

Special Reductions

for

Regatta

These Prices are for
FOUR DAYS ONLY.

REGATTA SALE!

Friday, Saturday, Monday and Tuesday.

Be early to get your share of the big values as all summer goods must be sold to make room for new Fall and Winter Goods soon to arrive.

Boys' Wash Suits	Boys' Bathing Pants	Men's Underwear
Cricket Belts	Men's Straw Hats	Men's Shirts
Cricket Shirts	Men's Panama Hats	Boys' Straw Hats

EVERY ARTICLE OF SUMMER APPAREL MUST GO.

Bishop. Sons & Co., Ltd., St. John's.

Special Reductions

for

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These Prices are for
FOUR DAYS ONLY.

DON'T IMAGINE

That your friends will excuse your shabby, dirty ceilings, THEY WON'T.

You owe it to yourself to have your home RESPECTABLE. It's just as important to have your home beautiful as to have the right kind of clothes.

Ask us for sample and price of Beaver Board. We shall be glad to serve you.

A Beaver Board ceiling for your front room will cost about \$12.00. A hundred dollars' worth of Beaver Board will ceil ALL the rooms and halls in your home.

Beaver Board is economical, artistic and inexpensive. Beaver Board is classed higher than pitch pine for ceilings and is miles ahead of V jointed lumber.

Lin Campbell, Limited.

Men's and Boys' Suits.

The Biggest, the Finest, the Best assortment of clothing we ever had. Why pay exorbitant prices for suits when you can get them with the desired combination of choice materials, unexcelled workmanship and a range of prices that will urge you to make a purchase? See our selection and be convinced.

The English-American Clothing Co.,
312 Water Street.

Hidden Identities.

Writers use a pseudonym, and so some use only part of a name, such as "Katie Hoop" whose name is J. Katie Bell, Anthony Hope, whose full name is Anthony Hope Hawkins, George A. Birmingham, is the name of Canon Hanny, and "Gerard" that of the Rev. Teague, "Mark Allerton" the serial writer and novelist, is Cameron, "Bartlett" is A. Paymaster, "Rice" of the British...

Norman Angell

is Ralph Lane, and "John Oxenham" W. A. Dunkerley. The late "Maarten Maartens" was handicapped by the name of J. M. van der Poorten Schwartz, so he cannot be blamed for changing it; while "Maurice Gorki" is Alexei Maimovitch-Peshkov. Women writers are fond of masculine pseudonyms. "George Elliot," "John Oliver Hobbes" and "Carrer Bell" are famous examples. Miss Clo Graves calls herself "Richard Deban," while the late Mrs. Frankau used to write under the name of "Frank Danby." "Curtis Yorke" is Mrs. Richmond Lee, and "Ralph Irons" real name is Olive Schreier.

Do not suffer

from PILES. Do not suffer another day with itching, smarting, burning, or bleeding. No surgical operation required. Dr. Cass's Ointment will relieve you in three days. It is the only medicine that cures PILES. It is the only medicine that cures PILES. It is the only medicine that cures PILES.

Some Bowling Feats.

How far can you throw a cricket ball?

One of the longest officially recorded thrown covered a distance of 140yd., 2ft., and was achieved by Mr. R. Percival as long ago as Easter Monday, 1884. The scene of his record throw was the Durham racecourse. The record was previously held by Ross McKenzie, a Canadian, who, at Toronto in 1872, threw a ball 140yd., 9in. At the Bankers' Sports at Herne Hill in 1901, Mr. A. E. Maaly threw 133yd., 2ft.

A ball can be bowled much faster than it can be thrown. The longest distance covered by a bowler is 300yd. That record has several times been approached but never surpassed, and the general average is 250yd.

The highest record for length of drive by a batsman was achieved at the practice nets at Christ Church, Oxford, by Mr. W. Fellows, who drove a ball 175yd. The distinction of making the longest drive at an actual match fell to V. F. S. Crawford, who, playing for Gloucester at Bristol on one occasion, hit a ball 160yd. Mr. C. I. Thornton made some big hits, his highest being 133yd. when playing against the Australians, and 183yd. while at the practice nets.

Stump Hurdled Forty Feet!

Even Bonner, the Australian slogger, could not equal this, although once, when practising at Metcham, he drove a ball 157yd.

There is always a thrill when a fast bowler sends the balls flying. How many spectators could tell how far the balls actually travel? Brearley, the Lancashire fast bowler, did a big thing when, in 1905, he bowled Mr. W. B. Burns, sending the balls a distance of 48yd.

Two years before, W. Sargwell, playing for Sloughbridge against Kidderminster, dispatched a ball—89yd., but the record achievement in this respect is credited to Mold, who, bowling at the Oval in 1896, sent a ball 83yd., 6in. On another occasion, Howitt, playing for an English XI at Hull, sent a ball out of the ground, a distance of 69yd.; and Fielder, the Kent fast bowler, once bowled Tydesley with a ball that sent the balls a similar distance. Brearley once sent his opponent's middle-stump flying back for 48ft—a unique record.

In the hands of a fast bowler a cricket ball can be made to travel at an amazing speed. Tests were made one one occasion at Woolwich Arsenal. Mr. C. B. Turner bowling through the electric screens used for measuring the velocity of projectiles. The experiment showed that even a medium-paced bowler can dispatch a ball at the rate of 55 1/2 miles per hour. Really fast bowlers, like Brearley, Cotter, Mold, and Tom Richardson, must have bowled at a rate of over sixty miles an hour.

The Romance of Lloyd's.

"At Lloyd's" This is a common phrase, yet many people do not realize its real significance and application. It stands for British honesty and accuracy in the shipping world.

If you tell a Frenchman, a Spaniard, a German, or an Eskimo that a ship is "at Lloyd's," he knows that he can trust it as such, because "Lloyd's Register" is never wrong.

The ships built in all parts of the world are examined and classified by Lloyd's surveyors, and all particulars are entered in the Register. Thus underwriters, when they are called upon to insure a vessel, may obtain precise information as to its state and record.

Furthermore, in order to provide underwriters with information concerning the doings of ships, Lloyd's publish every day a shipping newspaper, the "Shipping and Mercantile Gazette." This is printed in the basement of the Royal Exchange, and information is collected and cabled by thousands of agents throughout the world.

The Insurance of Shipping. The "Gazette," which, with the ex-

ception of the "London Gazette," is the oldest existing London newspaper, was started towards the end of the seventeenth century by a certain Edward Lloyd, at whose coffee-house in Lombard Street merchants and others used to meet to arrange marine insurances. These covered all sorts of contingencies, but gradually the insurance of shipping became the chief business of the frequenters of Lloyd's.

Lloyd was an energetic man. In order to develop the operations of his customers, he produced, in 1696, a daily newspaper called "Lloyd's News," which contained information concerning the movements of ships.

For a while the paper was suspended, through Lloyd publishing a reference to the proceedings of Parliament, which he refused to withdraw, it being illegal at that time to make any such reference. It resumed publication in 1726, when Lloyd, or at any rate the then proprietor of Lloyd's coffee-house, started it again under the name of "Lloyd's List." After a time Lloyd's moved to the Royal Exchange, where it still carries on the underwriting part of its business.

Lloyd's underwriters by the way, not only insure the ships that sail on every sea, but all sorts of other ships as well. They will insure you against fire, and even against a change of Government.

Brick's Tasteless at Stafford's. Price \$1.20 bottle. Postage 20c. extra.—Jly19.1f

A Keeperless Lighthouse

An automatic lighthouse that does everything but talk, stands guard over the northeast shores of Guernsey. Holiday-makers to the Channel Isles should not miss this sea marvel.

Platt Fougere Lighthouse consists of a concrete pillar set in the sea; it is unmanned, and is worked by a submarine cable one and a quarter miles in length, which links it up with civilisation. A specially contrived clock switches its acetylene beams on and off with the utmost precision; during fog a compressed air fog-signal installed therein is enabled to ring a bell on shore to inform officials that the lighthouse is functioning properly.

When the lamp supplies of acetylene become low, a pressure-gauge intimates this knowledge to the Guernsey engine-room, while a telephone is installed, and any pilot at sea can ring up Guernsey free of charge. The telephone is situated fifty feet up the side of the lighthouse, and its position is probably a unique one among call-boxes.

All these various services are performed by the original cable, and the whole contrivance cost ten thousand pounds, or one-eighth of the sum needed to equip an ordinary lighthouse. So successful is this "sea sentinel" that another on similar lines is now in course of construction by the Lighthouse Bureau of the United States.

Seasonable PAPER GOODS

JAM POT COVERS—1 and 2 lb. sizes, with Wax Tissues.
DOILIES—Very dainty designs in various sizes.
SERVIETTES—Plain and Fancy.
PICNIC PLATES.
PIE DISH COLLARS.
HAM FRILLS.
WAX PAPER in rolls.
Look up your wants for the Garden Party, the Picnic and the Regatta.

DICKS & CO., LTD.,
Booksellers & Stationers.

Just arrived for Stafford's, two thousand bottles of Brick's Tasteless Cod Liver Oil. Price \$1.20 bottle. Postage 20c. extra.—Jly19.1f

Freeman's English Foods

A complete supply for your larder.

Custard Like Cream.

Freeman's Custard, made according to directions, provides a creamy dish that softens the tartness of fruits. It is ideal for trifles, and as a hot sauce with puddings it is delicious.

A Popular Blanc Mange.

Freeman's Blanc Mange Powder is distinctly flavoured with fruit essence, and is agreeably smooth to the palate. A packet in the house ensures a delightful "emergency" dish, easily made.

Making Better Cakes.

There is nothing better for making cakes than Freeman's Egg Powder. It is an improvement upon eggs rather than a substitute for them; making cakes lighter and more digestible, and never "dry".

A Clear, Bright Jelly.

The delightful clearness and colour of Freeman's Jellies is the next best thing to their taste. There is absolutely no heavy sediment in a jelly made with Freeman's Jelly Crystals, and the flavours are true to the fruit.

A Comforting Drink.

There is no more comforting drink on a cold day than Freeman's Glass Lemon and hot water—as hot as you can drink it. Freeman's Glass Lemon is sweetened sufficiently for the average taste; it is made with real lemons by an entirely new process—a great advance on the old lemon crystal.

If a cold drink is required it is only necessary to add Freeman's Glass Lemon to cold water; it dissolves immediately—no need to wait while the drink cools.

Freeman's Foods, Ltd.,
England.