THELVE PAGES TBE "PEOPLESS PAPER"-FORTY-FOUR YEARS IN THE SERVICE OF THE PUBLIC-IS A LIVE DAIIY IN A BUSY CENTRE-STUDY TIS NEWSY ADVERTISING. TWELVE PAGE

## MERCHANTS,--We Challenge Competition with Imported Goods.

 घs Place your Summer and Fall order with us and be convinced. चab

## .




UNLESS you see the name "Bayer" on tablets, you
are not getting Aspirlp at all


Accept only an "unbroken package" of "Bayer Tablets of
Aspirin", which contains directions and dose worked out by
physicians during 22 years and proved safe by millons for Aspifin," which contains directions and dose worked our by
physicians during 22 years and proved safe by millions fo $\begin{array}{lll}\text { Colds } & \begin{array}{l}\text { Headache } \\ \text { Toothache }\end{array} & \begin{array}{l}\text { Rheumatism } \\ \text { Neuralgia }\end{array} \\ \text { Neurits }\end{array}$ $\begin{array}{lll}\text { Toothache } & \text { Neuralgia } & \text { Neuritis } \\ \text { Earache } & \text { Lumbago Pain, Pair }\end{array}$

An Indispensible

| 0 | $\begin{aligned} & \text { be as happy and w } \\ & \text { I believe, as ever } \\ & \text { ness. Well, well, } \\ & \text { trairy, as Mrs. Gu } \end{aligned}$ |
| :---: | :---: |
| ealth and Beauty at Stake! | $\left\lvert\, \begin{aligned} & \text { rush } \\ & \text { reat } \\ & \text { guese } \\ & \text { perea } \\ & \text { lonel } \end{aligned}\right.$ |
|  | She is fust at this $m$ |
|  |  |
| are like yesterday-he, he, he!- |  |
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|  |  |
|  |  |
| r hard heart would last! He, he, he! | "Heaven bless him, once more to me! |
| 俍 me; but | "I suppose that foolish 1 ittle m |
|  |  |
|  |  |
| prettiest girl I know, I always say, |  |
|  |  |
| He is,", Dallas, agrees brien, |  |
| wondering at clynne's warm |  |
|  |  |
| the amiable and phlilanthropic vis |  |
|  |  |
|  |  |
| earth!" Dallas mutters to himself, |  |
| with a amothered sigh and a clouded |  |
| tty fair-haired little | dight pang of |
| marry you to | ns through |
| b |  |
| you are willing to be dr |  |
| a bitter la |  |
| s by the vessel's side,/lo |  |
| paddles churning the water. are a shrewd little woman of | oily by the primly "pro |
|  |  |
|  |  |
| lady-motheris lessons very well, |  |
| 1 |  |
| Sthed |  |

Columbia Dry Cells
Columbia Wealth and Beauty at Stake!

## AsprRN

510




## $\left\lvert\, \begin{aligned} & \text { the } \\ & \text { the } \\ & \text { tr } \\ & \text { of } \\ & \text { on } \\ & u n\end{aligned}\right.$



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made and guaranteed hy the woll-known and long esfablished firm of Hodgson \& Simpson, Lid, of Liverpool, England, is a oreamy pale laundry Soap.

## Almost Good Enough to Eat

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E_{\bar{x}}
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Pipe, Pipe Fittings and Sheet Metals.
Black Galvanized and Brass Pipe, Valves, Elbows, Tces, Unions, Pipe Tongs, Stillson Wrenches. -ALSO-
Sheet Brass, from 1-16 to 1-2 thick, Sheet Zinc, Copper, Lead, Iron, Bar Copper, Bronze Bars, Bar Iorn, Ingot Tin, Lead etc.
JOB'S STORES, Limited

 and




## Fair Wear or Free Repair



Style 1477


Style 1482
MEN'S TAN BROGUE. Price .. .. . . $\$ 11.50$

## Style 2540

Style 2541

WOMEN'S BLACK BROGUE. Price .. $\$ 8.50$ WOMEN'S TAN BROGUE. Price .. .. $\$ 9.50$


Style 2562 WOMEN'S BLACK KID 1-Strap. Price $\$ 5.00$ We also carry a full line of
MEN'S ENGLISH BOOTS
F. SMALLWOOD

THE HOME OF GOOD SHOES


MILKMAID MILK
IS THE BEST MILK MADE

Household Notes. Hes oralent volesed.




A POWERFUL STORY-A WONDERFUL PROGRAMME-AT THE NICKEL TO-DAY
"Cameron of the Royal Mounted"




## MURPHY'S GOOO THINGS

PRICES THAT COUNT ON THE THINGS YOU NEED!
tolet goods. \$1,000 Worth of Enamel and Tinware Cuficura Soap . .
Palmolive soapp
Palmolive Powder Paimolive Soap .
Palmidive Powder .
Tuxor Luxor Vanishing Cream
Baby Talcum Powder . Baby Talcum Powde
Luxor Cold Cream.



NOTIONS.



## UNDERWEAR.


Camisoles. Fach, 49c. to si.2.
Union Sits
Nightresee.
Hosiery for Everyone.

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## CORSETS.



## SWEATERS



## SHOES.

mate carrae shoe, ruber heol
Per Pair, $\$ 2.25$ to $\$ 2.80$
Per Pair, 33.98
Temmis stoes, in Brom, Bair,
Thents stoest in B
Whate
chidese Per Pat


$\qquad$ Grey Enamel Preserving Kettles. Each 49c. to $\$ 1.79$
Aluminum Saucepans, asstd. sizes. Each 65c. to 98c.
.59c. to \$1.49 Enamel Kettles. Each 3.49 Bright Tin Milk Pans; asstd. sives. Each ..... 6c. to 39c Comfort Pie. Pans. Each Jelly Roll Pans. Each
 Flat Bottom Tin Kettles. Each 49c. to 79c.

Ginghams buex ingrame per yext ace Voiles $\begin{gathered}\text { Fancy Voiles, assorted shades- } \\ \text { Reg. 49e. per yard }\end{gathered}$ Shirtings ${ }^{2}$


 \begin{tabular}{c}
Bungalow. Aprons. <br>
Each $\$ 1.19$ <br>
to $\$ 1.98$ <br>
\hline

 

$\begin{array}{l}\text { Children's } \\
\text { Gingham Dresses. } \\
\text { Each } \$ 1.9\end{array}$ <br>
\hline

 

Celluloid Girdles. <br>
Each 29c. to 49c. <br>
\hline
\end{tabular}

 $\frac{\substack{\text { Shopping Bags. } \\ \text { Each } 19 \text {. to } 59 c}}{\text { Ladies }}$


Lime Brushes. Each | Wash Boards, wooden frame, riveted |
| :--- |
| on both sides. Each 59 . |
| Toilet Paper. 3 Rolls for $\quad .25 \mathrm{c}$. |




## 



317 Water Street Men's Overals.
Nemin
Bue Denim

$\qquad$

## Dress Ginghams

250. to 40c. per yard

| "Tamborina" Lawns and Nainsook 70c. per yard | Art Safeens 55c. to 72c. yard |
| :---: | :---: |
| The splendid values in each De partment are making our <br> SPECIAL SALE DAYS <br> Friday \& Saturday <br> more and more popular. See for yourself the great money-saving opportunities offering | White Pique Middies $\$ 4.00$ each |

Our Entire Stock of
Ladles' MIIInery and ready-to-wear HATs at 25 per cent off Regular Prioe

## Leghorn Hats, $\$ 6.50$ each

## Millinery Lace <br> Black, Silver, Gold <br> 70c. to $\$ 3.00$ yard <br> Ostrich Sprays <br> Black and Colored <br> $\$ 1.35$ to $\$ 5.50$ each <br> Marshall Bros

## Fancy Cotton Crepes <br> 40c. to 550. per yard

$\left.\begin{array}{c|c|}\hline \text { White Linen Sheeting } \\ \$ 1.50 \text { per lb. }\end{array} \begin{array}{c}\text { Whife Turkish Towels } \\ \$ 1.10 \text { per Ib. }\end{array}\right\}$



Give the Children zatior ory














## Beautiful

 Toilet Needs.






 amedppeaing odor we have
ever munang
our stock is new and

## PEDIGREW'S

 DRUG STORE, ${ }_{\text {Military . Road. }}$S.A. Officers Installed. Adituat, ont Mm, stickina, viso


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— SOHE SHOW-AT. THE STAR
Ever Popular Herbert Rawlinson,
Assisted by Virginia Valli In the Universal special attraction
" THE BLACK BAG,"
in six parts.

## Every

wideawake Grocer
recommends

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 Practiond alla arragements









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Ladies' White Canvas Pumps, with Buck

## Ladies' White Canvas Laced Low Shoes

Ladies' Grey Kid One-Strap Shoes Girls' White Canvas Laced Boots ... Child's White Canvas Laced Boots Men's Dark Tan Laced Boots
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## SMALLWOOD'S BIG SHOE SAL

Big Values in Ladies' Misses' \& Children White Canvas Footwea


Secure your size to-day.

## F.Smallwood <br> 218 \& 220 Water Street. <br> THE HOME OF GOOD SHOES.




## The Balrd Page- Thfolpinative of TValues always  <br>  <br> Presents for the Weok-end a powerful aggregatlon of Mild-summer Wearables, unmatchahle to-day for thelr goodness of values. <br> $\mathrm{T}^{\mathrm{HIISS} S A L E}$ is of such magitutue that we feel autitafe in in aying thare ife  pare their pricieal <br> Friday,Sat. \&Monday <br> The whole Store alounds in Necessarios to make your vaoation time more pleasurable

GLOVES
of exceptional merit reduced for this sale.
 Sos.

筒 Pillow Gases, Etc.










## LADIES' HATS



## Marked Half Pricé

Monster Shirt Sale
See Our Special Line I atwaiaw wix





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## Rumning Shoes

##  <br> 



Boys' Shirtwaists.


## Best Mounted Police

 Story Ever Seen. Is manss simity mavemer
 and

















 Wet Rnd fatiser
$\qquad$
From Cape Race.
win worn



When you need that Ta


- Where BOOREINDING is an Art, not a Trade DICKS \& CO., Ltd, Bookbinders

| WE LEAD IN | BIG VALUES. |
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| Lainio mine smand | Andem | BON MARCHE SPECIALS

曼New Color, New Charm


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 CEMENT 1000 barrels Best Poriland Cement in Barrels and Sacks LOWEST PRICES
A. H. Murray \& Co., Ltd.

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Twenty-Five Barrels Family Mess Pork,
Nice Small Pieces for Retailers.
GEORGE NEAL, Ltd,

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EAR RINGS.
MASONC EMBLETVS
CUFF LINKS. RINGS.
BROOCHES.

CUFF LINKS
This beatuiful Native Stone, famous for its differ-
ent play of colours, is found on Newfoundland Labra-
dor valuable souvenir of newfoundland.
R. H. TRAPNELL, Ltd.

Jewellers and Opticians, 197 Water Street.
$\$ 5,000$ for $\$ 5.00$ ! TRÁVELLERS' SPECIAL PROTECTION.



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SOUTH COAST STEAMSHP SERM
Freight for the above route pert CLENCOE, will be accepted at the frim Shed, Saturday, July 215 st, from 9 add 5 p.m.

Reid-Newfoundland Co., Limit

RED CROSS LIN:


Schedule of Sailings for July.


EARVEY \& CO.. LTD., St. John's, NAd, A


Waitild
S. S. Manoa.
$\underset{ }{\text { From Montreal }}$ From St John's
For space, rates, etc., please apply to
Office, as space is limited.
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PASSENGER AND FREIGHT SERTIIO NORTH SYDNEY TO ST. JOHN
STEEL STEAMSHIP "SABLE I.
Leaves NORTH SYNEY Every Saturday
«T. JOHN'S.-. .. Every Tuesday at
HARVEE \& CO, LTD, Agents FARQUHAR STEAMSHIP COMPANES, Halifas,

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North Sydney Screened, Scotch Horls hold and Anthracite COA.E.
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