

For the Convenience of Patrons Store Open Every Night until 9.30

Bankrupt Boot and Shoe Sale!

In Our New Premises--the Building Formerly Occupied by N.W. Chown, New Gower St.

Regatta Specials!

A MAN'S SALE!

Just Opened magnificent range of Men's Black Boots Highest quality materials and values at \$9.00

SALE
4.29
Per Pair.

See

Men's Canvas Boots

Complete range of desirable colors—Ideal for Sports' wear.

Only 2.19 per pair

Men's Canvas Shoes

Only 2.19 per pair

Ladies!

Put a finish to your appearance when wearing your Sport clothes by buying a pair of these

Sport Shoes

Combination of Grey and Black and Grey and Tan.

Values at \$4.00.

Sale Price only

2.99
All Sizes.

The following Apparel was purchased by our buyer because of the exceptional value entailed and now placed on Sale at corresponding savings:

LADIES' WHITE SKIRTS \$2.98

TRICOLETTE WAISTS, \$2.89

Highest Quality; all colors and sizes.

LADIES' HOSIERY—Colors of Blk., Tan & White. Per pr. 27c.

Limited Lot

SPORTS' SWEATERS ..\$1.98

Entire ranges LADIES' VOILE

& GINGHAM DRESSES

Sale Prices from \$1.98 to \$2.98

A Regatta Special THAT WILL APPEAL.

Just opened another shipment of those ever popular

Ladies' Grey Suede Shoes

Comprising a complete range of sizes and models.

Guaranteed values at \$6.00.

Sale only

3.39
Per Pair.

Regatta Specials!

For the Boy and Young Man

An Entire Shipment.

White Tennis Boots

with rubber heels; all sizes.

Values at \$2.50.

SALE
1.18

SALE 150 PAIRS of Boys' Boots

Complete color range, including Black and Tan; all sizes. All long wearing materials and guaranteed. Values at \$5.00.

Sale only

2.99
Per Pair.

American Boot & Shoe Store

In the Building Formerly Occupied by N. W. Chown, New Gower Street

Expert Advises on Way to Act During Thunderstorms.

WILSON, Mass., July 28.—(A.P.)—

Under cover if possible when a storm threatens. If this is not possible, lie down. This is the best advice given by Alexander G. McArdle, director of the Blue Hill Observatory and Professor of Meteorology at Harvard University, given in explanation of the action prescribed for the Associated Press. He says that he describes as "ten good ways to help people take care of themselves."

"First: If you are in a building that is struck the damage is, in 98 cases out of a hundred, confined by ripping out plaster or knocking off slates, and tearing away any projecting timbers. But there are times when the storm clouds descend to earth and amid darkness the flashes are heavy and numerous. As such times there is danger. It is dangerous to be near a chimney or a tree or a flagpole or a metal clothes-line."

"Fifth: Stock should not be tied near a wire fence. "Sixth: There is no particular sense in going to bed. Standing on glass or rubber or any good insulator, a woolen blanket for example, will give one a little more security and a great deal more confidence. The probability of a person in an ordinary residence building being struck is very slight."

"Seventh: If you are near a person who has been struck make every effort to resuscitate him. Only rarely does lightning kill outright. Mostly people are stunned, and all that is needed is a little artificial respiration to restore them to consciousness. Of course get a doctor quick. "Eighth: If you are in a trolley car and a flash comes in and burns the fuses with a roar and a blinding flash, sit still. The danger is over, and while you may be frightened you are not likely to be hurt."

"Ninth: If you have a radio, better cut it out during a thunder storm. The antennae should be grounded direct and all wires as far as possible, kept outside. "Tenth: If your house is provided with good lightning rods you need not have much fear. Moreover, dwelling houses in city blocks are practical, safe."

For Reasonable Taxi Rates Phone 2016. **Attempting the Impossible.** One of the best stories told by Sir H. W. Lucy concerns Sir Ellis Ashmead-Bartlett. At one of Sir Ellis's political meetings he was frequently interrupted by a man in the body of the hall, who resented his uncompromising attacks upon political opponents. Sir Ellis bore the trial with admirable good humour, till, seeing an opening for scoring a point, he said: "Now I am going to tell you something about the Government that will make my friends' hair stand on end." Indicating, with a smiling nod, the vigorous critic in the body of the hall. "Wrong again!" shouted the irrepressible one, removing his cap and displaying a head as smooth as a billiard ball. "As you can see, it can't be done."

West End Taxi Service Phone 2016.

Perfectly True.

The orator had made a speech, and as he left the platform he was congratulated by a friend.

"A magnificent speech," said the friend, "but hardly original, for I have a book at home that contains every word of it."

The surprised orator said that he would like to see the book, and the next morning he received an un-abridged dictionary.

Property Man (to theatrical manager)—"Sorry, guv'nor, we haven't got any jewels for the great burglary scene."

"Oh, well, run around and get a shilling's worth at the penny bazaar."

Mr. Youngwed—"This pudding is pardon me—perfectly dreadful."

Mrs. Youngwed—"I'm sorry, dear, but the fact is the recipe was given me by a friend, and her handwriting is simply atrocious."

Enemy (at the manoeuvres)—"You are my prisoner."

Sergeant Binks—"Nonsense! How did you get here?"

Enemy—"Over that bridge."

Sergeant Binks—"Then, my dear fellow, you are drowned. We blew up that bridge yesterday."

William Ann (to blind beggar)—"Poor man, how do you tell when it is time for you to drop your way home?"

Blind Man—"By the heat of the sun, kind sir."

William Ann—"But suppose the sun is under the cloud?"

Blind Man—"I sneak behind that bush, an' have a peep at me ticker."

Wonderful Film of Good and Evil.

IS "THE NIGHT ROSE", NOW AT THE NICKEL.

Justice uses strange weapons. Slave of the underworld's king, she killed him that he might not cast her off for an innocent girl and with her act won a city's battle against the forces of evil. This is the powerful theme contained in "The Night Rose", now playing at the Nickel Theatre.



GILLEN LANDIS and LEATRICE JOY in "THE NIGHT ROSE"

LeRoy Scott, one of the greatest and most virile of American writers, whose novel, "Partners of the Night" was made into a splendid picture, has surpassed all previous efforts in "The Night Rose", his latest triumph.

Assortment of Kyanize Stains, Varnish and Enamels at Lowest Prices. AYRE & SONS LTD. July 27, 21.

Apples can be stewed, strained, thickened with flour and used as pumpkin for a custard.

He dough can be mixed, closely covered, and put into the ice box the day before it is wanted.

Do It Now With BEAVER BOARD!

Walls and Ceilings covered with Beaver Board are guaranteed to last as long as your house.

Avail of this opportunity to cover your ceilings with Genuine Beaver Board at 5 1/2 cents per square foot.

About seven dollars worth of Beaver Board will put a handsome ceiling on your Parlor or Bedroom.

Beaver Board, whilst being good enough for your Parlor, is at the same time cheap enough for your kitchen.

Beaver Board won't crack like plaster, and does not show ugly seams like Pitch Pine or V-jointed ceilings.

We have Beaver Boards 32 inches and 48 inches wide and in lengths of 7, 8, 9, 10 and 12 feet. Ask for sample.

To put up a Beaver Board ceiling, you require only a hammer, a saw and a pocketfull of nails. Your carpenter can finish your ceiling in a few hours.

Use Beaver Board for walls and ceilings, and thereby make your house a comfortable place to live in.



COLIN CAMPBELL, Ltd.,

WATER STREET, ST. JOHN'S.

