepe, showing White Lawn fronts; also a nice line of all-over Embroidered Voile Blouses, not one in the lot marked originally under \$1.00. Special. Friday, Saturday and Monday **78c**

"Lissue" Handkerchiefs

The daintiest Handkerchief on the market, finer than the finest lawn, specially woven and with such handsome faint colored borders, honestly guaranteed not to fade; others in all White. Reg. 15c. each. Friday, Saturday and Monday **2 for 25c**

Rompers, Reg. 80c., for 64c

A lot of different styles in these, plain White, pretty checks and stripes in fine Gingham; others in Tan and Blue, "Oliver Twist" style, sailor style; others in all White, piped with Blue; to fit from 2 to 6 years. Reg. up to 80c. Friday, Saturday and Monday **64c**

FRILLINGS.

Lots of pretty Frillings in Lace, Net and Chiffon makes, White, Cream, Paris and Black; a nice lot of Colored Silk Ruchings in Navy, Tange, Saxe and Pink. Reg. 16c. per yard. Friday, Saturday and Monday **12c**

Enamelware Specials!

Barn Bowls **10c.**
Funnels, large size **15c.**
Dippers, with long handles, **10c.**
Mixing Pans **29c.**
Skillets, to hold 7 quarts, **29c.**
Skillets, to hold 8 quarts, **39c.**
Buckets **30c.**
Berlin Saucepans **32c. & 49c.**
Foot Bath Pans **36c.**

Men's Shirts.

Regular \$1.30, for 98c.

In plain shades of Grey, Blue and Cream; an ideal summer shirt for outings, fitted with pocket and buttoned over-flap; coat style, and double French cuffs. Reg. \$1.30. Friday, Saturday and Monday **98 cts.**

BOYS' EMBROIDERY COLLARS.

2 shapes, round and square, nice embroidered edge, and insertion, others in fancy white braid, White Jean foundation. Reg. 25c. Friday, Saturday and Monday **22c**

MOTOR CLOTHS.

Made of linen crash, colored border, hemmed, a superior cloth for all round wear, would make an ideal kitchen cloth also. Reg. 25c. Friday, Saturday and Monday **22c**

Men's Black Sateen SHIRTS.

Extra Fine quality Sateen, splendidly finished, neat turned down collar and pocket; good value at 80c. Friday, Saturday and Monday **74 cts.**

GLASS TOWELING.

A soft finish, all cotton make, white ground with Crimson Stripe, absolutely no dressing of any kind. Special. Friday, Saturday and Monday, per yard **8c**

TABLE CENTRES.

Rather neat, plain cotton centre and fine Battenburg lace edge; size 12 x 12, inexpensive. Regular 15 cts. Friday, Saturday and Monday **13c**

Smallware Specials.

Curry Combs **7c.**
Fire Shovels, special, 2 for **9c.**
Brush and Comb Cases **15c.**
Patty Pans, 8 hole **15c.**
Tin Funnels, large size **15c.**
Griddle Pans, with long handles **15c.**
Baking Pans, size 8 x 10 **8c.**
Butter Coolers **8c. & 15c.**
Sugar Basins **15c.**
Milk Jugs **10c.**
Spoon Holders **10c.**

Letter From Private P. J. Jensen

Kingswood School, Bath, June 29, '15.

The Editor Evening Telegram.
Sir,—Will you please give space in your paper for a few remarks of mine to the boys from Terra Nova, 1st Newfoundland Regiment. I noticed some writer in referring to them says: "hold on till they get in the trenches." Well, I have no doubt about them when they get there they will be as good as any troops out there. The climate of dear old Terra Nova specially fits them for enduring cold, etc., which if we have another winter's campaign, will be one of its worst features, and as far as sticking it is concerned, well, I know them. I have no doubt that our brave boys will give a good account of themselves whenever they get out there, or wherever they are sent. Our men from Newfoundland who go down to the sea in ships face death so often and speak of it so lightly, these men certainly will not fear death or its horrors on the field of battle. The thought has often struck me while out there what splendid officers some of our banking skippers would make with a very little training. (Of course it is understood since last August a new method of warfare has sprung up, all books, etc., re military matters before this are practically useless, one could hardly imagine two great armies with a line of hundreds of miles digging themselves in, sticking themselves in, sticking there for months, this is practically speaking what has been done). I can imagine Capt. J. Lewis, Capt. John Matthews, of Patton & Forsyth, from Grand, both captains great friends of mine, and a lot more of our brave sea captains, leading on their men. Yes, and I am sure they would be followed, too. The Newfoundland Regiment has made a name for itself over here by its exceptional good behaviour, drill and manoeuvring and their officers, well, show me the Colonial Battalion that has officers to beat them. I know a lot of chaps from Terra Nova in various Canadian Regiments, they are all splendid soldiers. Corp. Jeffries (formerly teacher in Bishop Field's) and his brother, sons of Rev. Mr. Jeffries, formerly of Sandy Point. I have heard fellows from their regiment, 1st Montreal, speak in glowing terms of them both. In my own regiment, 5th Royal Highlanders, there are a lot of home boys: Bishop, from Western Bay; French, from Harbor Grace; and Cowan, brother of H. Cowan, Esq., all great chums of mine, and in the various engagements these boys have showed what Terra Nova boys can do. Then there is Lance Corporal Hollands, son of Rev. C. P. Hollands, Rector of Carbonear. I am sure every body from dear old Newfoundland feels proud of him. He died a hero. If I had been in Newfoundland when war started I certainly would have been with the boys. They are doing their bit just as much in camp in Scotland as out in the firing line, and I am sure when they do go out they will distinguish themselves. Please pardon this writing of mine as since being wounded my sight has been kind of paralyzed owing to being wounded very near my spine. Thanking you, Mr. Editor, for space. Wishing the boys of dear old Terra Nova (no place like it) every success. Yours respectfully, P. J. JENSEN.

Boy Scouts in Camp.

The Boy Scouts camping near the Trestle Bridge, Manuels, are having a jolly good outing. Visitors on Wednesday report the lads without exception, looking fit and happy. They are in charge of Mr. Gordon Christian, Scout Master, with his two assistants, Messrs. Holmes and Clouston. Wednesday afternoon they were entertained at "Palarett Villa" the summer residence of Messrs. Lawrence and Parkins, who with their wives and lady friends gave the boys a jolly good spread on the Lawn which was very much appreciated by the Scouts. Many visitors and guests from town were present and speak in very complimentary terms of the lads in charge for their very kind interest shown the lads and made their afternoon so enjoyable which will be remembered with pleasure for some time.—Com.

Americans Among the Killed.

Casualties on the Anglo-American Include Two U. S. Citizens.
Washington, July 8.—Two Americans, Richard Martin, either of Chelsea, Mass., or Providence, R. I., and John Mahony, thought to have lived at No. 321 Third Avenue, New York, were killed by the shell fire of the German submarine which attacked the British ship Anglo-Californian.

ASK FOR MINARD'S AND TAKE NO OTHER.