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## Gloves




 Ladies white lisle glovesADIES black and white iace

 SALE PRICE 1.60 to 2.50 | Cantor crepe, in Sand, Jade, Nigger |
| :--- |
| Navy and Black | moUsELINE, in all shades $2.75{ }^{\text {to }} 3.95$



 shantung sikm-In Natural only. 5.1 | FANCY SHANTUNG-36 |  |  |
| :--- | :--- | :--- | :--- | :--- | :--- |
| Regular 3.00. | inches | wide |





## Men's

## Furnishings




MENS LiGHT CHECK TWEED SUUTs-


 MENS GREY WOOL TWEED PANTS
One of our beet values. Two side and hip pockets. Regular 4.75. SALE PRICE 2.95 MENS CoRDUROY PANTI-In shades of


 FLEECE ANED UNDERWEAR-Men' A garment really worth oc SLIE PRICE 60C. MENS BALBRIGGAN UNDRRWEAR-W



## FRAMES

##  <br>  SALE PRICE .. <br> 65.

## INGTVENG゚

We have endeavoured to make this Sale one of the greatest, and we can assure our pattrons that the very special items we ar
offering are far below regular prices of to-day.

## THE SHOWROOM

## A display of seasonable merchand ise that will prove to our customers the exceptional values we are offer-

 ingPORTS COATS-Ladies' Mercerized. Reg. 10.00 . Now 2.98 each SKirTs-LLadies' White Pique, Drill and Gabardine. Very neatly finish-
ed with two side pockets. Regular 4.75 to to 6.80.
SALE PRICE 1.50 and 1.95 DRESSES-Ladies' Striped Cotton Housu Dresses, extra strong and very
serviceable for morning wear. Reglar 2.50 . $3.25,4.00$
SALE PRICE SALE PRICE 75c. 1.451 .98 DRESSES-Ladies' Dark Blue Striped Cotton Dresses. Regular 4.0.
 SALE PRICE ... ........ .. . . . . . . . 1.98 and 2.95 each
 LADIESS HATS-ITitation Panama in some pretty combination of col-
ours. Regular 2.60 to 4.50 . SALE PRICE $\ldots \cdots .75 \mathrm{c} .{ }^{\text {to }} 1.98$ MIDDY BLOUSES White, trimmed Light Blue, Navy and Red. Regular
1.70 to 3.70 . SALE PRICE.. ........ 49c. ${ }^{\text {to }} 1.11$ each.
 COLOURED JUMPER MIDDIES-Regular 3.50 to $3.3 .70-1.25$ each LINEN HATS-Child's and Misses' Coloured Linen. Regular $1.60-1$ LINEN DRESSES-Childs and Misses, trimmed with nive Check Ging
ham on collar and pocket. Sizes 7 to 12 Resular 2.75 to 3.25. . MUSLIN DRESSES-Childs and Misses' Coloured Muslin DUC. Dreses. We
only have a small quantity of this line. Sizes 7 and 8 Regular 3.40


## HOUSE FURNISHINGS



ONGOLEUM RUGS-

$$
\begin{array}{llll}
3 & \times 6 & \text { Regular } & 8.45 \\
41 / 2 \times 6 & \text { Regular } & 4.75
\end{array}
$$

8. 

$\times 6$. Regular 6.25 .......... BLINDING-In Green and White, 83 inches wide. Now is the time for the
thrifty housewife to buy. Regular 25c. yard. Now 18 .

Also about 600 yards of Green. Only 38 inches wide. Regular 356
yard. SALE PEICE ........................ 28c. yard TABLE CLOTHS-In fancy Coloured Tapestry with fringe. The
very thing for a carriage wrap. Regular 85 c . and $1.10-$ SALE PRICE 39 c . and 58 c
 TAPESTRY Suitable for Awnings, Hammocks, and looks quite. pretty
on furniture; extra strong, and 36 in. wide. Reg. 950 . Now
$50 c$,

## BOYS' FURNISHINGS

BOYS' SALLOR BLOUSES-In plain White only, Regular 1.50 and 1.80 BOYS' STRIPED COTYON BLOUSES-In all sizes; trimmed with Buiue
collar and cuffs. Some extra good material amongst them. Regula
chat 1.20 to 1.80 . . . . . . . . . . . . . . . SALE PRICE 75c. ${ }^{\text {to }} 1.2$ SALLOR SUITS-In short and long pants, nicely trimmed and very
tractive looking. Reg. 2.75 to 6.50 . SALE PRICE
1.70 to 4.65
 Hirt WAISTS-Boys 'otton and Flette Shirt Waists, in some ver
pretty stripes, well stithed and some of them made from a stron

## G. KNOWLING, Lto.

## STRAW HATS



## Hosiery

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 Adise REACK FleEccd LINED-A
 SOCKS.
MENS HALF HOSE-In assorted colours
of extra Wove Cotton. .13 c . pair. mens black cotton hose 45 c . pr. men's black lisle hose- 50 and 70 .
$\qquad$





 pertity and Eeneral welfare.
The House was prorosued tol wed

Notice:-A Special Meeting
of the Bricklayers and Masons
Union will be held on Monday, Union will be held on Monday,
August
portant busin, atess 8 p.m., most im portant business. A full attend.
ance please. By order JAMES J .
Spratt, Secretary. $\rightarrow$ aug18,21 St .JOHN'S Grocery Stores MENS Coloured CASHERERE Hose-
60 c . to 2.40 pair. CHILDREN'S HOSIERY
 CHIDREVE MHTF Cortov Hospgular 25c. SALE PRICE 14 c . pair.
plonens Cotron hose-In Black,

 25c. pair. SALE
SRICE
2c. pair

## Boys' Furnishings

 eft over which we are clearing out at a
special price as they are mall sizes.
Reg. 3.25. SPECIAL TO CLEAR
1.75 BOYS FANCY CHECK and HEATHER
TWEEDMIXURE-A Suit neity lined
with belt and overlap pockets. Regular with beit and overiap pockets. Regular
3.25 to 3 .9.5.
SPECIAL TO CLEAR 1.50 to 2.00
 secures them, To fit boys from 3 to 6
years. Regular 4.90.
SALE PRICE SALE PRICE 2.85 to 3.15
BOYS' CORDUROY SUITS Made of good
heavy material with military strana and
belt. Sizes 3 and 4 only. Regular $4: 90$. heavy material with military strap and
belt. Sizes 3 and 4 olly Regula $4: 90$.
SALE PRICE 3.25 mysus = $-2 x=$ Sizes 5 to 12 I2LE PRICE 75 c . to 1.35
SALE SALLOR BLoUSES-Boys' Sallor Blouses,
trimmed Nayy collars and cuffs. Reg.
1.30 to 2.80 .

## REMNANT

 A Special Reduction in all Floor Canvas, par-tieulparly in Remnants, and some pretty designs

FRESH STOCK. Chocolate Snaps Ginger Snaps.
Lemon Snaps. Macaroon Snaps Graham Crackers. 15e. Package. Sorbetto Sandwich 10c. Package. Pilot Biscuits, lb Sodas, 3x, 1 lb ,
Baby Lunch,
Tip Tops, lb.
Shelled Walnuts.
Shelled Almonds. Desiccated Cocoanut.
J. J. ST. JOHN. $\frac{\text { Duckworth St. \& LeMarchant }}{\text { Road. }}$ LONDON DIRECTORY .in Trome Headings in $F$ in and Trade Headings in Fio







 The directory tis invalaable to



## Noup Phatueses, Etic

Due; Thursday forenoon Ex S. S. "Rosalind"
NEW NOVA SCOTIA POTATOES
(Barrels)
NEW NOVA SCOTIA CABBAGE (Crates) CALIFORNIA ORANGES (Assorted Counts) " GRAVENSTEIN" APPLES (Boxes) LOWEST PRICES F. McNamara, PRONE 393 QUEEN STREET

## FOR FORWARL DELIVERY

## Bar Iron

Black and Galv. Sheets
Wrot Iron Pipe
Electrical Equipment Mechanical Equipment Contractor's Supplies

## WM.HEAP \& CO, Ltd.,

Phones-873-1980
SPORTOGRAPHS

| prae north o twisd. | Sy amaigement with Unilone Clinematografica Itallains of Rome. <br> Forty Hons turned loose into a crowded ayena among thousands of people-to satisty the whim of a love-mad woman. The most starthy <br>  <br>  <br>  <br> COMnGe By s.s. sLLVIA:-LOUISE DELARA, Brimant Soprano Sololst-pirect from New York Coucert Tour. |
| :---: | :---: |

The Shopkeepers listed below sell and recommend A.B.C. JOWLS. It will be to your advantage to buy A.B.C. JOWLS which are small, tender and tasty. Each Jowl contains the tongue. A.B.C. JOWLS really are superior to ordinary Jowls. You need not buv them until you see them. Therefor please

## ASK TO SEE

## A.B.C. Brand Jowls

Ayre \& Sons, Ltd., J. M. Brown, W. E. Bearns, Mrs. Cullen, A. V. Duffy, C. P. Eagan' Fred Fitzpatrick, Thomas Fitzpatrick, Jackman \& Greene, Geo. Knowling, Ltd., T. J. Malone, W. J. Murphy, P. J. Malone, L. $0^{\circ}$ Keéfe, M. J. O'Brien, P. J. O'Reilly, T. J. O'Rourke, F. M. O'Neill, Jos. Nugent, E. M. $_{\text {I }}$ Ryan, Royal Stores, Ltd., Steer Bros., Wiseman \& Hawkins, J. F. Wiseman, A. E. Worrall.



Gent's English


In Black and Tan Good wear guaranteea. $\$ 9.50$ Black Shoe, blucher cut,
patent tip. Dressy and attractive $\$ 8.00$ pair Ladies' Black Vici
OXFORDS $\$ 8.00$ \& $\$ 9.50 \mathrm{pr}$. Ladies' Grey SuedeBROUGES $\$ 11.75$ pair


## Just Folks Jumant oume







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 Keep the fies from your food


| Ladies' White Gloves 12c per pair | $\begin{aligned} & \text { Boys' } \\ & \text { Summer Hats } \\ & 50 \mathrm{c} \end{aligned}$ | London, New York and | $\begin{aligned} & \text { sl.50 } \\ & \text { Walsts } \\ & 78 \mathrm{e} \end{aligned}$ | Children's Serge Dresses 3 to 8 yrs., 1.98 |
| :---: | :---: | :---: | :---: | :---: |
|  |  | Paris Assoc. of Fashion |  |  |

$=$ CLEAN.UP

S-K-I-R-TS
Colors of White, Grey, Tan-checked.
The greatest values of all Mussed Goods SALES!
Costs Forgotien I Profits IgnoredI Prices SmashedI
Great Reductions! Lo Your opportunity is herelt

## Reductions

Tremendous Clearance of Finest Summer H-ATT-S
TRIMS: Flowerg, Summer Feathers, Embroidery, Self-effects, Pins, Bows,
Ornaments. Ornaments.

## 59c  4.98

Made to sell up to $\$ 10.00$. $200 \mathrm{Mid}-$ Summer Models in the widest range or sty

## 800

 Wash Dresses$$
\begin{aligned}
& 1.28-2.38 \\
& 4.48-4.98
\end{aligned}
$$

Pick from finest materials, cool
Ginghams, Voiles, Plain Colors, Ginghams, Voiles, Plain Colors,
Linens, Ginghams, Tissues. Every Linens, Ginghams, Tissues. Every
-size for Women and Misses' and size for Women an
stout women is here.

## CLEAN-UP DAYS

 In The Garment StoreTHE BIG EVENT OF THE ENTIRE SEASON when costs and profits are forgotten and all broken assortments, odds and ends and remnants of summer merchandise are marked down to bottom prices for sweeping clearance. Make it a point to investigate these Special Clean-Up Sale Offerings.


Mark-Down
SALE: Men's \& Boys' Department This Sale offers more real inducee
ments, choicer Clothing, Lower
Prices ments, choicer ellothing, sower
Prices and more definte savings
than any like event we have ever
held held.
A brand new stock, not four months
old. No left-overs, all new, reliable old. No left-overs, all new, reliable,
desirable Colthing of the highest
typeon which prices have been radi-
caly reduced
Every Man's Suit, Coat or Separate Pair of Trousers
has now beer reatued to such low
price
levels that
 MEN! Buy all Your Summer and Fall Needs in this Sale.
As always we make no added charge
for alterations. All garments fitted properly.
MOTHERS! Your opportunity is Here: Every Boys Suit in the Store at GREATLY REDUCED PRICES.
No matter what material, color or
style you want, and no matter what
price you want it at, we have it here style you want, and no matter what
price you want it at, we have it here
for you NOW! All ages from 3 to for you N
18 years. London, New York and Paris Association of Fashion

## ROOFIN



## DUSTORMUD?

Mud consists of the filth of the drains and streets, and more often than not the mud carried into your house on the children's boots, or yours, brings in disease germs. The dust you see in your house is dried mud and is generally laden with germs which cause sickness.
Take care to keep your floors free from mud and your curtains, window sills, stairways, etc., free from dust and thereby lessen the chances of heavy sickness in your home. Use LIFEBUOY SOAP, and plenty of it, on your floors and woodwork. Use it also for your wash.
LIFEBUOY is a disinfectant soap which cleans and disinfects at same time. LIFEBUOY is recommended by doctors and Health Departments and is made and guaranteed by Lever Bros., soap makers by appointment to His Majesty King George V. Your hands will benefit from LIFEBUOY SOAP.
BUY LIFEBUOY SOAP--don't take something else-LIFEBUOY IS BETTER.
The large bars of LIFEBUOY sell for 20 cents each and the octagonal shape cakes for 9 cents,

## ""FOR HEALTH'S SAKE USE LIFEBUOY SOAP"




TO-DAY'S MESSAGES.


## SPOILT! NOT LIKELY.

You neyer have your fllms or
prints spoilt at Tooton's. There is print severt hav Tooton's. There is
no store in town that has such pu-
no the no store in town that has such up-
to-the-minute apparatus for De-
veloping and Printing
ot The recently installed new plant for developing prevens any de-
fective negatives, and the priting
fro from negatives is ondy carried out
by thoroughly proficent workers. To get your films satioffactorily developed-perfect prints from
the negatives and the negatives, and promptress,
youn
Kodak stid it stost to go to the
TOOTON'S, THE Kodak Store, 309 Water St. PHONE 131.


"THE WORLD'S BEST." More Bread and Better Bread.
20)

ENGLISH JAMS! SUNRISE BRAND.




5 Sax CARrAWA
5 Sax SAGO
5 Sax TAPIOCA.


 STEER Brothers.

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'тm romanuma 'Doñ't say Paper, Say "EVENING TELEGRAM."

| The Great Song Hit! |
| :---: |
|  |
| "Yes! We Have |
| No Bananas" |
| prick sje. оиtroort 3re. |
| CHARLES HUTTON |

## siranulated SUGAR <br> (Barrels) Lowest Market Price. <br> GEORGE NEAL, Ltd.

A HANDSOME SERGE SUIT.
 Serge, with best of trimming, good workmanTweed Suits from $\$ 40$ to $\$ 55$. Mail orders promptly attended to. SPURRELL The Tailor


COAL! now discharging 2000 TONS BURNSIDE. This is the best Coal imported yno slackows
$\mathbf{\$ 1 3 . 5 0}$ per ton of 2240 lbs . $\begin{array}{r}\text { SENT Home. } \\ \hline \text { SALT. }\end{array}$ BEST CADIZ, afloat and in our Water street Stores. COD-OIE A. H. MURRAY \& CO., Limited, Becks cove.

## New Wall Papars!

See Our Window Display.
 newest and latest patterns. LOWEST PRICES.
ROBERT TEMPLETON.

FOR SALE Yacht "Josephine," M上゙w = $=$



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START RIGHT
on this seasons fishing
Tower's Oiled Sutt Roomy and comfortale, mado strong at
every point. Worn $y$ ys fhemen
A. J. TOWER CO. BOSTON, MASS
PETERS \& SONS, ST. JOHNS, AEente


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changes standards in Typewriters The Royal
is the finest Typewriter you can buy to-day.

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ANIERICAN and WELSH ANTHRACTIE COAL
wil arive about Augsest 15th.
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The Globe Indemnity Co. of Canada, Accident Insurance, etc. BOWRING BROTHERS, Ltd. AGENTS FOR NFLD. The Secret of Our Suceess
ABSOLUTE PROTECTION.
YOU WILL EVENTUALLY INSURE WITH mantood, zemit. WHY NOT NOW?



## RED CROSS LINE:

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Aug. 2 thit
THROOGB RATBS QUOTED to ALL PORTS.

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STEEL STEAMSHTP "SABLE I" STEEL STEAMSHIP "SABLE L."
NORTH SYDNEY Every Saturday Leaves ST. JOHN'S .....Every Tuesday at 10 aiii HARVEY \& CO, LTD., Agents St. John's, NHd
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FARQUHAR STEAMSHIP COMPANIES, Halifa, NS


00000000600000000000300 Morey's Coal is Good Coal In Stock, Best Grades oi,
North Sydney Sereened, Scotch Hons?.
 forbyo (rou) voLuME $X$ ku-berbureka Specia
suction
AUCT
live -
Mar
Clift's
We Wiil hursday, A at $110^{\circ}$ 50 H Cho Butchers 20 Sh
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Comp AMPBELL

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