

BEAVER FLOUR

combines the rich gluten of Manitoba Spring wheat and the lighter, but equally important, properties of Ontario Fall wheat. The two combined form a perfectly blended flour that makes bread light, white, nutritious and extremely palatable, while pastry made with Beaver Flour has a crisp, flaky texture that brings many a compliment to the cook.

You don't need to be an expert in baking to attain the best results with BEAVER FLOUR. But if you are an expert, you will readily recognize its incomparable qualities. Your grocer has BEAVER FLOUR, and will recommend it. DEALERS—Write for prices on all First, Coarse Grinding and Canada. THE T. E. TAYLOR CO. Limited, CHATRAM, Ont. 108



R. G. ASH & CO., St. John's, Sole Agents in Newfoundland, will be pleased to quote prices.

NOTICE!

I WILL BE ABSENT from the Colony for SIX weeks. In the meantime friends and customers will have prompt and careful attention on my behalf from Mr. W. J. MAHONEY, Office—No. 29, 4th floor, Board of Trade Building. JOHN JACKSON.

North Sydney Coal

Cheapest and Best

in the city. 168 tons Best North Sydney Coals, landing ex schooner Nina L.

\$6.40, sent Home.

Newfoundland Produce Co., Limited. Late Duder's Premises.

To Arrive, ex S. S. "Florizel."

80 bunches Bananas, 30 bris. N.S. Cabbage IN STOCK.

A few boxes of Choice Canadian Butter—28 lb. each. Also, Oats, Hay and Feed, etc.

BURT & LAWRENCE,

1. O. Box-245. Telephone-759. 14 New Gower St.

HAVE YOU TRIED

Cleaning, Pressing and Repairing Service Yet? If not give us a Trial Order To-day. Let us demonstrate to you what Perfect Cleaning and Pressing Service means.

Goods called for and delivered. PHONE-727. WILLIAM SPURRELL, The Reliable Tailoring, Cleaning and Pressing House, 174 Duckworth Street, On the Beach.

Sugar Advancing!

All grades of Sugar have advanced the past few weeks and to-day's report indicates a strong market with likely higher prices. We are well stocked with Granulated, Brown and Cut Loaf, and can fill your orders at lowest prices. Buy NOW and save money.

F. McNAMARA, Queen St.

Baby Carriages and Go-Carts

IS NOW ON DISPLAY.



You certainly will want to take the Baby out these bright sunny days, and this store is ready to furnish the finest

BABY CARRIAGES and GO-CARTS

that can be secured anywhere. WE HAVE THEM AT ALL PRICES.

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

CUT PRICES for Regatta Week!

During This Week we are Offering all Summer Goods at Cut Prices

- Lawn Blouses, 60c. up.
- Children's Dresses, in Blue, Pink & Cream, 60c.
- Gingham, 8c. and 10c.
- Ladies' Vests, 10c. up.
- Lawn Remnants, 12 cts. worth 20c. to 30c.
- Boys' Rompers, 48c. up.
- Children's Black Stockings, all sizes, 10c.

The above are a few of the many Bargains this week at

HENDERSON'S, Theatre Hill.

Open Till 9 O'Clock. July 24, 1911

PIANOS AND ORGANS.

VISITING FRIENDS

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

CHESLEY WOODS.

Ladies' & Gentlemen's Fine Boots & Shoes.

\$2.50, 3.00 3.50

- Ladies' World Known Boots \$3.00
- Ladies' World Known Shoes \$2.80
- Made of the Finest Patent Leather, Vici Kid, Wine Calf, Tan Vici, etc., Button, Blucher and Laced. Men's World Known Boots and Shoes, all Leathers and Styles, all one price \$3.00
- The World Worn Boot for Men \$3.50
- The Dreadnought Boot for Men, only \$2.50

F. SMALLWOOD, The Home of Good Shoes.



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.

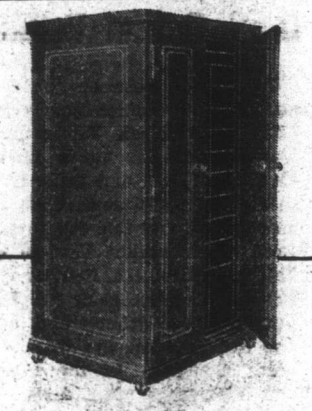
If the services of a Physician is needed we will tell you so.

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

Vessel COAL

Best COAL

We've chartered the barque "Lake Simcoe" and she will be due to arrive about the 2nd week in August with an excellent cargo of North Sydney Screened Coal. We are now looking orders, and householders will do well to avail of this opportunity. J. J. MULLAHEY & CO. July 17, 11.



Don't Buy Another Safe

The Safe-Cabinet will answer your purpose as well or better at a fourth the cost. A fire-proof cabinet with combination lock, that will protect your valuable papers. Interior equipment adjustable to the needs of any business. Immediate capacity. Light weight. All sizes. We have it in stock. FRED. V. CHESMAN, Agent.

"EDGEHILL"

CHURCH SCHOOL FOR GIRLS, Windsor, N.S.

The Bishops of Nova Scotia and New Brunswick, Patrons. Miss Gena Smith, Lady Principal. Gold Medal, 1908-1910, from the Royal Academy and Royal College of Music, London, Eng. 8 Pupils matriculated 3rd, 5th and 8th, McGill 1910 exams. Domestic Science Dept. Perfect Sanitary Conditions. Re-opens Sept. 13th, 1911. For Calendar apply to Rcv. H. A. Harley, M.A., June 23, 3rd Secretary. Hazell's Annual, for 1911. Is of all Year Books reference books certainly the most reliable and comprehensive. This new volume contains a full record of the New House of Commons, and from its literary and biographical aspect surpasses all former editions. Price, \$1.00 post paid. S. E. GARLAND, Leading Bookseller.

MICHELIN TIRES!

FIRST PNEUMATICS Made for Automobiles. It is a matter of history that every real improvement in Automobile Tires has been made by Michelin, and that practically every important Automobile contest in the world has been won on Michelin Tires. The Michelin Watchword is—Quality. A. H. MURRAY, Agent.

Just the Kind for the Regatta!

- Men's Light Pattern Negligee Shirts 70c. to \$1.50
- Men's White Outing Shirts with Collar 45c. to \$1.00
- Men's Soft Flannel Collars 15 cents
- Men's Stylish Linen Collars, from 12 cents
- Men's Slight-Underwear 45 cts. a garment

REID NEWFOUNDLAND COMPANY.

Regatta Day Excursion.

Excursion Return Tickets will be issued at all stations between and including St. John's, Carbonear and Placentia at

ONE WAY FIRST-CLASS FARE.

Good going by regular trains of Tuesday, August 1st, and all Regular and Excursion trains of Wednesday, Aug. 2nd. Returning, good on all trains of Thursday, August 3rd.

To the Trade! LIFEBOUY RUBBERS for Fishermen. Worn by all Canadian Fishermen at Shore and Bank Fishing. The Cheapest Rubber Boot on the Market. Try a Case. PARKER & MONROE, LTD.

A CLEARING LINE OF LADIES AMERICAN

White Lawn Blouses.

Some of these Blouses sold at \$1.50 and \$1.70 each. In order to clear them out we now offer them all at the same price, 80 cents each. Also, Colored Muslin, White, Cream and Black Silk Blouses at Reduced Prices.

R. TEMPLETON, 333 Water St.

WEATHER FORECAST. TORONTO, Noon—E. Coast—Moderate to fresh S. winds, fair and warm to-day and on Sunday.

BOVRIL.

Fresh supply by S.S. Kanawha. BOVRIL, (in bottles.) 1 oz., 2 oz., 4 oz., 8 oz., 16 oz. INVALIDS BOVRIL, 2 oz. and 8 oz. bottles. BOVRIL WINE, half pint and pint bottles. BOVRIL LOZENGES, in tins. LIEBIG'S EXTRACT OF MEAT, VIMBOS, CELERY SALT, VIROL large medium and small. T. J. EDENS Sole Agent for Newfoundland.

HERE! HERE! AT LAST. SCOTCH Ice-Cream Parlor. Choice Ice-Cream Served with all flavors in the Real McCoy. Made in large quantities for Garden Parties, Picnics, Outings, etc. GIVE US A TRIAL. P. TOGNETTI, Corner Barler's Hill and New Gower Street. Taste and Try Before You Buy July 25, 1911

WEAK, TIRED & NERVOUS MEN

should read for a Valuable Pamphlet, explaining how all Nervous and Organic Derangements, Vertigo, and all other ailments arising from the use of Stomach Medicines or Electricity. The method is easy and pleasant, and will effect a perfect and permanent cure. The pamphlet is revised and in progress with the most advanced researches of the subject, together with hundreds of recent testimonials showing successful cases. Send in plain sealed envelope, post free. N. F. NORTON, 59 & 60 Chancery Lane, London, England. Over 40 years' continuous success. Advice Free.

FOR SALE! AT the Drug Store, situate on corner of Duckworth and Prescott Streets, lately occupied by Thomas Courtney, all the Drugs, Drugs Sundries, Show Cases, Fittings, Surgical Supplies and Soda Fountain. \$1,000 will buy the lot. Inventory can be seen and all information obtained at PETER O'MARA'S, 46 & 48 Water St. W. July 29, 11.

Wanted to Purchase!

(For Highest Cash Prices.) Tinned Lobsters. It will pay Lobster men to correspond with me and get my prices. G. H. KAMPF, Martin Hardware Building, 157 Water Street, June 17, 1911.

Hazell's Annual, for 1911.

Is of all Year Books reference books certainly the most reliable and comprehensive. This new volume contains a full record of the New House of Commons, and from its literary and biographical aspect surpasses all former editions; its 620 pages is full of information for men of all professions and occupations. Price, \$1.00 post paid. S. E. GARLAND, Leading Bookseller.

Per S.S. "Stephano."

Bananas, Oranges, Apples and Pears, Cherries, Plums and Grape Fruit, Musk Melons, Tomatoes, Green Corn, Cucumbers and String Beans, Cauliflower, N. Y. Chicken and Corned Beef. JAS. STOTT An intelligent person may earn \$100 monthly corresponding for newspapers. No canvassing. Send for particulars. Press Syndicate F1713 Lockport, N.Y. July 16, 11