

June Third  
KING'S  
Birthday.

# Bishop, Sons & Co., Ltd.

St. John's

Holiday  
Attractions.

Many items that cannot be replaced at anywhere near these prices. Only a small part listed here.

## Distinctive Millinery Hats Exquisite

Those styles now in high favour at Paris. Hats of every size and material for wear with the new tailcoats—every one new, every one unequalled value at prices now offered. Paris created them—and quickly they are presented to you in St. John's by

BISHOP, SONS & CO., LTD.

## London Raglans

LADIES' ..... \$16.50 to \$77.50.  
GIRLS' fit 8 to 14 years, at ..... \$6.20 up.

Distinctive models, suitable for all purposes. Included are the famous English Aquascutum specialties.

Extraordinary Price Reductions on Beautiful

## Evening Dresses

for this week only.

Regular \$60.00.	Now .....	\$49.00
Regular \$70.00.	Now .....	\$57.00
Regular \$102.00.	Now .....	\$82.60
Regular \$115.00.	Now .....	\$93.00
Regular \$75.00.	Now .....	\$61.00
Regular \$96.00.	Now .....	\$77.80
Regular \$109.00.	Now .....	\$88.20

## Summer, 1920

LADIES' COSTUMES & COAT  
WRAPS that present just the variety you need at prices you used to pay. Hundreds of New Styles from London and New York. There is certain to be one for every type. Now priced at much below their real values.

## Evening Dress Materials

Will welcome the arrival of these latest products from the looms of France and America, in a choice selection of the season's most beautiful patterns and colours.

Van Raalte DRESS NETS. Never tear ..... \$2.85. In flesh, maize, gold, ivory, navy, brown and black.

FAIRYTEX NET. In grey, henna, gold, maize, mauve, rose and pink, at \$3.50, \$4.00 and \$4.30 yard.

RADIUM CLOTH. In cream, gold and flesh at \$3.50 yard.

METAL CLOTH. In silver and gold, at \$6.20 and \$9.90 yard.

FANCY BLACK NET at \$5.50 yard, as worn in the musical comedy "Irene."

Evening DRESS GIRDLES, \$1.90 and \$2.00, in Black only.

### TRIMMINGS.

Sequins in opalescent, gold, silver, royal, Nile at \$2.00 to \$28.00 yard.

### FRINGES.

In silver and white, Turquoise, silver, orchid and silver, and sky and silver at \$1.20 yard.

SILVER & GOLD TRIMMINGS. Suitable for straps, bodices, etc., from 1 1/2 to 9 1/2 inches wide, at 24c. to \$3.85 yard.

TASSELS & DROPS. 16c. to 50c. each.

In Opalescent and Black. Evening Wear SCARVES, \$2.70, \$4.85 and \$5.50.

In plain and fancy Ninon, Chiffon and Tulle.

## Ladies' Muslin Underwear

White "undies," sheer and beautifully trimmed in new ways, are here in large assortments, purchased months ago, and put on our counters now at very low prices for such good qualities and pretty styles.

Camisoles ..... 90c. to \$4.00  
Chemises ..... \$1.80 to \$4.75  
Nightgowns ..... \$3.20 to \$8.70  
Brassieres ..... 95c. to \$5.75  
Athletic Combinations ..... \$1.80  
Drawers ..... \$1.45 to \$4.75  
Combinations ..... \$2.10 to \$8.35  
Shadowproof Underskirts, \$3.00 and \$3.50

Embroidered and Lace Trimmed Underskirts ..... \$3.45 to \$7.20

### GIRLS' MUSLIN UNDERWEAR.

Knickers ..... 70c. to \$2.20

Princess Underskirts, \$2.10, \$3.00 and \$4.40

Short Underskirts, \$2.35 to \$4.00

### LADIES' CREPE DE CHENE AND SILK UNDERWEAR.

Camisoles ..... \$2.55 to \$ 8.10  
Envelope Chemises ..... \$6.30 to \$11.00  
Vests ..... \$5.10 to \$ 6.90  
Divided Skirts ..... \$12.50

Pyjamas ..... \$20.00 and \$23.50 suit

Step-in Combinations ..... \$8.40

Knickers ..... \$8.80 to \$9.50

## Negligees and Breakfast Coats

Exquisite models, dainty styles, adorned with exquisite Laces, Ruffles and hand Embroideries.

### SHORT COATS.

Cotton Crepe ..... \$ 2.10 to \$ 4.60  
Crepe-de-Chene ..... \$13.00 to \$30.00

### GOWNS.

Cotton Crepe ..... \$ 5.00 to \$10.20  
Crepe-de-Chene ..... \$18.50 to \$54.00  
Velvet ..... \$20.00 to \$34.00

### Hansome Ribbons

"The largest selection in New foundland" at unusually low prices.



## French & American Dresses

Wash dresses that radiate the spirit of youth, and is just the soft sheer thing for balmy summer days. Now is the time to make your selections before they are picked over.

GINGHAMS ..... \$4.40 to \$8.70  
PRINTED VOILES \$9.80 to ..... \$33.00  
PERCALES ..... \$4.20 to ..... \$8.70

### Afternoon Dresses

Delightfully revealed in many new and tempting fashions which will add elusive grace to any occasion. Made only from materials that are firm of strand and weave. They retain their crisp, dainty line long after they have served their purpose and grown old styled. \$32.50 to \$96.00.

## 863 French and American Blouses

### of Simplicity and Refinement

Of all the fabrics fashion's fancy has evolved for Blouses, to wear on every possible occasion where a separate skirt may be worn.

GEORGETTE, TRICOLETTE, CREPE-DE-CHENE, CHIFFON, SILK POPLIN and MUSLIN.

Shades are Rose, Navy, Grey, Brown, Victory Red, Coral, Bisque, Mahogany, Taupe, Green, White, Plum, Wisteria, Dawn Blue, Dandelion and Black.

In every New Style, including the popular Russian Blouse, and Forsyth Tailored Waist, which so many Newfoundland ladies claim that they cannot wear out.

Opening To-Day:

LADIES' BLACK SATEEN AND LUSTRE BLOUSES @ \$2.50 to \$6.30.

FLOWERLIKE AND SUMMERY ARE OUR

## New Display of Silks

In their frivolous guise they are appropriate for any summer afternoon or evening party—and in quieter colours. Just the thing for travel or shopping, when packed away in trunks, etc., and sadly crumpled, just a little pressing makes them fresh and new. Various designs of flowers, roses, scrolls and figures on light and dark grounds.

GEORGETTE CREPE, in self colours, at \$2.85, \$3.30 and \$4.80 yard.

PRINTED GEORGETTE, \$4.40 and \$6.30 yard.

NINON SELF COLOURS, \$3.55 yard only.

PRINTED NINON, \$2.45 and \$4.55 yard.

CREPE DE CHENE, \$5.70 yard. All colours and Black.)

36 inch HABUTAI, White at \$1.50, \$2.30 and \$3.20 yard. Assorted colours at ..... \$1.95

NATURAL SHANTUNG, \$1.80 and \$2.00 yard.

DUCHESSE MOUSSELINE, White and assorted colours, \$2.90, \$3.65, \$4.40 and \$5.35.

36 inch TAFFETA, all colours, at \$2.95, \$3.50, \$4.00, \$4.80

36 inch BLACK TAFFETA @ \$5.90.

## A Notable Reign

On June 4, 1738, George the Third, King of Great Britain, was born, and on October 25, 1760, he succeeded George the second, his grandfather, in that sovereignty, because his father, Frederick, Prince of Wales, son of the previous king, had died in 1751. He was the first of the Hanoverian line of British sovereigns born in England, and he made it his boast that he was a true-born Englishman. George the First having been ruler of Hanover, called Elector, in Germany, before he succeeded to the British throne at the death of Queen Anne, in 1714, and George the Second came to England with him. George the First spent on the Continent a great part of the rest of his life; while George the Second could never learn much of the English language, so that he left ecclesiastical appointments very much to Queen Caroline, his wife, to whom Joseph Butler, so celebrated as the author of the "Analogy of Religion," was Clerk of the Closet, or private secretary, and through whom he became Bishop of first Bristol, and afterwards of Durham. George the Third was greatly indebted to his mother for the formation of his mind and character, and throughout his life, his reputation was unspotted. After nearly sixty years' reign, he died when eighty-one years of age. In 1764, the fourth year of his reign, he suffered for six weeks from weakness of mind, and again from 1789 for four months. From 1810 till his death in 1820, he experienced his last and long attack of insanity, his eldest son and successor, George the Fourth, having to be appointed Regent. This mental complaint was, it is thought, due to the war between Britain and its American Colonies, by which the present United States obtained their independence, and to that between the British and revolutionary France; besides this king's opposition to Roman Catholic emancipation in his dominions, and the death of Amelia, the youngest of his fifteen children. Towards the end of his life his favourite seaside resort was Weymouth, in Dorsetshire, to which he thus gave popularity, as his son, George the Fourth, did to Brighton. George the Third made such use of the land attached to Windsor Castle, and did so much in improving agriculture throughout the country, that he was called "Farmer George." But that title was no insult, and only fitted to the name. For George is only an abbreviated pronunciation of a Greek word of three syllables meaning "earth-worker," used in the Bible (John xvi, Matt. xx. 33, 2 Tim. ii, 6, James. 7), but translated in the English one "husbandman." The reign of George the Third is very notable. During its course England acquired Canada and lost the American Colonies; there were such domestic episodes as "Wilkes and Liberty," with its important bearing on freedom of election and the liberty of the subject and the Gordon Riots, to illustrate the evils of intolerance; the Union with Ireland; the commencement of the great struggle for Parliamentary Reform, and the full course of the yet greater struggle with Revolutionary and Napoleonic France. The list of his distinguished subjects includes Nelson, Wellington, the two Pitts, Fox, Warren Hastings, Dr. Johnson, Burke, Garrick, Goldsmith, Sheridan, Scott, Byron, Wordsworth and a host of others. But the portion of his reign most glorious to our arms, most brilliant in our literature, was the conclusion, throughout which the King was quite unconscious of the world without. Towards the close of 1810 the mental malady, from which already he had suffered, returned in an aggravated form, and thenceforward, until his death ten years later, he never knew more than a glimpse of sanity. Of complete victory abroad, and political dissension at home—of Waterloo and of Peterloo—he remained ignorant, and he died unaware that his wife, Queen Charlotte, had passed away more than a year before.

## Cat and Dog Life.

Why does the dog, by nature, wage mortal warfare on the cat?

A writer gives the following reason: He is tolerant of other domestic animals. The cat is not a domestic animal. When man conquered the world, he gave beasts the choice of serving him or of being driven to the jungle and desert.

Such animals as refused to own man's sway were either exterminated or else banished to the uttermost wilds. All except the cat. The cat refused to be driven into the wilderness. Also she refused to serve man, except by killing mice, which is her sport, not her labour.

Still unconquered, loyal only to herself and scorning work or service, the cat chose the warmest corner of the hearth and proceeded to annex all the benefits of civilization without paying any of its penalties or taxes.

Minard's Liniment Co., Limited. Gents—I have used your MINARD'S LINIMENT in my family and also in my stables for years and consider it the best medicine obtainable. Yours truly,

ALFRED ROCHAV, Proprietor Roston Pond Hotel and Livery Stables.

## High Grade Smokers Goods!

JOHN COTTON'S  
World-renowned Smoking Mixture  
TOBACCO.

Bock & Co.'s High Grade

HAVANA CIGARS.

Made from the finest tobaccos grown on the Island of Cuba.

The Famous

PALL MALL

Cork Tipped CIGARETTES.

Each Cigarette will smoke to the end with delicious taste and aroma.

A shipment of the above goods just arrived and can be had at our Store.

JAMES P. CASH, Tobacconist, Water St.

## The Poor Man's Friend.

HERE I AM AGAIN.

I can save money for you. All you got to do is to give me that old Suit, Overcoat, Trench Coat or Raglan. Beat the tailors' prices and let the Clothes Doctor show you how to do it.

The Clothes Hospital,

200 Duckworth St. East (opp.

(T. & M. Winter's).

C. J. O'KEEFE, Clothes Doctor.

## Received

ex. 'Wm. M. Tupper'

from Boston,

10 Open Buggies,

5 Hood Buggies,

10 Sets Harness.

C. F. LESTER

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## Anthracite COAL.

Due to arrive this week,

BEST AMERICAN

ANTHRACITE COAL.

Book your orders now as

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READY NOW.

Cailliflowers ..... \$1.50 per 100  
Wallflowers ..... \$1.50 per doz.  
Cucumber Plants ..... 25c. each  
Marrow Plants ..... 25c. each

READY JUNE 5TH.  
Per Annual Popples, \$1.00 doz.  
AT 50c. PER DOZ.

Stocks, Asters, Phlox, Scabiosa, Marigolds, Cosmos, Antirrhinum, Dianthus, Mignonne, Clarkia, Gallardia, Schizanthus, Chrysanthemums.

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## FOR SALE.

Fine Grocery Business, situate in West End of St. John's. Property includes stores, house and freehold land. Will be sold as a going concern or otherwise. Splendid location. Present owners retiring.

For further particulars, apply to

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