

## Variety

Good friends ali!
Seems scarcely any end to the delightful variations you can offer in the bread ou bake. Bread, Pie, Currant-Bread,
Popovers, Biscuit, Cake, Roolls, GingerPopovers. Biscuit, Cake, Rolls, Ginger-
Bread -these justly lead the army of Bread-thes
foodstuffs
But one thing you ought not to vary is your flou
For result's sake use Rainbow
Flour. No other flour you can get is Flour. No other flour you can get is
milled with such scrupulous care. None milled with such scrupulous care. None enly
Rainbow Flour best makes all ked things
In using Rainbow Flour for pastry,
more water (added slowly) is required RAINBOW FLOUR


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## Oneinad Thousand, <br> Oneinad Thousand,

bUT TRUE TO THE LAST

CHAPTER XII. DRIVES AND DINMERS.

Richmond. How do you know "Exactly," I answer, pleasanatly,
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## DINNA' FORGET

that fire protection is an absolute essential to your welfare and success. Losses promptly to take a policy with one of my strong companies and at a very low rate PERCIE JOANSON,
Office : Cormer Duck worth and
Prescott Streets.

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## PIANOS AND ORGANS.

easy terms. large discounts for cash. The Reliable Hosse. Our motto "What the works are to wathe hteaection is to Paino or organ:
CHAS. HUTTON.


THE SHERWIN.WILLIAMS PAINT: you can get some extra good

PATIT「
LINE BY CALLING AT OUR STORE AT PRESENT. MARTIN HARDWARE COMPANY





GROVE HIILBULLL
this leek.
annuals Asters.
Orders taken - Pa
Ferns for Fall Delary.
Telephon 24
J. MCN:IL

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That EverL Scotlan

## Premier

-Gaelic' 1 Ild $S$
White Seal.
Johnnie Walk
White \& Maca Special, an
Stuart Royal.
81.20 per bottle,
$\$ 13.00$ per

P. J. SHE



## FOR YOU. 9437 Yards Fine SHIER LAWN, a IVe.

It won't stand Long. GET IN EARLY.

## J. M. Devine


 Our small Want Ads, act as

Evening Telegram


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CROCKERYWARE
Fancy Dinner Sets Tea and Toilet Sets Asorted Cassumite JOHN B. AYRE.

This Date in History.




 and

Cable News.











\section*{Special <br> | $\begin{array}{l}\text { G. KNOWILNG, } \\ \text { Central Stores. }\end{array}$ |
| :--- | Bargains twite Season}

At Our Central Stores.

$\mathbf{W}^{\mathrm{E}}$ are now offering a lot of Special Lines of Yard Goods, Remnants, Blouses, Ready-to-Wear Hats, etc., suitable to the season. Lawns, Silks, Curtain Muslins, Dress Guods, Muslins, and other goods. There is bound to be something of interest to everyone.

## Many ltems Being Offered at Hali-Price.

| Lustre Dress Goods Bargain | Ladies' Blouse Bargain |
| :---: | :---: |
|  |  $50 \text { cts. to } \$ 2.50 \text {. }$ |
| Colours offered, Cream, Brown, Myr- <br> tle, White. Regular value $\$ 1.00$ per | All upto-dite stylees, and sou will fnd blouses sultable for. |



|  | White Cotton Voile. |
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|  | 9 cts. \& 10 cts. per yard. |
|  | Note the extra width of this remarkable bar 39 inches wide. |


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|  | Muslin |
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|  | Curtain Bargain |
|  | Frulled elgea and plain whte, and white, |
| 15 cts. to 20 cts. |  |
| Calored, Spot and striped tuskins, | 95 cls , to \$ $\$ 3.50$ |
|  |  |
| 15 cts . to 19 cts. | heesuar prices wo |



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American Gingham Bargain

| Splendid fast dye washing goods for women's and children's dresses, etc. in plain colors and stripes. |
| :---: |
| $9 \text { cts. }$ per yard. |


| Ladies' <br> Ready-to-Wear <br> Now is the time to secure a high-class hat, ready to wear or untrimmed at <br> Half Price. <br> Present prices range from 25 cts, to $\$ 1.75$; regular prices being from 50 cts, to $\$ 3.50$. |
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## Remnants Dress Muslins  One Third <br> One Half  null repay


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R. H. TRAPNELL, Not Stı


## BANANAS. BURT \& LAWRENCE, <br> 14 NEW GOWER STREET.

 Ladies and Gentlemen!


## 1 <br> N

Cable News. Hr. Grace Notes.

Not Stuck-on Itselt.

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The Cheapness of Satisfaction.


Takes a Grip on the Road

Success is Always in Evidence.

FRED. V. CHESMAN, Agent.


This cut represents the Norwegian Jigger, which is one of the greatest fish killers in the world, and used exclusively in Norway, Can be had from all the Hard ware Store in St. John's. Remember it is impor

A Good Judge of Values

wivent a Nice
American Dresses गuer nemervi. All ap to the minute goods.
Not ot alike. Sizes 13 to 19 .
Smart, Stylish Dreses at very Smart, Stylish Dreses at very
low prices to clear early in
to season

Prices are $\$ 1.95$ to $\$ 2.40$.
ROBT. TEMPLETON.


## Here and There

 , misione nume Try Campbells Delicious



















 ICE, Order your daily
supply of Ice from J. W. SAMPPBELL, Ltd.





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 and


THIRD WEEK OF OUR BIG


IS RUNNING AT GREAT REDUCTIONS.
LADIES' WHITE SKIRTS. Reg. \$1.00. Sale Price LADIES' WHITE SKIRTS. Reg. 55c. Sale Price LADIES' BLOUSES. Reg. $\$ 1.00$. Sale Price . . LADIES' BLOUSES. Reg. $\$ 1.60$. Sale Price . LADIES' BLOUSES. Reg. \$2.00. Sale Price LADIES' CAMISOLES from
LADIES' STRAW HATS. Reg. $\$ 8.00$. Sale Price LADIES' STRAW HATS. Reg. $\$ 6.00$. Sale Price LADIES' STRAW HATS. Reg. $\$ 4.00$. Sale Price GENT'S STRAW HATS. Reg. $\$ 1.00$. Sale Price GENT'S STRAW HATS. Reg. 80c. Sale Price GEMTS STRAW FATS. Rey, ble sle Pire GENTS HOSE. Reg. 20c. Sale Price GENTS HOSE. Reg. 30c. Sale Price GENTS HOSE. Reg. 40c. Sale Price GENT'S HOSE. Reg. 50c. Sale Price


Everything in our Shops is reduced. Come and see us before the Sale closes.

## The National Stores

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| * | GARRET BYRNE, |  |
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|  | On Deck Again |  |
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| Dicks \& Co. Ltd. | North Sydney |  |
| EVERY OFFICE MAN |  | WLL |
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| ails gladly s |  |  |
| RCIEJOHN: |  |  |

## 30,000 yds. Job Embroideries

## A Manufacturer"s Sample Strips,

as well as pur own regular stpeck greatly reduced, making in all a most interesting Sale for our many patrons. Never were such beautiful Embroideries created, never were sueh beautiful novelties. It's

## The Big Event

that all our customers look forward to, as the time when the world's best productions in Embroideries and Insertions areshere ready for their inspection at wonderfully low prices. PRICES ARE 4c. TO 14c. EXTRA WIDE, $17 c$. to $20 c$.

## Dress Muslins!

The really hot weather is ahead. We have had only a few days of it to date, months of sumper weather to be accounted for, so that the need

## and Dress Ginghams

is the leading question. Price also $\begin{gathered}\text { is a } \\ \text { questinn and a big question at that. In this Sale the }\end{gathered}$ coming week, hpwever, that, grestion is mpst effectually answered, as the

## PRICES HAVE BEEN LOWERED,

to nearly half in many instances, and there fs not one you cannot buy but at a clear saving at teast a quarter.

The Employ Assurance
of Lonton
Acident, Libibility, Healt
W. \& G. RENI

Bathing Pants

WILLIA
Summer

momer
"White House,"
5
F. SMA


The Employers Liability' Assurance Corporation, OF LONDON, ENGLAND. Accident, Liability, Health \& Fildelity Guaranteed. W. \& G. RENDEIL, St. John's,

Bathing Pants and Costumes !


## WILLIAM FREW.


 FIICM . BURT \& LAWRENCE,


Talk as a Recreation.


Childs!
Misses! Ladies! 18 Doz. assorted Summer HATS,

## 19 cand <br> next.

Smine Kinar.

## A Word About

St. Patrick's. Garden Party.



## Obituary









## Two Drown When

 Sailing Boat Capsized




 ser the poite mot as yot they have not thon mer country The Howe Inques at North Sydney North Syspeg. July $10-$-An inguee


 letaker We taten in chargo bity Un


 at. Port auk Basques


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"Scotia"
    Sx per cent Debenture
    Stock,
    Seasoned
    Safe as regards Principal Invested.
    Sure as regards Interest Return.
    Secured by Assets valued at nearly
    Five Times Amount Debenture
    * Itw
    Price 98 and Interest.
    F: B. McCURDY & CO.,
    Membbers Montreal Stock Exchange,
    C. A. C. BRUCE, Manager,
```


## The Surplus Earned.

In 1912 the Canadian Life earned surpius of $\$ 1,550,667$, exceeding by over $\$ 23 \% 600$ the earnings of roirt, and by a much large amount the earnings of any previous year. their Dividends must come from this account. CANADA LIFE ASSURANGE CD.
C. A. C. BRUCE, Manager,

## lightning Boll

Discharged Dynamite.





 The valuable mactinery and all uf. per roork of the barge evere desforoped


## The Regatta.

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Hotel Arivals.

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## A. \& S. RODGER

## 500 Dress Robes

at 1-3 off Regular Prices.
Owing to the recent unfavorable weather
we are disposing of our entire stock of Summer Dress Robes at a GENUNE RFDUC-
TION OF 1-3 OFF THE REGUGAR PRICE of every garment.
TThis Jargestoek includes Linens, Embroideries, Serges, Foulards and Silks, all of the
liteses tut and style and in all the usual stock
sizes sizes.
phthe Winens are in many diainty shades
primmed with self or contrasting colors and piped with self or contrasting colors and
trimmed with buttons. The Embridered
robesearea tharming selection, they are beau-
-1ifilly
 trimmed with exquisite insertion and lace,
tucks, etc. TYrie Serges are modish and well-tailot
equally suited for town or country coll
ther woar The Fonlards and Silks in strit
 raised waist-line, others have a mere suggestion of striking color, just nough to add dis-
tinition to the gowns; and all are this sea-
son's models.
flivery woman is interested in a real
1-folf regalar.price redictions

U, S. Picture \&
Patrait Company.

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BEST VEAST IN DECLINE THE NUM
IMITATIONS THAT AWARDED HIGHEST HON
EW. GILLETT COM EW. GILLETT COM TORONT

Cable News

## 2-2    Auman seom dilaee <br>  <br> or this city. The crew ectue small boat and were rescue <br> MARSELLLESS, rred wreckage of <br>  <br> The Constantinople <br> xam <br> torpedo boats, which Tu ing to lend o o ondition mania supports her. <br>  <br> baia, close to the fa Greek commanders the next big fight the <br>  <br>  <br> $=$ <br> - <br> $=$ <br>  <br> ASK ANY㴧畕 <br> WOMAN WHO <br> IS A JUDGE <br> tell you that our reputatic <br> for the finest tea at reaso <br> able prices is not excelle anyone in the city, an <br> you want to see how true is buy a small quantity <br> "HOMESTEAD" at 40c. lb. <br> For 5 lb . parcels 10 <br> C. P. E <br> 

## 





## New Arvivals in Furniture!

We have just opened a large shipment of PARLOR and DINING ROOM
SUITES, also RATTAN and WOOD ROCKERS, and our Fifth Shipment of BABY SARRIAGES. carriages.
WE offer Dining S Sites at the following prices:-
6 piece Suites, comprising 5 High Back Chairs, one Arm; fancy carved backs, do piece Sutes, comprising 5 High Back Chairs, one Arm; fancy carved backs, dout
ble rungs, brace arms, wood seats, for ........ $\$ 9.95$, $\$ 10.75$, $\$ 11.50$ per suite piece Suites as above, but with cane seat, ........ ......... $\$ 14.95$ suite 6 piece Suites, solid Hardwood Chairs, with leather seats, for $\$ 24.95, \$ 29.95, \$ 32.50, \$ 35.50$ suite Wood and Ratten Rers to match, from .. . . . . . . . . . . . . . . . . 8.52 .95 up Wood and Rattan Rockers, to match, $\operatorname{Our}$ BABY CARRIAGES are positively the best values for the money, quality considered, running from $\$ 10.00$ up. Patent wheels, best rubber tires, adjustable hoods, comfortable bodies, easy riding gear, reversibe gear, collaps, Built, like an automobile, with every litte dehat they can be removed with ease. Buile and baby thought out and arranged forYour baby's health and comfort demand this consideration. A large variety to select from gives you abundant opportunity to make a choice.

Don't forget Monday, our baRigain day for Furniture. Ten per cent. off.

## G. L. MARCH CO.,LTD.



J. J. ST. JOHN.

10,000 VERY CHOICE CIGARS.
BROCK'S BIRD FOOD.
ROSE'S LIME JUICE.
ROSE'S LIME JUICE.
BIRD'S CUSTARD POWDER BLANC MANGE POWDER.

TINNED RABBIT
TINNED BAKEAPPLES. When you want a cup of appetizing TEA, get
our 40 c.
J. J. ST. JOHN.

Illiance Issurance to., Ltd.

Total Assets exceed $\$ 120,000,000$. Fire Insurance of every description effected. BAINE, JOHNSTON \& CO.,

SINCLAIR'S Spare Ribs

25 Tierces Just In.

## 20 cases VALENCIA ORANGES. <br> 30 cases VALENCIA ONIONS

10 boxes TASMANIA APPLES.
100 cases LIME JUICE, pints.
100 cases 3 lb . tins TOMATOES.
25 cases TOMATO CATSUP.
15 cases DESICCATED COCOANUT. 0 cases TABLE VINE
from $\$ 1.00$ dozen.

Also just in:-
50 barrels FAMILY PLATE BEEF. 5 cases SINCLAIR'S BACON.
'Phone 647 for Prices.
STEER BROS.


Per "Florizel" Thursday. 50 bunches CHOCCE BANANAS. 20 dozen NEW TURNIPS 50 boxes CAIITORNIA ORANGES. And per Carthaginian:
ALENCIA ONIO

EDWIN MURRAY:

## Come at Last,

 100,000 feet Beaver Board.

COLIN CAMPBELL.
Brass Work DISPLAY!


PHOTO SUPPLY Co.

'Prospero' Bowring Bros., Ltd., Wednesday $\overline{16 t h}$ July $-x^{2}=$



 Tuesday.

Coastar freight or passage apply to the Bowring Bros, Lid, | Coastal mait servic |
| :---: |
| Felephone 804: |

| Rossley |
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| Theatre. |
| The Black Prince. |
| Songs by lary ligram all New Pictures |
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For Sale!
400 barrels Ham Butt Pork,
300 ditito Short Cut Clear,
100 ditio Ex, Choice Spare Ribs,
250 ditio Boneless Beef,
200 ditio Bos Flank Beef,
200 ditro Plate and Packet Beet.
Harvey \& Co.'y.
Hay, Oats, Bran!
IN STOCR:
1000 sax Black Oats, 500 sax White Oats, 500 bales Prime No. 1 Hay, 200 sax Bran.
George NEAL.

## CEMENT!

 Two bares mints storaner cemal.
A. H. MURRAY.

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