

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,
July 4, 11 **18 New Gower St.**

GUY TER-CENTENARY POSTCARDS.

Just in time for the celebration. Series of 21 Cards in Black and White Calotype.

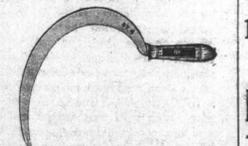
No. 1—Cupids, Nid—Raising the Flag in honor of the Ter-Centenary.
No. 2—View of Mosquito, with Carbonear Island.
No. 3—Guire's Rock with Village of Mosquito in distance.
No. 4—Custom House, Harbor Grace—Site of Old Pirates Fort.
No. 7—Newfound'd Highlanders saluting Guy's Habitation.
No. 8—Newfound'd Highlanders saluting Birthplace of Sir Henry Pynn
No. 9—Carbonear.
No. 10—Baccalieu Island.
No. 11—Naked Man Rock, near Bay-de-Verde.
No. 12—Bay-de-Verde.
No. 13—Ochre Pit Cove.
No. 14—Northern Bay—in the year 1775 400 lives were lost on the beach.
No. 15—Baccalieu Island Lighthouse, or first land sighted by Guy.
No. 18—Cupids No. 1.
No. 19—Cupids No. 2.
No. 20—Cupids No. 3.
No. 21—Cupids, Guy's first settlement.
No. 22—Spectacle Head near Cupids.
No. 23—Cupids looking out the Bay.
No. 25—Methodist Church, Cupids.
No. 27—Arrival of Flagstaff to be erected on Guy's Point.

Price—\$1 per hundred, 18c. per doz., 2c. ea. or set of 21 for 25c.

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

DICKS & Co.,
July 6 Popular Bookstore.

BEST CROWN AND Rivetted Back Scythes
30 to 38 in. \$6 to \$8.80 doz.
American Scythes—\$5.20 to \$7.20 doz.
Best B. Y. Grass Hooks.



American Grass Hooks—Scythe Shape.
Patent Snaths, Scythe Stones, Hay Rakes, Hay Forks.

All Selling Very Cheap. Special prices to Wholesale Customers. Send for Price List.

Martin Hardware Co

ANYONE, anywhere can start a small order business at home. No canvassing. Be your own boss. Send for free booklet. Tells how. Hancock, 3720 Lockport, N. Y.

JOB PRINTING

Boys' Serge CONWAY SUIT.



Sizes from 1 to 5, fit ages from 6 to 10 years, all one price,

\$ 5.50.

JACKMAN THE TAILOR,
The Mail Order House.

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.

FOUND AT LAST!

The **CURE** for Rheumatism:
SLOAN'S LINIMENT
Will do what doctors have failed in doing.
Price, **25¢** per Bottle.
J. J. ST. JOHN, Agent, ST. JOHN'S EAST.

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.

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, Distr. buting Agent.

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.



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.

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 30c 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 19c pair.

Children's Black Ribbed Cotton Hose, guaranteed fast, size 5 inch to 9 1/2 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 pr.

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

Women's Tan Ribbed Cashmere Hose, 20c, 30c, 38c, 45c and 50c 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,—Job—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 Babirigan Underwear, all sizes, only 35c garment,—price anywhere else, 40c.

Men's Cotton and Cashmere Hose in immense variety, and need less 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.

CASH'S TOBACCO is Always Good.

The following are a few of our well-known brands:

PLUG:
Master Workman,
Welcome Nugget,
Mayo's Best,
Battle Axe Chewing,
American Eagle Chewing,
Piper Heidsieck Chewing.

CUT:
Barrick Mixture,
Hymen's Mixture,
John Cotton's Mixture,
Yale Mixture,
Player's Navy Cut,
Capstan Navy Mixture.

Also, a full line of Cigars and Cigarettes of the leading Manufacture.

CASH'S TOBACCO STORES, 172 & 248 Water Street.

WHAT YOU WANT. **MOTOR ENGINES.**

I to 100 H. P.—Gasolene or Kerosene.

Every Fisherman should have an Engine installed in his boat.

It is quite time to do away with the laborious rowing system.

Let us show you how you can do it, and increase your earning capacity by handling your fish with despatch.

Angel Engineering & Supply Co., Ltd.
St. John's.

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.

NOTRE DAME BAY SERVICE.

THE S.S. "CLYDE"
Leaves Lewisporte every Monday and Friday, after arrival of Express Trains, as follows:—
EVERY FRIDAY
Exploits, Fortune Hr., New Bay Head, Leading Tickle, Triton, Pilleys Island, Springdale, alternate; Boot Hr., Ward's Hr., Wellman's Cove, Little Bay Islands, Little Bay, Three Arms, Jackson's Cove and South West Arm, alternate; Rattling Brook, North West Arm, Nipper's Harbor, Tilt Cove, Shoe Cove.
EVERY MONDAY—Campbellton, Kite Cove, Botwood, Exploits, Moreton's Harbor, Tizzard's Harbor, Twillingate, Herring Neck, Change Islands, Fogo, Seal Cove, Dog Bay, Beaver Cove, Beaverton.

Reid Newfoundland Company

NOT ONE SPECIAL BARGAIN DAY SALE

BARGAINS ALL THE TIME

R. TEMPLETON'S,
333 Water Street.

In order to make room we have decided to offer all Summer Goods at **GREATLY REDUCED PRICES.**

Splendid Assortment of Dress Muslins, Mercerised Sateen & Scotch Cambric

For Childr n's Dresses. Nothing looks neater than those Cambrics, and the Colours are guaranteed fast.

Prices:—14c, 17c and 20c per yard.
DRESS MUSLINS..... from 7 cents up.