


## SPORTOGRAPHS

Some Wonderful Values.

$\left.\begin{array}{|c|cc}\hline \text { Ladies' } & \begin{array}{c}\text { Ladies' White } \\ \text { Crinoline and }\end{array} \\ \text { Imitation } \\ \text { Italian Straw } \\ \text { Silk Colored } \\ \text { HOSE }\end{array}\right\}$


Ladies' . HOSE

Ladies lack Cotion HOSE

Only 15c. pair Ladies' White Voile louses y Goods
1.05 and

## Ladies'

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this Sale

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Heaven as Harrey sis of making the
Noevtoundiand team, shonld it materNowfoundiand team, shonld he mater-
latize, then we mould not have any-
thing toworry about.
mondaYs BIG RACE.
 and








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## Cameras for the Regatta At <br> Actual Cost Price

An actual Cost Price Sale of Cameras is now on at the Kodak Store. From to-day until Regatta Day, Aug. 1st, "every Camera in our store will be sold at COST PRICE. There is no "fake" in this wonderful sale, the genuine listed cost price of every camera will be its selling price.

Such an offer has never been made in the city before, and as Sales like this don't happen every day it's up to YOU to get your Gamera NOW, in good time to snap "all the fun of the Races."

## The Slaughter of the Brownies

100 Brownie Cameras--the ideal Camera for children and beginners--are offered at the ridiculously low figure of $\$ 3.00$ each. Who'd be without one at that price? Think of the fun you can have anytime with a Camera and a roll-o'-film, and have a little Brownie in your home right away.

100 \$3.00 Brownies $\$ 3.00$ TOOTON'S, The Kodak Store

309 Water St.
'Phone No. 131


## Just in Time For REBATTA Day <br> 

Men's and Boys' ROWIMG SHITRTS

Pure White Jersey, sleeveless, allowing free action tor the arms right to the winning Post.
Special 25c. Each


THE EMPLOYERS' LIABILITY ASSURANCE CORPORATION

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instiances: Pbitsonal Accident and healti WORKMENS COMPENSATION EMPLOYERS' LIABLLTTY
PIBLIC LIABILTT - UTOMOBLLE LIABLLITY UTOMOBLE FIRE and THEPT FIDELITY GUARANTEE
CONTRACT. BOND CONTRACT. BONDS TOTAL RESERVES OVER Medical Examination Required

## J. B. Urquhart

NFLD. AGENT.

## Get Some for the RacesTHEY'RE GOOD. <br> A.B., CBrandid Jowls

with tongue in, are small, tender and tasty.
Your Grocer sells A. B. C. Small Jowls.

Please ask to see
A. B. C. JOWLS

They're different
You Never Saw Better Jowls.

Forty-Four Years in the Service o
the Public-The Evening Telegram.

## How Germany is Winning Russia.              <br> 23 <br> For a 2-0z. tin.



 In the antum or 1215, hecordins
to Mr. McMurdo's Store News










## ON SPOT. <br> 50 Sacks <br> Jap Winkled <br> Gach 100 lbs . Eas. 50 Case <br> Early June Peas, 2 doz. to Case. 50 Cases Sweet Corn, 2 doz, to Case.



## It's some smoke!

 Just a little rub and it's ready for your pipe.ampanaboceach


Soper \& Moore
$\pm T r$

##  <br> Per bottl <br>  <br> Wm. Je Clouston, LDO 

## Dainty Voile Blouses <br> A pretty line in Fancy Voile <br> AYRE \& SONS, LTD. MIDDY BLOUSES. <br> Some plain White, others in White with Blue or Red Collars ................1.90, 2.50 BRASSIERES. <br> Good style, Pink, Sale Price

## Specials for Men <br> STRAW HATS

$\frac{200 \text { just in. Only . . . . . }}{\text { SOFT FELTS. }}$

## 

TIES.
English Knitted .....23c. 49c.
Silk, Wide Ends . . . 49c. 65c. 90c. up.

| BELTS. |
| :---: |
| Leather .......20c. 30c. 35c. up. |
| SOCTS. |

## SOCKS. $\begin{aligned} & \text { Strong Cotton; all colours .32c. pr. } \\ & \text { All Summer Socks at Special Prices. }\end{aligned}$

## UNDERWEAR.

 Balbriggan ......59c. and 1.10 gar.Also a Special Lot of White Jersey Also a Special Lot of White Jersey
Combinations.
Mostly large sizes $\quad 1.50$ to 3.60 Mostly large sizes .. .. 1.50 to $\mathbf{3 . 6 0}$
All Summer Underwear at Special
$\qquad$
BATHING COSTUMES.
With Skirts . . $95 \mathrm{c} . \quad 1.20,1.60,1.90$
to 2.90.

## SNEAKERS.

White, Black and Brown . 1.85 pr. 10 pairs only White Duck with Black $-2$


Great Mark-Down in Ladies' Dresses Smart Plaid Ginghams.
Nicely trimmed.
Sale Prices Nicely trimmed. $1.19,2,2,29,4.29,5.85$ rviceable Linen Dresses.
In Saxe and Rose.
Sale Price. oloured Voile Dresses Sale Price Coloured Voile Dresses. Sale Price In two-tone effects. SILK DRESSES. Greatly Reduced Prices.
Stylish Crepe de Chine, in Navy, Brown,

Black. | 9.75, | 12.75, | 13.50, | 13.85, | 14.85 |
| :--- | :--- | :--- | :--- | :--- | WHITE SKIRTS.

In Gabardine. Sale Price .....
In Satin Cloth Finish. Sale Price
In Satin Cloth Finish. Sale Price
MISSES' MUSLIN DRESSES.
Sale Prices
All White.
.87c. 1.13, 1.37 to 2.50
MISSES' GINGHAM DRESSES.
Odd Sizes

## Ladies' Capes

 We are offering a very choice assortment of Fashionable Capes atPrices that are exceptionally attractive. In Plain Cloths and
Smart Plaids.

| 7.49, | 15.19, | 16.69, | 18.79, | 20.39, | 21.85 |
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## Specials for Boys

Ladies' Bathing Costumes
at Sale Prices . . . . . . . . . . . . . . . . . . . . . 2.00, 2.50, 3.50, 4.20
Ladies' ${ }^{\prime}$ Bathing Caps . . . . . . . . . . . . 22c. 32c. 38c. to 59c.
Ladies' Bathing Boots . . . . . . . . . . . . . . . . . .99c. pr.
ayperofow

## Ladies' Hosiery

spectal sale prices.
White, Black and Brown Cotton Hose White Mercerised Silk Lisle Hose :.
Black Mercerised Drop Stitch Hose White, Black and Brown Silk $3 / 4 /$ Hose


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## Ladies'White Footwear

White Kid Laced Boots $\quad$ White Canvas Laced Oxfords
LLuis Heels.

SALE PRICE . . . .1.25 pr. $\quad$| Louis Heels. |
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| SALE PRICE... .1 .33 pr, |

wash surts.
 N"mis

| Ale. Odd sizes. |
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| 54c. 75 c. |
| 1.29 c, |
| $1.49,1.19$ |

SHIRT BLOUSES.
Striped
White
White .

| Khaki . . . . . . . . . . . . .1.10, .1.30, 1.7. 1.8 |
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Balbriggan UninWEAR Balbriggan Union Suits ... .65c.
Balbriggan Shirts, short sleeves
$\therefore . . . . . . . . . . . . . . .65 c . ~ g a ~$
Balbriggan Drawers, knee length

| All Summer Underwear at Special Sale Prices. | BATHING SUITS. <br> Sale Prices $\qquad$ 95 c . to 1.35 |
| :---: | :---: |
| RUBBER SOLE SNEAKERS. <br> Dependable Quality. Special Sale Prices. | Bathing Pants .. .. .. .. . .43c. pr. WHITE FLANNELETTE PANTS 1.60 to 2.00 according to size. |
| Sizes 11 to 2 .. .. .. .. .. . 1.55 | S |
| 3 to 5 .. .. .. .. .. .. 1.65 in Black and Brown | 95 c. to 1.90 according to size and |

Beautiful Wash Fabrics
Nignonette Voile
Viola Organdie
speciaily attractive prices.

STRAW HATS.


COTTON HATS.
Good Values at.

OVERALLS.
Sale Prices
BELTS.
Leather …...........30c. 40c. Also Elastic in Feildian and
Méthodist College Colours. BATHING SUITS.
Sale Prices . white flannelette pants WHITE FLANNELETTE SHIRTS quality.



NEW CHINA
at Old Prices!
masw wix

$$
\begin{aligned}
& \text { Glass Fruit Jars }
\end{aligned}
$$

 anteed by the makers for hot and cold pack and
stean pressruc canning as approved by the UUS
Department of Asricuture
SCREW TOP JARS .. 19c. \& 22c.
SPRING TOP JARS, 23c. 25c. \& 35c.

## DO YOU DRINK?


PLAIN . . . . . . . . 12c. 13c. \& 14c
BELL SHAPE . . . . . . 18c. \& 25 c

## The Royal Stores Limited

$$
\begin{aligned}
& \text { NOW LANDING } \\
& \text { Ex. ss. "Heronspol: } \\
& \text { 1000 TONS HOUUSEHOLD COAL } \\
& \text { at \$13.50 Per Ton }
\end{aligned}
$$

HENRY J. STABB \& CO
CHand



## GREAT PRE-REGATTA SALE At the Royal Stores

From now until Regatta Day, our entire stocks of Summer merchandise will be offered at substantially reduced priees-thus pro-
viding timely economy opportunities to prepare for Regatta Day and the inany weeks of fine weather yet to come. Every depart ment has something important to offer at reduced prices.
Stylish Summer


Knit-Wear Bargains

## Moire Underskirts. In shades of Grey, Rose, saxo and

 White Shirting Underskirts.
 Corsets.
 Res. 8.51 .5 pair
Ladies
sies




## Boys' Wash Suits and Blouses



Boys' Tunic Suits.







Hosiery and
Footwear Specials Women's Silk Hose
 Women's Silk Lisle Hose
 Children's Hose.
Children's Hose.
Bromp Cotorn Hoes of very gott Antab. Theese are
made tor extra hard wear and are tast col- 50

 Child's Shoes.



## Manufacturers Clearing

 Line of Ladies Shoes

## The Man's Store




## The Royal Stores, Ltd.

$\$ 3.45$

 Boys' Linen Hats.
 $\underset{\substack{\text { Boyss } \\ \text { Libtat and } D}}{\text { Daps }}$



## For Plenics

and Outings









 Toilet Goods.









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Scythes, Snaths, Scythe Stones, Reap Hooks. and Hay Rakes The Direct Agencies, Limited.




Peddigrew, The Tailor,



## New Arrivals!

CONES, ICE CREAM POWDER, VANILLOLL, STRAWS, SYRUPS, FRUITS, DRAKE'S CAKES, ingersoll cream cheese, PINEAPPLE PUFFS and CHERRY FLOATS.

P.F.FEARN\&CO,,Ltd.<br>PHONE: 734

Noar and Far

## FIP REGATGA MEFK!

* FINE WEATHER WEAR *

Specials for Ladies -- Ratine Dresses
Selfecolored in shadesos ingt Blue Paerl Gry and Champage $\$ 2.50$
Gingham and Percale Wash Dresses $\mathbf{\$ 1 . 9 0}, \$ 2.90 ; \$ 3.00$
Silk Dress Bargains
Quite a range of prethy y tylyess; all dififerent.
Now $\$ 10.50$

|  | Navy Poiret Twill Dresses <br> Stylish Models. $\$ 12.75$ |
| :---: | :---: |
| er Coats and Puil-Overs. Pull-overs, all Wool, in pretty - $\$ 2.25$ to $\$ 2.90$. <br> $\mathrm{F} \rightarrow$ Antwool-Sweater -Coats, -Latest <br>  | E+ GLOVES. <br> English Lisle Thread, in assorted Beaver and Grey. 45 c . and 65 c . Beautiful quality Fabric Gloves in assorted shades, Beaver Greys. <br> 5. 90c. pair |AT THE STAR Poppy Wyndham, Stewart Rome and Gregory Scott THE GREAT COUP, Produced in Seven Parts.MOVIE TO-DAY ART ACCORD,

## a REGATTA SHOE SALE <br> For Men. A SPECIAL Ten Per Cent. Discount Off

## Min's Boots, Shoes and Canvas Footwear FOR REGATTA WEEK ONLY

## 10 p.c. DISCOUNT OFF

This SALE includes our complete Stock of Men's Styles in BOOTS, SHOES and CANVAS FOOTWE No reservations. Every pair Less 10 Per Cent. Come in. See our Stylish Footwear at less 10 per eciMen's Black Kid Laced Blucher Boots
Men's Black Calf Laced Blucher Boots Men's Black Kid Blucher, Rubber Heel Boots
Men's Black Kid Blucher, Rubber Heel Boots Men's Black Kid Blucher, Ruber Heel Boot
Men's Dark Brown Blucher Boots
Men's Dark Brown Blucher, Rubber heel .
Men's Dark Brown Blucher, Rubber heel . Men's Dark Brown Blucher, Rubber heel.
Men's Dark Brown Blucher, Rubber heel.
Menk Brown Blucher, Rubber heel. Men's Dark Brown Blucher, Rubl
Men's Dark Brown Lace Boots.
Men's Black Calf Blucher Boots. Men's Back Brown Cace Blucher Boots
Men's Dark Brown Lace B Men's Dark Brown Lace Boots, Perforated
with Rubber heel attached with Rubber heel attached
Men's Dark Brown Lace Boots, Perforated, with
.
 Brass eyelets, Rubber heel $\because . .$.
Men's Dark Brown Brogue Bals., Rubber heel
attached, square toe attached, square toe $\quad . \quad .00$
Men's Cherry Wine Calf Blucher, Perforated,
Rubber heeled .. .. .. .. .. .. .. .. .. .6.75

Take Off 10 p.c. from these prices and the Boots are yours.

## Parker \& Monroe, Ltd. THE SHOE MEN

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## Government Control.

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AMERICAN and WELSH ANTHRACITE
COAL

WII arrive about August 15 th.
BEST NORTH STDNEY SCREENED AM ERICAN and WELSH ANTHRACIE COAL.
M. MOREY \& CO., Ltd.

## REGATTA SPECIALS.

## 30 Doz: Butter Dishes

5 Doz. Cruet Stands
5 Doz. Sugar, Salt \& Pepper Sets ...55c
20 Doz. Scissors . . . . . . 20. pair
BON MARCHE SPECIALS


We have just received a large assortment of

PLATES in all sizes.

ALSO
Butter Crocks from 1 Qt. to 10 Gallons
S.O. Steele \& Sons, Ltd.

100 WATER STREET.

## the oregon trail.





## IN STOCK VICTOR FLOUR <br> In 14-1b. Cotton Sax. <br> GEORGE NEAL, Ltd.,

New Color New Charm


MAJC SOAP DYES!
once tried always used Washes and Dyes at the same time. Light and
Dainty shades, particularly attractive. RENEW YOUR BLOUSE FOR TEN CENTS. It is remarkably cheap and well wort: iving as
Onty ${ }^{2}$

Special Prices to the Wholesale Trade SEE OUR WINDOW.
ROBERT TEMPLETON.


## FRESH SHIPMENT

OF THE FOLLOWING JUST IN: 100 Boxes SEEDED RAISINS, 1 lb pkgs. 50 Boxes EVAPORATED APPLES. 50 Sacks GREEN PEAS.
50 Boxes SUN PASTE.
25 Boxes CHOICE CANADIAN BUTTER.
15 Boxes CHOICE CAANADAN BHITEHOUSE COFFEE.
10 Boxes SEAL BRAND COFFEE.
10 Boxes ARBUCKLE'S COFFEE
5 Boxes SHERRIFFS ESSENCES.
25 Cases PEAS, 2 lb . Tins.
25 Cases CORN, 2 b . Tins.
${ }^{25}$ Cases OUR OWN TOMATO CATSUP. 100 Boxes PRUNES, California, 25 lbs. each,
100 Boxes EVAP. APRICOTS, 25 , lbs. each.
25 Cases VALENCIA ONIONS.
25 Cases VALENCIA ONIONS.
5 Cases LEMONS.
5 Cases LEMONS.
40 Cases VALENCIA ORANGES. LOWEST WHOLESATE PRICES.

## STEER BROTHERS



| . 12.000 SIDES AMERICAN SOLE LEATHER. 1,200 FEET BLACK UPPER LEATHER. <br> Large Quantity of CHAINS \& ANCHORS. Bottom Prices. <br> - . ATso, AMERICAN PLYMOUTH STEAM TAR- <br> RED MANLLLA ROPE-all sizes. <br> And all kinds of Ships' Supplies. <br> North $\left\langle A \mathrm{~m}\right.$. Fur, Hide and Metal $\mathrm{Co}^{\prime} \mathrm{y}$. Water Street West (Next Door Reld Blectric Store.) |  |
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Wear. offer Big Values in Girls' Solid FootCHILD'S GREY CLOTH TOP LACED BOOTS -sizes 6, 7 and 8 . Only .... $\$ 2.00$ the pai CHILDS BLACK KID LACED BOOTS-
Sizes 6, 7 and 8 . Only CHID'S SOLID BROWN CALF BOOTS- $\$ 3.00$ the pai CHILD'S GREY TOP BOOTS
. $\$ 2.50$ the pair. CHILD'S BROWN LACED BOOTS-
With Brown Cloth Top. Only $\$ 2.80$ pair CHILD'S PATENT VAMP LACED BOOTS-

With Champagne Top. Sizes $6,7, \& 8$.
Only . . . . . . . . . . . $\$ 2.00$ the pair
GIRLS' SOLID HIGH CUT BOOTS-
Sizes $11,12,13,1$ and 2 . Only $\$ 3.10$ pair.

## Extra Special IN MEN'S BOOTS

MEN'S DARK TAN LACED BOOTS
Only .. .. .. .. .. .. .. .. $\$ 4.50$ the pair MEN'S FINE BLACK KID LACED BOOTS $\$ 5.00$ the pair

## F. Smallwood

THE HOME OF GOOD SHOES.



## Pilot Policies Protect


 There is no oblligation tncurred in asking for foul dotalis. - Bettor call up 1154 to.pAY:
U.S. FIDELITY \& GUARANTY COT.

## P.E.I. Potatoos

Last year's crop is nearly exhausted and weonly have limited quantity of this delivery.

Get your requirements without delay as we prethe new crop will be ready for market.

## F. McNamara, <br> PHONE 393 QUEEN STREET




## Sales Books!

| For |
| :---: | :---: |
| Quick Delivery |
| of |
| all Styles |
| at |
| Lowest Prices |
| PHONE |
| FOUR SEVEN. |

## Reid-Newfoundland Co., Limitry <br> Sunday Excursion to

 Kelligrews ITrain will leave St. John's at 2.30 p.m stopping at all stations between St. Johnil and Kelligrews. Returning, will lean Kelligrews at 8.30 p.m.
Excursion Return Tickets at One War First Class Fare.
SOUTH COAST STEAMSHIP SERVICE


Reid-Newfoundland Co., Limited

Canadian National Railua


## ForfonWarootiver

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

WM. HEAP \& CO., Lid.
Phones 873-1980

ST. JOHN'S-BOSTON, MASS FURNESS LINE.
 FURNESS WITHY \& COMPANY, LTD.,


WATER STREET, ess

## COAL:

 TOARRIVE:All Sizes BEST ANTHRACITE. BEST SCOTCH SOFT COAL. SCREENED SYDNEY COAL all lowest prices. A. H. MURRAY \& CO., Limited beck's cove.

