

May we have the opportunity to-day to prove to you that Skirts and Jerseys are just what we say they are.

## Ladies' Silk Underskirts,

Fifteen only, in assorted shades, original price \$4.50,  
To-Day \$3.25 each.

## Ladies' All Wool Golf Jerseys,

In White only, original price \$3.50,  
To-Day \$2.50 each.

The prices are bound to be attractive because the Reductions are Genuine.

SEE THEM TO-DAY.

# S. MILLEY.

## Advertising Our Advertisers.

### MAN'S GOOD EXAMPLE IN BUYING USUALLY GETS NO FURTHER THAN GOOD INTENTIONS.

And as you know, this is the material with which the entire Stygian City has been paved.

When you rail at your wife for the money she spends, stop and think of the example you set. If she spent money with the same careless abandon with which you spend it, you would have to work nights to keep your pocket book or your bank book in repair.

In this paper to-day is advertised practically all the merchandise you need of every kind. Furthermore you know that advertised goods are the cheapest goods, because you know that advertising is the cheapest method of selling goods.

Yet many of you will pay as much attention to the advertising as you would to a beggar at your elbow. In fact too many of you treat advertising as some unsightly beggar pleading for the attention of your eyes.

And therefore you deserve all you get. The trouble is you don't take your own medicine. If you have anything to sell, you are more than eager to advertise it. You believe in advertising—for the other fellow. You are like that man Brown who felt that

and don't be afraid to tell the merchant you saw them here. It will give him courage to cut his prices a little lower the next time.

Volume is what he is after, and he will sacrifice almost anything to get it—even to his living profits as far as dares.

Now try a little of that medicine yourself to-day. If you are only going to buy a hat, buy it from the seller who advertises here. That man is trying to build up his quality and pull down his price. It is the same with your shoe man and your clothier and every merchant, big and little, with whom you have to deal.

When a merchant tells you his goods are his advertisement, he is talking rot. Except in rare instances, any other merchant can get the same goods and sell them cheaper by selling them faster.

Through advertising, any merchant can give you more for your money—if not in dollars in service at least. Because advertising is the most economic way of selling goods. And most of the time the saving is in actual money.

The trouble is not with the advertiser but with you. If you won't look, he can't sell. Every time you buy an un-advertised article, you boost the price on yourself.

When you learn to buy through the advertising columns of this paper, your family will also learn and your bank account will increase.

And the time to begin learning is now. Here is the paper; here are the ads; read them. Buy from them,

### Here and There.

**THANKS.**—Mr. W. H. Peters, Secretary R.N.M.D.S.F., acknowledges with thanks the receipt of \$90.11, being proceeds of benefit night "Our Regiment," per Lieut. Garbett, R.N.

**LOADING AT BOTWOOD.**—The A. N.D. Co.'s steamers Marino and Kastalia are now loading pulp and paper at Botwood for London and both will be leaving there early next week.

**Dr. de Van's Female Pill**  
A reliable French regulator; never fails. These pills are exceedingly powerful in regulating the generative portion of the female system. Restores all cheap imitations. Dr. de Van's are sold at 25¢ a box, or three for \$1.00. Mailed to any address. The Scofield Drug Co., St. Catharines, Ont.

**SECURED RINK.**—Already the Shamrock Club have engaged the Prince's Rink where they will hold a big dancing assembly on Regatta Night; the T. A. Band will supply the music.

**EXCELLENT RUN.**—The schr. Grand Falls, Capt. Taylor, has reached Oporto after an excellent passage of 18 days from St. John's. The Grand Falls is of the semi-knock-about type and a swift sailer.

**Electric Restorer for Men**  
Phosphonol restores every nerve in the body to its proper tension; restores vigor and vitality. Premature decay and all sexual weakness averted at once. Phosphonol will make you a new man. Price \$1 a box, or two for \$2. Mailed to any address. The Scofield Drug Co., St. Catharines, Ont.

**KNIGHTS RETURN.**—His Lordship Bishop March, Rev. W. Finn and C. O'N. Conroy, who had been taking part in the Convention held at Antigonish, May 12th, returned by the City of Sydney last night.

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

**THE NEW MILL.**—By the addition of a cipher yesterday the output of pulp from the new Horwood pulp mills was made to read 100,000; this should be 10,000 tons, and according to Mr. Horwood, whom the Telegram interviewed, the cost of erection will be anywhere from \$150,000 to \$200,000.

The schr. Jean, Kennedy, has arrived at Bahis.

### C. L. B. Athletics.

The C. L. B. Athletic Association met in their Armory last evening when last season's events were discussed and reports from the Secretary and Treasurer were submitted. The election of officers for the various sporting items this year was conducted and resulted as follows: Hon. President, Lieut.-Col. Rendell; Hon. 1st V.P., Capt. R. F. Goodridge; Hon. 2nd V.P., Chaplain (Rev.) Brinton; Hon. 3rd V.P., Lieut. Alderdice; Football Captain, Lieut. H. Rendell; Vice-Capt., Pte. T. Winter; Rowing Capt., Sergt.-Ins. Ebsary; Chairman of Council, Lieut. W. Rendell; Vice do, Lieut. H. Rendell; Sec., Sergt. F. Marshall; Treas., Sergt. W. Reid.

### Casino Reopens on Monday.

The Casino Theatre, now recognized as the best equipped and most modernly conducted theatre in this city, will reopen on Monday night with a programme that is a winner in every respect. At considerable expense Manager Kiely has induced Miss Arden, Messrs. Joseph Selman, Harold Selman and Alton Thomas of the Selman Stock Co. to remain here for a limited engagement, during which they will put on a series of one-act plays, commencing on Monday and Tuesday with "The Road Agent," a drama of the Western plains. The romantic character of this playlet, the picturesque costumes and charming scenery will make it a winner. In addition to this feature attraction, Miss Alice MacKenzie will render vocal numbers and there will be three reels of the very latest moving pictures. Monday night should see the Casino packed to the doors.

### Welding Plant.

At the dock premises the Reid Mfg. Co. have established what is known as an electric welding plant, which is under the supervision of Mr. Scott Anderson, who recently arrived here from the Old Country. It is for the welding of engine frames and for small repair work generally. The work is done by a new electrical process and at present is only conducted on a small experimental scale. If the plant demonstrates its usefulness thoroughly a large undertaking in this department will occur.

I cured a horse of the Mange with MINARD'S LINIMENT.  
CHRISTOPHER SAUNDERS.

I cured a horse, badly torn by a pitch fork, with MINARD'S LINIMENT.  
EDW. LINLIEF.

I cured a horse of a bad swelling by MINARD'S LINIMENT.  
THOS. W. PAYNE.

Bathurst, N.B.

### Fine Vessel.

Heretofore the Horwood Lumber Company had the greater quantity of lumber cut at their mills at Dog Bay, Campbellton and other places freighted here in chartered schooners. It is now the intention of the Company, we learn to control a fleet of their own and recently they made a start in this direction by purchasing the fine new 3-masted schooner Arthur H. White, of 100 tons, built at Lunenburg, and which arrived here yesterday after discharging a coal cargo at Bay Roberts. They also bought the fine schooner Lydia D. Young, 120 tons, of Lunenburg, and she arrived at Ross on rue yesterday with coal from Sydney and will take whaling supplies from that section to Beaverton. Both schooners will shortly start the work of freighting the company's lumber in conjunction with chartered fleet.

**MR. WHITEWAY RETURNS.**—Mr. Jesse Whiteway who has been the past two weeks at Wesleyville and where he was taken suddenly ill, arrived here by last night's express. He is not yet fully recovered but after a short while hopes to be able to resume his duties.

### THERE IS

absolutely no word to express the efficacy of **Scott's Emulsion** in the treatment of **COUGHS, COLDS BRONCHITIS CATARRH, GRIPPE AND RHEUMATISM**  
ALL DRUGGISTS

A. & S. RODGER

LOT

A. & S. RODGER

## Manufacturers' ODDMENTS

Great Values.

## Curtain Ends & Odd Curtains,

A Few Pairs Among the Lot.

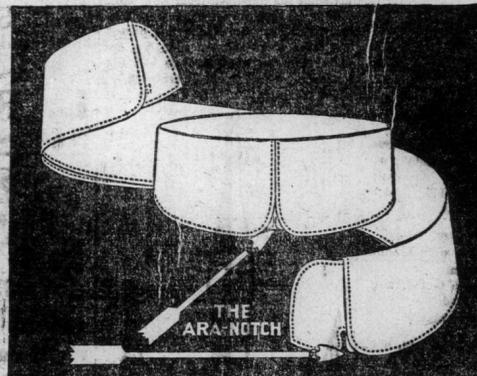
Just the opportunity at Spring Cleaning for the good Housewife to drape the windows for about quarter that she usually pays.

**A. & S. RODGER.**

## You Should be COLLARED by

Fits Well, Looks Well and Wears Well.

Price: 17c.



Arrow Collars Give Entire Satisfaction to the Wearer.

Price: 17c.

## The "Ara-Notch,"

Two Heights, 2 3-8 and 2 1-8. Price: 17c. each. There is real satisfaction in "ARROW" COLLARS.

**The Kelt Store**

The Young Man's Store.



**G. F. KEARNEY, J. M. ATKINSON,**  
Telephone 726.



## JUST ARRIVED

A NEW LINE OF BABY CARRIAGES

## Pullman SLEEPERS & GO-CARTS.

All the Best Makes and Latest Designs. Almost every variety of Cart is to be found in this Splendid Assortment of ours, and the Styles have been particularly well selected. Prices range from

\$2.90 to \$30.00. **Export Orders Promptly attended to.**

**U. S. PICTURE & PORTRAIT CO., COMPLETE House FURNISHERS.**

**WELL FILLED BASKETS.**—By last night's train a number of Wallonianians arrived from Hodgewater, Nine Mile Post and other places, all with well filled baskets of speckled beauties.

**Chief Steward Jones,** late of the Bonavista, and who came from England to Sydney on the company's new steamer Morwenna, is now attached to the City of Sydney.

**SAILORS DELAY SHIP.**—A couple of her sailors delayed the S. S. Algerine from sailing this morning over an hour; they refused to go until after the public houses opened at 9 o'clock.

### and There.

A southeast gate pre- from Port aux Basques Bishop's Falls.

**PARADE.**—The C. L. B. parade on Sunday week. Service at St. Mary's

**MEETING.**—At the small meeting this afternoon's schedule will be

**PARADE.**—The Catholic will parade to mass at Church Sunday next. In parades will be held

**TRUCKING IN.**—Along the T. Reddicks of Bau- first to make a trap haul quintals of fish. The very large size.

**LITTLE CARGO.**—The cat- days E. Whidden leaves some time next week, all cargo of cattle, the season.

**THE PASSENGERS.**— are arrived at Port aux this morning, bring- lan. P. J. French, D. and n. D. McKinnon, B. S. Spry and Miss A. Duff.

**ASYLUM.**—Mrs. Cave resident of Petty Har- the Lunatic Asylum, on and after being confined by Murphy this morning Petty Harbor where she

**HERS FUNERAL.**—The late Mrs. R. Fisher yesterday afternoon. Mr. N. was undertaker, Rev. Fr. de laet in the Cathedral. of the Council employees and interment was at Mount

### DIED.

th. inst., Patrick Butler, rs, leaving a wife and 4 and 2 sons. Funeral on 2.15 p.m., from his late ouside. Friends will

al of the late A. H. Sey- A. will take place, on noon, at 2.30 o'clock, brother's residence, 9

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## OATS!

By S.S. "Florizel,"  
250 bags Mixed Oats, 100 bags White Oats.  
100 bags Bran, 100 bags Corn Meal,  
100 bags Hominy Feed, 50 bags Gluten Meal,  
100 bags Mill Feed, \$1.30 bag.  
25 barrels Whole Meal Flour,  
25 half barrels Whole Meal Flour,  
10 barrels Graham Flour,  
10 half barrels Graham Flour.

**T. J. EDENS.**