### For Your Protection,--

We offer a Policy giving the utmost in Life Insurance for the smallest possible premium and having also the advantages of an endowment.

OUR WHOLE LIFE,-OUR 20 PAY LIFE,-

on the deferred Dividend Plan, both carry positively the highest Cash values after 20 years, and are guaranteed to mature as Endowments at the expectation

Issued only by

#### The LONDON LIFE INSURANCE CO'Y.

Head Office: London, Canada, (Established 1874)

POLICIES-"GOOD AS GOLD." G. VATER PIPPY, ----- District Manager, Beck's Cve, St. John's.

# MID-SUMMER OFFERINGS.

# Ladies' Straw Hats at Bargain Prices.

We have made very generous reductions on our entire stock of Ladies' Straw Hats.

Prices from 50c. each upwards.

Boys' Straw Man-c'-War Hats from . . . . 20c. ea. Children's White and Coloured Cotton Hats at 29c. each.

## Ladies' Coloured Muslin Dresses.

These are all American made and offering at specially reduced prices from \$4.00 and \$4.50 each upwards.

A specially Cheap Lot of Dresses we show in Ladies' and Misses' Cotton Serge Dresses at \$6.50 each.

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### Ladies' Silk Blouses.

Ladies' White Silk Blouses at \$3.50, \$4.00, \$4.50 and \$5.00 each.

Ladies' Navy, Black and Pink Silk Blouses at \$4.50 each.

We show very best values in Ladies' Muslin and Cotton Blouses of all kinds.

# Ladies' Mercerised Coat Sweaters.

Mostly rose trimmed white. Extra special value at \$7.90 each.

# Ladies' White Cotton Hose.

Good values at 30c. and 35c. pair.

## Children's Cotton HOSE in White, Tan and Black.

All sizes from 5 inch to 91/2 inch, only 26c. to 35c. pair, according to size. We show a good selection of Children's Cotton and Silk Socks.

Forty Years in the public Service---the Evening Telegram. And do not forget to ensure your FORD & SON\_angelit

### Our Baseball Column.

PLAIGARISED AND OTHERWISE.



1st base, those wh oare lucky enough n the grandstand are assured of an evening's entertainment on Monday. Opposing him will be our local artist-Harvey Thomas—and helping him will e the genial Billy Duggan.

The vistors will arrive by to-morow's express, and the first game will game will start at 6.15, and for ten baseball. cents you will have two hours of good

Numbered reserved seats for the grandstand may be had at F. V. Cheasnan's at 25 cents each.

ART HILTZ.

Captain of the Home Team. He may not be the Hiltz of old,-He may be drifting back: He may not have the same old flash-The same old timely whack; But if his prime has faded out Where youth and speed have gone-

If Time has beckoned him at last Along the backward trail he's passed Nobody coming on. Choking your bat won't necessarily

nake it cough up a hit. The seven deadly sins of baseball Pride:-Putting your monogram on

and before throwing it to the home away? Please give me all the info on Lust:-Batting round all night at

Harry's instead of around .300.

Wrath: -Accusing Ches's ancestors of having been moles after striking pretty good one, and he cops 'em at

Avarice: Getting a place on the team; and then wearing out a pair of liam baby is one guy who can hit." baseball pants and a good bench, and

Envy:-Speaking unfavourably Walter Callahan.

Some would be good ball-players only that they are in a trance from the

They arrived hurriedly at the fifth in-What's the score, Jim?" she asked Nothing to nothing" was the reply.

'Oh goody!" she exclaimed, "then we haven't missed a thing.' ives of baseball stars remind us, We may toil with brain and mitt,

And, departing, feel behind us ootprints where we used to sit. Never tell older outfielders where

o play for certain or uncertain baters. Old outfielders are quite notion-Do not carry your glove to and from

When the ball gets between your vison and the sun, do not try to stare e sun out of countenance. Take out Now dry your eyes and learn from

hile the ball is coming toward you.

Do not throw high when returning

Aim your throw at the umpire's head r the pitcher's spikes, or some other

hile running after a long fly. Get the first and let the batter worry about

Don't have too many signs and on't overwork the arm by unneces-

Don't nag the their majesties the Jmps. It does not get you anywhere or anything except trouble

If the umpire's work displease you, Don't shout: "You're as blind as a

Do not stare at the sky while the patter is walking from the bench to the plate, and do not try to disconcert to-day for here. the batter by glaring at him from the

seat for Monday night. The grandstand is reserved, and the seats are numbered. They cost you only a quarter at Chesman's, and there are

It is considered bad form to sit down n the outfield during the game. You will find time enough to sit down in your later years. On the other hand, do not pace feverishly up and down your part of the pasture while waiting for a fly ball to come out your way. After missing it you can becom

o have their numbered reserved seats nine inning game, indicate that you are hungry by eating a little grass.

> Whenever an infielder starts after a high fly, let him have it. It's the ball he's after-not your job.

Samson or some other champion once won a decision with the jaw-bone be played on Monday evening. The of an ass. Such decisions don't go in

> Incidentally, the Grand Falls team is weak-like Samson.

> We know that Claudie's fadeaway comes drifting by like Fate: We know how Callahan's curve revolves across the plate; But what has Sebat Foran got? No living player knows, For no one ever sees the ball that the

> > He's so speedy. BILLY MCHENRY. The Grand Falls' Catcher.

Grand Falls' pitcher throws,-

"I want the dope on Billy," I told a baseball bug. "I want the feed-box chatter. Can Bill McHenry slug? Does he pull circus catches, or is he apt to muff? Do tell me ALL," I pleaded. "Slip me the inside stuff. When Bill starts stealing bases, oh, how is his technique? Does he make second standing, or come in on his beak? At the ball after catching a sacrifice fly bat is he a waiter or does he slam

Bill McHenry, pray?" Quoth he, "Of William's stealing there isn't much I hear. He may take second sitting, or slide in on his ear. I guess he's there at catching and Gluttony:-Trying to hog all the gets 'em in his mitt; but, Bo, there's batted flies irrespective of your field- one thing certain, this Billy Mac can hit I don't know Billy's habits. He the plate. About his daily routine I do not know a bit; but say, this Wil-And when the bug had ended, I por

dered what he said. It seems he wasn't certain what time Bill went to bad. Or if he liked the opera or sassed the umps, but it was plain he knew for certain that McHenry could HIT.

And don't forget to secure your tickets at Chesman's for the reserved seats before they are all gone.

#### The Freedom of the Press

Watt, has taken the Australian newspapers to task for "irresponsible criticism." A writer in the Melbourne Argus replies as follows:

Oh, you naughty little daily papers! For shame, you rascals on the Inky Consider how your diabolic capers

Have filled your Auntie Will with sore dismay Because, my pets, I love you very dear-

he field between innings. Visiting out-It hurts and pains me more than To use my slipper, clearly For your own good there's nothing

> Say after me, "I think it's very To criticize my elders, and it's silly

> Your influence sets a standard of be-

peers; So, children, don't you you gave your Thoughts to something else than scoffs and sneers?

Do not worry about your hitting I couldn't ever hurt another's feelings, However much provoked to righteous wrath; There is no music for me in the

squealings Of a fellow-creature squirming in the broth So just behave like journals brought I know you'll all remember what I

From having heard me speaking so Now kiss your Auntie Will and run and play.

#### Shipping Notes.

S.S. War Witch is due here shortly from North Sydney with a cargo of coal to A. Harvey & Co. S.S. Alconda is now at Botwood loading pulp and paper from the A. N.

D. Co., for England. S.S. Sable I. leaves North Sydney

She will be not be sent to be a sent to be a

# Showroom Goods AT REDUCED PRICES.

# Substantial Reductions

On Several Seasonable Lines to close out.

#### **BLOUSES!**

Fancy Silk Striped Voile and Lustrine, in Brown, Saxe, Navy, Green and other pretty light and dark colour combinations.

Regular \$3.50 for \$2.50 Regular \$3.75 for \$2.75 Regular \$4.50 for \$3.25

Misses' Striped Middy Blouses, 

# Wash Skirts,

**Fancy Figured and Striped** Gaberdine and Oxford.

Regular \$4.50, selling now for \$3.25 Regular \$5.00, selling now for \$4.00 Regular \$7.50, selling now for \$5.50



# Silk Sweater Coats,

In Light Blue only. Regular \$5.50, selling now for \$4.35

# STEER Brothers.

YOU'LL **FIND** 

# RAINBOW FLOUR

GOOD AS EVER

Just received, a large shipment sunset Soap Dyes. DR. F. STAF. Don't say Paper, say The Evening Telegram.