

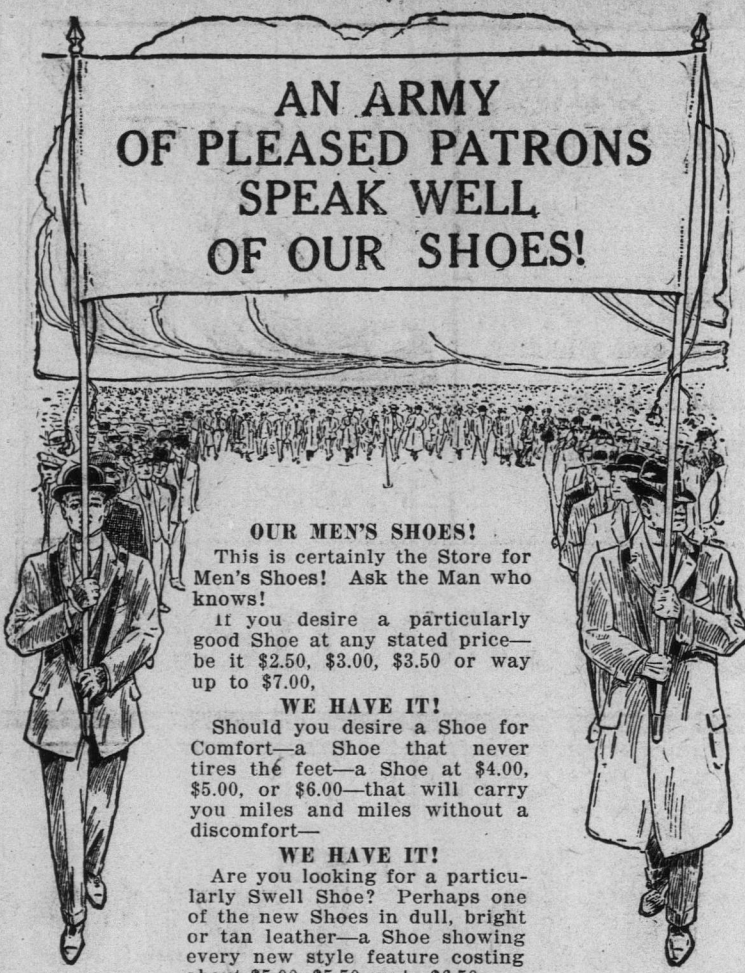
REID-NEWFOUNDLAND CO.

Labor Day Excursion, Wednesday, July 7th, 1915

Excursion Return Tickets will be issued to points between St. John's, Carbonear, Placentia and Renew's, at **One Way First Class Fare.**

Good going on all Trains of Tuesday, July 6th, and Wednesday, July 7th, and returning on all Trains up to Thursday, July 8th

AN ARMY OF PLEASED PATRONS SPEAK WELL OF OUR SHOES!



OUR MEN'S SHOES!
This is certainly the Store for Men's Shoes! Ask the Man who knows!
If you desire a particularly good Shoe at any stated price—be it \$2.50, \$3.00, \$3.50 or way up to \$7.00.
WE HAVE IT!
Should you desire a Shoe for Comfort—a Shoe that never tires the foot—a Shoe at \$4.00, \$5.00, or \$6.00—that will carry you miles and miles without a discomfort—
WE HAVE IT!
Are you looking for a particularly Swell Shoe? Perhaps one of the new Shoes in dull, bright or tan leather—a Shoe showing every new style feature costing about \$5.00, \$5.50 up to \$6.50.

We Have It! May We Show You?
PARKER & MONROE, LTD, The Shoe Men.

SUGAR, BEEF, PORK, etc.

Just Received per
Florizel and Stephano:

- 300 brls. SUGAR.
- 150 brls. BONELESS BEEF.
- 200 brls. HAM BUTT PORK.
- 100 brls. HEAVY MESS PORK.
- 100 brls. SHORT CUT CLEAR PORK.
- 150 backs TRIMMED LEATHER.
- 150 sides UNTRIMMED LEATHER.
- AND NOW DUE (on way across country)
- 400 bags "SELECTED" ROUND PEAS.

HARVEY & CO., LTD.,
Wholesale.

Gasolene

On Spot and to Arrive.

Prices are
Away Down.

T. A. MACNAB & COMPANY,
Telephone 444. P. O. Box 785.

Save Fifty Dollars on a Typewriter!

Why pay one hundred or one hundred and twenty dollars for a Typewriter when we can give you an Oliver at \$60.00, a Remington at \$50.00, an Underwood at \$80.00, an L. C. Smith at \$75.00. You may pay more but you can get no better service. We have sold over thirty of these Machines; they were sold with a guarantee, in fact, two guarantees. The Factory guaranteed them and we guaranteed them. They were sold on a "Money-back-if-not-satisfactory," and though we have been selling machines for over two years we have not yet had a complaint. We will be pleased to refer you to those to whom we have sold them. You save fifty to sixty dollars if you buy a Typewriter from us.
We now have in stock an Underwood at \$80.00; we have another coming which we will sell at the same price. We have an Oliver at \$60.00 on the way which we sold since it was shipped to us; and we have on order a Remington at \$50.00, and another Oliver at \$60.00.
We can also give you any machine for which you have a preference at a saving of from fifty to sixty dollars.
Do not place an order for a Typewriter until you have at least looked into our office.

DICKS & CO., Limited.
Office Appliance and Loose Leaf Specialists.

Things I Sell

- Spalding's Athletic Goods,
- "De Reszke" Cigarettes,
- Accident and Sickness Insuranec,
- Murphy Calanders,
- Clarks Table Delicacies.

P. E. OUTERBRIDGE,
180 Water Street. Tel. 60.
June 29, tu, th, s, ff

FIGURES DO LIE.

Prices are only Relative

REGAL ENGINES are the highest priced engines, yet they are the cheapest.
They are the highest priced engines because they cost more to build.
They are the cheapest engines, because they will last twice as long as any other engine.
They are also the cheapest engines because they save your time, and "Time is money."
If you shut your eyes to this real bargain in engines, you will be the sorriest fisherman who ever signed an order.
You will lose more money than you can afford to lose, and your oil bills will be twice as large.
REGAL ENGINES use less oil, have more power, run with less trouble and give more genuine satisfaction than any other engine on the market.
We are, in the near future, going to ask all cash for REGAL ENGINES, so, buy one before we make this change, as we intend to make them the "Hall Mark" engines of Newfoundland.
We ship REGAL ENGINES complete with full book of instructions, and when once installed in your boat, any child can run one.
REGAL ENGINES are higher priced than other engines, but are the cheapest in the long run, because they run the longest.
WRITE FOR A CATALOGUE TO-DAY.
FRANKLIN'S AGENCIES, Ltd.,
St. John's, Nfld.

\$5.00 Shoes for \$4.50.



NO MONEY IN IT FOR US THESE DAYS.
630 pairs Men's fine Boots and Shoes, all styles and leathers. Regular \$5.00 Shoes for only

\$4.50.

This sale is genuine, as are all others we advertise. Look out, for each pair is stamped \$5.00. A rare snap for

\$4.50.

F. SMALLWOOD,
THE HOME OF GOOD SHOES.

A Magnificent List of Columbia Patriotic Records!

Only 65c. each.

TWO SELECTIONS ON EACH RECORD.

Come and hear them. They are simply magnificent. Everyone recorded in England.

- P16—Boys in Khaki, Boys in Blue, by Stanley Kirkby.
- "—Your King and Country Need You, by Harrison Latimer.
- P15—Here's to the Day, by Stanley Kirkby.
- "—The Trumpet-Voice of Motherland is Calling, by H. Latimer
- P17—Soldiers of the King (new version), by Harrison Latimer.
- "—Bravo! Territorials (new version), by Harrison Latimer.
- P28—Bombardier Jim, by Edgar Coyle.
- "—The Call to Arms, by Edgar Coyle.
- P20—Tommy Atkins, by Robert Howe.
- "—Sons of the Sea, by Harold Wood.
- P19—The Old Brigade, by Harrison Latimer.
- "—The Veteran's Songs, by Robert Howe.
- P34—Dolly McHugh, by Stanley Kirkby.
- "—Boys of the Ocean Blue, by Stanley Kirkby.
- P22—Your King and Country Want You, by Stanley Kirkby.
- "—Fall In, by Stanley Kirkby.
- P33—Your Dear Old Dad was Irish, by Stanley Kirkby.
- "—Sandy, Boy, by Stanley Kirkby.

U. S. Picture & Portrait Co.
Graphophone Department.

LADIES' BLOUSES!

See our great display of Ladies' New English & American **WHITE LAWN BLOUSES.** Every garment a leader in style, fit and finish. Prices 70c. to \$2.50 each. See them to-day, delays are dangerous.

Wm. Frew.

AUGUST PATTERNS

NOW ON SALE.

The women of Newfoundland are unanimous in praise of the Pictorial Review Patterns. Perfect fit assured.

N. B.—Outports please remember 17c. must accompany order for pattern.

CHARLES HUTTON.

FANCY DEPARTMENT.

INTERESTING to LADIES

Ladies' Costumes,

in smart Tweed effects and Black and Navy Serges. Values Very Special and cannot be repeated.

Ladies' Shower Coats

We have sold a large number of these this season, as we have the stock and our prices are the lowest. But present prices cannot be repeated.

Ladies' Colored Cotton Overalls and House Dresses,

Splendid values. You need these. Overalls, at \$1 00 each. Dresses, at \$1.15 each.

FACE

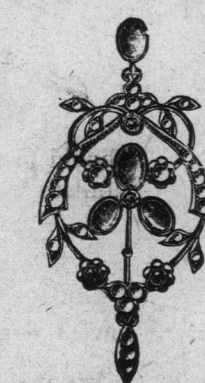
POWDER,

Limited quantity, only

25c. box.

This lot is part of a Bankrupt Stock and retailed in New York at 50 cts. per box.

Henry Blair



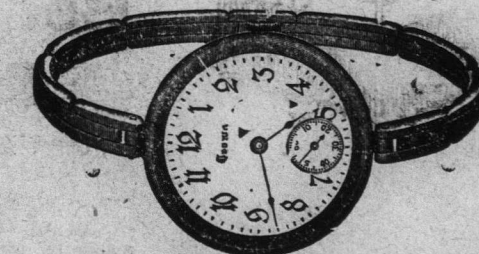
WE are showing just now some really handsome Pendants and Necklets set with gems and real pearls. They appeal at once to the tasteful buyer. We have put the prices at the lowest possible figure.

Engagement and Wedding Rings!



As usual we lead when it comes to selecting a Ring. We have them in single stone, three and five stone Diamond, also a very large and varied assortment of other gems.

After the engagement comes the wedding. We are proud of our Rings and when you need the Ring of Rings call on us and see how easily we can suit you.



We have just received a shipment of Crown Watch Bracelets — Gold filled with good movements and moderate in price. We strongly recommend them.

When in need of any article of Jewellery see the Reliable Jewellers stock first. We lead.

T. J. DULEY & CO.

Oranges, Bananas, etc.

To arrive ex S. S. Stephano Thursday.

- 60 bunches CHOICE BANANAS.
- 100 cases CALIFORNIA ORANGES—All counts.
- 70 cases TEXAS ONIONS—50's; 30 brls. TURNIPS.
- 20 brls. NEW POTATOES; 60 brls. CABBAGE (if sound enough to come forward). Also in stock P. E. I. BLUE POTATOES.

PRICES RIGHT.

BURT & LAWRENCE,

Box 245.

14 New Gower Street.

Tel. 750

TWELVE PAGE WEATHER FORECAST
TORONTO, Noon—winds, fair to-day, late to-night or early by S.E. wind and rain.
ROPER'S, Noon.—11 ther. 65.

VOLUME XX

Auction S

THE PEOPLE'S AUCTION

AUCTION

At the Store in rear of

Ltd. Dry Goods

TO-MORROW, 11

at 10.30 a.m.

A quantity of Dry Goods

and Sundries belonging to

vent estate.

P. C. O'DRI

July 8, 11

The Perfect

A day in the woods warm, and the fish in your basket a treat.

Clark's Pork and Beans

Could you want any other? As far as grub couldn't get any better Beans than

CLARK'S.

At all grocers. Wholesale

P. E. OUTERBRIDGE

180 Water Street

'Phone 60

June 21, m, w, fr, ff

WANT IMMEDIATE

A SCHOOL

To load Br

Trinity Bay

John's.

Apply to

H. J. Stabb

June 28, ff

Spey Ro

10 YEARS ON

Finest product Pure Malt Scotch

J. C. BA

Water Str

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