

## Numbers

## Papers:

London News, Graphic,  
London News, July  
London, Wide World,  
The Journal, Lady's Com-  
Windsor, New, Little  
Novel.

## and Stationery Department.

## g Girls!

we are offering you at

cents

less than 90 cents each.

NEED

## HATS

comings. Also, Dainty, Cute

## N BONNETS

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ne Along Girls.

## LEY

## of SHIRTS

90c. and  
\$1.00 each

## DGER.

Telegram."

# SATURDAY'S Cut Prices!



HERE'S a list of Most Remarkable Bargain Values for Saturday Shoppers, and it's pleasant to know that you can depend on finding everything at this store just as advertised, sometimes a little better. Merchandise of such genuine worth at these Money-Saving Prices is sure to make a profound impression on "you," and on all thrifty buyers. Be amongst the wise ones and shop early. This store is always crowded in the afternoon and night.

## A FEW EXAMPLES.

### MEN'S CAPS.

20 doz. of Men's Tweed Golf Caps, light and dark mixtures. In Greys, Browns, Greens, etc. Reg. 60c. each. Saturday 50c.

### MEN'S HATS.

2 doz. only Men's Soft Felt Hats, woven edge; colors of Size. Olive Leaf, Green etc.; all sizes. Reg. \$1.50 each. Saturday \$1.25

### MEN'S HANDKERCHIEFS.

10 doz. of Men's Irish Bleached Pure Lawn Handkerchiefs; full size. Reg. 12c. each. Saturday 10c.

### MEN'S TIES.

15 doz. of Men's Paris String Ties, plain and fancy effects; a complete range of colors. Values to 20c. each. Saturday 12c.

### MEN'S UMBRELLAS.

2 doz. only of Men's Wood and Steel Rod Umbrellas, square and curved handles, horn and self-mounted, some with patent steel spring to open; fine Gloria cloth coverings. Reg. \$2.00 ea. Saturday \$1.75

### BOYS' CAPS.

7 doz. of Boys' assorted fancy mixed Tweed and Navy Serge Eton Caps; good linings. Reg. 25c. each. Saturday 20c.

### MEN'S BRACES.

10 doz. of Men's English Elastic Braces, with Nickel Buckles and White Tokio Straps. Regular 55c. pair. Saturday 30c.

### MEN'S COLLARS.

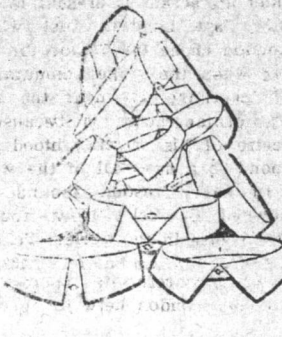
40 doz. of Men's Soft Fannel Collars, double shapes, assorted stripe patterns; also 15 doz. of Silk Stripe Cotton Collars; all sizes. Reg. 20c. each. Saturday 16c.

### MEN'S GLOVES.

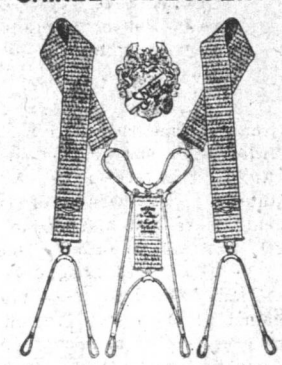
250 pairs of Men's Tan and Brown Kid Gloves, real nappa, plique sewn, one done fastener; full range of sizes. Reg. \$1.00 pair. Saturday 85c.

### MEN'S TIES.

7 doz. of Men's fine quality Handkerchief End Silk Ties, Shot effects in Greens, Crimson, Amethyst, Purple; etc. Reg. 65c. ea. Saturday 50c.



### SHIRLEY PRESIDENT



### MEDIUM WEIGHT FOR ORDINARY WEAR

### MEN'S NIGHT SHIRTS.

2 doz. only of Men's White Twill Cotton Night Shirts, with turn-down collars and breast pockets. Reg. \$1.19 each. Saturday 90c.

### MEN'S SHIRTS.

20 doz. of Men's Starched Front Regatta Shirts, in pretty Blue, Hello, Green and Pink Stripe patterns; short fronts, cuffs attached. Reg. \$1.10 each. Saturday 95c.

### MEN'S BOOTS.

50 pairs of Men's Vic Kid Laced Boots, Balmain and Blucher shapes, self tipped; all Leather. Local manufacture. Reg. \$2.50 pair. Saturday \$2.20

# Good Values in Shop and Showroom

LADIES' SLIPPERS—70 pairs of Ladies' Dongola Kid Slippers, one strap with Black Silk Bow and Steel Buckle. Reg. 65c. pair. Saturday 55c

LADIES' GLOVES—700 pairs of Ladies' fine French Kid Gloves, The Muriel and Flora; colors of Black, Tan, Browns, Beaver, Slate, Navy, Myrtle, Lavender, Canary, Pale Blue and Violet. Rose, 2 dome, laced & 3 buttons. Reg. \$1.25 pr. Saturday \$1.05

TABLE CLOTHS—3 only Linen Table Cloths, size 2 x 2 1/2 yards; some with hem, others with wide hemstitched hem; assort. ed patterns. Reg. \$3.75 each. Saturday \$3.20

TABLE NAPKINS—15 doz. of Bleached Linen Table Napkins, size 22 x 22 inches; hemmed ready for use. Reg. 18c. each. Saturday 14c

WHITE QUILTS—15 only White Marcella Quilts, 3 yards long; dainty raised patterns. Regular \$2.75 each. Saturday \$2.25

TABLE COVERS—5 only Tapestry Table Covers; mixtures of Greens, Reds, etc., size 2 x 2 1/2 yards. Reg. \$3.75 each. Saturday \$3.30

D'VOYLES—5 doz. of Damask Centre D'VOYLES, with wide lace edges, scalloped; assort. sizes. Reg. 25c. each. Saturday 20c

LADIES' GLOVES—15 doz. pairs of Ladies' Silk finish real Lisle Thread Gloves, 2 dome and 2 button fasteners; colors of Amethyst, Reseda, Sage Blue, Prunelle, V. Rose, Tan, Navy, Brown, Grey, Beaver, White and Cream. Regular 40c. pair. Saturday 34c

PILLOW CASES—3 doz. of Frilled and Embroidered White Cotton Pillow Cases; size 17 x 27 inches, 3 inch frill. Reg. 45c. each. Saturday 38c

LADIES' CORSETS—100 pairs of Ladies' D. & A. Corsets, White and Grey; long and short effects, with and without suspenders. Reg. 75c. pair. Saturday 65c

SILK RIBBON—320 yards of Silk Ribbon, 4 inches wide, in colors of Pink, Pale Blue, Navy, Alice, V. Rose, Crimson, Hello, Green, Black, etc. Reg. 20c. yard. Saturday 16c

LADIES' BELTS—50 doz. of Ladies' Belts, including Black and Colored Leather and Silk and Linen; big job line. Values to 35c. each. Saturday 20c

LADIES' COLLARS—14 doz. of Ladies' Golf Linen Collars, double shape, 1 1/2 and 2 inches high; sizes 12 1/2 to 14. Reg. 18c. each. Saturday 14c

LADIES' NIGHTDRESSES—9 only Ladies' White Cotton Nightdresses, with round and square collars, yokes all-over embroidery and fine net trimmed. Silk Ribbon beaded. Reg. \$2.30 each. Saturday \$1.90

LADIES' NIGHTDRESSES—11 only of Ladies' White Cotton Nightdresses, with round and square collars, yokes all-over Embroidery, Silk ribbon beaded. Reg. \$1.55 each. Saturday \$1.28

HEARTH RUGS—9 only Arabian Hearth Rugs, reversible, fancy border effects; size 36 x 70 inches. Reg. \$3.50 each. Saturday \$3.00

### LADIES' SHOES.

50 pairs of Ladies' Tan and Black Dongola Kid Street Shoes, Opera Toe, Blucher shape, half leather lined. Reg. \$1.90 pr. Saturday \$1.65

### LADIES' BOOTS.

70 pairs of Ladies' Tan and Black finest quality Vic Kid Laced Boots, Blucher shape, Patent and self-leather tipped. Reg. \$3.00 pair. Saturday \$2.70

### CHILDREN'S SHOES.

50 pairs only Children's White Canvas Shoes; Strap and Blucher styles; sizes 8 to 11. Reg. 75c. each. Saturday 67c.

### INFANTS' SLIPPERS.

40 pairs of Infants' Kid Slippers, sizes 1 to 4—one-strap; colors of White, Tan and Pale Blue. Reg. to 40c. pair. Saturday 35c.



## Grocery

## Bargains.

Libby's Pure Malt Vinegar, quart bots. Reg. 35. Saturday 32c. bot.

Imperial Jelly Powders. Reg. 12c. Saturday 9c. pckt.

2lb Tins Golden Syrup. Reg. 20c. Saturday 17c. Tin.

Zenana Coffee, Reg. 40c. Saturday 35c. lb.

## Cable News.

Special to Evening Telegram.

CARNARVON, July 13.  
At the old and well preserved Castle of Carnarvon, the young Prince of Wales was invested to-day with the insignia of his high office. Two hours before the arrival of their Majesties with the Prince, great crowds assembled along the route from Griffith's Crossing, where the royal party alighted, to the Castle Gate. Troops, bluejackets and marines kept open the way through which the procession passed. In the vicinity of the Castle a thousand London Police Firemen held an open place. The scene within the Castle was most picturesque. The King and Queen, with the Prince, came on the Royal yacht Victoria and Albert from Ireland to Holyhead this morning. A special train brought them from Holyhead to Griffith's Crossing, a station seven miles north of Carnarvon. The Prince entered the Castle at the Ancient Tower, while the Royal Welch choir of 600 voices sang The King and Queen followed. As they entered the Castle, the Prince's flag was lowered and the Royal Standard was run up. The party proceeded to a raised platform in the centre of the great inner courtyard where the investiture took place. As the King and Queen appeared in the open air, the choir sang "God Save the King," and this was followed by singing "God bless the Prince of Wales." As the Prince appeared he approached his parents, who had taken their places on the dais. The Prince presented himself before the King, who placed the crimson velvet cap, ornamented with ermine, and coronet on the head of his son, as a token of Principality. In his hand His Majesty placed the Golden Vex, as the emblem of Government. On the middle finger the ring of gold was placed, signifying that he must be husband to his country and father to his children. While His Majesty was investing his son with the insignia, Letters Patent authorizing the Prince to hold the Principality, in trust for the King of England were read and handed to him. The service of Consecration followed.

Special to Evening Telegram.

OTTAWA, July 13.  
Premier Laurier has sent a message of sympathy, on behalf of the Canadian people, to the Municipal officers of the fire-swept district of Northern Ontario.

Special Evening Telegram.

LONDON, July 13.  
Anthony Donellan, the Nationalist whip, who was unseated by the Courts, was to-day elected unopposed for the East Division of Wicklow, Ireland, in succession to Muldoon, Nationalist, who had retired to make a vacancy for him. Donellan defeated William O'Brien at the last election, but lost his seat because of illegal practices by his agents.

Special Evening Telegram.

OTTAWA, July 12.  
The fires now raging in Northern Ontario have dealt a hard blow at the Pulp and Paper industry of Canada, is the opinion of Gordon, M. P. for Nipissing, one of Canada's best known lumbermen. The timber destroyed is nearly all spruce and pine.

Minard's Liniment Co., Limited.

Gents.—I cured a valuable hunting dog of mange with MINARD'S LINIMENT after several veterinarians had treated him without doing him any permanent good.

Yours, &c.,

WILFRID GAGNE,

Prop. of Grand Central Hotel, Drummondville, Aug. 3, '04.

## Burnt Head Notes.

Although in many parts of Conception Bay fish is fairly plentiful, yet nothing has been done here up to the present. Traps do not average a half quintal per day, while the handliners get even less.

Mr. E. A. Bishop, wife and child arrived from Spotted Islands, Labrador, by the Beothic on her last trip, after spending a winter among the Esquimaux.

All the other teachers have now arrived home to spend the vacation with their friends. Mr. Cyril Bishop, who had been at Salmon Cove, arrived on Friday; Messrs. H. J. Bishop, W. L. Bishop and Az. Butler, who had been attending the Convention, came on Saturday.

Mr. Llewellyn Bishop, who for the past three years has been studying at Bishop Field College, intends starting for Toronto about the middle of the month to seek employment. His sister and Mr. Cyril Bishop will also accompany him. We wish them every success in their new field.

Mr. John Marks, C. of E. teacher, returned to Carbonar on Saturday to spend his holidays with his parents. He will come to Burnt Head after the holidays to teach for another year.

CORRESPONDENT.

July 13th, 1911.

## Destructive Fire.

UPPER FLAT OF HERALD OFFICE

GUTTED BY FIRE—ORIGIN UNKNOWN—LOSS COVERED BY INSURANCE.

A few minutes after 7 last evening a fire broke out in the top flat of the Evening Herald Office on Prescott Street and that part of the building was gutted out, its contents being almost all destroyed, while the second flat and basement, where the presses are, were damaged by water. The loss is approximately placed at \$10,000, but the building and its contents are covered by insurance. How the fire occurred could not be determined up to 9 o'clock last night. The six members of the staff of the paper who will row in the coming Regatta had a spin on the harbor, after stripping for their work in the reporters' rooms. They landed at Marshall's wharf and were in the building donning their attire all unconscious of anything being amiss when a boy named Field, who was passing and saw smoke issuing from the roof, ran up the stairway and rushing into the room told them the place was on fire. Almost at the same moment Mr. John Calvert, who has a store on Duckworth Street East, saw the flames burst through the windows and turned in an alarm from box 22, bringing the Eastern and Central firemen with their apparatus quickly to the scene. The outbreak occurred in the S. E. corner of the upper flat, and when Field applied the men in the reporters' apartment of the fire, they rushed upstairs, but the place being a mass of flame and filled with dense volumes of smoke, the employees were driven back and had to retreat downstairs. On the arrival of the firemen, who were supervised in their work by Inspector General Sullivan and Supt. Dunne, several hose lengths were quickly coupled to fire plugs on Prescott and Duckworth Streets and taken up the stairs and into the building, and in a few minutes copious streams of water were playing on the burning fabric. Firemen on the hill at the rear of the building also played water through the windows through which the flames were shooting high in the air, and after an hour's work the blaze was quenched but not before much damage had been wrought. The employees from the start concentrated their attention to the press room on the ground flat and with the aid of willing citizens and the police, who were present in force under Supt. Grimes, they quickly transferred the three smaller presses to the sidewalk with tables, various kinds of paper printed matter, &c., and after a comparatively short while had a lot of valuable property safe from damage either by fire or water. Next they went up to the compositors' room, and hustled out reams of paper, type and other property of value. Still great damage was done by water both in the composing and press rooms, and the upper flat is a complete wreck. The linotype machine, which was worked there and which was roughly valued at \$4,000, was warped out of shape by the intense heat, the keyboard was smashed, most of the parts broken, and it is doubtful if it can be repaired sufficiently to be again of use. A great quantity of type was either destroyed or damaged, also a lot of paper, cases and the great variety of paraphernalia that go to equip a printing office. The book-binding outfit was practically all destroyed, as well as the stereotype machinery. Mr. George Walsh turned the gas off at the meter before leaving the office last evening and the fire used for melting the metal for the linotype had been out since the morning. Had the fire occurred late at night with a strong westerly breeze blowing, it might have swept Duckworth Street. The firemen worked admirably, and while the fire was in progress thousands of citizens watched it from the sidewalks.

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The fires now raging in Northern Ontario have dealt a hard blow at the Pulp and Paper industry of Canada, is the opinion of Gordon, M. P. for Nipissing, one of Canada's best known lumbermen. The timber destroyed is nearly all spruce and pine.

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CORRESPONDENT.

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## Evening Telegram

## Fashion Plates.

The Home Dressmaker should keep a Catalogue Scrap Book of our Fashion Plates. These will be found very useful to refer to from time to time.

8074.—A POPULAR AND FETCHING HOUSE GOWN.



8774

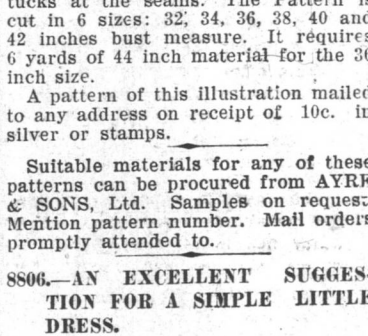
Ladies' One or Two Piece House Dress, With Seven Gore Skirt, and Sleeve in Either of Two Lengths.

Blue chambray was used to make this design, with trimmings of striped blue chambray. The fronts are crossed to effect the pretty side closing and are finished with an insert that is very smart. The front gore shows tucks at the seams. The Pattern is cut in 6 sizes: 32, 34, 36, 38, 40 and 42 inches bust measure. It requires 6 yards of 44 inch material for the 36 inch size.

A pattern of this illustration mailed to any address on receipt of 10c. in silver or stamps.

Suitable materials for any of these patterns can be procured from AYER & SONS, Ltd. Samples on request. Mention pattern number. Mail orders promptly attended to.

8806.—AN EXCELLENT SUGGESTION FOR A SIMPLE LITTLE DRESS.



8806

Girl's Dress With Long or Puff Sleeve and Three Styles of Neck Finish.

Firm goods, like gingham or galatea, may be used for this design, which is also appropriate for cashmere, hosiery or softer gingham. The waist or body portion is cut on simple straight lines, and the skirt portion is practically a flounce, that may be plaited or gathered. For general or cool weather wear, the long sleeve, with high neck finish, either the flat or standing collar is desirable, while for a dainty party dress, in all over, or even with insertion of lace or embroidery, the square Dutch neck will be especially attractive. The pattern is cut in 4 sizes: 4, 6, 8 and 10 years, it requires 2 1/2 yards of 36 inch material for the 4 year size.

A pattern of this illustration mailed to any address on receipt of 10c. in silver or stamps.

Please send the above-mentioned pattern as per directions given below.

No.....

Size.....

Name.....

Address in full:—

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