

AUGUST REDUCTIONS PRICES TO WIN FRIENDS

Service to Please Them

The employees of this Store take pleasure in giving our patrons the best of service. That is one of the reasons why this store is getting better day by day.

Ladies' Skirts

Actually worth \$5.00. All sizes, many new patterns. **3.49**

Girls' Gingham Dresses

Extra good quality Gingham, dainty styles; sizes 8 to 16. **1.49**

GREAT AUGUST VALUES in Felt Hats

—the most popular of the Summer season. 'Tis needless for anyone to be without one of these jaunty little Hats at this ridiculously low price. But quantity is limited. Come early.

2.89

Boys' Blouses

Sturdily made of fine Percales in solid colors, fancy stripes. Sizes 8-12.

75c

MEN'S WORK SOX19c.

THE FAIR

339--Water Street--339

Quality to Hold Them

Every article purchased here must be dependable. If not bring it back and your money is immediately and cheerfully returned. There is no IF to this rule.

An event that will interest every Woman in St. John's

Summer Dresses

THREE BIG GROUPS OF FINE WASH DRESSES TO BE SOLD AT A PRICE THAT IS BELOW COST!

In the lot you will find Voiles, Ginghams, Broadcloths, Linens—beautifully trimmed. Shop early and get a better choice.

2.98

Silk Dresses Reduced

Misses' and Women's sizes, formerly \$16.50. Colourful Crepe-de-Chenes, in long or short sleeve styles for day-time or evening wear.

13.98

Ladies' Cool Blouses

Voiles, Dimity and Broadcloths, reduced to clear **1.19**

SALE LADIES' & MISSES' BETTER Summer Coats

This lot consists of the finest COATS shown in St. John's this season. Coats that formerly sold \$29.00 to \$40.00. SALE

23.98

Large Turkish Towels

Worth double the price we are asking.

29c & 39c
EACH.

Pillow Cases

Size 36 x 45. Made of "Fruit of the Loom" Cotton. A wonder value. EACH **43c**

Boys' Wash Suits

Oliver Twist and Middy styles in ever fast colors. Sizes 3 to 8.

Children's Hosiery

In Black only. Sizes 7 to 11.

24c
pair

Here it is, MEN-- SEMI-ANNUAL CLEARANCE SALE OF OUR ENTIRE STOCK OF

Brand New SUITS

Few words are needed to elaborate on this event—the quality and style of our Clothes are recognized the country over. Our prices are known to be the lowest in Newfoundland. You can't afford to overlook this opportunity. Be sure you get here early.

Small Boys' Overalls

Sizes 2 to 6 years.

69c

THE FAIR

339--WATER STREET--339



Many of Little Jack Rabbit's friends lived in the Old Duck Pond, chief among whom were Granddaddy Bullfrogs, Teddy Turtle and Peter Pickrel. Perhaps the old gentleman frog was the bunny boy's best friend, for Teddy Turtle had a way of snapping at people and Peter Pickrel a habit of swallowing little folks in his big, long mouth. Of course neither would think of harming the little rabbit; he was much too big a mouthful for a fish and to clever to get in the way of Teddy Turtle's darting head. Yes, sir, that old turtle had a way of darting out his head and snapping hold of anyone who bothered him.

One day as the little bunny boy was hopping up the Old Cow Path, his knapsack bouncing up and down on his back and his red-striped cap swinging from his left paw, he noticed Professor Jim Crow flying in circles around the Old Duck Pond.

"Wonder what's the matter?" thought the curious little rabbit, and away he hopped, clip-clip, clip-clip, up the Old Cow Path, until, all out of breath, he stood under the Weeping Willow Tree whose long, slender branches drooped almost into the quiet water.

"Something dreadful is going on," whispered pretty Mrs. Oriole from her stocking-like nest. "Professor Jim Crow has been shouting 'Let him go!' for the last ten minutes." Just then the excited old blackbird settled near the tall reeds that stood uptight in the water close to the bank.

"Let him go! Let him go!" he shouted, with a great flapping of wings. With a hop-tedy the little rabbit landed by his side. Right there, close at hand, stood Teddy Turtle with Little Long Bill Wren's wing held tightly in his mouth.

"Let him go! Let him go!" again shouted Professor Jim Crow, and picking up a good-sized stone in his bill, he dropped it kerplunk! right on Teddy Turtle's head.

"Who dropped that stone?" asked Teddy Turtle, with an angry him, opening his mouth to speak, forgetting for the moment that he was holding on to the little Wren's wing. Quick as a wink, with a flutter and a flutter, the little bird pulled away and the next minute was safe on the bank.

"Mighty glad I've not lost the art of throwing stones," cawed Professor Jim Crow. "Goodness knows, I've had these were the words he used to throw around about him every day. And soon he had a fine renown that circulated everywhere; he always paid the money down when any bill was just and fair. A reputation of this kind is better than a pedigree, and he who bears it soon will find that all the world's his Christmas tree. So in a few brief busy years this man accomplished splendid things, was famous in three hemispheres, from Birmingham to Holly Springs. Revered, respected and admired, at last he felt his work was done; he gave his message and expired—a message good for everyone. "Young men, be cranks on paying bills!" It isn't in poetic vein; it won't impart ecstatic thrills, but it is strictly safe and sane.

A pitcher of melted butter is a crowning glory to waffles. Cook green vegetables uncovered for the preservation of color. Add a little mint or lemon juice to new potatoes when cooking.

Then, with a snap, he closed his Wisdom Book and flew right into the next story.

THE FORMULA.

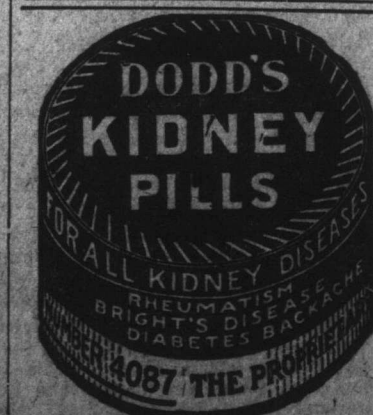
A rich man died the other day; he had some seven million bones; and just before he passed away, he said, in a low but throbbing tones, "Success in life may be achieved by lads who're not afraid to sweat, who pay all bills when they're received, and never, never go in debt. Be cranks, young men, on paying bills—this is my message to you all!" and then, refusing further pills, he turned his wan face to the wall. He started



He dropped it kerplunk! right on Teddy Turtle's head.

enough thrown at me," and taking out his Wisdom Book he turned over the pages with his long beak.

"Listen to me for a minute or three," He exclaimed with a caw, caw, caw. "Watch out for a Snapping Turtle's head. Lest he pinch your wing or paw."



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THE GREAT INSURANCE COMPANY OF THE WORLD.

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AGENTS FOR NEWFOUNDLAND.

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BEST WALLSEND COAL
W. H. HYNES.

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MARSHALL'S G.A. Distributors

The Great Undertow

The undertow's existence is not of court by process of Harvard, as recently quoted in columns. It is vigorously various correspondents (New York). For example, Craig writes that from physics Laboratory of the Medical School:

"People who have had experience in bathing in the sea state—and they state that there are, in certain places, currents which swimmer away from shore, therefore put him in danger. The bathers' parents as 'undertow' is a myth, and he says that there are no currents to bathers in Lake Michigan. It is possible that some of these impressions are due to the dangerous currents in the lake and that they are the bathers' (consequently name 'undertow')."

"The fact that the undertow is a danger is a surprise. It is never swam in the lake under which he is into existence. The general are local and men; that very fact is dangerous."

Another writer, T. T. in general with Professor though challenge that there can be no a pocket beach with wind. Of an expedition he writes:

"In the main, the undertow is not an undertow. It ran outward, and the effect of currents in the lake was not noticeable."

"The fact is, the undertow is a danger."

Mac "The Arm"

Just the thing for...
A ready for

PATER

We want to...
parties or

PHOTO

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