



##  MENS COTTON SOCKS Mercerized finish, Assorted Colors. Only 14c. per pair. Some crew might beat the socks off of you but they can't beat the price. havdirrchiffs <br> ${ }^{150}$ Dozen White Lawn Handkerchiefs with The odione e begest bargain ever offered to the The SALE PRICE 5 c. each. <br> Boys Wash Suits <br> A small stock of Boys' serviceable Cotton Wash Smits. White, Blue and White, Green and White, Fawn and White; assorted sizes. SALE PRICES from' $\$ 1.20$ to $\$ 2.65$ each. <br> A few dozen Shirts and Drawers in Light Men's Porous Knit Shirts A small shipment of Men's Porus Knit Shirts. Just in time for the Regatta, Porper Sihits for Just in time for the Regatta. Porper Shirts fo oarmen rowing on the pond; assorted sizes. <br> SALE PRICE 75c, each.

## Silk Neck Ties

Men's Fancy-Shirts
 All one Price $\$ 1.75$ each.

Men's Tweed Caps A nice assortment of English
Values for $\$ 250$ SALE PRICE $\$ 1.50$

Beautiful assortment GENTS' SLLK TIES. Wide End. Splendid values. Prices from 39c. to $\$ 2.00$ eacli.

Agents for

## WARNERS RUST-PROOF CORSETS

Job and Regular lines of Wall Papers.

| In the Realms of Sport. |  |
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## Grocers Headquarters !

## July 27th.

CLEANED CURRANTS (1 lb, pekgs.) SEEDED RAISINS ( 1 lb . pekgs.) THOMPSONS SEEDLESS RAISINS-25's CALIFORNIA RAISINS, 3 crown- $25^{\circ} \mathrm{s}$ SLICED PINEAPPLE-2s "IBEX" PEACHES $-21 / 2$ "IBEX" APRICOTS $-21 / 2$ NICKEL RATSINS (5c. peks.)




## SMITH'S DRY GOODS

 RAWLINS' CROSS.REGATTA SALE Four Days Only Commencing Friday, July 28th, all Merchandise Over 10 p.c. REDUCED
Save your money for the Races by making your purchase here.

- MILLINERY REDUCED To
\$2.10, \$2-28, \$2.43, and \$2.68
SMITH'SDRY GOODS, Rawlins, Cross


All order tional on the

## The American Boot and Shoe Store 333 Water Street <br> GREAT CLEARANCE SALE of BOOTS and SHOES

All our Ladies', Men's and Children's White Boots and Shoes to be cleared at 35 p.c. and 50 p.c. on the dollar. In order to make room for our fall stock we have decided to offer the people from St. John's and surroundings an exceptional opportunity to buy their family footwear at prices that cannot be ignored.

In connection with this sale we have also reduced our entire stock of spring and fall footwear from 25 p.c. to 40 pe. on the dollar. These are only a few of the bargains that wait your inspection in our Store.

Read these over carefully as they are to your advantage.
No Exchanges or Refunds during the Sale

## Papers.

| LADIES' WHITE POPLIN OXFORDS <br> Cuban Heels. <br> Regular value $\$ 3.00$. On Sale for 1.45 | LADIES' WHITE SPORT BOOTS with rubber heels and soles. Regular value $\$ 3.00$. On Sale for 1.48 | 125 Prs. Ladies' white canvas boots Assorted styles and sizes with leather soles and heels. Regular value $\$ 4.00$ for 1.98 | MEN'S COLORED CANVAS BOOTS <br> In popular shades such as Brown and Cream with leather and rubber soles and heels. <br> Regular value $\$ 4.50$ for <br> 2.39 |
| :---: | :---: | :---: | :---: |
| DON'T MISS THIS SALE WHIOH WILL ONLY LAST FOR 10 DAYS.-10 DAYS ONLY |  | DON'T MISS THIS SALE WHIOH WILL ONLY LAST FOR 10 DAYS-10 DAYS ONLY |  |
| CHILDREN'S WHITE CANVAS BOOTS \& PUMP <br> Sizes 5 to 8. Regular value $\$ 1.90$. On ©ale fer 1.10 | - INFANTS' FIRST STEP BOOTS In assorted colors, made in the finest Kid Leather. Regular value $\mathbf{\$ 1 . 5 0}$. On Sale for 69c | 200 Pairs of odds and ends in PUMPS and OXFORDS. Values up to $\$ 8.00$. On Sale for 1.79 | MEN'S BOOTS \& SHOES. <br> Regular Stock <br> Reduced from 25 p.c. to 40 p.c. |
| $\ln \text { a }$ |  | $\lim _{5} \text { 3?? Wgte }$ | Street, St. John'S. |




## Evening Telegram


 Cold Storase," pubbished month. Iy in London, England, a very to


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he shipping of refrigerated
he Tsh. Bevond a firm or tho on the
South West Coast, few of tou merchants have taken kindly to
the idea of ef exporting fresh










Masonic Funeral. - 10 $=$

## Cameras for the Regatta

 Actual Cost Price.An actual Cost Price Sale of Cameras is now on at the Kodak Store. From to-day until Regatta Day, Aug. 2nd, every Camera in our store will be sold at COST PRICE. There is no "fake" in this wonderfut sale, the genuine listed cost price of every camera will be its selling pricear

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 Camera NOW; in good time to snap "all the fun of the Races.


## The Slaughter <br> of the Brownies.

100 Brownie Cameras-the ideal Camera for children and beginners-are offered a the ridiculously low figure of $\$ 3.00$ each. of the fun you can have anytime with 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


# Pre-Regatta Sale of Summer Merchandise FRIDAY,SATURDAY,MONDAY,TUESDAY 

Fresh, Summery Lines That will Add Greatly to Your Pleasuire on Regatta Day ...

MएN! What You Need on regatta day at MONEY-SAVING PRICES
 Mers' White Linen Collars.


 Mer's White Jersey
Conton Combinations

 Hesenis cotitor Soeks




Men's Fine Boots. 12.00 Values for 5.95


White Voiles, White Organdies
Highyy mercerized finibs; suttable for $m$



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| .49 c |
| .62 c |

White Organdies.
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well; 44 Voile and Linen Blouses. Much .ased material for trimming volie a

Gingham Dresses; washes and wears well; | Wide. |
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Striped and Figured
Cotton Crepes.
.81e. Women's White Laced
Canvas Shoes
 ${ }^{26}$ inches wide, Reg. Dainty Zephyr
Assorted pretty


 Tomen's Panama Hats



## Men's Neckwear






Those shoppers who have been delaying their
Summer purchases antit now, will find d host orf
useful bargains awaiting them here during this useful bargains awaiting them here durint this
great Sale. Every department oontriutes to
 are in many cases, limited and the
tions will attract grat crowds.

## FOR THE KIDDIES

Every Item Shows a Great Saving Children's Tan Sandals. Misses' Middle Waists.

 Taffetta Silk Ribbons,



## A Bewildering Variety of



Articles for Which There is a Decided Preference are WorthIly Represented in this List
WOMEN'S WEAR Widespread Attention. Numerous Lines, considered Women's the Cream of the Stock


Women's Bathing Caps. Women's Colored Sill Cloves.
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| An Unasual Assortment of HOUSEHOLD HELPS |  |
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Undisputed BoVs' Wear High-Grade Goods Values in Boys' Flannelette
Cricket Shirts.



Boys' Bathing Costumes.
 Children's Striped Cotton Hats. Boys' Canvas Boots.



Great Bargains Available Now in
3 Cotton Blouses and Suits

Blouses, 57c, 80c, 97c up to 1.80 Cotion Suits, $1.98,2.20$ \& 3.00









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Baby Week.













## Dog Honored.











 ano
"East Lynn" a
Stupendous Success.
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 In filming "East Lymne" Hugo Balhe aididences will have none of the terercesest tate exist between the cos-
tumes and manners of t 1861 and 1921 . in this way, the story is the thing.
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nolasee carso to AE. Hickman co.
to.


THE TRUTHIn Advertising is what you expect from a reliable Store. Our buyer is just back from New York and we have some Good Values.

## KINDLY REMEMBER:

W. R. GOOBIE is just opp. Post Office


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SCYTHES.
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SPECIAL PRICES FOR REGATTA

Women's Stockings, 19epr.
Colours of Brown and White. Three Pairs for 50 cents.

Woments Summer Gloves 29C and 50c pair Gloves that were up to $\$ 1.40$ a pair. The biggest glove bargain given here for 3 logit time.

Women's
Job Blouses \$2.98
Dainty Muslin Blouses, Middy Smocks and all the wanted colors i Slip-over Sweaters.

MEN'S COLLARS Arrow Soft Collars, 15 c each. Ide Stiff Collars, 25c each New Starchless Collars, 42c each.
Another Shipmen
MEN'SSPORTSHIRTS only $\$ 1.90$ each.
Bishop, Sons \& Co., Ltd., St. John's.

Men's Porus-Knit Shirrs only 80c each.
Always a popular rowing shirt.
Boys' Straw Hals 95e to \$2.15.
Stylish Hats for little men of 2 to 6 years old. The best of English and American hats.



## Big Bargains at. Smallwood's



Children's White Canvas Skufier Laced Boots, only $\$ 1.50$ per pair The Young Man's Boot


Only \$4.75
This is a smart Dark Tan Laced Boot easily worth $\$ 6.00$ per pair.


Ladies' White Canvas 2-strap Shoes Cuban Heel, only $\$ 2.00$ per pair
Men's Brown Canvas Rubber Sole
Shoes, only $\$ 1.30$ pair

Boys' Black Canvas Sneakers, only $\$ 1.20$
Youths' Sneakers, only $\$ 1.10$

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\text { Child's Sneäkers, only } \mathbf{\$ 1 . 0 0}
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## Cuban and Louis Heel



Ladies' Two Tone Canvas Boots; Caban Heel, only 82.00 per pair "K" Brogues for Ladies \&Gentlemen Evangeline Oxfords and Pumps for Ladies
Skuffer Boots for Children Inlants' Footwear in many styles Black and To leathers; Low, Military MALL ORDERS RECEIVE PROMPT ATTENTION


Is Your Stze Here?

Ladies Boots, no two pair alike; Low, Cuba
and High Heels sizes $21 / 2$ and ang $31 / 2$ only. These
Boots are easiy worth $\$ 6$ Boots are easiy wo
or $\$ 7$ per pair. Sale Price only $\$ 3.00$ per pair

## F.SMALLMOOD, The Home of Good Shoes, , 218 \& 220 WATER STREET.













Hard \& Soft Brick
and Hick

FIRE BRICK

CEMENT in brls. H.J.Stabb \& Co.



## Sale of beautiful quality

Table Damasks White Towels


 NICKED PRICES ON NEEDFUL things for the Home










## A Real Snap in

 Ladies White Boots
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## Pre-Regatta Sale in the Sale-Room

 Many Items, many opportunities every one of them worthy of your consideration.








## Sale of

Wash Dresses conotzam axatia Ame wiow wian Mitw wixitut Mis







MENS OXFORDSHOES
Two Really Good Values.

 66.00. PreeRegntas sale Prtce .............. $\$ 4.75$

Strong Values make the Event interesting. Needables for those who would be fittingly attired for the day of days on the Green.


## NEW ARRVIVLIS <br> Sinee last issue Things you really need

## $\frac{12}{y y}$



vesday

Come and see--Seeing does not obligate in the least. Lets have your opinion of these values.

| 10.00 Tricolette Coat Jerseys for 3.98 <br> These are certainly high grade goods down to <br>  |
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| BOYS <br> 3.00 Wash Suits 1.98 |
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See Again. Every Price Special.
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## Miscellaneous


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## Gloves

Three Special Values for Pre-Regatta Sale





white ai



## CHEAP CIGARS

and groceries for the regatta.





KARL S. TRAPNELL, Opt. D., ETESIGHT SPECLALIST,
307 Water Street, Upstairs.
HOURS-10-1: 2.30-6:: Evenings by

Especially for You: Kiddies, we have now in stock the follow${ }^{\text {ing }} \mathrm{Ex}-$-Rrsses - Small, mediüum and large. SCoorter -asily run
DOLSS
CARRIIGES-Wicker, with rubber Dotires carriages-Wooden, with rubber Rocked whels Horses-Latest and up-to-date


 GARLAND'S BOOKSTORES

## RAILROADS:

The following are suggested as the best buys in
the list:ATCHISON.

DELAWARE \& HUDSON. NEW YORK CENTRAL. SOUTERN PACIFIC.
UNON PYCIFIC Margin $\$ 10.00$ per Share.
J. J. LACEY \& CO., CITY CHAMBERS.

Pictures-and their Framing

## How a picture looks when

 hung depends largely on its style and subject.If you have any pictures to frame-or re-frame-we make a special feature of
picture framing and can picture framing and can
give you just the correct frames you require for the subjects to be framed. Get our prices on picture
framing and send your picframing and
tures to us.

## U. S.Picture \& Portrait Co.

00000000000000000000000 Special for This Week!

Just arrived another shipment of
CHILDREN'S SKUFFER SHO
sizes from 5 to $101 / 2$. All one price, SHOES,
CHILDREN'S GINGHAM DRESSES,
to fit 2 years up. Prices from 88c, to $\$ 1.65$. A new shipment of
LADIES' DRESSES
est styles and shader.
I. LEVITZ, 252 Water St Opp. Dicks' \& Co
 \% Sunbeam Evaporated Milk Absolutely best possible quality Selling at 16 cents per tin.
P. F. MALONE, -000000000000000000000000:
 Our Custom Made Clothes are Individual in style,
and and all times possess an appreciable advantage in W. P. SHORTHLL, the american tailor. 300 Water Street. PHONE-477. p.o. BOX-445.

## FOR SALE!

 J. R. JOHNSTON, Real Estate Agent, 301/2 Prescott Street.

##  <br> SPEGIAL OFFERI

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 THE BRITISH RADIO \& ELECTRICAL THE BRIISH RADI \& ELECTRICAL

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New Nova Scotia Cabbage! To arriviv Monday, Jowly 1 Thth. bananas, califorinit oranges BURT \& LAWRENCE.

Reid-Newfoundland Co., Limited
Rev. Fr. Coady's Garden Party,


LOTH (x)

VOLUME XL

Freight for the above route will be aceep
at the Freight shed tociay Thursday fre
game 9 am.

Reid-Newfoundland $\mathrm{C}_{\mathrm{o}}$., Limitel
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for turtere fiteramaton apply to
J. W. N. Johnstone,

The Banks of Newfoundland Ode to Newfoundland.

DOUBLE STDED BRUNSWICK RECQRD.
NEW PRICE, $\$ 1.25$. N.B.- No home or school with a gramophom
should we without this record, Young and old hhoud
be able to play or sing what we may call our Nationd should be without this record. Young and old shoukh
beabbe to play or sing what wee may call our Nationd
Anthems. This fine record will teach you.

## Charles Hutton

222 Water Street. sole distributor.

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GROCE
Romber
HARDD

BEST SCREENED NORTHSYDNEY COAL
Per Ton ............: $\$ 15.00$
Per 1-2 Ton:-:: 7.50
Per 1-4 Ton:-: 3.95 Afloat and ex store.
Nild. Coal \& Trading Company, Ltd. At ite premiftes lately occupied by Alan Goodridge
\& Sons,

## 2000000060000060002000000

FRENCH IVORY
Tollet \& Manicure Pieces
We have just received \% Heflablor ment and
are showing some new pieces in this very poptr lar line. Those wishing to add to their co
R. H. TRAPNELL, Ltd,


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