

**TRUE FIT,
AMERICUS FITREFORM!**



Progress in every direction, rapid, continuous increase of business, improvement of methods and details of organization. Constantly aiming to do business better and to be of greater service to the trade each day, each season, each year.

ASK FOR OUR REGISTERED BRANDS.
PROGRESS. THE MODE STILENFIT.
THE NEWFOUNDLAND CLOTHING FACTORY, LTD.
aug17, eod 225 and 227 Duckworth Street.

IMPORTANT TO LADIES!

We have just opened a new lot of
Ladies' CORSETS, Latest Styles,
Perfect fitting, from
40c., 50c., 65c., up to \$1.60 a pair. Our Special
"Directoire" Shape, 75c. a pair.
WILLIAM FREW, Water Street,
aug17 Nearly opposite Court House.

**REID NEWFOUNDLAND
COMPANY.**

**Guy Ter-Centenary Celebration,
HARBOR GRACE, Aug. 16th to 19th.**

Excursion Return Tickets will be sold from all points on this Company's system to Harbor Grace, at

ONE WAY FIRST-CLASS FARE.

For dates of Sale see nearest Railway Agent.
SPECIAL SERVICE.—To enable patrons to see Sham Battle and Regatta at Bristol's Hope, a special train will leave St. John's at 5 a.m. on Thursday, August 18th, for Mosquito, stopping at principal stations en-route, and will run during the day between Harbor Grace, Mosquito and Carbonear. Returning, will leave Harbor Grace at 10:10 p.m. for St. John's, stopping at principal stations.

For further particulars apply to nearest Agent or to General Passenger Agent.
EXCURSION RATE TO CUPIDS.—Return tickets will be sold from all Stations between and including St. John's, Carbonear and Placentia to Cupids, at ONE WAY FIRST-CLASS FARE. Good going Aug. 16th and 17th. Returning up to and including Thursday, Aug. 18th.

Reid Newfoundland Company

IN STOCK.

- ROLLED OATS—in brls,
- Ogilvie's Rolled Oats, in hlf-brls,
- Ogilvie's Oatmeal, in brls,
- Ogilvie's Oatmeal, in hlf-brls,
- "Canadian Beauty" Round Peas,
- "Sugar Marrow" Round Peas,
- Selected Round Peas,
- Split Peas, Yellow Corn,
- Yellow Corn-Meal,
- White Hominy Feed,
- Hercules Feed,—Crushed Corn,
- Oats, Barley. Bran.

**HARVEY & Co.,
WHOLESALE.**

Job Printing Executed

WER'E EASY!

Five Dollar Greenbacks are Burning Holes In Our Pockets

Do You Want One?

Save the Alphabet Cards in all Pound Packets of Union Blend Tea, bring to us and get the money.

H. W. de FOREST TEA CO'Y.



**SECOND WEEK
Of Our Big Retiring Sale!**

Thousands of satisfied Customers well pleased and are reminding others of what they can now secure at

**HALLEY'S
BIG RETIRING SALE.**

Open after tea 'till further notice.

**HALLEY'S
106 and 108 New Gower Street.**

**CLEARANCE SALE
OF
SUMMER GOODS!**

All SUMMER GOODS Offering at ENORMOUS REDUCTIONS,

And to put the utmost interest possible into this Sale We have made a Great Reduction on the Price of Every Article of Dry goods in Stock. Extraordinary are

The Bargains We are Offering in UNDERWEAR and HOSE

- These are some:
- Men's Balbriggan Shirts and Drawers, regular 40c value, now only 29 cts. garment.
 - Boys' Balbriggan Shirts and Knee Drawers, sizes 24 to 30 in., now only 29c garment.
 - Men's Fine Coloured Cotton Socks, regular 18c value, now only 10c pair.
 - Men's Fine Merino Underwear, medium weight, all sizes, only 69c garment.
 - Men's Plain Black Cashmere 1/2 Hose—sale prices 15c, 17c, 19c, 24c, 33c and 35c pair.
 - Women's Plain Black Cashmere Hose—sale prices 19c, 23c, 25c, 29c, 32c and 35c pair.
 - Women's Black Ribbed Imitation Cashmere to All Wool Cashmere Hose—sale prices 9c, 12c, 15c, 23c, 28c, 33c and 35c pair.
 - Children's Black Ribbed Cotton Hose, guaranteed fast, all sizes, large and small, only 10c pair.
 - Children's Fast Tan Rib Cotton Hose, sizes 5 to 9 in., only 10 to 18c pair.
 - Children's Dark Red Ribbed Cotton and Lisle Hose (The leading Stocking at present for Children throughout America,) regular price 20c to 25c, now all sizes, 15c pair.
 - Women's White Cotton Vests—regular 15c to 18c each, now only 10c each.
 - Women's Tan Kid Gloves, all perfect, sizes 6 to 7 1/2, sale prices, 35c pair.
 - Women's Lace Walking Shoes, Pat. Tip, from 68c pair only.
 - Women's 2 Strap Walking Shoes, Pat. Tip, from 72c pair only.

Now is the time to Buy Dress Tweeds

to make up for Fall and Winter wear; we are giving a Straight Discount of 20 per cent. on all these.
FLOOR CANVAS, Painted Back, 2 yards wide, Sale Price 47 cts. yard.
You will Save Big Money on everything you Purchase from us this week.

**HENRY BLAIR
Amatite Roofing!**

The New Roofing THAT WILL NEVER need Painting.
AMATITE costs no more than Roofing that needs continual coating.

AMATITE gives 100 per cent. more value than any of the so-called "Rubber" or "Gum" Roofs.

If you want the best value in Roofing ask your Merchant for AMATITE and take no other.

Send to us for Samples and Literature.

COLIN CAMPBELL, Wholesale Agent.

IF YOU WANT REAL GOOD VALUE SEE OUR LINES OF

BOOTS and SHOES

FOR
Ladies, Gentlemen, Boys or Girls.
We save money for you on every pair.

A. & S. RODGER.

The FLY-CATCHER

THAT EVERYBODY IS TALKING ABOUT



About 3 Feet Long.
Everybody that sees one wants one. So do the flies; they want it so badly that it catches more of them to the square inch than any other fly-catcher—catches both the flies and the dangerous germs of disease they carry.

For Sale by Druggists Grocers and General Dealers.

**FOR SALE:
10,000 Hhds.**

Cadiz SALT;

North Sydney COAL

Anthracite COAL.

Our Coal gives Satisfaction. It is good Coal.

**M. MOREY & Co.,
Office—Queen Street.**

**Preserving
Skillets.**



Enamelled Blue and White, 45c. to 70 cts. each.

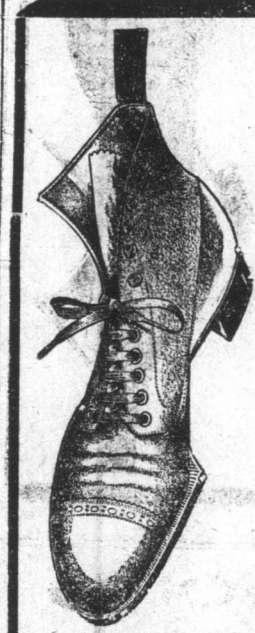
ENAMELLED IRON, very superior quality, \$1.20, 1.45, 1.75 and 1.95 each.

BRASS, \$2.00 and \$2.50 each.
Wood Spoons, 4, 5 and 6c. each

MARTIN HARDWARE Co

Cabbage, Bananas & New Potatoes.

Due this week, per S. S. Florizel,
75 Barrels Choice New Cabbage,
50 bunches Choice Bananas, 100 brls. New Potatoes,
And also due,
50 cases Valencia Onions, 30 Kegs New Grapes.
Lowest Prices, guaranteed. Orders now booking.
George NEAL.



**"Rambler,"
OUR OWN MAKE.**

The majority of men who are today wearing \$3.00 and \$3.50 Boots would be greatly surprised if they only saw the wonderful

"Rambler Boot," at \$2.50.

We have given special attention to the selection of stock and findings for this Boot, also to the making of it, knowing \$2.50 to be the popular price for Men's Boots.

Lace and Blucher Style and Oxfords.
Vici Kid, Tan, Box Calf and Glove.

Price, \$2.50.

SPECIAL PRICE TO WHOLESALERS.

PARKER & MONROE.



NO THOUGHT READER

Can foretell the day or the hour when your property may burn. Most people are aware of this and make provision for the disaster by insurance. Why are you not so insured? I offer the lowest rates and strongest offices. The promptness and liberality of my settlements are well known.

PERCIE JOHNSON, Insurance Aet.

Office: corner Duckworth and Prescott Streets.

At the Leading Fruit Store.

First New Apples & Grapes,

Due this week.
100 brls. N. S. Apples—beauties, 50 brls. American Apples, 50 kegs
Almeira Grapes. 50 large Bunches Bananas, 50 brls. Cabbage, 100
brls. New Potatoes, 30 boxes California Oranges.

Book your orders now for prompt delivery.

EDWIN MURRAY