

The Advertiser.



Old Faker, of the gold brick store, spent rolls of roubles by the score, announcing special sales of cheese and setting hens and b u m blees. These goods, he said, were fresh and clean, the finest goods he'd ever seen. He had to sacrifice them all to buy his stock of junk for fall. All goods had been marked down one-third; the people took him at his word and blew themselves for shoes and hats and garments that would hide their slats. And soon they found the things they bought, like Faker's promises, were rot; the goods that he declared so nice were mighty dear at any price. He fooled them this way divers times and gathered in a lot of dimes, but soon they tumbled to his game and swore at mention of his name. The cobwebs grow in Faker's store; he has no business any more, and every time a man goes past, he sighs: "The sheriff's come at last!" There's nothing like the truth in ads if you would gather in the scads. Just fool your patrons once or twice—the customers who have the price—and you will see them chase themselves to buy from other merchants' shelves.

Copyright, 1911, by George Nathan Allen

Washed Overboard.

On Friday evening last one of the seamen on the cattle schr. Carl E. Richards had a narrow escape from being washed overboard and drowned. While coming along in the vicinity of Cape Race a fierce hurricane prevailed. The schooner received a bad drubbing. She shipped many heavy seas, one of which when receding carried a sailor from the deck and he barely caught hold of the rail of the vessel which prevented him from going into the sea. We heard from the crew that the wind was travelling at the velocity of 50 miles an hour.

WIRE WOUNDS

My mare, a very valuable one, was badly bruised and cut by being caught in a wire fence. Some of the wounds would not heal, although I tried many different medicines. Dr. Bell advised me to use MINARD'S LINIMENT, diluted at first, then stronger as the sores began to look better, until after three weeks, the sores have healed, and, best of all, the hair is growing well, and is NOT white as is most always the case in horse wounds. Weymouth. F. M. DOUCET.

Regatta Notes.

Ten days more and the working-man's holiday will be over. Hearing of the destruction caused by flood at Quidi Vidi Lake as a result of Friday night's storm, hundreds of people visited the Lakeside Saturday evening and saw the bathhouses on the southside of the pond almost adrift. Very little was done by crews in the way of practice, owing to adverse conditions. The wharves for launching the race boats were swept away and men going to and from the practice boats got drenchings. A crew from Middle Cove were out in the "Bob Sexton." They are a fine lot of strapping fellows and promises to make good. Field's amateurs were out in the Togo Saturday night and are improving wonderfully. What promises to be an exciting contest this Regatta is the Football race. The favorite crew so far are the Casals. There are six crews practicing to row in the Factory race. The Outer Cove and Torbay fishermen will have their first spin on the lake this afternoon.

Personal.

Mrs. Eli Whiteway and her daughter Hazel arrived at Butte City, Montana, last week where they will be the guests of Mrs. Whiteway's eldest son Robert. Miss Florence Whiteway, another daughter of Mrs. Whiteway's, came in from Boise, Idaho, to meet them. Mrs. and Miss Whiteway will stay in Butte City till September. Mr. D. Flynn who has an important position in Sydney arrived here on a visit on Friday and will remain for the Regatta.

The second and final Veedee Demonstration takes place next Tuesday, at 8, at the Casino Theatre, (T. A. Hall), and tickets for reserved front seats at 10c each can be secured in advance without extra charge, at Mercantile Chambers, 193 Water Street, (two doors west from City Club), between 11 a.m. and 1 p.m., or from 5 to 8 p.m.—July 29, 30.

MINARD'S LINIMENT LUMBERMAN'S FRIEND.

Special Bargains!

In this ad. to-day we offer some of the special purchases our buyer made when in New York, which came to hand per S.S. "Stephano." The goods are marked much under half prices. Glance over the items and offerings and save.

Belts! Belts!

Over 400 dozen of Ladies' and Children's Belts—American Samples. We are quoting a ridiculously low price:

10 cts.

Never mind about the previous New York price, the belt may have been sold at 30 or 35 cts. at the factory.

You are given
Free Rein to
Take your pick
of any belt in our window at 10c.

NECKWEAR!

(Ladies and Girls).

You can choose from over 500 dozen this week, fresh from the manufacturer. Every one much more dainty and much more appreciated than

Their Prices,

10, 12, 15, 20 and 25 cts.,

would lead you to expect.

MEN'S HALF HOSE!

10c Fine Cashmere make, **10c** all black in colour, **10c**

LADIES' HAND BAGS!

This week the Ladies' of Newfoundland will have an opportunity to secure beautiful HAND BAGS at a great saving. These are all a Manufacturer's Samples, and marked in a great many cases much below New York Factory cost. Prices:—

10c, 20c., 25c., 30c., 40c., 50c., 60c., 70c, 90c. and \$1.00.

Marshall Bros.

Here and There.

OCEAN CONCERT.—On Thursday coming east an enjoyable concert was held in the saloon of the Mongolian during which a collection was taken up for the Orphans' Home.

Finish the half holiday well by attending the Cadet Dance, British Hall, Prices: 50c. gent's (single); 50c. lady's; 1.00. Popular music.—July 29, 31.

DANGEROUSLY ILL.—Mrs. Miller, wife of Mr. C. H. Miller, of the U. S. Picture & Portrait Co., is dangerously ill. She underwent a serious operation recently and it is feared she cannot recover.

DAMAGE BY FLOOD.—The flood caused by the big downpour of rain Friday night brought heavy boulders and rocks down over Leslie Street. These cut a trench 6 feet 6 inches deep and very wide in the thoroughfare, and a sewerage cut opened that day by the Council was filled with sand and debris. The flood washed away fences in that section also.

All Hope Abandoned.

Special to Evening Telegram:

TOKIO, To-day. The condition of the Emperor of Japan is such as to cause an abandonment of all hope of recovery.

The second and final Veedee Demonstration takes place next Tuesday, at 8, at the Casino Theatre, (T. A. Hall), and tickets for reserved front seats at 10c each can be secured in advance without extra charge, at Mercantile Chambers, 193 Water Street, (two doors west from City Club), between 11 a.m. and 1 p.m., or from 5 to 8 p.m.—July 29, 30.

HAS GOOD FARE.—The banker Olive, Capt. J. Kirby, which arrived here yesterday has only 50 qds. of fish for a week's work on the Banks. The weather was very stormy and foggy and little could be done. She is a small vessel of 5 dories and has 600 qds. of fish to date. Capt. Kirby will now try and secure a squid baiting for his next trip.

Here and There.

USING NET.—Recently Thomas Daley, of Peter's River, near Botwood, caught two men fishing with a net. The case is now in the hands of the court at Botwood.

BLACK DIAMOND LINE.—The S. S. Morwenia leaves Sydney this evening for this port. The S. S. City of Sydney is due at Montreal to-morrow evening.

NOTICE.—A meeting of the painters of the city will be held in the Mechanics' Hall this Monday, July 29, at 8.30 p.m., for the purpose of forming a union. A. J. BOLAND, Act. Secy.

FELL THROUGH HATCH.—While at work at Parker & Monroe's Saturday, a lad named Frank Gladney fell 12 feet through an open hatchway and received a severe cut over the left eye. Dr. Scully stitched the wound.

PATIENTS FOR HOSPITAL.—A young man named Pike, of Dog Bay, who is very ill, is coming on the Fogata for Hospital. Mary Wade, of Avondale, and J. Forrestal, of Clarke's Beach, arrived by the train to-day to go to Hospital for treatment.

STRAWBERRY FESTIVAL AT TOPSAIL.—A Strawberry Festival and small Sale of Work will be held by the C. E. W. A. at the Orphanage grounds, on Wednesday, July 31st, commencing at 3 o'clock p.m.—July 29, 31.

A BOY MISSING.—A boy named M. Kane, a resident of Hayward Avenue left his home Thursday morning and has not since been seen or heard of. The lad's parents are terribly anxious about him and it is feared that some accident has befallen him.

SHE IS SAFE.—Mr. Jas. Miller, the owner, had a message Saturday saying that the schr. Almada, which the s.s. Mary towed up from Seldom and had to slip, was safe. She got into Fermeuse and later went to Bell Island.

Our two great annual events—Mount Cashel Fete and "The Races"—The "Ladies Emporium" offers special inducements to the feminine race—in smart HATS, BLOUSES, COSTUMES, BOX DRESSES and BELTS at HALF PRICE. To realize come and examine. July 29, 30, m.w.f.s.

MINARD'S LINIMENT CURES GARTER IN COWS.

Swimming Race.

There is a strong feeling in the city at the present time against the swimming race on Regatta Day and we hear that some of these connected with the conduct of the race will withdraw from it. With so many competing and going over such a lengthy course, while labouring under the influence of intense excitement, there is ever present the risk of a sudden drowning accident. A man, a boy may be seized with a sudden cramp or spasm and go down to bottom unnoticed even by those following in boats. This race at the coming Regatta will be attended with more than ordinary risk to the competitors. Owing to protracted chilly weather the water will be ice throughout, very cold there is a big current in the lake and it will be especially dangerous for the brigade boys who must be under 20 years old to win. During recent Regattas some of the strongest swimmers had to be helped into the boats before half the course was covered and were very ill for a while. In fact, the man had to be attended by a doctor and clergyman. As a spectacle there is not much in the race and the opposition to its being placed on the programme is growing steadily.

Landslide at Petty Harbor

Shortly before midnight Friday, and when the storm had abated somewhat, the people of Petty Harbor were awakened by a terrific crash caused by a landslide near Brom Head, where several times before something similar occurred. The landslide occurred opposite H. A. Chafe's premises and hundreds of tons of rock and clay with some immense boulders fell. Fortunately no houses were near, nor were there any people about. One flake was demolished by the fall. The Petty Harbor Road was badly torn up by the floods.

A Dastardly Act.

Tuesday of last week, between 5 and 6 p.m., a telegraph pole was found across the track near Trepassy branch road, between Merrymeeting Pond and Ferryland. It was securely held in position, as it was run under the rail on one side and the upper part of it rested on the iron on the other side. The intention was evidently to derail one of the trains. When it was discovered a man stood near it, and when asked why he did not try to remove it, his answer was that he was a poor man and that he hoped for a reward for discovering it. His actions and excuse were taken to be suspicious by the policeman there and he was arrested.

Fishery Reports To July 20th.

On Saturday the Board of Trade received the following reports, which give the total amount of fish for each district up to the 20th July:—Hr. Main, 1,600 qds.; Port de Grave, 400; Hr. Grace, 4,000; Carbonear, 600; Bay de Verde (no report); Trinity, 10,000; Bonaville, 20,000; St. John's, 20,000; Lingate, 25,500; St. Barbe, 12,000; St. George's, 4,500; Burgeo and LaPoile, 17,000; Fortune Bay, 22,000; Burin, 25,000; Placentia and Miramichi, 24,000; Ferryland, 9,000; Straits, 4,000. Total, 231,100 quintals.

PERSONAL NOTES.

Mr. J. Burden, of Salvage, but who has resided in the city several years, left here by the City of Sydney to enter Toronto University to study law.

Mr. Burgess of the Balsam House, who was very ill for three weeks suffered from blood poisoning is so far recovered that he can be about again.

Miss Alice Harvey, of the Royal Stores office, who spent a pleasant vacation with friends at Bay Roberts, returned to the city by Saturday night's train.

REID'S STEAMERS. The Argyle leaves Placentia to-day, bound west. The Clyde arrived at Lewisporte at 6.15 p.m. yesterday.

The Dundee arrived at Port Blandford at 2.30 p.m. yesterday. The Ethie left Clarendville at 7.20 a.m. to-day.

The Glenora left Port aux Basques at 8 a.m. yesterday. The Home left Flower's Cove at 11.25 a.m. Friday on her way to Lewisporte.

The Invermore left Port aux Basques at 10.20 last night. The Solway left Coachman's Cove at 2.15 p.m. Thursday for Humbermouth.

BOWING SHIPS. The Portia left Ramea at 7.20 a.m. to-day. The Prospero left Nipper's Harbor at 7.15 a.m. to-day.

Teacher Cured of Barber's Itch

Barber's Itch is a form of Ringworm, which, when once started, is most annoying and unsightly, and most difficult to cure. But you can cure Barber's Itch and keep the skin wonderfully soft and healthy by applying Dr. Chase's Ointment. Just read what this teacher has to say about the healing power of Dr. Chase's Ointment. Mr. Chas. C. Poirer, Upper Caranquet, N.B., writes:—"Two years ago while teaching at Shippegan I caught Barber's Itch. A friend told me Dr. Chase's Ointment would cure me, as it had him. "Not only was I cured by that single box, but it also cured two of my pupils, and they too quickly to be believed. One of them, a girl, had a running sore on the chin, which the doctor had tried in vain to cure. The other had a sore on the ear; water running out of it all the time. I can certify to the cure of these cases." Dr. Chase's Ointment, 60c a box, at all dealers, or Edmondson, Bates & Co., Limited, Toronto.

Admission 10 cents to all Seats.

Casino Theatre

(T. A. HALL) entrance in Henry Street.

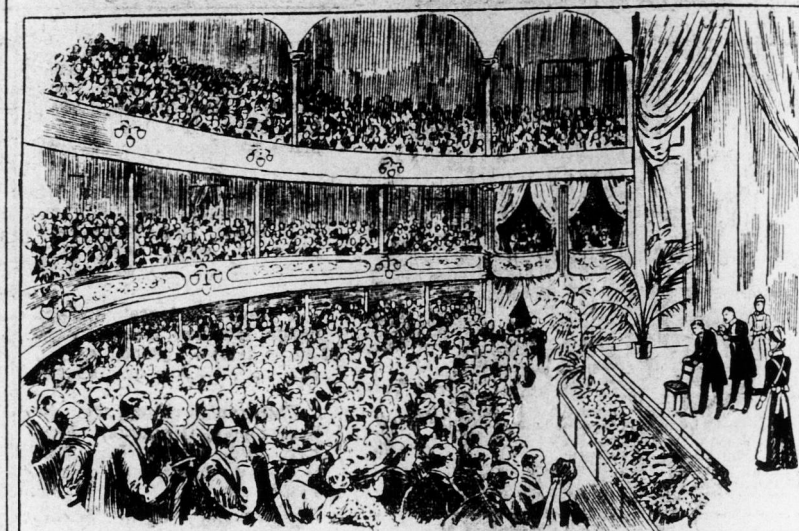
TUESDAY NEXT AT 8 P.M.

On account of their great success and by request of hundreds of people who could not obtain admission last Monday, the Hall being over full, the

VEEDEE DEMONSTRATORS

will give a second and final

PUBLIC DEMONSTRATION



showing the practical working of the marvellous modern British Invention, the

Veedee Health Machine, The Famous Wonder-Working Instrument.

The Demonstration will be preceded by a short

Popular Health Talk, Illustrated with Unique Living Biographs

of extraordinary interest, many of which never exhibited before show forcibly how the vitality and dormant energies of the human body are quickly, gently, and pleasantly stimulated by the "VEEDEE." Thus is effected an immediate relief from Congestion and Pain, and a noticeable improvement even in chronic long-standing cases, though these may not be completely cured by one short treatment.

Local Sufferers From

All Painful Complaints

such as

RHEUMATISM, NEURITIS, NEURALGIA, LUMBAGO, SCIATICA, NEURASTHENIA, And other Nerve Troubles.

Also from

DEAFNESS, STAMMERING, BRONCHITIS, PARALYSIS, CATARRH, ASTHMA, WEAK EYES, GOITRE.

Are cordially invited to attend this Convincing Demonstration, and to there Try, Free of Charge, the Immediate Effects of the VEEDIE Free Trial Treatments, which will be given on the Platform to as Many Sufferers as time will permit, so that they may see and know that the results are genuine.

Free Private Consultations

THE VEEDIE DEMONSTRATORS ARE HERE FOR A FEW DAYS ONLY, AND FOR THE BENEFIT OF SUFFERERS DESIROUS OF CONSULTING THEM PRIVATELY THEY WILL GIVE

FREE PRIVATE CONSULTATIONS DAILY (Except Sunday)

Every Morning, from 11.00 a.m. until 12.30 p.m.

Every Afternoon from 3.00 to 5.00 p.m.

Also on Monday, Wednesday and Friday evenings from 7.30 to 8.30 p.m. at their offices:

MERCANTILE CHAMBERS, 193 Water Street, St. John's, N. F. (Two doors from City Club)

Don't Miss this Last Demonstration in St. John's.

Come early to the Casino Theatre next Tuesday evening to secure a good seat. Doors open 7.30. Commences 8 sharp.

Admission 10 cents to all Seats.

NOTICE.—Tickets for Reserved Seats can be secured in advance without extra charge, at Mercantile Chambers, 193 Water Street (two doors west from City Club), between 11 and 1 and 3 to 5 p.m.

No Children under sixteen will be admitted unless accompanied by their parents.

THE CANADIAN BANK OF COMMERCE.

Head Office Toronto.

Capital ... \$15,000,000 Rest ... \$12,500,000

A branch of this Bank has been established in St. John's at 222 Water Street, where a general banking business may be transacted.

Savings' Bank Accounts.

Interest at the current rate is allowed on all deposits of \$1.00 and upwards. Careful attention is given to every account. Small accounts are welcomed. Accounts may be opened and operated by mail, and also may be opened in the name of two or more persons, withdrawals to be made by any one of them or by the survivor.

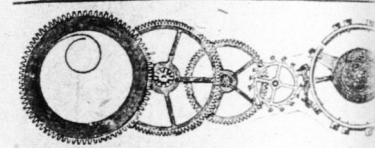
F. E. DENCH, Manager.

Mackie

\$7



The Tale of Perfect Time in a Watch



From Mainspring to Hairspring, between them lies the secret. The Mainspring is the power which it transmits the active parts of the watch. The Hairspring controls and regulates the motion. The balance delicate; imagine a 10th part of a hair, (longer or shorter?) Yet it is enough to interfere in the perfect fitting. Do not let your watch run from neglect. Remember our business is the watch, and our opinion costs nothing.

The Can

C. A. C. BRUCE, Manager

We know of an a Public Utility

That has an exclusive franchise. Has a management that is making good.

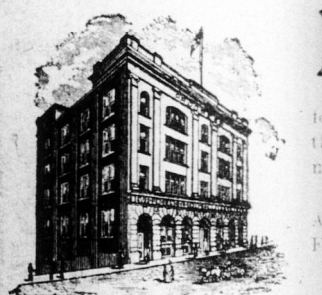
A Board of Directors that is thoroughly familiar with the kind of business carried on.

Assets equal to more than twice the amount of bonds issued.

F. B. McCULLOUGH

Members Montreal C. A. C. BRUCE, Manager

July 29, 31



The Home of Good Clothing.

Your Coat is branded thus because it is stylish, well finished and will last.

Newfoundland Clothing

DUCKWORTH

Telegram