

## We're Easy!

Five Dollar Greenbacks are Burning Holes in our Pockets.

### Do You Want One?

Save the Alphabet Cards in all pound packets of Union Blend Tea, bring to us and get the money.

**H. W. de FOREST TEA CO'Y.**

### 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.

**REID NEWFOUNDLAND COMPANY.**

## S.S. "Invermore"

Will sail from the Dry Dock Wharf on Monday, July 25th, at 10 p.m., for Labrador, calling at

Harbor Grace, Carbonear, Catalina, King's Cove,

Bonavista, Twillingate,

Battle Harbor,

And the usual ports on Labrador.

Freight will be received up to 6 p.m. on day of sailing.

**Reid Newfoundland Company**

## Princess Dresses

Just received, another shipment of **PRINCESS DRESSES**—all beautifully made and trimmed. Fine Embroideries, Laces, etc.

The Newest and Latest Styles.

No Summer wardrobe is complete without one or more of these dainty Dresses.

See Window.



**U. S. Picture & Portrait Co.**

**Bananas, Cabbage, etc.**

To-Day per "Florizel,"

50 barrels Choice Green Cabbage,

50 Large Bunches Bananas, and in stock

30 cases Small New Onions,

100 sacks P. E. I. Potatoes—

Last P. E. I. Potatoes to arrive.

**Edwin Murray.**

Advertise in the TELEGRAM.

## Bona Fide Sale

—AT—  
**RODGER'S.**

There is no make believe about this sale, it is a genuine sale of

Laces, Insertions, Swiss Embroideries,  
Allover Laces and Embroideries,  
Neck Frillings, Ladies' Belts, etc.,

At prices that will effect a speedy clearance.

**A. & S. RODGER.**

## J. J. ST. JOHN.

Fresh stock just arrived:

Jacob's Assorted Biscuits,  
Holland Rusks,  
Carr's Biscuits—assorted;  
Bird's Baking and Custard Powder,  
Baker's Cele'ated Cocoa & Chocolate,  
Tin'd Lobster, Salmon & Bakeapple.  
Brock's Bird Seed is best.  
Pure Gold Milk Cocoa.  
Heinz's Tomato Ketchup.  
N. B.—Ask for your Coupons and make your 10 per cent.

**J. J. ST. JOHN, Duckworth St.**

## Plasmon Custard Powder

25 Times More Nourishing

Than any other Custard Powder.

(See *British Medical Journal*, 19th Feb., 1910, on "PLASMON AS A SOURCE OF PHOSPHORUS.")

In packets, 12 cents. Each packet contains sufficient to make 4 pints of

**DELICIOUS CUSTARD.**

Plasmon is used by the Royal Family.

**P. C. MARS, Board of Trade Building.**  
Phone 696.

## DO YOUR EYES NEED ATTENTION?

Have you headaches?

Do you see better with one eye than the other?  
Do your eyes tire and ache after reading?  
Have you difficulty in reading fine print?

If you suffer from any of these symptoms, we will tell you (Free of Charge) whether glasses will help you or not.

We Guarantee Satisfaction.

**T. J. DULEY & CO.,**  
The Reliable Jewellers and Opticians.

**ESTABLISHED in 1850,**

**THE GILSON MANUFACTURING CO.**

Has been doing a large successful business ever since; therefore, from long experience, they are in a position to supply users of **MARINE or LAND ENGINES** with the best that is made. Those Engines can be run by Gas, Gasoline or Alcohol.

It would be to the interest of intending purchasers of **MARINE or LAND ENGINES** to write to the undersigned, when illustrated catalogues and prices will be furnished.

**HENRY R. COOK, Rocksley Farm, Outer Cove Road, St. John's,**  
Nfld. Age it for the **GILSON Manufacturing Co., Ltd.**

n25,3m,ead Guelph, Ont.

**JOB PRINTING Neatly EXECUTED**

## Warm Weather WEAR,

—AT—  
**Money Saving Prices.**

Ladies' Summer Coats,

in Tweed, Covert and Fawn.

Regular Prices—\$2.20, \$2.90, \$3.90, \$5.

Clearing at **\$1.75, \$2.40, \$3, \$4.**

Ladies' Holland Coats,

Just right for July wear.

Regular prices—\$1.35, \$1.50, \$1.70, \$1.80.

Clearing at one price—**only 90 cts.**

Ladies' Holland Voile Skirts,

A marvel of value. Regular price—75cts]

Clearing at **50 cts.**

HATS!

The balance of our Stock of Ladies' Coloured Hats, in Untrimmed and Ready to Wear, marked for clearance at **half regular price.**

A rare opportunity of securing a Fashionable Hat at a Low Figure. Among this lot you may have a Fashionable Ready to Wear Hat for **35 cts.**

Boys' Linen Hats,

In Fawn and Blue Stripes.

Good value for 25c; clearing at **20c.**

The above are only a few of

**Many Money Saving Lines**

we are offering to July purchasers.

## ALEX. SCOTT,

Popular Drapery Store,

uly,4f **18 New Gower St.**

## GUY TER-CENTENARY POSTCARDS.

Just in time for the celebration.

Series of 21 Cards in Black and White Callotype.

No. 1—Cupid's Nid—Raising the Flag in honor of the Ter-Centenary.

No. 2—View of Mosquito, with Carbonear Island.

No. 3—Guire's Rock, with Village of Mosquito in distance.

No. 4—Custom House, Harbor Grace—Site of Old Pirates Fort.

No. 5—Newfoundl'd Highlanders saluting Guy's Habitation.

No. 6—Newfoundl'd Highlanders saluting Birthplace of Sir Henry Pym.

No. 7—Carbonear.

No. 8—Bacallan Island.

No. 9—Naked Man Rock, near Bay-de-Verde.

No. 10—Bay-de-Verde.

No. 11—Ochre Pit Cove.

No. 12—Northern Bay—in the year 1775 400 lives were lost on the beach.

No. 13—Bacallan Island Lighthouse, or first land sighted by Guy.

No. 14—Cupid's No. 1.

No. 15—Cupid's No. 2.

No. 16—Cupid's No. 3.

No. 17—Cupid's, Guy's first settlement.

No. 18—Spectacle Head near Cupids.

No. 19—Cupid's looking out the Bay.

No. 20—Methodist Church, Cupids.

No. 21—Arrival of Placetaff to be erected on Guy's Point.

Price—**\$1 per hundred, 15c. pr doz., 2c. ea. or set of 21 for 25c.**

A Three Card Length Panoramic View of Cupids—price 35c pr doz., 4c each.

**DICKS & Co.,**  
Popular Bookstore.

## Amazon Roofing,

The smooth-surfaced, so called "**Rubber**" Roofing, manufactured by the Barrett Manufacturing Company.



As this Company has a long standing reputation for making the best, this means that **Amazon** is without a superior in "Rubber" Roofings. And further, it means continued and increasing sale to the dealer who pushes this Roofing.

**COLIN CAMPBELL, Distributing Agent.**

**JOWLS, PORK, etc.**

Our shipment ex Florizel, July 21st,

Choice Selected Small Jowls,

Choice Light Ham Butt Pork—60 to 70 pieces.

Choice Spare Ribs—tierces.

Also, New American Cabbage, Bananas.

**F. McNAMARA, QUEEN STREET.**

At least 95 out of every 100 Newfoundland women who buy Salt BUY ONLY

## Windsor SALT,

Not from any idle whim or passing fancy, either, but from a settled conviction that Windsor Salt is the

**Purest and Best Salt.**

## THIS AD

—IS—  
**A List of Bargains**

—IN—  
**Underwear and Hose.**

**PURCHASERS OF THESE GOODS** can save good money by buying from us. We give the best value possible, and charge the Lowest Prices possible.

The following are **Every-Day-In-The-Week Bargains**,—while they last.

**Women's Sleeveless White Cotton Vests**, sizes 4, 5 and 6. Regular 18c value, at 12c each.

**Women's Short Sleeve White Cotton Vests**, sizes 4, 5 and 6. Very special, at 12c each.

**Women's Long Sleeve White Cotton Vests**, sizes 4, 5 and 6, buttoned fronts, at 35c each.

**Large Women's Long Sleeve White Cotton Vests**, sizes 8 and 9, buttoned fronts, at 35c each.

**Children's Short Sleeve White Cotton Vests**, sizes 20 inch to 28 inch, 11c to 13c each.

**Children's Tan, Ribbed Cotton Hose**, guaranteed fast, size 5 inch to 9 inch, 11c to 13c pair.

**Children's Black Ribbed Cotton Hose**, guaranteed fast, size 5 inch to 9 inch, 10c to 14c pair.

This lot of Children's Black Hose is, we may say, a Job Lot.

Please note that the largest size only costs **14c pair.**

**Women's Black and Tan Plain Cotton Hose**, 13c and 20c pair.

**Women's Black and Tan Plain Lisle Hose**, 35c and 40c pair.

**Women's Black Plain Cashmere Hose**, 22c, 25c, 30c, 35c, 38c, 45c, 55c, 75c pair.

**Women's Tan Plain Cashmere Hose**, 30c, 35c, 45c, 55c pair.

**Women's Tan Ribbed Cashmere Hose**, 20c, 30c, 38c, 45c and 55c pair.

**Women's Black Lisle Hose, Lace Ankles**, 30c, 35c and 45c pair.

**Women's Tan Lisle Hose, Lace Ankles**, 30c, 35c, 40c and 45c pair.

**Women's Black Rib Cashmere Hose, 10b—only 22c pr.**

This is a lot some of which are somewhat short in legs. Would be worth 40c in the regular way.

Novelties in Women's Hose, in Black, Tan and Coloured.

Cashmere and Lisle Hose, in Embroidered and Lace Ankle makes.

**Men's Babrigan Underwear**, all sizes, only 35c garment,—price anywhere else, 40c.

**Men's Cotton and Cashmere Hose** in immense variety, and needless to say, at Lowest Prices.

**MAIL US YOUR ORDER.**

## HENRY BLAIR.

**JOHN MAUNDER, Tailor & Clothier, 281-283 Duckworth St.**

**LATEST Style and Workmanship guaranteed.** Our Ladies' Department is now stocked with the **LATEST shades in Costume Cloths.** This department is superintended



BY A CUTTER OF MANY YEARS EXPERIENCE.

**The Latest English, French & American Designs.**