

G. KNOWLING.
East End.

SPECIALLY ATTRACTIVE, USEFUL BARGAINS!

We offer the following Special New Bargains, together with a large variety of Remnants, Old Lines, etc., at
PRICES THAT WILL COMPEL
the prudent purchaser to buy some splendid specially reduced lines for making into Women's and Child's Clothing, etc.

<p style="text-align: center;">Japanese Serpentine CREPE.</p> <p style="font-size: small;">Suitable for dressing jackets, cushion covers, bags, draperies, etc. This is the most dainty and artistic fabric imaginable, the colorings and designs most uncommon and being of high-class.</p>	<p style="text-align: center;">Serim Check Voile Remnants</p> <p style="font-size: small;">An extra bargain, suitable for innumerable requirements, from curtains and casement curtains to dresses.</p> <p style="text-align: center;">8 cts. per yard.</p> <p style="font-size: x-small;">To be had in Stripes and Check. Cream color; 40 inches wide.</p>	<p style="text-align: center;">Lace Collar Special</p> <p style="font-size: small;">A little lot of Ladies' Lace Collars, Fichus, etc.</p> <p style="text-align: center;">10c. to 35c.</p> <p style="font-size: x-small;">Regular prices 20 cts. to 30 cts.</p>	<p style="text-align: center;">Dainty Zephyrs.</p> <p style="font-size: small;">We have just received a large shipment of this splendid wearing and washing material in a large variety of dainty Checks, Stripes and plain colors.</p> <p style="text-align: center;">10 cts. & 14 cts.</p> <p style="font-size: x-small;">For women's and children's blouses, overalls, dresses, rompers, etc. There is nothing to equal these materials.</p>
<p style="font-size: small;">Ladies' Elasti Rib Vests, just the thing for the season, well made and fitting with short or long sleeves. Would be good value at 15 cts. each in regular way...</p> <p style="text-align: center;">10c.</p>	<p style="font-size: small;">Children's Vests and Pants. Suitable for girls and boys; a marvellous bargain. We offer all sizes at</p> <p style="text-align: center;">12 cts. per garment.</p> <p style="font-size: x-small;">Will fit boys or girls from 2 to 10 years of age. Regular price from 14 cts. to 20 cts., according to size.</p>	<p style="font-size: small;">Fine Flannelette Lengths. A splendid fine spun high-class cloth in a large variety of uncommon and useful patterns.</p> <p style="text-align: center;">11 cts. per yard.</p> <p style="font-size: x-small;">Inches wide, suitable for domestic purposes where a fine soft, good-wearing material is required.</p>	<p style="font-size: small;">Fleece Calico. A really good sound article, 40 inches wide.</p> <p style="text-align: center;">9 cts. per yard.</p> <p style="font-size: x-small;">Note the width and the low price. Would be worth in regular way 12 cts.</p>
<p style="font-size: small;">Ladies' Corset Bargain. Two specially good lines at enormous reduction to clear at</p> <p style="text-align: center;">50 cts. & 95 cts.</p> <p style="font-size: x-small;">per pair. Regular prices are \$1.99 and 60 cts. each; colors White and Grey.</p>		<p style="font-size: small;">Silk Spot Silkim. A beautifully fine silky fabric with self silk spot, suitable for dresses, pretty frocks, etc. In White, Pink, Cream, Crimson, Cream Nil, Blue, V Rose.</p> <p style="text-align: center;">25c.</p> <p style="font-size: x-small;">Regular price 50 cts. and 35 cts. per yard.</p>	
<p style="font-size: small;">FLANNEL TWEED. An uncommon opportunity for ladies, will make a smart medium weight costume. Regular price would be from \$1.50 to \$1.80 per yard; 54 inches wide; per yard</p> <p style="text-align: center;">\$1.00</p>		<p style="font-size: small;">SERGINE REMNANTS. We are able to offer another lot of this useful material. Nothing like it for knockabout skirts, children's wear, etc.</p> <p style="text-align: center;">14c</p>	

Remnants of Dress Muslins, Cottons, Curtain Nets—many under half price.
Also, a lot of Odd Lines and Remnants, at enormous reductions.

G. KNOWLING.

EAST END.

Did You Ever?

DID YOU EVER STOP TO THINK HOW MUCH YOU OWE TO ADVERTISING!

BY J. R. HAMILTON.
Ninety million people owe most of their comforts, their luxuries their degree of prosperity, and many of them even their lives to advertising and yet how few of us even stop to think of it except as a necessary evil.

Through the publicity given a certain anti-toxin, that dread disease, Diphtheria, which used to mow down our children as a reaper mows down grain, is hardly dangerous any more. We never cut a finger or scratch a hand but what we go straight to a bottle of advertised antiseptic. (And this has no relation to so-called patent medicines).

When we rise in the morning we put on an advertised stocking that saves us hours of weary labor. We touch a match to an advertised gas stove and save another half hour. We put on an advertised toaster and save our tempers and our indigestion. We dress in advertised clothes (advertised either by the maker or the seller) and from then until the time we go to sleep again on an advertised bed, we are dealing with and living in touch with publicity throughout the livelong day.

We use it as our guarantee of quality or price or good faith on the part of the seller. We act on it with faith and we accept it implicitly at all times. We sometimes doubt the absolute veracity of what it claims, but we never doubt the dead certainty of the man who signs his name to it, either to make good what he claims or cheerfully to give us back our cash.

They say this is a day when no man can succeed without advertising, but it is even more than that. It is a day when no family can succeed without **READING THE ADVERTISING.**

If most people were as impervious to advertising as they think they are, they would be twenty-five years behind the times in everything they do.

The time has come when advertising has got to be treated as news, read as news and acted upon as news.

The people who do not read advertising, like the people who do not use advertising, are getting farther and farther behind in the race every year.

On Second Thought.

BY JAY E. HOUSE.
However, it must be admitted that chin whiskers are more artistic than the average man's cravat.

It is comparatively easy to drum up membership for a lodge which taps a keg at every regular meeting.

The records show that Abner Pim-soll has been married three times. Still, that isn't much for a man who has, so to speak, made matrimony his life work.

There are a number of cures for the dissatisfied boy, but permitting him to run away with a circus probably is the most effective and satisfactory all around.

We admire the woman as much as anybody, but we never intend to shoot a man on account of one.

A woman's life is full of trouble. If she has no children to worry over she is pretty sure to try to grow a fern.

There are those who believe life can be prolonged by sun baths and uncooked food. But, under the circumstances, what would be the object?

Nearly every girl worth having has been kissed by other men.

If the baby is reared on the bottle half the women sniff in disdain. If it isn't the other half sniffs.

Everything kept in stock for the repair of the A. A. Waterman Fountain Pen at TRAPNELLS.—aug15,tf

The VEEDER Demonstrators

Have Returned to St. John's
From their successful visit to Harbor Grace and Bell Island. They will remain at Mercantile Chambers, 193 Water Street, until next Thursday, when they will leave for England.



Showing a Rheumatic Sufferer how to use the Veedee.

The Veedee is the best Home Treatment for
SCIATICA, NEURITIS, NEURASTHENIA, STAMMERING, DEBILITY, KIDNEY COMPLAINTS, ASTHMA, WEAK EYES, CATARRH, RHEUMATISM, PARALYSIS, NEURALGIA, LUMBAGO, INDIGESTION, BRONCHITIS, LIVER TROUBLES, DEAFNESS.

The Veedee Institute, at Mercantile Chambers, 193 Water Street, is open until next Thursday, daily from 11 a.m., to 1 p.m., from 3 to 6 p.m. Call to-day or write for information.

Sick of the Government.

Editor Evening Telegram.
Dear Sir.—Please allow me space in your valuable paper to make a few remarks about the way we are treated here by the Morris Government. First of all, I would mention a fishery matter. There are two coves in this place, and we are allowed no seines to haul caplin. I have seen as high as six or seven seines in those coves hauling caplin and a man paid by the Government to look after them. More than that, they have the so-called protection boat, the Fiona, at times going round on pleasure trips instead of going around protecting the fishermen and having the men that hauled caplin in those coves taken up and made to pay the fine. The Fiona was smart enough last summer in going to get 'Layton Morrissey's' dories, but there was no one saw her coming to Cape Broyle to catch the dories and seines in those coves.

I will tell Morris and his gang they have only another year to let things carry as they have gone on in the past.

My second remark is about road work. When there is work on the roads, some men are sent after to go to work, and more cannot get any. Men that were at work a month ago are not paid for it yet. I know of one man in particular who is asking some of its chairmen of the roads. The cry is there is no money. If the picnic parties were stopped and all that is wasted other ways saved, there would be lots of money to pay the poor men who work on the roads. I have also been told that there were 15 or 16 men

asking the members for Ferryland to give them a government pump for a well they have in their neighborhood, which is somewhere about 19 or 20 ft. deep. They haven't got it yet, although it was early in the summer when they asked for it.

What can we expect from the Morris gang? After 1913 we shall have a good government, for we are sick of the one we have now. Thanking you for space, I am,
Yours truly,
A BOND MAN.
Cape Broyle, Aug. 16th, 1912.

Wedding Bells

At Quiney, Mass.
A very pretty wedding took place at St. John's Church, August 18th, when Mary Ellen Morris was united in the Holy Bonds of Matrimony to John William Breen, both the contracting parties belong to St. John's, Nfld. The bride looked charming in white silk and wore a large picture hat and carried a white ivory covered prayer book. The bridesmaid was Miss Hannah M. O'Regan, who looked very pretty in blue and white and carried a large bouquet of Killarney roses. The groom was attended by Mr. William Squires. After the ceremony the happy couple drove to the residence of the bride's sister, Mrs. John O'Regan, 70 Branch Street, where a wedding reception was held. The bride and groom were the recipients of many handsome and useful presents.

ORGANS.—The famous Needham Organ—sold in tens of thousands of homes. Eight styles to select from. Call and see them. CHESLEY WOODS, Sole Agent for Nfld.—June 25

Good Templar Notes.

During the holiday season Onward and George Boyd Lodges have managed to hold regularly their weekly meetings, and the "faithful few" were always on hand at the appointed hour, to conduct the business to a successful issue, and with promptitude and despatch.

George Boyd Lodge still holds the fort at Salvation Hall, Springdale St., on every Wednesday evening. The work for the fall and winter has been talked over, and it is expected that a vigorous campaign will be inaugurated shortly.

Onward Lodge is always "at home" in Victoria Hall every Friday evening for the reception and initiation of candidates and transaction of other business. Their programme for the fall has been mapped out, and on next Friday evening at 9 o'clock a short address will be given on the Progress

of Temperance in Newfoundland. Every one is invited to be present and it is hoped a pleasant and profitable hour will be spent.

The Juvenile Temple will for the present meet on Friday evenings in Victoria Hall, at 7 o'clock. The meetings were re-opened last week, and all the old members are invited to be present next Friday. There is much work to be accomplished and it is the boys and girls of to-day who will have to take up the burden when the older members shall have passed away. The Superintendents intend to make the meetings enjoyable by having bright and interesting programmes.

LARGELY ATTENDED FUNERAL.—The funeral of the late Mrs. Ralph Bishop took place yesterday afternoon and was largely attended. Interment was at the General Protestant Cemetery, where Revs. Drs. Fenwick and Rogers officiated at the graveside.

Lightning Does Damage.

One of the fiercest electrical storms witnessed on the south shore of Conception Bay for many years was that which occurred late Sunday night. The lightning was very vivid and the peals of thunder deafening. In several instances telegraph poles were split on the road up to the Gullies, and yesterday it was reported by people in that section that the house of a man named Butler was considerably damaged by the lightning.

Securing Squid.

Local and bank fishermen who have for some time past been anxiously looking for squid bait were delighted yesterday when the first of it made its appearance in St. John's. At Torbay and neighborhood also there have been goodly supplies the past few days and as codfish are reported plentiful, no doubt good work will soon be done.

Here and There.

THANKS.—We are indebted to Hon. J. D. Ryan for copies of late English papers.

Dr. G. N. Murphy will resume practice, Tuesday, Sept. 11.—aug26,27,29,31,sep1,3

The Durango sailed from Liverpool on Saturday night at 9 o'clock for here.

A beautiful assortment of Engagement Rings just from England, all prices. Now opening at TRAPNELLS.—aug15,tf

There is something business-like about the New A. A. Waterman Fountain Pen. Just opening at TRAPNELLS. Call and see them.—aug15,tf

NEW HALL AND SCHOOL.—The Methodist people of Wesleyville are turning the old church there into a hall and school and the building is being renovated for the purpose.

Stafford's Liniment for sale by J. D. Halfyard, Hayward Avenue. aug19,tf

C. L. B. CREW GET MEDALS.—The boat crew who won the Brigade race for the C. L. B. on Regatta day will be presented with a set of gold medals by the Brigade on Thursday evening next at the Armoury.

FINED FOR BIRD SHOOTING.—Dr. Murphy was before Magistrate Bradley at Lewisporte a few days ago for breaking the Game Laws—shooting birds out of season. He was convicted and fined \$25.00.

Ask your Druggist for **SERRAVALLO'S TONIC** (Mark and Iron Wine). Cures: ANAEMIA, CHLOROSIS, DEBILITY, Delightful Taste.

Ambrose Janes' No. 1 Salmon!

New Potatoes
15 cts. Gallon.

100 boxes White Swan Yeast.
20 boxes Lye.
100 bags Hominy Feed.
100 bags Yellow Corn Meal.

Heinz's Spiced Salad Vinegar.
Heinz's Mustard Ketchup.
Heinz's Baked Red Kidney Beans.

New Local Cabbage, Turnips and Potatoes.

McMurdo's Store News.

TUESDAY, Aug. 27, 1912
Prestin's Foot Ease, if judicious use is made of it will stop all burning and aching of the feet, and correct profuse or fetid perspiration. If you want to take a walk in absolute comfort, and have no trouble with the soles of your feet next day, you have simply to shake a little into the shoes and stockings before setting out. You get a liberal sized tin at either of our stores. Price 25c.
Cascarets, two size boxes, 10c. and 25c., are now to be had our stores.

The S. S. Fogota, Capt. Baxter Barbour sailed for the northward at 10 a.m. to-day taking a full freight and as passengers Miss B. Williams, W. Snow, Miss C. Ruskin, Dr. Carnell, Miss A. Johnson, Miss J. Hodder, J. Roper, E. J. Kearsey, P. Denief, Jas. Vey and J. A. Meaden.

T. J. EDENS