

The Evening Telegram

VOLUME XLVII \$6.00 PER YEAR. ST. JOHN'S, NEWFOUNDLAND, THURSDAY, JULY 30, 1925. PRICE: TWO CENTS. NUMBER 172.

HOW FOOLISH

it is of me to be running my car without insurance, when I can get protection against any legal claim for damages to persons or property, at the same time be covered against Fire and Collision, for the price of a package of good cigarettes per day. Yes! For the sake of my family, I'll insure immediately with

TESSIER'S INSURANCE AGENCIES, Water Street.

Auction Sales!

AUCTION.

West End Auction Rooms,
480 Water Street.

Ton-morrow, Friday,
at 10:30 a.m.

Walnut dining table, 1 walnut stand with mirror, 1 handsome mahogany table, 1 walnut frame beautiful and containing 9 beautiful chairs, 1 music cabinet, 1 oak work box, 1 small table, 1 kitchen cupboard, 4 sewing machines, 2 white en. bedstead and springs 3 x 6, 1 satin mattress, 1 wash tub, 1 sink, 1 electric range, 1 No. 7 Victoria 4 door canvas and linoleum, lot of 2 counters white oak tops 14 perfect condition, 1 fender, 1 iron with back complete, 1 6 cell heaters, 1 white en. bedstead 4 x 6, 2 washstands, 1 glass washstand, 1 Singer sewing machine, 1 vacuum cleaner, 1 venetian blind, 1 sewing machine, 1 dobbie, 1 with shirt and counter top, 1 brazing hearth, 2 wash tubs, 3 stand lamps, 5 rolls of paper, 1 glassware, 1 child's bicycle, 1 washing machine, 1 horse, 1 camp stretcher, etc.

Joseph Fitzgibbon,
Auctioneer.

New Taxi Service

SAFETY. SERVICE. SATISFACTION.

East End Stand
(Opp. The Royal Stores, Ltd.)

Open and closed cars. Office hours: 8 a.m. to 12 p.m.

'Phone 2095.

July 28, 1925

TENDERS

Tenders will be received up to Aug. 15th for the letting of the Dwelling House and Shop, No's 180 and 182. Also Dwelling House and Shop, No's 184 and 186, New Gower Street. To be let on 3, 5 or 7 years lease. Rent payable monthly. Tenderers should state the amount of monthly rental they are prepared to pay, only written tenders will be considered. The highest or any tender not necessarily accepted. Tenders to be addressed to

M. & E. Kennedy,
Contractors and Builders,
Renouf Building,
July 25, 1925

EXHIBITION OF Water Color Sketches BY K. M. KEEF

Now to be seen at No. 191 Water Street, by the kindness of Mr. S. Richard Steele. All exhibits for sale.

July 30, Aug 9, 6

C. C. C. BAND CONCERT TO-NIGHT AT THE LAKESIDE

Immediately after christening of Star of the Sea Society's new Race Boat. (Weather permitting.)

July 30, 11

CARD. DR. R. T. STICK, DENTIST.

Graduate of Royal College, Dental Surgeons of Ontario and University of Toronto.

HOURS:—9:00 a.m. to 1:00 p.m. 2:30 p.m. to 8:00 p.m.

'Phone 784. 196 Water St. (Opposite City Club) July 15, 1925

CARD. Dr. M. F. Hogan, Dentist.

142 Water Street, over Lamb's Jewellery Store. (Opp. Royal Stores). Telephone 1255. apr25.60.17

FOR SALE.

Head Choice Butchers' Cattle.

New Milch Cows and Calves.

Registered Ayrshire Cow and Calf.

General Purpose Horses.

Young Pigs.

Car Choice Hay.

Sacks Best Oats.

WILLIAM BRENNAN,
'Phone 1461.

Bread & Cake Box 95c. each.

Wm. J. Clouston, Ltd.,
July 28, 31, 60 184 Water St.

Public Notice To Contractors

Sealed tenders addressed to the undersigned will be received at the office of the Department of Public Works until 12 o'clock noon of Saturday, the 15th day of August next, from thoroughly competent firms or persons, in connection with the erection of a Public Building in the town of Corner Brook. Separate tenders are invited for:

A. The erection and completion of the building including heating, plumbing, wiring and other equipment.

B. Electric wiring and fixtures.

C. Plumbing, pipes and fixtures.

D. Heating plant.

Plans and specifications may be seen at the office of the Superintendent of Public Works during office hours.

Money guarantee or approved accepted cheque for \$1000.00 must be enclosed with tender for (A), and \$150.00 each with tenders in relation to B. C. and D., which amounts in each case will be open to forfeiture in the event of the acceptance of a tender and the tenderer failing to enter into the contract or to give necessary security within three days for the proper performance of the contract. The words "Tender for Corner Brook Public Building with equipment complete" or "Tender for Plumbing and fixtures" as the case may be, must be written also across the face of the envelope. The Department does not bind itself to accept the lowest or any tender.

C. E. RUSSELL,
Minister of Public Works,
Dept. of Public Works,
July 28th, 1925.
July 29, 30, 31, Aug 2, 5, 7

Grand Regatta Dance

PRINCE'S RINK.
Regatta Night, Wednesday, August 5th beginning at 9 p.m.

Wonderful music by Mount Cashel Full Band (35 instruments) by special permission of Brother Ennis.

TICKETS—Gent's, 80c; Ladies, 50c.

NOTE.—This Dance will be the real old-time Regatta Night Dance, containing plenty of Irish Lancers, Quadrilles, One-Steps, Waltzes and Fox-Trots.

Therefore, don't miss this BIG DANCE at the original Regatta Night Prices.

July 30, 51

Why Not? Queen Ins. Coy.

Give us a SHARE of your Fire Insurance. Lowest rates.

GEO. H. HALLEY, LTD.,
Agents.
'Phone 658. P.O. Box E9078
mar30.m.th.tf

FOR SALE—One International Combination Side Delivery

Rake and Tactor, with extra castor wheel for rough ground. Very little used. Price \$80.00. ALTADINA POULTRY FARM, Logy Bay Road.
July 28, 31

FOR SALE—Freehold Property and Dwelling, situate No. 41

Golf Avenue, in first-class condition, containing water and sewerage and electric light. Bearing about 340 ft. A bargain if applied for at once. Terms arranged if required. For further particulars apply to E. S. PINSENT, Solicitor, Royal Bank of Canada Building, Water Street. July 20, 1925

FOR SALE.

Freehold Property

No. 132 Water Street,
near the foot of Prescott Street.
Good business stand, convenient for office or dwelling. Immediate possession

Buying and Selling Houses.

When you want to SELL YOUR PROPERTY to the best advantage give us particulars. Cash buyers waiting for suitable houses. No sale no charge.

When you want to BUY PROPERTY come in and see us. The largest list in the city to select from. Prices ranging from \$350.00 to \$14,000.00.

FRED J. ROIL & CO.,
Real Estate & Insurance Agents,
Smallwood Bldg., Duckworth Street.

Taxi Service

Two High-Class Cars,

7-passenger; good drivers, prompt service; rates reasonable. 'Phone 2827, Night 'Phone 673.

GEORGE GILLIES,
July 25, 20, s.t.u.th 48 Gower St.

MASONIC CLUB SWEEPSTAKE

in connection with
Masonic-B. I. S. Billiard Tournament

(Permission granted—Under the auspices of the Masonic Club)

'PRIZES \$2,500.00.

Total Points of both teams—Section A. . . \$1,000.00
Total Points of both teams—Section B. . . 1,000.00
Total Points of first eight players (from both teams)—Section A. . . 100.00
Total Points of first eight players (from both teams)—Section B. . . 100.00
Total Points of last seven players (from both teams)—Section A. . . 100.00
Total Points of last seven players (from both teams)—Section B. . . 100.00
Highest Individual Break—Section A. . . 25.00
Highest Individual Break—Section B. . . 25.00
Lowest Individual Total—Section A. . . 25.00
Lowest Individual Total—Section B. . . 25.00

TICKETS 10c. EACH.

N.B.—Sections A. and B. refer to tickets only. Get your tickets early as the number is only about half the usual issue.

Games are expected to take place at the commencement of the Fall season.

REGATTA NOTICE.

Final entries for all crews rowing Regatta Day must be made in the T.A. Armoury Friday evening, at 9:30. Stakes will also be drawn and allcoxswains are urged to be present promptly. By order,
CHAS. J. ELLIS,
Hon. Secretary.
July 29, 31

FOR SALE—A Freehold Dwelling House and premises on the South Side, immediately West of the Long Bridge. Immediate possession. For further particulars apply to WOOD & KELLY, Temple Building, Duckworth Street. may 27, 17

FOR SALE—A General Servant; apply to MRS. H. R. PARSONS, 19 Hayward Ave. July 28, 17

FOR Sale.

For sale at Quidi Vidi, a water-side premises with about one acre of cleared land, this is a good chance to secure a place to carry on a fishing business, will be sold cheap if applied for at once.

James R. Johnston,
Real Estate Agent,
32 Prescott St.

CASH DOWN

for your household furniture and effects ask me to give you an estimate for all or any portion of what you have to sell.

Auction Sales—Private Sales.

Merchandise of every description sold on commission.

W. E. PERCIVAL,
Auctioneer,
July 2, 1mo Adelaide St., 'Phone 1900.

PATENT NOTICE.

Four weeks after date hereof application will be made to His Excellency the Governor-in-Council for Letters Patent for "New and Useful Improvements in relation to the Electro-Deposition of Metal" to be granted to G. W. S. HUTCHINS, Chemical Engineer, of London, England.

Dated at St. John's this 21st day of July, 1925.

GIBBS & BARRON,
Solicitors for Applicant,
Bank of Montreal Building, St. John's, July 23, 41, 11.

MINARD'S LINIMENT FOR RHEUMATISM.

PLASTERGON!

THE WORLD'S BEST WOOD FIBRE WALL BOARD.

All Standard Sizes always carried in stock. New stocks constantly arriving.

Remember: All other Brands are Inferior to PLASTERGON.

Horwood Lumber Co., Limited
July 25, 60.17

BRICK!

Get our rock bottom prices and be convinced no fire-proof building material, cheaper than Smith's common red brick. Large stocks at right price.

Aaron Smith & Sons,
June 12, 28, 1, 50, Elliott's Cove, T.B.

Dyeing, Dry Cleaning.

All kinds of Ladies' and Gent's Garments cleaned and dyed, also repairing. All goods called for and delivered.

J. J. DOOLEY,
Corner LeMarchant Road
'Phone 1488 and Lime St.
July 9, 1mo, 60.17

FOR SALE—At a Bargain, One Double Seater Wagon (a survey), nicely upholstered, rubber tyres and in good condition; apply for price to 'Phone 794. July 29, 21

FOR SALE

New Bungalow at Waterford Edge, never occupied, will be sacrificed if applied for at once (freehold).

— ALSO —

Two Tenement House with nine rooms, situated off George Street (freehold). A real bargain; immediate possession; apply to 34 New Gower Street. July 30, 17

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Two Tenement House with nine rooms, situated off George Street (freehold). A real bargain; immediate possession; apply to 34 New Gower Street. July 30, 17

Step without Fear — Use your Flashlight
EVEREADY Flashlights
 SAFE — DURABLE — RELIABLE

EVEREADY Flashlights give a bright, white light, instantly available at the snap of a switch. Wind or rain cannot dim them. The most reliable emergency light for the home, outdoors and in the auto.

AMERICAN EVEREADY WORKS
 30 East 42nd Street
 New York City, N. Y., U. S. A.

**THE PANGS OF REMORSE
 — OR —
 A COMPLICATED TANGLE.**

CHAPTER XVII.

There were three rooms, plainly but more comfortably furnished than his own, and Clarence decided that they would do for the few nights he should require them, feeling sure that Sir Ralph would welcome freedom, though it came presented in the humblest guise.

Besides, he had his plans, and to take his two liberated prisoners in a hackney coach to an hotel would entirely ruin them, besides leaving a sure trace to Melchior.

Having arranged with the woman of the house, he hurried off with a bag, and at an outfitter's purchased two enormous cloaks, one of them having a hood.

He added to his weapons of offense and defense a deadly looking Toledo blade, and, assuring himself that the bag was filled with brandy, paused a while to go over his preparations to discover if he had omitted anything.

It struck him that it would be as well to take another revolver, and he accordingly purchased one, and placed it beside his other in his belt. Then, when all was completed, his anxiety and feverishness grow more intense.

He could not keep from the entrance court, and soon, though he had determined not to risk the success of his plan by entering the room too soon he found himself in the vault, and treading cautiously along the passage, the bag in his hand and the lantern lighting his path in the other.

When he came to the secret door he paused and listened intently.

So carefully had the iron paneling been made and fitted that no sound could leak through, although the thickness was not that of half an inch.

He waited for five minutes, then cautiously touched the spring.

The door opened slowly, and, as he had done before, he went down on his hands and knees and crawled to the screen.

It was a delight to watch the beautiful girl unseen. She was sitting with her eyes bent upon the fire; but her whole attitude, the pose of her head, one of intense expectancy and attention.

He moved the screen aside and at the slight noise she started and sprang forward.

He caught her in his arms.

"I am here," he said, "my darling, and all has gone well."

"Listen," she said, "it is striking—"

"Lover's punctuality," he said, trying to smile with ease, though, in truth, very anxious.

"And now," said she, "show me how you came in."

He locked the door first, then cautioning her to walk on tiptoe, led her by the hand and showed her the secret door.

"And I never guessed it," she said.

"How should you?" he asked, "if you had searched the room, inch by inch, could you have discovered that?" and, closing the door, he showed her how closely the paneling fitted.

"Ah!" she said, with a sigh and a blush. "Love laughs at locksmiths."

"Yes," he said, "but come, we have work before us, my sweet Lily. See here," and he opened the bag and took out the two cloaks. "This cloak is for you, and this for Sir Ralph."

Her eyes lit up at the mention of her father's name and her hand clapped on Clarence's arm.

"You must put them on when you get into the passage, for the air is cold and damp."

"You have no cloak," she said, reproachfully.

"Love keeps me warm," he said, kissing the hand upon his arm.

"And where are we to go when we escape from this dreadful place?"

He hesitated.

"I have arranged," he said, "only let us obtain Sir Ralph, and the rest is easy."

They stood a little while by the fire in silence, both filled with love and anxiety.

Clarence was the first to speak.

"It must be nearing ten," he said; "and now, my darling, I will not ask you to be firm, for your love will make you that when you remember how much depends upon it."

"Trust me," she said, pressing his hand. "Only tell me what you wish me to do."

"First to cease trembling," he said, holding the little hand to his lips.

"I have ceased," she said, with a smile. "I am ready to obey you in everything."

He nodded.

"Now," he said, "we must unlock the door. Give me this shawl," and he caught one of hers up and raised it to his lips. "Desperate measures are necessary, and there must be no hitch in them. When I give the signal by holding up my hand be ready. Stand at the fireplace with your arm resting on the mantelpiece in any easy, unsuspecting manner; directly I have secured the old woman, which I must do without any noise, be prepared to help me or follow at a moment's notice."

With a sparkle of excitement in her eyes Lillian nodded.

"I will do all," she said. "Look! I am quite calm."

He smiled an acknowledgment and took up his position by the side of the door.

Lillian took up hers and presently the dumb, old woman was heard ascending the stairs.

With leisurely pace she neared the

door and shot back the heavy locks. Directly she opened it and entered Clarence slipped behind her and threw over her head the shawl he had borrowed from Lillian. With a gesture of alarm, which she made by throwing up her hand, she pulled a small whistle from her bosom, but her mouth being covered she, of course, could not use it, and fell upon the floor uttering half-smothered cries.

Clarence gently disengaged the whistle from her hands and unwound the shawl.

The old woman raised her eyes, and when she saw who it was standing over her, she threw up her hands and commenced in great fright marking out the words, "Mercy! mercy!" upon her fingers.

Clarence, by the same means, asked her if she knew who he was.

"Yes," she replied, swiftly, "Master Cliff! You won't hurt me?"

"That all depends," said Cliff. "You know that I can get you hanged!"

She rocked herself to and fro in great terror, and with incredible swiftness formed out upon her fingers a thousand excuses and pleas for mercy.

Clarence stopped her, for he knew that time was precious, and beckoning Lillian to his side pointed to her and asked:

"Where is her father?"

For some seconds the old woman preserved an obstinate reticence.

Clarence did not repeat the question, but proceeded to ask the shawl up into a rope and marking out the word upon his finger, "police," pretended that he was going to bind her arms.

Then suddenly she motioned out: "On the third floor."

Clarence explained the answer to Lillian, and she laid her hand upon her heaving bosom.

"Oh, Clarence! can it be true that he is so near? Oh, let us go at once!"

Clarence, as anxious and impatient as she yet restrained her.

"Caution, dearest; this old woman is not alone; there must be some jailers in the house, I will ask her."

He then put the question, but the old woman, fearful that she had committed her terrible master too much already, could not be prevailed upon to reply, and Clarence, carrying her to the heavy chair, tied her securely to it.

"Now," said he to Lillian, "watch her, if by any chance she should get clear of her bonds blow the whistle."

Then with another hard pressure and an encouraging smile he left the room.

Lillian longed to accompany him, but she had promised to obey, and so, with a secret enjoyment of the changed position, she became jailer to the old woman who had so lately been playing that part to her.

COULD NOT SLEEP NIGHTS

Pains and Headaches Relieved by Taking Lydia E. Pinkham's Vegetable Compound

Dublin, Ontario. — "I was weak and irregular, with pains and headaches, and could not sleep nights. I learned about Lydia E. Pinkham's Vegetable Compound by reading the letters in the newspapers and tried it because I wanted to get better. I have got good results from it as I feel a lot stronger and am not troubled with such bad headaches as I used to be and am more regular. I am gaining in weight all the time, and I tell my friends what kind of medicine I am taking. You may use my letter as a help to others." — Mrs. JAMES RACHO, Box 12, Dublin, Ontario.

Halifax Nurse Recommends

Halifax, N. S. — "I am a maternity nurse, and have recommended Lydia E. Pinkham's Vegetable Compound to many women who were childless, also to women who need a good tonic. I am English and my husband is American, and he told me of Lydia E. Pinkham while in England. I would appreciate a copy or two of your little books on women's ailments. I have one which I keep to lend. I will willingly answer letters from any woman asking about the Vegetable Compound." — Mrs. S. M. COLSMAN, 24 Unisack St., Halifax, Nova Scotia.

MAVIS
 de VIVAUDOU
 FACE POWDER

Use Mavis Face Powder and you will be fascinated with the result. It adds charm to the most perfect complexion.

Also Mavis Rouge
 V. VIVAUDOU, INC.
 Paris New York

Clarence grasped his revolver and stole quietly up the stairs.

All the doors on the second floor were closed, two or three had been screwed up, and as the dust lay so thick upon the stairs a suspicion crossed his mind that the old woman had played him false.

But as he turned the lobby of the third floor he saw a man's boots lying on the ground. He stopped and picked them up, and as he did so his heart gave a great leap, for he saw that they were those of a gentleman, and what gentleman could be in that house of ill omen but Sir Ralph?

Proceeding cautiously and noiselessly, and turning his lantern on only half an inch, he reached the third floor and stood hesitating at the four doors.

The heavy bolts on one decided him, and, first listening to ascertain if his footsteps had been heard, he cautiously drew back the bolts, fitted the lock with a skeleton key, and turning on his lantern to the fullest extent entered the room.

A figure started up from before the fire and confronted him angrily. There was no light but that from the lantern, and necessarily while it streamed upon the room it left the figure of Clarence Clifford in total darkness.

"What fresh villainy or outrage is this?" demanded the figure, and Clarence's heart leaped joyfully as he recognized the stern one of Sir Ralph, whose face was turned to the light.

"Hush! for Heaven's sake, Sir Ralph!" said Clarence, warningly.

Sir Ralph started at the voice and turned pale.

"You! or is this some farther fiendish trickery?"

(To be continued.)

Yacht Struck by Lightning

ALL ON BOARD DEAD EXCEPT ONE

HELSINGFORS, Finland, July 10. — While Mr. Joergensen, the manager of the Great Northern Telegraph Company in Finland, was sailing in his yacht near Nystad (on the S.W. coast of Finland, in the Gulf of Bothnia) today, the yacht was struck by lightning.

All those on board were killed, with the exception of one of Mr. Joergensen's daughters. — Reuter.

Men and Young Men — You'll not feel right on Regatta Day, unless your Shoes are bought at Parkers'. Men's Smart Stylish Low Shoes, Goodyear welt, rubber heeled, Black and Brown; only \$4.50. PARKER & MONROE, LTD. — July 25, 1925.

A Pig From the Sky

DROPPED BY EAGLE AND RESCUED BY TOURIST.

A Swiss newspaper gives an account of the adventure of an English tourist who, while passing through Tarnina Gorge, near Ragaz, suddenly saw two eagles which swooped down as though to attack him.

Armed only with an umbrella, the tourist prepared to defend himself, but the eagle flew off, letting drop at his feet a live pig a few weeks old.

The Englishman's return to Ragaz with his protesting but uninjured charge under his arm, caused great mirth.

"Adorable!"

A friendly little protector for complexions that were made for smiling. And of course, Guest Ivory never, never leaves a trace on a white soap-dish! Do see why!

99 3/4% Pure
 It floats

GERALD S. DOYLE, Agent.

MOSQUITOL!

A new preparation for the prevention of bites from Mosquitoes and Sand Flies, etc.

WE GUARANTEE IT.

WE RECOMMEND IT.

because it has been given a good test in the interior of the country where the "NIPPERS" are numerous, and found to be very effective.

MOSQUITOL is not a preparation that will dry off quickly, nor will it colour the skin in any way. One application will give you at the least two or three hours comfort from the pests when you go on a trouting excursion.

TRY A BOTTLE
30c
 FOR SALE EVERYWHERE.

Manufactured by
Dr. F. Stafford & Son
 Chemists & Druggists, St. John's, Newfoundland.

GET IT AT GEAR'S.

FOOTBALLS
 NO. 5
 A good strong Ball for practice.
 THE PRICE IS RIGHT.

Also,
Fishing Tackle
 such as:
 RODS, LINES, FLY
 HOOKS, GUT HOOKS,
 REELS, FLOATS and
 SPARE TOPS, etc.

GEAR & CO., Ltd.,
 340 Water Street ST. JOHN'S. Phone: 404.

TO THE TRADE!

Local Canned Rabbit.
H. & M. BISHOP
 ap 18, eod. If PHONE 617.

Some men are content with being covered, no matter how cheap the appearance. Others are particular as to their dress, and maintain the highest standards in material, cut and finish. From the selection of your material to the finished garment it has our careful supervision. Carefully planned by cutters of experience, fitted and shaped under their charge, followed by expert workers who take a pride in their work, these are the combinations of the garments at MAUNDER'S. New goods continually arriving. Samples, style sheets and self-measuring cards sent to your address.

JOHN MAUNDER,
 TAILOR & CLOTHIER,
 281-283 Duckworth Street

Delicious
Golden Pheasant
Sea

is as
RELIABLE AS IT'S REPUTATION,

gained, after half a century's service to the people of Newfoundland.

FERGUSON, HOLNESS & CO., LIMITED.
J. B. MITCHELL & SON, LIMITED,
 Selling Agents for Newfoundland.

Gasolene!

HIGH TEST AND LOW TEST—IN CASKS AND CASES.

ALSO ON RETAIL FROM TANKS.

HENRY J. STABB & COMPANY.
 June 15, 1925, eod.

Advertise in The Evening Telegram

10 sha
 Men
 YOUNG and
 Here's an
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 Millions
 flocked to
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 Isn't this
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 Palmolive
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 and September
 Cut down you
 with Tom
 Roofing, \$2.75 to
 size roll with
 ment FREE
 GOLIN CAN
 LIMIT
 June 20, 1925

10 shaves FREE
See coupon



Men! find
not 1—but 5 advantages
in this shaving cream

Accept a tube
By the Chief Chemist

YOU'D be inclined to try one new way to find better, faster shaving. Here's an invitation to find 5 new ways! Not one—but five!

- Study them:
- 1—It multiplies itself in lather 250 times. A tiny bit suffices for a shave.
 - 2—It acts in one minute. Within that time the beard absorbs 15% of water.
 - 3—The lather maintains its creamy fullness for ten minutes on the face.
 - 4—A clean shave results, for the extra-strong bubbles hold the hairs erect for cutting.
 - 5—The palm and olive oil content brings fine after-effects.

How we developed them

Starting out to perfect a better shaving cream—with the experience of 50 years' fine soap-making—we went to 1,000 men. Asked what they particularly wanted in shaving cream. They gave us, almost unanimously, four of the above features. We added the fifth—strong bubbles.

Then we made up, tested and discarded 130 formulas. It took 18 months. But the results were worth it—shaving cream that went far beyond all others. Now men by the millions are being won to it.

A test such as we suggest will convince you of one thing or the other: either that we have given you remarkable new shaving-comfort—or that our claims are unjustified. In either case you run no risk. So we ask again that you grant us this favor... accept a 10-shave tube.

As a final touch to shaving luxury, we create Palmolive After Shaving Talc—especially for men. Doesn't show. Leaves skin smooth and fresh, and gives that well-groomed look.

Clip coupon now.

PALMOLIVE
SHAVING CREAM



10 Shaves FREE
Simply insert your name and address and mail to
P. M. O'Leary, Sales Agent
St. John's, Newfoundland

Former Premier Orlando
Opposes Mussolini

The Prince Sails for South America—
\$4,000 a Minute of Tourist Money Spent
in Montreal Stores.

PRINCE LEAVES FOR SOUTH AMERICA.
CAPE TOWN, July 29. The Prince of Wales and party today departed for South America on the H.M.S. Repulse. The last ceremonial act of the Prince before he departs was the dedication of a hospital to the Nurses who were killed during the Great War.

OPPOSITION TO MUSSOLINI.
PALERMO, Italy, July 29. Another broke out here yesterday over a political meeting. During which former Premier Orlando, of Italy, announced an opposition ticket for the forthcoming Municipal Election. The police cleared the streets before serious casualties resulted.

BIG ANNAPOLIS APPLE CROP.
HALIFAX, July 29. This year's apple crop in the Annapolis Valley will be about 2,000,000 bushels or between fifteen to twenty per cent greater than last year, according to a statement by George E. Chapman Kenville, General Manager of the Dominion Atlantic Railway.

TOURIST TRAFFIC IN CANADA.
MONTREAL, July 29. It is estimated that, annually, United States tourists spend \$342,000,000 in Canada. Every minute of each business day during June, July, August and September, about four thousand American dollars passed across the counters to Montreal merchants.

OWNERS CLAIM LOSS AT PRESENT PRICES.
ATLANTIC CITY, N.J., July 29. The Anthracite Operators' Conference disclosed today that 18,000,000 tons of hard coal, 20 per cent of the entire annual production, has been sold at a loss of 50 to 55 cent a ton since the price dropped in April. Operators quoted the figures to substantiate the claim being made to the miners that they cannot afford to grant a ten per cent increase this year.

BRYAN RETURNS TO WASHINGTON.
DAYTON, Tenn., July 29. The body of Wm. Jennings Bryan today started its journey towards

Washington, from the cottage where he was known and admired as a fundamentalist leader. The remains are to be taken to the city, where he was once a democratic chieftain, congressman and Secretary of State. Plans for the funeral service in Washington have not been completed.

BORDER DEFENSES TO CHECK BOOT-LEGGING.
WASHINGTON, July 29. In furtherance of his basic plan to choke off the liquor supply at the source, Assistant Secretary Andrews of the Treasury proposes to erect a line of defense on the Canadian and Mexican borders that will dovetail in with the interior prohibition organization. He apparently is committed to a completely motorized border patrol system. Treasury officials have estimated the Government loss at between \$10,000,000 and \$15,000,000 yearly through smuggling of various goods.

SWEDEN'S COSTLY HEAT WAVE.
MALMO, SWEDEN, July 29. An unprecedented heat wave has swept over Sweden the past week, causing several deaths, many fires in

German Government Bonds

Before purchasing any of the following issues, it will be to your advantage to wire us for quotations.

German Government 4 to 5 p.c. 1922 Issue Enforced Loan Bonds.

German Government 8 to 15 p.c. Treasury Notes of 1923.

Associated Mortgage Bank, 12 p.c. Bonds.

Austrian Government—6 p.c. 1922 Issue Bonds.

City of Vienna 5 p.c. 1923 Issue Bonds.

French Government 4 p.c. Bonds.

French Government 6 p.c. Bonds.

The continued daily fluctuation of the foreign securities market makes it almost impossible to quote firm prices by mail.

Wire us mentioning the issue or issues you are interested in and we will reply immediately giving you our finest price at time of wiring. On receipt of prices, if you decide to purchase, remit by wire 20 p.c. of the amount of your order and the bonds will be shipped to your local bank, draft attached for the balance. On all orders over fifty dollars we will pay cost of telegrams.

International Bond and Securities Exchange
SYDNEY, NOVA SCOTIA.

factories, farms and forests, through lightning, drownings, sailing accidents, and damage to crops by hail. The damage is estimated at several million kroner.

DEATH OF LOBY CHEYLESMORE.
LONDON, July 29. Major General Lord Cheylesmore died here to-day from injuries received on July 19th, when he was thrown from a motor car near Windsor Castle. He was a celebrated shot and sportsman. His heir, Hon. Francis Ormond Henry Eaton, has been living in Alberta since 1921 and is farming two sections of land at Happy Valley Ranch near Allix.

JEALOUSY LEADS TO MURDER.
RICHMOND, Va., July 29. His jealousy for Mrs. Vivian Tomlin Peers, former artist's model, he has confessed to the police, caused Rudolph E. Dissé, 18, shoot her and two men to death, and seriously wounded one other man at Richmond yesterday.

ALLEGED COUNTERFEITERS CAUGHT.
DETROIT, July 29. Five men and two women, alleged leaders of a counterfeiting gang, believed to have been responsible for floating Chicago, Detroit, and other cities in the middle west with counterfeit bills, were arrested to-day in a raid on an apartment. The gang is thought to have issued a series of bogus \$20 bills.

JOINT CONFERENCE TO-DAY.
LONDON, July 29. Weather the coal mining industry of the nation is to cease operations on Friday night, entailing unemployment to over a million miners, or whether the men will continue, pending efforts to devise new working arrangements, is to be decided at a joint conference between the miners and mine owners to-day.

EVOLUTION THEORY IN GEORGIA.
ATLANTA, Va., July 29. An amendment designed to prohibit the teaching of evolution in the common schools of Georgia, to-day, was voted down overwhelmingly by the State house of representatives.

RAILWAY COLLISION IN PARIS.
PARIS, July 29. Two were killed and a score injured when the express collided yesterday with a locomotive, running light, just outside the Garde de l'Est in Paris.

MEN!—Keep your Feet cool on Regatta Day—wear our Men's Brown Ventilated Oxford, perforated vamp, cool and comfortable, extension soles, rubber heels, only Two ninths light. PARKER & MONROE, LTD.—July 28, tu, th, s.

With All Thy Faults FOREIGNERS' VIEWS OF LONDON. Visitors from all parts of the world are at present studying London, and apparently gathering mixed impressions.

A Daily Mail reporter who talked to foreigners in the West End and the City recently heard the following opinions expressed:—
Turkish—I would sooner have my children educated here than in Paris or Berlin. There is a greater feeling of safety here, and London has a far higher moral standing. Berlin I consider more artistic as a city. There, too, you can almost find your way about blindfold. Here it is often not easy to find the name of the street.
Spanish—When you get to know people London is a very pleasant town. In Paris there are too many amusements. In London amusement takes

“OBSERVE THE COSTUMES OF THE WOMEN”

THERE IS BUT ONE THING TO DEPLORE IN THIS BRIGHT DEVELOPMENT OF THE FASHION FOR BRIGHT COSTS AND PASTEL SHADES IN MEN'S CLOTHING. THAT IS THEIR IMPERFECT GRASP OF THE AESTHETICS OF COLOR COMBINATION. YET MOST WOMEN HAVE THAT GIFT NATURALLY.

BISHOPS

HAVE THE ART OF COLOR SCHEME AND HARMONY TO PERFECTION IN ALL THEIR GOODS.

SUITS TO MEASURE
\$25.00, \$30.00, \$35.00

SEND FOR PATTERNS.

Phone 250 P. O. Box 920

about the right place. What especially appeals to me is the seriousness which the Englishman shows in business.
American—I wouldn't like to live in London, although it has plenty of interest. I have never seen anything so filthy as the streets. If I lived here I could not use my car; it would be no use. I could get about better by omnibus.
I don't think your young women make the best of themselves. Nearly every girl in Washington looks pretty, because she makes up well and hides her defects.
As for the manners of the people, they are too polite. It gets on my nerves.
Egyptian—Of all the places in Europe, I have visited I have found people of the best character here.

White Canvas Shoes, only one sixty three a pair, our complete stock marked down to \$1.63. Laced and strap style, rubber heel. PARKER & MONROE, LTD.—July 28, tu, th, s.

Plastic Surgery

WHERE BRITAIN LEADS THE WORLD.

Patients are now coming to this country from all parts of the world to avail themselves of the skill of British plastic surgeons.

No greater surgical triumph was achieved during the war than the building up of new faces on men whose features had been blown away or were so mutilated as to make the unfortunate soldiers unrecognizable. Plastic surgery was known before the war, but was never used to such an extent as during the later stages of the conflict. Noses, jaws, and cheeks were reconstructed out of pieces of flesh, bone, and cartilage taken from other parts of the patients' bodies with entire success, and many men now walking about with features given to them by the surgeon would hardly have dared to venture forth a few years ago.

Now that the war is over plastic surgery performs a legitimate and most useful work in repairing the ravages of disease which affect the flesh and cartilages of the face, nose, and ears and in restoring good looks to the victims of accidents.

Fads there will always be such as that of remodeling and reshaping the nose, which came into prominence in America early last year. Some of the operations undertaken for that purpose then were successful; others were not, for plastic surgery undertaken by surgeons skilled in that particular branch of medicine is a different thing from the operations of so-called "beauty specialists."

For Tennis, Golfing or Vacationing—Our Crepe Soles Shoes, at \$1.90; our Crepe Soles Boots, at \$2.50; are the seasons' new creations. PARKER & MONROE, LTD.—July 28, tu, th, s.

GOING ON VACATION?

You Will Need
Three Flowers

At the seashore, in the country, wherever girls gather on vacation, you will find a dainty display of Three Flowers toilet preparations, for these are the ideal toilettries for vacation time.

Three Flowers Vanishing Cream possesses a fascinating appeal that immediately endears it to the hearts of all fastidious ladies. Used in the morning before applying the powder, this valuable cosmetic tends to keep the face, neck and arms in beautiful condition throughout the entire day.

In Three Flowers Talcum Powder you obtain the utmost in talc perfection—a talcum as soothing as soft summer showers—as fragrant as warm westerly winds—as refreshing as a June breeze. This delightful powder will charm and captivate you beyond words.

Other Three Flowers toilet preparations which every girl should have in her vacation bag, are:—

THREE FLOWERS COMPACTS
THREE FLOWERS CLEANSING CREAM
THREE FLOWERS COMPACT ROUGE
THREE FLOWERS REFILLS FOR COMPACTS

all with the exquisite odor of

Three Flowers
At McMurdo's
Drug Store.

Accidents at Garden Party

Whilst playing football at Mount Cashel Garden Party yesterday, Mr. J. Adams, member of the C.L.B. Band, fractured his ankle and had to be conveyed to hospital for treatment. Mr. Adams was playing substitute in the C.L.B. team and met with the

mishap whilst endeavouring to get the ball from an opponent, Constable Christopher rendered first aid until the arrival of Dr. Fallon, who put the leg in splints and ordered the patient to hospital.

During the pony race an animal driven by a lad named Walsh became frightened and bolting threw the driver to the ground. He was uninjured

although he received a severe shaking to the head, inflicting a deep wound from which Mr. Johnston lost much blood before he was attended to.

Mr. J. Johnston also met with a painful accident. He was taking a ride on the aerial tight wire and when finished did not get one of the way quick enough so that the trolley fell and hit him on the head, inflicting a deep wound from which Mr. Johnston lost much blood before he was attended to.

Harbor Grace Notes

The fourth game in the Conception Bay League series for the Jones' Cup was played at Pike's Field, Carbonear, on Wednesday last between Carbonear and Bay Roberts, and resulted in a win for Carbonear by 26 runs. The day was very fine and a large number of spectators were present. Messrs. M. J. Hawker and J. Woods were umpires. As the conclusion of the game the visiting team was entertained at the West End Hotel, and a most pleasant time spent before the visitors returned home. The next game is between Carbonear and Harbor Grace and will be played here to-day at Shannon Park, weather permitting.

The first of the Inter-Town Tennis Tournaments was to have been played here yesterday, Tuesday, between teams from the local Aero Club and Bay Roberts. Owing to unfavourable weather conditions, the Tournament had to be postponed, but will no doubt be held later in the week, which Tennis fans are looking forward to with much interest.

Mr. James Madigan has been confined to his home for the past month through illness. His many friends are glad to know that he is now improving and hope to soon see him about town again.

Messrs. Lorenzo Sheppard and F. C. Archibald, who had been attending the session of Grand Lodge L.O.A. at Bonavista, returned by train on Thursday last.

Mr. Wilfred Dwyer, who had been at Boston for the past three years, came by the last trip of the "Mun-easter" and arrived in town during last week on a visit to his parents, Sergt. and Mrs. A. Dwyer. His many friends are pleased to see him looking so well.

Mrs. Bessie Green and little son, Robert, arrived here recently on a visit to her brother, Andrew Kennedy, Bear's Cove. Mrs. Green has been absent from the home town some thirty years, and has resided in the U.S.A. during this time. Her old friends are glad to see her back this way again and trust that her stay will be very pleasant.

Miss Annie Adams, daughter of Mrs. Eugene Adams, who has been residing at Detroit, Mich., for the past two years, returned by Monday's express on a visit to her home.

Miss Susie Parsons, of St. John's, is spending her two week's vacation here and is the guest of L. A. and Mrs. Whitman.

Mr. Ben Parsons, who is working with the Western Union Cable Co. at Boston, arrived here on Monday week on a visit to her parents, Austin and Mrs. Parsons.

HYMENEAL

The Church of St. John the Evangelist, Topsail, was the scene of a very pretty wedding on Tuesday afternoon, July 21st, when Miss Marjorie Wills, daughter of the late Arthur and Elizabeth Wills, and G. Chesley Butt, son of the late Mr. and Mrs. William Butt, both of this town, were united in Hymen's Bonds in the presence of their immediate relations, Rev. Arthur Pittman tying the nuptial knot. The bride wore a navy costume with fawn hat, and carried a bouquet of white carnations and fern entered the Church leaning on the arm of Hon. John Davey, who acted as father giver. Miss Irene Wills, her sister, was bridesmaid and wore a dress of blue crepe de chene with fawn hat, and carried a bouquet of pink carnations, while John Driscoll ably supported the groom. Mrs. Cunningham presided at the organ and rendered the Wedding March. After the ceremony, the party repaired to the Seaview Hotel, where a brief reception was held. The happy couple returned here by car and a reception was held at the bride's home, Hawthorne Cottage, only the immediate relatives being present, after which they repaired to their new home, Water Street West. The bride was in charge of the Junior Department of the High School, and was an active member of St. Paul's Sunday School and various Church organizations, while the groom is a popular broker and commission agent of this town. The many congratulatory messages and numerous presents received testify to the esteem in which they are held. We join with their many friends in extending to Mr. and Mrs. Butt many years of unalloyed happiness.

Rogers—Pike.

A very pretty wedding was solemnized in the Grace Episcopal Church, Baccarat, Mass., U.S.A., on Tuesday evening, July 14th, when Miss Winnie Rogers, daughter of Albert and Mrs. Rogers, and Frank, son of James and Mrs. Pike (all of Harbor Grace, Nfld.), were united in the Bonds of Holy Matrimony, Rev. Robert C. Hatch officiating, and it was a double ring ceremony. At 8 p.m. the bride entered the Church leaning on the arm of her cousin, Charles Brown, while the Bridal Chorus was rendered by Miss Everett. The bride was charmingly attired in white Canton crepe trimmed with satin, with bridal veil and orange blossoms. She carried an

MEN! MEN! MEN!

An Exceptional Offer With Every

MAN'S SUIT!

During Our Regatta Sale

A yearly event which every MAN looks forward to for great Savings. During this year's Sale we are going to give FREE with every Suit of Clothes you buy in our Store, a Set of Furnishings which every man needs daily—and remember, there's no extra charge for this. Every Suit in stock will be sold at the same low price as before, for which our Store is famous. So, line up all you men who are in need of Clothes for these savings—Come to our Store during this Sale and compare our values with others—Suit for Suit—and please remember our exceptional FREE offer during this Sale!

Men! A Free Offer Worth Dollars to Your Pocket!

<p>GROUP A—</p> <h3>200 Men's Suits</h3> <h1>17.⁵⁰</h1> <p>Suits of exceptional values in good strong serviceable Tweeds in a great variety of colors including many pencil stripes</p>	<p>FREE! With every Suit in this Group</p> <p>CAP Worth \$1.00 SHIRT Worth \$1.49 COLLAR Worth 35c.</p>	<p>GROUP B—</p> <h3>150 Men's Suits</h3> <h1>22.⁵⁰</h1> <p>A group of Suits worth dollars above our Sale Price. You will find suits of fine Black Serge or new Spring Wool Tweeds in a great variety of styles and patterns.</p>	<p>FREE! With every Suit in this Group</p> <p>SHIRT Worth \$1.75 TIE Worth \$1.00 COLLAR Worth 40c. HOSE Worth 75c.</p>
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Avail Yourself of this Free Offer During this Sale

<p>GROUP C—</p> <h3>100 Men's Suits</h3> <h1>27.⁵⁰</h1> <p>A group of new Spring Worsteds, in new Spring shades. Every Suit of American make and worth at least \$35.00. If you are in need of a new Summer Suit buy one of these.</p>	<p>FREE! With every Suit in this Group</p> <p>STRAW HAT Worth \$2.75 SHIRT Worth \$1.75 TIE Worth \$1.00</p>	<p>GROUP D—</p> <h3>100 Men's Suits</h3> <h1>35.⁰⁰</h1> <p>This lot consists of new American Suits of the better kind in fine Worsteds; also many all Wool Blue Serges. Every Suit worth \$5.00 and more than our Sale Price.</p>	<p>FREE! With every Suit in this Group</p> <p>STRAW HAT Worth \$2.75 SHIRT Worth \$2.00 HOSE Worth 75c. COLLAR Worth 40c.</p>
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<h2>Men</h2> <p>Read every Group over carefully—also our FREE offer with every Suit—you will wonder at the exceptional values we offer you during this Sale!</p>	<p>GROUP E—</p> <h3>100 MEN'S SUITS</h3> <h1>42.⁵⁰</h1> <p>A group of one hundred of the finest American made Suits. Suits of the finest materials and makes, including the new "Prince of Wales" Suit. A wonderful variety for those men who want individual styles.</p>	<p>FREE! With every Suit in this Group</p> <p>STRAW HAT Worth \$2.75 SHIRT Silk Striped worth \$2.75 SILK TIE Worth \$1.00 HOSE Silk Hose worth \$1.00</p>	<h2>Men</h2> <p>Don't overlook these Savings if you are in need of a Suit of Clothes. Come to our Store during this Sale, and let us fit you with one of our Suits at these remarkable Savings!</p>
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THE BROADWAY HOUSE OF FASHION

"THE STORE OF REAL VALUE"

exquisite bouquet of white lily of the valley and fern. Miss Grace Noonan, of the bride, acted as bridesmaid and carried a bouquet of pink crepe de chene with lily of the valley and fern. Mr. Pike, brother of the groom, performed the duties of best man. Messrs. Clement Pike (step-groom) and William Baccarat, ushers. After the ceremony the strains of the Wedding March showed of content, the bride left for a motor drive, returning to the home of Clement Pike, 25 Oakland Avenue, where the reception was held. Refreshments were served and an enjoyable time spent. Some seventy guests were present and it was a real pleasure for her Gracians. The groom's bride was a piece of pink crepe de chene with lily of the valley and fern. She carried a silver amber cigar holder in a tray, and to the best man a watch. There were many congratulatory grams received and the bride recipient of a large number of gifts presents, among them a valuable clock of rare design. The bride and groom left for their future home at Baccarat, where they will be joined by the groom's parents and the bride's parents. There were many hearty congratulations for the happiness.—COR.

"Sanitas"

In pre-war days "Sanitas" was well and favorably known in Newfoundland and adjacent provinces. It is again for sale at your Dispensary. Sanitas is unique amongst antiseptics, because whilst being for all the usual purposes of a gargle, as a mouth and throat and for offensive breath. "Sanitas" is positively innocuous; for this reason alone people prefer it for household use particularly where there are children and aged persons. Sanitas is a safe and effective antiseptic. The odour of Sanitas is pleasant. Sanitas may be used on announcing the fact that sickness in your home. Sanitas is made by The "Sanitas" Co., London, Disinfectant Manufacturers, His Majesty the King. A bottle of "Sanitas" costs 1/6. "Sanitas" is indispensable where personal cleanliness is desired. July 16, 21, 1925.

Big Summer Show at Nickel Theatre

VARIETY BILL AND PART SONGS BY MARJORIE HITCHINGS. An ideal summer show is at Nickel Theatre commencing on Monday, July 27th, when Miss Marjorie Hutchings, the St. John's Contralto will be heard in farewell songs. During her engagement at this theatre, Miss Hutchings has added fresh laurels. Her selections are Tosti's "Good-Bye" that popular ballad "Because". The feature programme consists of a strong melo-dramatic feature which is something different from the usual run of screen entertainments. A story with a great deal of deep heart interest. Love sport will see to-night a film of unusual interest, this picture is titled "Fors" and is a Sport picture showing Walter Hagen and several of the Golf Champions explaining different phases of that game. Then there is a very interesting educational subject "The All-Hunt" and a rip-roaring comedy "Cure" with the famous Mack Sennett comedians. Every lover of horses, as well as every drama lover will respond to the tremendous double appeal of "The King of Wild Horses" the Hal Roach production which will be shown at the theatre next week. It is an entertainment possibilities because presents for the first time, a wild and unconquered horse as a leading role. The leading characters are Leon Barry and Edna Murphy. 10 per cent. off English Boots, Shoes and Brogue Shoes by Boots for Derby Day. 10 per cent. off at F. SMALLWOOD July 30, 31.

After Shaving

Mix Minard's with sweet oil and apply to the face. Wonderful soothing.



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4 to 10

At The "Fifth Avenue" Store

Another of the huge value-demonstrations for which our store is so well known. Here you can always be sure of quality at its best with prices so tremendously reduced that you'll find it of great advantage to your purse to buy your clothing NOW while we are holding our

Ready for your daily "dip"
Bathing Suits 60¢ Good strong Jersey in dark shades, with white facings; all sizes
Bathing Caps 15¢ Fine durable rubber in very dainty and becoming shades

ANNUAL REGATTA SALE

LADIES' DRESSES for all Occasions

Every Dress in Our Store has been Specially Reduced for this Sale.

Pretty Light Cotton Voiles 1.49
 in several dainty styles, and every size from Misses to Stouts

Bungalow Dresses in Fancy Cottons 1.25
 and Muslins in a wide choice of colors and styles. Cool and comfy for hot-day wear; all sizes. One price

Spot and Fancy Patterned Voiles 1.98
 Straight line and other styles in a large variety

Fancy Ratines, Voiles & Ginghams 2.27
 An attractive line of unusual merit. Half price at

Voiles, Ratines, English Broadcloths & Organdies 3.98
 Just a delightful assortment of charming cool dresses for hot summer days

Tub Silks, Voiles, Crepes and Broadcloths 4.78
 The very last word in Summer Wash Dresses, delightful plain shades and fancy patterns

To Clear 8.98 100 Dresses 8.98 To Clear
 In Silks, Cantons and Crepe de Chenes, Fawns, Conna, Blue, Rust, various combination shades and Black; long and short sleeves and various style necks

To Clear 12.97 75 Dresses 12.97 To Clear
 In Fawns, Browns, Navy and Black only. In order to clear out our surplus stock of Ladies' Dresses this group, many good values at \$27.50, have been reduced to clear at

Summer Party Frocks From 7.90 up to 44.00
 Picturing the very newest styles, lines and fabrics of this season's fashion show. Fawns, Blues, Greys, Tomato, Green, Taupe, Brown and fancy color combinations

Hot Weather Needs for the Kiddies

Gingham Panty Dresses 87c
Gingham Frocks 1.25
 4 to 14 years

Extra Quality Ratines, Ginghams and Linens 1.48
 A large stock to choose from; all sizes

Best Dresses 2.98
 White Organdie Dainty lace and ribbon trims

150 Light Weight Coats 11.90
 For Summer and Early Fall Wear
 These are both lined and unlined. Our last shipment of these special Coats didn't last two weeks. We recommend them to all wanting a light, stylish and inexpensive Summer Coat

HATS
 Every hat in our store is reduced to roughly half price for our Big Regatta Sale.
 1.25 2.90 3.25 4.75 6.50

OVERBLOUSES
 White and colors; all sizes.

Muslins, Voiles and Linen	Fancy Voiles and Muslins	High Grade Lawns and Eng. B'cloth	Silk and Silk Crepes 3.78 to 7.90
98c.	1.25	1.90	

Ladies' Costumes 35.00
 FOR ALL OCCASIONS—IN LIGHT AND DARK SHADES.
 the lowest. There is a very fine selection to choose from in a range of prices between the figures quoted. The highest

Ladies' Sports Sweaters
 These are quite new, and were not opened when our ad. went to press, but our buyer has chosen the very newest styles.

Teddies 1.90 Good quality all Silk Crepe de Chine in lovely shades
Pyjamas 98c Fine White Cotton, with fancy stitching and frilled ankle; 1-piece style

GLOVES 15c up to 75c
 The famous Kaysert Van Raalte Gloves in heavy silk. A new shipment

Ladies' Skirts 6.80
 Beautiful Silk Roshanara and other heavy Crepes in pleated styles; all sizes and the following colors: Grey, Fawn, White, Navy and Black

Regatta Specials for MEN! MEN'S SUITS
 All the latest summer weight Tweeds in new plain shades and mixtures, also in very high class Navy Serge.

Boys' Sailor Suits
 Swagger suits, with the genuine naval cut, and with long pants, in all sizes. One of the biggest values ever offered.

Men's Caps 98c
 Finest Tweeds and Velour Cloths in all the latest styles and shades

Great PRE-REGATTA Sale

of Summer Merchandise

FRIDAY, SATURDAY, MONDAY and TUESDAY

Don't Fail to Take Advantage of this Event

From now until Regatta Day our entire stock of Summer Merchandise will be offered at substantially reduced prices; thus providing timely economy opportunities to prepare for Regatta Day, and the many weeks of fine weather yet to come.

Every department will participate in this event; offering the necessary articles to make Regatta Day a decided success for you, and at prices that will mean a great saving.

We suggest that you do not delay your visit. Every day will see a considerable quantity of articles sold and consequently, there will be a smaller selection from which to choose.

On this page you will find a big selection of reasonable goods, greatly reduced. If you don't see what you want in this advertisement, come in and ask for it. If it's summer goods, it's reduced.



Canvas Footwear Greatly Reduced

During the Regatta sale we offer our complete stock of Fine Canvas Footwear at reduced prices. Very special quality, unsurpassed for style and comfort.

Women's Canvas Shoes

White Canvas with leather soles and heels; some plain white, others trimmed with blue leather, medium toe, Cuban and military heels, sizes 3 to 7, in both strap and laced styles. Reg. price \$1.85 pair. **Special \$1.76**

Women's Shoes

Ivory Elk trimmed with Brown Kid, having a heavy rubber sole and heel, with inside sole of leather, wonderful wearing quality; suitable for either sport or general wear; sizes 3 to 7. Reg. price \$4.40 pair. **Special \$2.98**

Tennis Shoes

For Misses and Children, high grade Canvas with rubber soles, colors of Brown, White and Black, laced and strap styles. Child's, sizes 6 to 10. **Special 85c.** Misses', sizes 11 to 2. **Special 95c.**

Men's Canvas Footwear

Bals and Oxfords of slate and fawn canvas, leather soles and heels, sizes 6, 6 1/2, 7, 8, 9 and 9 1/2; just what you need for Regatta Day. Offered at a wonderful reduction for clearance. Reg. price \$2.20 pair. **Special to clear \$1.49**

Men's Oxfords

Made from high grade Canvas, colors of White and Brown, fitted with pure gum crepe rubber soles; splendid wearing quality; sizes 6 1/2 to 10. **Special per pair \$1.90**

Tennis Oxfords

For boys and youths, made of fine canvas with rubber soles. Youths', sizes 11 to 2. **Special 95c. per pair \$1.05**

Canvas Shoes

For Misses and Children, laced and strap styles, with leather soles, natural fitting; sizes 6 to 12. Reg. price \$1.50 pair. **Sale Price \$1.35**

Specials for Regatta Day



Wool Slippers

Pretty Silk and Wool Slippers, long sleeves, rolled collar with sailor knot, in combination shades of Cocoa and Honeydew, Fawn and White, Camel and Cocoa, Pearl and Saxe, Jade and Camel. You'll need one of these for Regatta Day, at this low price. Reg. Price \$3.25 each. **Sale \$3.00**

Charming Wash Dresses

These are the better kind of Wash Dresses reduced; variously styled and trimmed, and are presented in the new corded cotton Broadcloth, a very sturdy wash material; elbow sleeves with turned back cuff, small collar, white vest, collar, cuffs and front trimmed with white; finished with girde and black Satin bow; white grounds neatly striped in Blue, Pink and Helle. Reg. price 9.50 each. **Sale \$8.00**

Linen Dresses

Pretty and very serviceable Linen Dresses, lowly priced for this sale; shown in solid shades of Saxe, Reseda and Helle; with long pointed collar; vest and girde of self material; elbow sleeves with turned back cuffs; fitted with pockets; attractively set off by White trimming, neatly hem-stitched. Reg. price \$5.20 each. **\$4.25**

Wool Sweaters

All Wool Sweater Coats in very fine knit; peter pan collar, buttoned front, two patched pockets, shades of Camel, Cocoa and Pearl. Reg. Price \$5.50 each. **Sale \$5.00**

Pretty Sport Sweaters, \$2.79

The possession of one is simplified by the very special price for which they are offered; a wonderful variety of styles; weaves and color combinations; each one expressive of the present vogue; they are of Wool and Silk, in assorted sizes. Reg. \$3.00 values for \$2.79

Raw Silk Ratine, 53c. yard.

A splendid wearing material, solid shades of Grey, Fawn, Green, Burnt Orange, Light and Dark Brown Saxe, Paon, Powder Blue, Helle, Gold, Cream and Navy; 36 inches wide. Reg. price 70c. **Sale Price \$1.10 yard.**

Check Ratines

A beautiful material for the making of Summer Dresses; your choice is not stunted, for variety is unusually large and diverse with all the newest designs and color combinations. Reg. price \$1.10 yard. **Sale Price 95c.**

Cotton Ratine, 75c. yard.

In plain and neat check effects; a good looking and good wearing material, 38 inches wide. Reg. price 95c. yard. **Sale Price \$1.15**

Flowered Ratine, 39c. yard.

This is a very pretty material, replicated in the Roman sewers; 33 inches wide, shown in all the newest shades, printed in exquisite floral designs; 36 inches wide. Regular selling price 55c. yard. **Sale Price \$2.80 yard.**



Summer Dress Goods at Clearing Prices

Popular Gingham, 22c. yard.

A wonderful variety choose from that covers practically every color combination in assorted checks and plaids; offering you exceptional value; 32 inches wide; note the extremely low price.

Priscilla Broadcloth, 45c. yard

32 inches wide; plain shades of Navy, Rose, Mauve, Light and Dark Grey, Pink and White; a splendid washing material; fast to tub and sun. Reg. price 50c. yard. **Sale Price \$1.50 yard.**

Shantung Silk, \$1.80 yard.

A very popular Dress material, 33 inches wide; in solid shades of Sky, Saxe, Paon, Brown, Navy, Pink, Champagne, Fawn, Grey and Rose. Reg. selling price \$2.10 yard.

Bargains in Gloves

Silk Gloves

Women's real Milanese Silk Gloves; colors of Navy, Fawn, Brown, Grey and Black; 2 dome fastened; all sizes; these are standard quality taken from our regular stock and remarked for clearance. Reg. price \$1.35. **To Clear 99c.**

Elbow Gloves

Of best quality, heavy Milanese Silk; 3 button wrist, elastic tops; all sizes; shades of Fawn, Grey, Black and White. Reg. price \$2.85 pair. **Sale \$2.50**

Towels at Savings

Cannon Towels

Known throughout the world for its dependable quality and very moderate price. Generous in size and of heavy Turkish weave with a choice of Pink, Gold or Mauve border; hemmed. Reg. Price 80c. each. **Sale Price 75c.**

Table Damask

A special purchase, enables us to offer you a bargain in Table Damask, unbleached, showing neat designs, 45 inches wide. Splendid quality, very low priced. **Special per yard 49c.**

Curtain Net

White and Cream Curtain Net, fine quality, in beautiful designs, 50 inches wide. Reg. price 60c. yard. **Sale Price 54c.**

Old Bleach Linen

Brown linen of a superior grade, 36 inches wide. Reg. price \$1.20. **Sale Price \$1.08**

Remarkable Values in Boys Washwear

Boys' Khaki Suits

Cotton Khaki Suits, consisting of Shirtwaist and Pants; short sleeves, polo collar, short open pants with belt clear up; self material, to fit ages 3 to 8 years; the ideal playtime suit. Reg. price \$1.65 suit. **Sale Price \$1.47**

Boys' Sailor Pants

Long White Jean Pants for boys of 3 to 8 years; regulation navy style, of splendid wearing quality. Reg. \$2.00 pair. **Sale Price \$1.49**

Boys' Blouses

Cotton Blouses for boys, of extra strong material, in stripe effects of Blue and Black, sailor collar; to fit up to 8 years. Reg. price 95c. each. **Sale Price 80c.**

Boys' Sport Shirts

Made from strong Percaline, white grounds, printed in assorted colors, short sleeves, polo collar, assorted sizes. Reg. price 95c. **Sale Price 86c.**

Boys' Hats

Linen Hats for boys of all ages, a big assortment to choose from, in plain shades, stripe and check effects. Get your boy one of these hats for Regatta Day, they are so light and cool. Reg. price 75c. each. **Sale Price 57c.**

Mercerized Combinations

Made from Silk and Cotton, long sleeves and ankle length drawers, well and strongly made, splendid finish, sizes 34 to 40. Reg. price \$2.20. **Sale Price \$1.98**

Balbriggan Combinations

For Men, made of high grade Egyptian cotton; long sleeves and ankle length drawers, all sizes. Reg. price 95c. suit. **Sale Price 86c.** Reg. price \$1.15 suit. **Sale Price \$1.04**

Underwear Lower Priced

Camisoles

Women's Silk Jersey Camisoles, shades of Saxe, Grey, Pale Blue, Nigger, Fawn, Black, Jade, Mauve, Sunny Brown, Sky, Navy and Black, gathered at hips with elastic; finished with scalloped edge at neck, sleeves and bottom. Reg. \$1.90 pair. **Special for Regatta Sale 29c.**

Women's Vests

Fine Jersey knit with straps, tape draw-string at neck, assorted sizes. **Special for Regatta Sale 29c.**

Women's Underskirts

Serviceable Underskirts of charming style and fine workmanship; in exquisite plain designs and colorings; with a wide accordion pleated frill, hemmed, to tie at back with tape string. Reg. price \$1.45 each. **Sale Price \$1.25**

Women's Corsets

New sport model of Pink Coutil, well boned, finished with four elastic suspenders, sizes 21 to 30 inch. Reg. price \$1.45 pair. **Sale Price \$1.33**

Unusual Hosiery Values

A Hosiery opportunity for the next four days that should not be missed, for it offers a quality which sells for a higher price in all the newest shades. Prices are unusually low, so that now is an excellent time to make a liberal choice.

Art Silk Hose

Offering you extreme value in the season's newest shades, Fawn, Peach, Nude, Champagne, Grey and Nigger; full fashioned leg, spliced feet, wide heels-garter tops. **Special, per pair 45c.**

Women's Lisle Hose

Seamless fashioned leg, double heels and toes, elastic tops, shades of Sand, Grey, Log Cabin, Brown, White and Black; sizes 8 1/2 to 10. Reg. price 65c. pair. **Sale \$58c.**

Lisle Hose

For Women, shades of Grey, Nigger and White, full fashioned leg, double heels and toes, wide suspender tops; sizes 8 1/2 to 10. Reg. price 55c. pair. **Sale 48c.**

Women's Hose

Fine Lisle Hose, silk finish, seamless fashioned leg, high spliced feet, reinforced garter tops, sizes 8 and 9 1/2, in the following shades, Light and Dark Grey, Fawn and Nude. Reg. price 58c. pair. **Sale Price 74c.**

Women's Silk Hose

Art Silk Hose, sizes 8 1/2 to 10, shades of Grey, Fog, Log Cabin, Thrush, Nigger, Black and White; full fashioned leg, seamless, spliced heels feet, lisle garter tops. Reg. price \$1.25 pair. **Sale Price \$1.13**

Keep Cool Regatta Day Buy your Underwear During this Four Day's Under Value Sale

Men's Underwear

White cotton Combinations for Men, sleeveless and knee length, cut roomily and well finished, all sizes. Reg. \$1.00. **Price 95c. Suit. Sale Price 86c.**

Rowing Shirts

White cotton sleeveless Rowing Shirts, sizes 34 to 42. Reg. Price 75c. **Sale Price 68c.**

Men's Underwear

Fine quality Balbriggan Underwear, long sleeve shirts, ankle and knee length drawers, all sizes. Reg. Price 65c. Garment. **Sale Price 50c.** Reg. Price 60c. Garment. **Sale Price 45c.** Reg. Price 55c. Garment. **Sale Price 40c.**

Athletic Underwear

White cotton Combinations for Men, sleeveless and knee length, cut roomily and well finished, all sizes. Reg. \$1.00. **Price 95c. Suit. Sale Price 86c.**

Rowing Shirts

White cotton sleeveless Rowing Shirts, sizes 34 to 42. Reg. Price 75c. **Sale Price 68c.**

Boys' Underwear

Good quality Boys' Balbriggan Underwear, long sleeves and long drawers, sizes 24 to 32. Reg. Price 65c. **Sale Price 59c.**

Men's Sport Shirts

Made from extra strong percale, white grounds with assorted colored stripes, short sleeves and polo collar; sizes 14 to 18 1/2. Nice and cool for Regatta Day. Reg. Price \$1.55 each. **Sale Price \$1.40**

Men's Bathing Suits

Navy Bathing Suits of fine Jersey knit, 1 piece style, buttoned shoulder, with skirt attached, sizes 36 to 44. Reg. Price \$1.15 Suit. **Sale \$1.04** Price \$1.15 Suit. **Sale \$1.04**

Men's Suits

Grey Flannel Suits for Men, newest style, of a quality that stresses the exceptionalness of this offering, 3 button coat, cuff bottom pants, cut on the loose easy lines so popular this season, extremely well tailored, sizes 3 to 7. **Special Pre Regatta Sale \$16.70**

Men's Socks

There's nothing so smart to the well-dressed man as fine hose. Our splendid assortment of fine all-wool English socks offers a variation of colors and ideas, presented in all the newest clocks and stripes, all sizes. Reg. Price \$1.15 pair. **Sale Price \$1.13** Reg. Price \$1.45 Pair. **Sale Price \$1.20** Reg. Price \$1.85 pair. **Sale Price \$1.67**

A Clearing Sale of Straws

The Straw Hat season has many weeks to go—why not throw away that old discolored straw hat and choose another here during this sale, to complete the season. A big assortment to choose from, in a wide range of prices.

Reg. price \$1.70 each.	Sale Price \$1.40
Reg. price \$1.85 each.	Sale Price 1.55
Reg. price \$2.00 each.	Sale Price 1.60
Reg. price \$2.25 each.	Sale Price 1.85
Reg. price \$2.50 each.	Sale Price 2.05
Reg. price \$2.75 each.	Sale Price 2.35
Reg. price \$3.75 each.	Sale Price 3.19

Boys' Straw Hats

Boater straw hats for boys, in all sizes, offered at greatly reduced prices for clearance. Reg. price 75c. each. **Sale Price 65c.** Reg. price 95c. each. **Sale Price 79c.** Reg. price \$1.35 each. **Sale Price \$1.14**

A New Hair Ribbon For Regatta Day

Mothers, your little girl will like to have a new hair ribbon for Regatta Day; here are some pretty ones that will please her at prices that will please you. Some plain silk, others fancy corded.

Reg. price 90c. yard.	Sale Price 85c.
Reg. price 45c. yard.	Sale Price 38c.

The ROYAL STORES, Ltd.

HARRY Carey

BABY

ADVENTURE.

no blackened his eyes . . . was to come . . . he been able to force

thrills are there, . . . and the most . . . ous comedy! You'll

For more truely . . . HUNGRY TRAVELLER.

Brown Canvas Boots

Leather Soles, only One

Pair. PARKER &

BOYD, LTD.—July 28, 1925.

Opera Opens

Management Next Week

SENSATIONAL MYSTERY AND ILLUSION ACT.

tomorrow's Telegram for ad- . . . of the greatest vaudeville in St. John's. My- . . . famous International Mind . . . season at the Crescent . . . next week. This act is dis- . . . different from anything yet . . . St. John's and the costumes . . . are very costly and beauti- . . . act is costumed in Louis a great impres- feature is an imperson- great man, past and present with King George V. in and for which he has by H.R.H. The Duke in Ottawa.

Babe De La Perre aged 8 a fascinating dancing num- is an attraction in itself. also a very sensational il- called "The Maid of India" which all the papers throughout comment have given wonderful

For further particulars in the columns of this paper.

Brown Canvas Boots

Leather Soles, only One

Pair. PARKER &

BOYD, LTD.—July 28, 1925.

Coal!

PEVERIL

ANTHRACITE COAL

Job & Co.

bia

EST

NOGRAPH

very strong flavoring extract takes very little to flavor a of ice cream. Shirts, Vanil- obtainable in pint bottles from DOYLE, Phone 111.

Blackstone Tournament

Friday, at 2:30 p.m., the second an- wide jockstone tournament held at the Bannerman Park ground. We want everyone who play jockstones to enter this com- so that the winners can real- that they are champions of the city.

The boys and girls will be grouped according to ages and prizes given in group. The champion of these will be given a silver medal. Last year it was won by Bill Davis, and champion of the girls was Rita only 10 years old. This is a hard competition. We expect to see hard on your jockstones and be hand at 2:30 p.m. Friday.

McMurdo's Store News

PRESCRIPTIONS.

When the doctor prescribes he ex- pects the Druggists to fill the pre- scription with pure drugs. There is part of our business which does require its full share of attention. the quality of our drugs, medicines and toilet goods is unsurpassed. Have your doctor's prescription filled here and the result will be satisfactory.

McMurdo's Store 80c. pck 50c. bot 50c. bot Cash Kidney Plasters 35c. ea.

KIA-ORA ORANGE SQUASH

A most delightful beverage at lunch or dinner is "KIA-ORA" Orange Squash made from fresh orange juice and sugar, rich in flavour of sweet oranges but not too sweet. Everybody likes oranges—everyone will like "KIA-ORA" Orange Squash. It is simplicity itself to serve. Simply add water for still Orangeade, soda water for Orange Squash, and for quick service empty the whole or portion of a bottle into a large jug or bowl and add water. Decorate it with slices of orange and lemon and in other ways.

A large bottle will make sufficient Orangeade or Orange Squash for 24 to 30 glasses. Perhaps Orange Squash is most popular with younger people. Not only is it agreeable to drink, but it is wholesome and beneficial and can be used with advantage as a beverage at lunch and dinner.



Sold by all good stores

Sole Makers:—KIA-ORA Limited, Blackfriars, London, England.

SIDE TALKS.

By Ruth Cameron.

"THAT GIRL THEY WANT ME TO MARRY."

I wonder if the girl who has been engaged for six months, ever marries the girl her hostess hopefully invites around for him to meet at dinner. "Doesn't seem as if I ever get a chance to see my friends by themselves," one member of this relentlessly hunted species complained to me the other day. "That girl they want me to marry is always there. Oh, no I don't mean any special girl. Just some girl they think it would be nice if I married. Nice for whom? Well, I don't know. Maybe for me and maybe for her. Anyway she's always there. Maybe Jim, he's one of my old cronies, invites me out to dinner. We could have a bully time if just Jim and his wife were there, for she belongs to the old crowd, too, and we

know a lot of people and there's always plenty to say. But are they alone? Not a Chinaman's chance! I blow in and there sits the girl they think it would be nice for me to marry. Say, I take a hate to her right off. Maybe I'd like her if I met her somewhere else. But when I see her sitting there and know how she's been told about me and how they'll be watching us, I make up my mind I wouldn't marry her on a million dollar bet.

They Handicap The Girl.

"And it's the same thing when I go to see my cousins and when I go out to my sister's home. They always have some girl there. Why are they so set on a man's getting married? And why can't they let him pick out his own wife? You can give the whole tribe of matchmaking females a tip from me and that is that they put a girl under a handicap when they trot her out that way."

New Make Codroy Butter

By the lb. 55c.

POPULAR SUMMER BEVERAGES.

- Kia-Oro Lemon Squash 50c. & 85c. btl.
- Kia-Oro Orange Squash 50c. & 85c. btl.
- Rose's Lime Juice 45c. & 80c. btl.
- Rose's Lime Juice Cordial 55c. & 85c. btl.
- Lime Juice 25c. & 50c. btl.
- Southwell's Lemon Crystals 60c. lb.
- Southwell's Lemon Crystals 18c. btl.

- | | |
|--|----------------------------------|
| Welch's Grape Juice, Nips. 18c. | Morton's Syrups. |
| R. S. Grape Juice, Pints 50c. | Prana Sparklets, small and large |
| Skipper Sardines. | State Express Cigarettes. |
| Rabbit with Onion, 1 lb. tins . . . 35c. | Borneo Cigars. |

10 Hour Vigil Lights 32c. doz.
15 Hour Vigil Lights 42c. doz.
LAZENBY'S PURE CALVE'S FOOT JELLY, wine flavoured, in the following varieties, viz: Port, Champagne, Sherry, Cognac.

C. P. EAGAN

PHONE NOS:—
123 & 423 Duckworth St. 402 Queen's Road.

Just Folks.

By EDGAR GUEST.

FAITH.

This much I know
God does not wrong us here,
Though oft His judgments seem severe,
And reason falters 'neath the blow,
Some day we'll learn 'twas better so.

So oft I've erred
In trifling matters of my own concern,
So oft I've blundered at the simplest turn,
Chosen the false path or the foolhard word,
That what I call my judgment seemed absurd.

My puny reason cries
Against the bitter and the cruel blow,
Meaning the large world by the inch it knows,
Seeing all joy and pain through selfish eyes,
Not knowing hurt and suffering may be wise.

But I have come to see,
So vast God's love, so infinite His plan,
That it is well, it was not left to man
To alter or to say what is to be,
When reason failed, faith also then would flee.

God knoweth best!
Through the black night and agony of grief,
Faith whispers: "Hold fast to your belief!
In time His purpose He shall manifest."
Then shall you learn how greatly you were blest."

LADIES!—Going away on your Vacation, dress your Feet in a pair of Cool White Canvas Shoes, only one sixty three a pair; Lace or Strap, with rubber heels. PARKER & MONROE, LTD.—July 28, tu, th.

hospitality, but had also generously provided the cost of the passage. The delegates were going out in a new steamer which had just been acquired by the Newfoundland Government. He was sorry to say his acquaintance with Newfoundland was a very brief one. He had spent a few days there, but he had seen enough to realize its natural beauty, its great future opportunities, and the kindness and hospitable spirit of that old West-country population that formed the rock on which Newfoundland had been built during the last three or four centuries. He was sure that those who would be privileged to go to Newfoundland would be able to see a country not only beautiful in itself but full of suggestion, in a small but very promising field, of what Empire development could mean. We were apt to forget that Newfoundland, next to the Irish Free State, was the nearest overseas Dominion to this country, and that the distance to Newfoundland from the British Isles was only a little more than half the distance from New York. This nearness would be immensely accentuated with the development of air communication, and with the coming of the airship we would begin to realize that Ireland, on the one hand, and Newfoundland on the other, were the natural bridgeheads across the Atlantic, uniting those portions of the British Commonwealth.

I don't suppose there is a bachelor anywhere who hasn't had some such experience as this though let us hope they don't all take it quite so much to heart.

Get-The-Bachelor-Married.

And the game of get-the-bachelor-married is not a new one.

I have read somewhere that Herbert Spencer's friends, thinking that they had found a female whose mentality was sufficiently keen to make her a suitable wife for him, produced the lady and turned her loose on him. After an hour of conversation, Herbert Spencer emerged from the room where they had been shut up together, and offered this description of his not-to-be-mate: "A small minded abnormally active."

Apparently Spencer's experience with matchmakers of which this was a sample made a very poignant impression on him for in a recent book of reminiscences someone who knew Spencer in his old age tells how he met at his house a sweet little old lady whose job was to play the piano to Spencer when he was nervous. The old lady, on being asked how long she had been doing this, replied: "Oh, he never keeps any of us more than six months for fear we shall get too fond of him."

The Flaw in the Garden of Eden.

One always thinks of the Garden of Eden as the most perfect place in the world. But it must have been incomplete in one particular. There was no bachelor friend of Adam's and no girl friend of Eve's for Eve to try to bring together. And surely no married woman could be entirely happy unless she were trying to matchmake.

Why do women always want to get other women married whereas men don't seem to have that desire at all? Is it because women are happier in marriage, or misery loves company? All answers gratefully received.

An Atlantic Bridgehead

EMPIRE PARLIAMENTARIANS AND NEWFOUNDLAND.

(Canada, July 15.)

The Hon. J. R. Bennett, Colonial Secretary of Newfoundland, was the chief guest of the United Kingdom branch of the Empire Parliamentary Association at luncheon at Westminster on Thursday last week. Others present included Mr. and Mrs. Amery, the Hon. Dr. King, Minister of Public Works for Canada, and Mrs. King; Sir Hamar and Lady Greenwood, Sir Newton and Lady Moore, Mr. Victor Gordon, and the Hon. R. K. Bishop, Mrs. Bennett, and Mrs. James Ryan (Newfoundland).
Mr. Amery, who presided, proposed the toast of "The Visitors." He said they were under a particular obligation to their branch in Newfoundland because they had extended a generous invitation to the home branch to visit their ancient and interesting colony. The Newfoundland branch had not only offered the widest measure of

Will not wrinkle, sag nor shrink.

GEO. F. IDE & CO., INC.
TRON, N. Y., U. S. A.

China's feeling pretty skittish, she sends up her battle about; she will whip the blooming British she will put the world to rout; we can hear her captains thruster and we sit around and wonder what the fuss is all about. Why is poor old China madder than a red hen in the rain, sorer than a hooded adder biting at a loggin' chain? Doubtless she has paused to salue some queer oriental reason which is neither safe or sane. China stands for dire oppression with a patience that is rare; rank outsiders take possession and she doesn't seem to care; she will see her farm and village torn apart by war and pillage and she doesn't mind her hair. She will smile when she is cheated, she will bow when she is struck; she is often vilely treated, and she does not run amuck; she puts up no frantic yelling, she is making, she is selling birds-nest soup and garden truck. Then she finds some quaint pagoda blinched by a new-made scar, and Old China sneezes like soda when it's mixed with vinegar; she is ripe for goryrevels and the shrieks of foreign devils and goes sleuthing where they are. Some she kills a sacred rooster and the land is plunged in gloom; she at once becomes a booster for all kinds of death and doom; for so good and strong a reason soldiers put their snickerbones on, and go forth to fill the tomb. In some way old China's grander than the neighbor of the guest, but no man can understand her who was nourished in the west; and it's hard for one to figure why she longs to pull the trigger, when the programme calls for rest.

Women's White Canvas Boots—High and Low Heels; sizes 4, 4½, 5, 5½, only 48c. Girls' White Boots; size 12 and 13, 48c.; Children's White Boots; sizes 6 and 7, 48c. PARKER & MONROE, LTD.—July 28, tu, th.

Athletics and Health

HOW GIRLS MAY BENEFIT FROM GAMES.

A question which is often debated among parents is whether athletics are harmful to girls.

Mrs. Sophie Elliott-Lynn, vice-president of the Women's Amateur Athletic Association, has a great deal to say on this point in her excellent little book "Athletics for Women and Girls," which has just been published.

"Since my association was formed (in 1922) in England we have never had a single case of injury or strain, except in cases when the girls have broken the rules of training," she states.

The whole secret of the benefit of athletics lies, Mrs. Elliott-Lynn maintains, in games being supervised medically and technically. A preliminary examination before any form of athletics is taken up may reveal some weakness and prove a warning; and supervision will prevent the enthusiast (whose tendency is generally towards doing too much when taking up a new game) from exerting herself beyond her power.

Mrs. Elliott-Lynn does not advise a woman athlete who feels stiff after unwonted exercise to continue practice in order to "work off" the stiffness, as she believes there is a risk of a girl straining herself when practising in such a condition. She emphasizes the importance of sleep for the athlete, eight hours a night being the minimum she considers necessary to perfect fitness. Regularity of life is essential, she points out, to success in athletics, and adds the interesting fact that she has found that when a working girl ceases work her athletic prowess immediately decreases. "Slacking," she observes, "seems to lower the blood pressure and the efficiency of the athlete."

Children and Training.

A warning is given to young children against going in for serious competitions unless they are trained. Put the shot and throwing the discus should be barred by young girls. The Women's Amateur Athletic Association allows girls to enter grown-up races at the age of 15. The less maximum effort, Mrs. Elliott-Lynn says, made by the girl athlete before her body is set the better it will be for her.

Woman, it has been proved by experience, is capable of about three-quarters of a man's athletic effort. The problem seems to lie in making

the happy medium between sports which are too much tax on a woman's endurance and those which are not energetic enough to induce healthy development.

Athletes, especially running, make for grace when a girl is well trained. Mrs. Elliott-Lynn inspires confidence by the expression of her views on the advisability of woman taking part in games.

If your Feet are unusual Feet, it makes no difference—we can fit them with Shoes or Boots. PARKER & MONROE, LTD. July 28, tu, th.

Want Opportunity of Going Overseas

HON. J. H. THOMAS SAYS THAT 50,000 MEN HAVE REGISTERED.

LONDON, July 23.—(Canadian Press Cable)—"There is a great deal of talk about migration and how much better it would be if the toiling millions went overseas," declared Right Hon. J. H. Thomas, M.P., former Colonial Secre-

etary, speaking at Wembley on Regatta Day—wearing "How many of you are aware of the ready there are registered over 50,000 men, who of their own free will have asked for the opportunity of going overseas?"

"It is all very well to get Ministers here and give them a cent lunch at no cost to themselves whatever and let them give the vice at Wembley. I want to see the Wembley balance sheet as printed, not to be too critical over a thousand pounds.

"It is often said that the classes have no breadth of view regarding the Empire. I ask you to remember that most of them have denied any opportunity of understanding what the British communities of nations means. If we have nothing else we have given them opportunity of seeing here at Wembley Exhibition what the Empire stands for."

Mr. Thomas' speech was given in connection with the Corporation of London's entertainment at Wembley day. The Duke and Duchess of York were present.

MEN!—Keep your Feet on Regatta Day—wear Men's Brown Ventilated fords, perforated vamp, and comfortable, extension rubber heels, only Two eight. PARKER & MONROE, LTD.—July 28, tu, th.

Children say it's astonishingly good—and they're right

Brown & Polson's Custard Powder

In 6oz. and 3oz. Tins

S. K. LUMSDEN, Agent for Newfoundland.

Complete Change The Popular Star To-Day

THAT TALENTED

KEPPIE KID

IN

"Why Did You Kiss That Girl?"

WITH ACROBATIC DANCE.

"SHOULD SHE MARRY AN ARTIST"

A picture you must like. See it. Her dangerous path—The picture story with a moral.

"STEPHEN STEPS OUT"—A Richard Harding Davis story, full

pep.

COMING—"THE WAY OF A MAN."

Goodrich Silvertown Cord Balloon Tires

and

Goodrich High Pressure Silvertown Cord Tires

TIRE MILEAGE and SERVICE comes from QUALITY, not from purchase price.

SILVERTOWNS have never been excelled for QUALITY, so naturally they are the MOST ECONOMICAL. We have a full line of all sizes now in stock.

Bowring Brothers Limited

Hardware Department

718, 81, 82

the happy medium between sports which are too much tax on a woman's endurance and those which are not energetic enough to induce healthy development.

Athletes, especially running, make for grace when a girl is well trained. Mrs. Elliott-Lynn inspires confidence by the expression of her views on the advisability of woman taking part in games.

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RICHARD HUDNUT
THREE FLOWERS
FRESHENING
DELICIOUSLY SCENTED WITH
THREE FLOWERS
PERFUME

YOU
G
It is no longer worth, but rat and Summer's less of the sa assortment at practically

Gin
Va
Fine Ambo ly trimmed terns, all

D
SIZES 16, undoubt Dress of values

WA
V
In Voiles, tines, Gint tailored

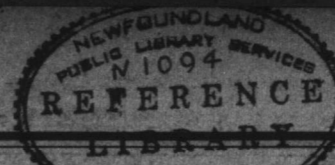
D
All size smart sash tie

Sc
Silk Scarf new shade lengths. W
1.

Step
Of finest daintily
2.

S
All shade combinati sizes 16 to

July 30, 31, 1925



YOUR UNRESTRICTED CHOICE OF OUR ENTIRE STOCKS IN THE GREATEST GARMENT SALE Prices Slashed to Less Than 1/2!

It is no longer a question of what these garments are worth, but rather what we can get for them. Spring and Summer stocks must be reduced in a hurry regardless of the sacrifice. Come and choose from wonderful assortments of fashionable ready-to-wear garments at practically your own prices.

Gingham DRESSES

Values to \$3.50.

Fine Amoskeg Ginghams, nicely trimmed, well finished, all patterns, all sizes, with stouts **1.69**

Striped Broadcloth DRESSES

Values to \$6.00

Sizes 16, 18, 36, 38 and 40 only; undoubtedly the most popular Dress of the season. Wonderful values **3.98**

WASH DRESSES

Values to \$5.00

In Voiles, Dotted Swisses, Rattines, Ginghams; all sizes; well tailored **2.98**

Children's Gingham DRESSES

All sizes, from 7 to 15 years; smart new styles and colors; sash ties and other trimmings. **1.29**
1.59
1.98

Scarfs

Silk Scarfs in all the new shades, full lengths. Worth \$3.50.

1.98

Princess Slips

Finest Fibre Silk; all shades; all sizes.

3.98 4.98

Step-ins

Of finest glove silk; daintily trimmed.

2.49

Petticoats

English Sateen; all shades; wonderful values.

98c

Silk Jersey Suits

All shades and combinations; sizes 16 to 42. **14.98**

A fine looking outdoor Suit; see them

LONDON, NEW YORK & PARIS ASSOCIATION OF FASHION

Dresses at Give Away Prices

WE DEFY COMPETITION TO EQUAL THESE BARGAINS.

Values to \$10.00 **5.98** Values to \$14.00 **8.98** Values to \$22.00 **14.98**

You'll gasp with genuine surprise when you see the lovely dresses we include at these marvelously low prices. Never before, to our knowledge, has this or any other store ever offered such outstanding bargains. All last minute styles in all wanted materials.

BARGAINS in COATS

SACRIFICED AT LESS THAN COST OF MATERIALS.

Values to \$12.00 **7.00** Values to \$17.00 **10.00** Values to \$25.00 **14.00** Values to \$35.00 **18.00**

Come expecting to find the Coat Bargains of a lifetime. Every new style, all wanted materials, every required shade and size.

SUITS AND ENSEMBLES

AT NEAR ONE-THIRD ORIGINAL PRICES.

STUNNING STYLES AND FINEST QUALITIES AT MATCHLESS SAVINGS.

Suits worth up to \$16.00 **9.98** Suits worth up to \$25.00 **16.50** Ensemble Suits and regular Suits. Sold to \$35.00 **22**

MEN! it is Clearance Time in Our Men's Department

\$24, \$28, \$32, \$34, \$36 Suits

Suits for men and young men. Extraordinary values are included at this price. Satisfaction guaranteed. **22.00** We were forced to call on all reserve stocks to keep pace with the selling demands for the Suits during the past few days.

BOYS' WASH SUITS

Values to \$2.60.

Sizes 3 to 8 years; Peter Pan, Sailor, Middy, Buster Brown and other styles; nicely trimmed.

1.59

A Snap--200 Boys' Linen HATS

Ages 3 to 7 years; guaranteed values at 50c.

15c

We paid LESS for our stocks in the beginning because we paid Cash. Naturally we can, therefore, afford to cut our prices to lower levels than any other store. All we ask is fair comparison of quality, style for style, and we feel certain you will acclaim these the Best Values to be found anywhere.

Womens and Misses' Cotton Blouses

Hip styles, with round, Tuxedo and boyish collars. White and colors, in sizes 36 to 44. Wonderful values **98c**

Broadcloth Waists

Values to \$5.00.

Over 100 different styles, every one a winner. Best English Broadcloth; all sizes from 36 to 44 **3.48**

White Skirts

In White Crepes and Baronette Satins; newest styles; all sizes. **3.98 5.98**

Silk Sport SWEATERS

In a most bewildering color array; dozens of new styles; all shades **2.98 3.98**

SALE! 673 New Hats

FOR IMMEDIATE DISPOSAL.

The season's most outstanding fashions. These Hats were bought late in season which accounts for the ridiculously low prices. **2.98 3.49** WHITE HATS, DRESS HATS, ENGLISH SAMPLE HATS. An early season assortment at end of season prices.

PURE FOODS

Purveyor of Jam, Jellies, and Canned English Fruits to His Majesty KING GEORGE V

All Chivers' preparations are of guaranteed purity, and are made in the fresh air of the country under ideal hygienic conditions.

Chivers' Olde English Marmalade



Only Selected Seville Oranges and Refined Sugar, but so skillfully blended as to preserve the valuable tonic properties of the fruit.

Chivers' Jellies



Flavoured with Ripe Fruit Juices. The family and visitors, children and adults, all delight in Chivers' JELLIES—they are delicious, wholesome and refreshing.

Chivers' Jams



Chivers & Sons own 6,000 acres of land, a large proportion of which is devoted to fruit culture. They use each year thousands of tons of fruit freshly picked from their own orchards and preserved as soon as gathered with refined sugar only.

Chivers' Custard Powder



Combines highest Quality with greatest Economy. It creams up into a nutritive Custard of exquisite flavour. A Packet makes 1 Pint. A Drum makes over 100 cups.

CHIVERS & SONS, Ltd. The Orchard Factory, Histon, Cambridge, England.

S. G. Collier Co., Undertakers. Ring: Day 'Phone 614; Night 'Phone 1696 and 1624. July 23, 1925.

SINARD'S LINIMENT FOR COLDS.

Supreme Court

Nfld. Banking and Trust Corp. vs. Reid Nfld. Co. and Others.

MONDAY, July 13.

MR. EMERSON—No, but they could do it for the Reid Company. There is nothing unusual about it. It is, in fact, usual that absolute control should be in the promoters, and it always is. And, in any event, as I say, the preferred shareholders in taking their shares knew the matter, had full knowledge of it; it could not have been made clearer to them.

Now the Next Suggestion of Theft had to do with the payment of \$250 a month as from October, 1919. That forms a very important feature of my argument on the oral agreement, and I shall leave it for the moment, just having mentioned it, as one of the matters which when it is dispelled at that point is to be looked upon as having been dispelled from what I call the "atmosphere" which it has been endeavoured to create.

Then we have that perfectly wonderful message which has been thundered forth as often as possible, No. 270, the Wallace option message, No. 270, is not No. 270, my Lord; it is 262, "H. B.T.42." Now, what is the position in regard to that? What does Mr. H. D. Reid say about it? He does not say that he did not authorize this message to be sent. He says that he does not know anything about it. That is all. He does not know anything about it, and he does not remember anything about it, but beyond that he will not go.

MR. HOWLEY—Excuse me. That is not correct. MR. EMERSON—On the sale of the Humber option to Blakstad under the February draft. MR. HOWLEY—I beg your pardon, my Lord, but I submit that statement is not correct.

MR. EMERSON—In the first place there is no Minute except as regards an option to Sir Mayson Beston, with which we are not concerned. The fact is that there was the Newfoundland Products Corporation, of which he was President, and he was to make a secret profit, or a profit which was to be kept secret from the minority shareholder, according to the evidence of Mr. Conroy, and it is borne out by No. 270, in which he says that Mr. Reid does not wish to appear on the record as making a profit.

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A Cup of

"LUXURA"

Is a real hot day delight

"Luxura" Tea has made innumerable friends in St. John's and the outports. Hundreds of people who in the past ordered just—Tea, now specify "Luxura", and add, "Please be sure it is 'Luxura' as we can always rely upon its being of the one high quality."

So as to be sure that you'll get exactly what you order it is always best to give the special name of the article you require, then there's no fear of mistakes. If you're a lover of tea luxury, i.e. "Luxura", you'd be very disappointed if some other brand was sent, particularly if you were "right out of it" and just dying for a real refreshing cup of "Luxura", wouldn't you?

"Luxura" Tea is the best and most economical tea on the local market to-day. Entirely free from dust, there is not a particle of waste in any one package. Its perfection of curving and blending makes it possible to use a smaller quantity per cup than an inferior brand would require, while its delightful flavor and appetizing, refreshing fragrance makes it an absolute delight to look forward to when the "must have a cup of tea" feeling comes over you. When it does, be sure the tea used is "Luxura."

"Taste the luxury of LUXURA"

Distributed by

On sale at all good Grocers

F. M. O'Leary

Muir Bld. St. John's

Muneastern Arrives

S.S. Muneastern arrived in port yesterday evening from Boston and Halifax, bringing the following passengers:

From Boston—James Donnelly, Barbara Donnelly, Catherine Mahoney, Agnes Mahoney, Pearl Mulvey, William Mulvey, Dorothy Mulvey, Emily Marshall, William Mahoney, Thomas O'Keefe, Elizabeth Brennan, Mary Brennan, Thomas Brennan, Regina Sweeney.

From Halifax—Charles Kinch, Maud, Mary and Madeline Gladwin, Charles Cornaldt, Hy, Hatcher, Lydie Halther, Joseph Lee, Albert Beale, Mitchell Ryan and the following members of the circus troupe:—Robert Wins, F. Elliott, J. Peach, Edgar Merrill, H. Gaudet, J. King, Owen McCarron, George McKay, Albert Lane, Donald Carty, W. McCarron, Walter Dixon, Roy Rogers, Bernard McNeil, Grant Mathewson, Malcolm Fraser, I. Chisholm, P. McConnell, H. Bulner, G. Hackett, A. McMillar, W. Henderson, Louie Tolan, Elsie Tolan and Ethel Hamilton.

After Exercising Wash Out The Pores

With Cuticura Soap and have a clear fresh complexion. Assisted by Cuticura Ointment, it does much to prevent pimples and keep the skin healthy. Cuticura Talcum is a perfect powder.

Ring 2095, New Taxi Service. July 25, 1925.

Visiting Old Home

Mr. John P. McCormack of Cambridge, Mass., arrived yesterday by S. S. Muneastern on a visit to the

Prepared from the finest Virginia leaf procurable, GEM Cigarettes remain unequalled in flavor, purity and reputation.



Imperial Tobacco Co.

Positively None Better

July 25, 1925

city. Mr. McCormack who is an election commissioner for the city of Cambridge was born on Lime Kiln Hill eighty years ago and left here in 1886 to make his home in the United States. In 1913 when disaster overtook our seafaring fleet, he showed his zeal for the land of his birth by his activities as chairman of the greater Boston Relief Committee. In this connection he paid a visit here in 1914. Though eighty years of age Mr.

McCormack is full of vigor and makes light of exertion which would daunt many much younger people.

Sunday School Picnic

Yesterday the children of the C. of St. Cathedral Sunday School to the number of 400 had a delightful outing at Haly's Farm, Pennywell Road. Early yesterday the children assembled at Synod Hall and were conveyed by motor cars and trucks to the scene of the day's festivities. After a light

lunch the usual games kept teachers and children busy until 5 p.m. and then the fun resumed. At a suitable hour the children were conveyed to their homes, and others in their party, and friends, were back in the delightful day spent in the company of their friends. The Rector and teachers were full to all friends who were contributed to the day's enjoyment.

Picking Ship

When a ship is in port off and about the only man who is in charge is the pilot. He is in charge of the ship, and it is his duty to see that the ship is safely loaded and discharged. He is also in charge of the cargo, and it is his duty to see that it is safely stowed and secured.

British Emi

London.—It is a pity that the progress of the redistribution of the Empire, or of the other islands, is so slow. The population of the islands is increasing, and it is necessary to provide for them.

Picking Ships Pockets

THEY BELIEVE WHO MAKE VESSEL THEIR PREY.

When a ship is in dock, and her crew are all ashore, not infrequently the only man aboard is the watchman. He is in charge of the whole and it is his job to see that no unauthorized persons come aboard. He is there, also, to protect the ship in case of fire, and from theft.

Usually an old sailor is the watchman. He is on the move from dock to dock, he cannot be everywhere at once.

Frequently, the ship burglar is just a common petty thief. He cannot carry anything bulky. Therefore he just sneaks aboard to pick up anything he can find lying about—clothes, engine-room trunks, tools laid out by workmen—which he can readily turn into cash at the stores of a dockside "fence."

But to get his few shillings' worth of goods and ends, he will wantonly destroy many pounds' worth of valuable fittings and locks.

Farther, but infinitely more dangerous, is the crackman who preys upon the just as the city law-breakers prey upon jewellers' shops and hotels. He knows the "lay" of the vessel, and moreover, is possessed of a pass or master key which will open any lock on the ship.

He has an almost uncanny knowledge of the movements of the ship's officers, and it doesn't take him long to find the valuable papers and trinkets they leave behind in their locked cabins. Sometimes he has to contend with jewellery, small sums of money, nautical instruments, and other portable articles. But now and again he secures a nice haul.

But whether the thief be an expert burglar or a petty pickpocket, his feat may mean the dismissal of the ship's watchman. So it isn't surprising, therefore, that when a crook dares to step out of a cabin into the hands of a watching watchman, he has a very rough time of it.

Probably the greatest difficulty which faces the ship's watchman and the dock detective is that of combating the rope thief.

Rope is very valuable. Old rope is eagerly bought for use in paper-making. For a short length of thick hawse rope an unscrupulous dealer will give as much as thirty shillings. The rope thief steals nothing, but his rope, tow ropes, lashings, falls—there is no lack of cordage on the deck of a vessel in dock.

He works only at night. Under cover of darkness he rows out into the bay. Little fisher boats pass so frequently that his small tub attracts no attention. He draws alongside his quarry.

With a sharp knife he cuts lengths from any rope he finds hanging over the ship's side. He has his own money methods of getting on deck, and he will steal rope even if he has to climb the perilous anchor chain!

The excellent Shoe Service of our Stores, is well worth your consideration. Every shoe we sell is correctly fitted by an expert. PARKER & MONROE, LTD., The Shoe Men.

British Empire and Unemployment

London—It is a pity that such progress is being made with the distribution of our white people in the Empire, or, to put it otherwise, with the thinning out of the people in these islands and increasing the population of the Dominions, writes a contributor to the London Chronicle.

It is a pity, because that is by far the most important task to which any statesman can put his hand. When we have reasonably solved this population question we shall have gone far towards the solution of a hundred other problems, housing, unemployment, social unrest, labor troubles, and the rest.

One is disappointed to find that the total number of persons who left our shores in 1924 to make their homes in foreign countries or the Dominions was only 1,262, that our emigrants to other parts of the Empire showed a decline on the figure of 1923 amounting to 27,763.

In the meantime we are increasing our population in these crowded islands by one thousand a day. How in the days ahead we are going to find food for all these mouths and work for all these pairs of hands is a mystery.

A REPROACH TO ENGLAND.

Manitima we have territories of limitable productivity and extent which are without dwellers and cultivators. In Canada and Australia there are now about two persons to the square mile. Here we have the labor and enterprise without the opportunity; there they have the opportunity.

LADIES!—Going away on your vacation, dress your feet in a pair of Cool White Canvas Shoes, only one sixty three a pair; Lace or Strap with rubber heels. PARKER & MONROE, LTD.—July 21, 1925.

BIG REGATTA SALE

AT **MARSHALL'S** The East End Bargain Store

GREAT SILK BARGAINS

Natural Shantung. Reg. \$1.50. Regatta Price .. \$1.32 yd.	Silk Crepe Merle. In shades of Peach, Pink, Mauve and Cream. Reg. 95c. yard. Regatta Price .. 48c. yd.	White Jap Silk Specials. Reg. \$1.20. Regatta Price .. \$1.08 yd. Reg. \$1.65. Regatta Price .. \$1.48 yd.	Black Jap Silk Specials. Reg. \$1.55, for .. \$1.38 yd. Reg. \$2.10, for .. \$1.79 yd.
Coloured Shantung. In shades of Peach, Coral, Robin's Egg, White, etc. Reg. \$1.65. Regatta Price .. \$1.48 yd.	Silk Broadcloth. In shades of White Mauve, Pink and Cream. Reg. \$1.55. Now .. \$1.38 yd.	Coloured Jap Silk Specials. In shades of Rose, Saxe, Ivory, Navy, Sky and Pink. Reg. \$2.10. Regatta Price .. \$1.79 yd.	Merve Silks. In shades of Saxe, Flame and Ivory. Reg. \$3.30 yard. Regatta \$2.94 yd. Brown, Saxe, Mole and Navy. Reg. \$2.80, for .. \$2.44 yd.
Cream Fugi Silk. Reg. \$1.80, for .. \$1.57	Fancy Silk Brocaded Crepe. Shades of Peach and Helio, Tan and Green, Fawn and Blue, Blue and Rose, Grey and Red. Reg. \$2.10 yard. Regatta Price .. \$1.84 yd.	Merve Silks. In Pink and White only \$1.49 yd. Pink and Ivory. Merve Silk. Reg. \$2.00. Regatta Price .. \$1.83 yd.	Black Duchess Satin. Reg. \$3.60. Regatta Price .. \$3.24 yd.
Pink Lingerie Silk. Reg. \$2.60. Regatta Price .. \$2.33	Genuine Silk Canton Crepe. Shades of Tan, Henna, Fawn, Grey, etc. Reg. 3.40. Regatta Price \$3.00	Black Grey, Delft-Fawn and Brown Merve Silk. Regatta Special \$2.05 yd.	Charmuse Satin. In Grey and Black, only .. \$3.80 yd.

Special Offerings From Our Showroom

FANCY ARTIFICIAL SILK UNDERWEAR In assorted pale shades.	SILK OVERBLOUSES. In assorted shades. Prices from \$3.00 to \$9.00 ea.	BROADCLOTH COLLARS and CUFFS Assorted trimmings. Special 65c. set
Vests with straps. Reg. \$2.00. Regatta Price .. \$1.80 ea.	LADIES' SWEATERS. In all the new Shades, with Fancy Laced Fronts and assorted trimmings, etc. Prices from \$3.40 to \$9.00 ea.	LADIES' READY-TO-WEAR STRAW HATS. \$1.35 each
Step-ins. Reg. \$2.65. Regatta Price .. \$2.40 ea.	ASSORTED SILK CREPE COLLARS. Regatta Price 55c. ea.	
Cami-Knickers. Reg. \$4.60. Regatta Price .. \$4.20 ea.		
Cami-Knickers. Reg. \$5.30. Regatta Price .. \$4.80 ea.		
Silk Camisoles. Reg. \$1.80. Regatta Price .. \$1.60 ea.		
Princess Slips, extra quality. Regatta Price .. \$6.00 ea.		

Gent's Furnishings **READYMADES, etc.**

THREE REGATTA SPECIALS IN

Men's Tweed Suits
\$10.00, \$17.00 and \$20.00

BOYS' TWEED SUITS.
\$4.98, \$5.50, \$5.97 \$6.54 to \$10.00

BOYS' WASH SUITS.
Regatta Prices .. **\$1.14, \$1.68 & \$1.98 suit**

BOYS' COTTON BLOUSES.
To fit from 3 to 7 years.
Regatta Sale Price .. **50c. ea.**

Men's Straw Hats. Regatta Price .. \$1.50, \$2.50 & \$2.75 ea.	Men's Lightweight Summer Caps. From .. \$1.30 to \$3.00 ea.
Men's Fancy Coat Shirts. Regatta Price .. \$1.35 to \$3.00 ea.	Men's Tunic Shirts, extra special quality .. \$2.38 ea.
Men's Cream Broadcloths with Collar .. \$3.95 & \$5.15 ea.	Men's Soft Collars, Arrow Brand .. 33c. ea.
Men's Semi-Soft Collars, pointed .. 36c. & 43c. ea.	Men's Boston Garters. Regatta Price .. 39c. pr.
Men's Shirley President Braces .. 68c. pr.	Men's Plain Strap Braces .. 39c. pr.
Men's Cuff Links, assorted .. 54c. pr.	

GENT'S HALF HOSE SPECIALS.
In Black, Tan and Blue .. **15c. pr.**
Fancy Cashmere .. **64c. pr.**
Col'd .. **72c. to \$1.00 pr.**



LADIES' HOSIERY SPECIALS.
In Black, Tan and White .21c. pr.
Colored Cotton Cashmere
45c. to 65c. pr.
Black Silk .. **49c. pr.**

portunity without the labor and enterprise.

Moreover, our enormous unemployment figure grows bigger rather than smaller. We have now on the live registers just about a million and a quarter workless workers. The number of unemployed or half-employed people in the country is far greater, and we can scarcely reckon the number of persons affected as dependents by all this deficiency in work and wages.

Sir Alfred Mond recently estimated that one-tenth of our population is dependent on State charity in one form or another. Is not this an unspeakable disgrace to England as the head of the wealthiest and most powerful Empire the world has ever known?

Important to Housewives

A well known Chef of St. John's, says that he can make one more plate of Soup from one tin of My Own Brand Vegetable Soup than any other brand, and still be superior in flavor.

My Own Food Products are increasing daily in popularity.

When ordering next from your Grocer, try the My Own Brand.
J. B. ORE CO., LTD.,
July 9, 1925.

On the Air To-Day

CNEW (834.4 Metres), WINNIPEG, MAN.

Thursday, July 30, 1925.
3.30 p.m. (C.E.T.)

Bedtime Stories.
Weekly Livestock Market Reports.
Farmers' Agricultural Service Talk,
9 p.m.—Programme.

1. Pianoforte Selection—"The Prince" (Frank Bridge)—Ronald W. Gibson.

2. Trio Selection—"Faisle, Op. 64, No. 2 (Chopin)—Fort Garry Hotel Trio.

3. Marimbaphone Solo—"The Secret" (Gautier)—Will Mulhearn.

4. Marimbaphone Duet—"Waiting for You" (Thompson)—Mulhearn Bros. Address.

5. Pianoforte Selection—"Waltz Caprice" (Cyril Scott)—Ronald W. Gibson.

6. Cello Solo—"Because from Joeey" (Goddard) by request—Frank Redlich.

7. Trio Selection—"A Hungarian Fantasy on Gipsy Airs" (Toban)—Fort Garry Hotel Trio.

8. Pianoforte Selections—Two Arabesques" (Debussy)—Ronald W. Gibson.

9. Marimbaphone Solo—"Loin du Bal" (Gillet)—Will Mulhearn.

10. "Aloha Oe"—Mulhearn Bros. (Geo. R. Hale at the piano).

CNRC (485.8 Metres), CALGARY, ALTA.

Thursday, July 30, 1925.

9 p.m.—Studio programme by Holden's Academy Orchestra, under the direction of F. E. Holden.

1. Fox Trot—"Rose Marie."

2. Fox Trot—"Out of Sight."

3. Waltz—"Dreams."

4. Violin Solo—Selected—Miss Hazel Campbell.

5. Fox Trot—"I Want to be Happy."

6. Fox Trot—"When We Are Together."

7. Waltz—"Honest and Truly."

8. Vocal Selection—"The King isn't a King Anymore"—J. E. Holden.

9. Fox Trot—"That's My Girl."

10. Fox Trot—"Moonlight and Roses."

11. Waltz—"Day Dreaming."

12. Fox Trot—"Indian Love Call."

13. Saxophone Solo—Selected—Sid Smith.

14. Fox Trot—"Oregon Trail."

15. Fox Trot—"When I Think of You."

16. Waltz—"Sunrise and You."

17. Fox Trot—"Sunkist Cottage."

18. Waltz—"Memory Lane."

19. Fox Trot—"Twilight, the Stars and You."

20. Fox Trot—"Love Tales."

WILLARD STORAGE BATTERY COMPANY

CLEVELAND, OHIO.

WTAM—Cleveland—339.4 Metres.

Thursday, July 30, 1925.

12.15 to 1.15 p.m., Euclid Music Studio. Lunch Hour Music by Selected.

6.00 to 7.00 p.m., Hotel Statler. Dinner Music by the Hotel Statler Concert Orchestra. Maurice Spitalny, Director.

Radio Batteries

Charged by an Expert

WILLARD BATTERY SERVICE STATION

M. Maddigan, Manager
CHU's Cove. Phone 1888.
1925

Advertisements
are the news of
The Business World.

MINDARD'S LIMENT FOR THE GRAPE.

British Shipbuilding

MOONS FORGE ARRIVE
The tonnage building at the yard in shipbuilding...
Lloyd's Register...
the tonnage...
at the end of...
er and about...
the tonnage...
ago...
on which work...
the end of June, 1925...
6,000 tons, as compared...
500 tons at the end...
tonnage building...
months immediately...
1,800,000 tons...
more than the present...
launched during...
er—298,161 tons—...
wer than that for the...
months...
rcham tonnage building...
ries—1,276,244 tons—...
00 tons more than...
March...
li-Fuel Ships...
rd tonnage under...
3,831 tons—showed...
6,000 tons as compared...
ous quarter and was...
below the highest...
4,466,558 tons—reached...
3...
the present time...
the world 23 vessels...
0 and 20,000 tons each...
000 tons and upward...
the 23, and five of the...
are building in Great...
land...
of vessels now...
d to be fitted with...
on engines amounts...
while the tonnage...
under construction...
The figures include...
each of between 8,000...
five of between 10,000...
ons, and seven of be...
25,000 tons.

Highways and Motor Travel

SPECIAL!
HORROCKSES DIAPHALENE—Suitable for making Children's underwear, in colors of Pink, White, Pale Blue and figured. Regular Price 1.20. Sale Price 63c. yard

HOSIERY at Money-Saving Prices
LADIES' SILK HOSE—In all the leading shades. Special Prices—
49c., 63c., 88c., 98c.

LADIES' COTTON and LISLE HOSE—In colors of Nude, Brown, Black and White 40c. and 60c.

LADIES' MERCERIZED HOSE—In Suede, Silver, Nude, Putty, White, Navy, Grey and Black 85c. and 1.00

CHILDREN'S FANCY TOP HOSE—In Putty, Grey, Brown and Black . . . 54c. pair

BARGAINS IN GLOVES FOR WOMEN
LADIES' LONG SILK GLOVES—Shades of Pink and Blue. Special
2.20, 2.30, 2.50 pair
LADIES' LONG SILK GLOVES—Colors of Pink and Blue. Special 1.65 pair
LADIES' SHORT SILK GLOVES—2 button, Cream only 2.00 pair
2 button, Brown and Navy 1.80 pair
LADIES' SILK GLOVES—6 button Pull-over, White only 1.50
2 Dome White Silk 1.60
LADIES' BLACK KID EVENING GLOVES, 1.75, 2.00, 2.50 pair.

Will Investigate Fruit "Combine"
OTTAWA, July 18.—(Can. Press)—The existence of a combine "with reference to the sale of fruits and vegetables through wholesale commission houses in Ontario and eastern Canada" has been reported to the Department of Labor and an investigation under the Combines Investigation Act will take place.
Lewis Duncan, of Toronto, who recently made a report under the Combines Investigation Act, declaring the existence of a large fruit combine in British Columbia and the prairie provinces, which was operating detrimentally to the interests of the Canadian public, has been appointed to conduct the investigation into the alleged eastern combine.
Prosecutions based on the last Duncan report are now being launched at the west under the direction of the Federal Government.

Men and Young Men—You'll not feel right on Regatta Day, unless your Shoes are bought at Parkers'. Men's Smart Stylish Low Shoes, Goodyear welt, rubber heeled, Black and Brown; only \$4.50. PARKER & MONROE, LTD.—July 28, tu, th, s.

Others

at New Record
Production Exceeds Week in History
ers have been established records continuously this, as compared with previous years, but the week ending April the company's history, deliveries aggregating an average of more production day, the week was surpassed by cars. New retail or corresponding week or approximately the Brothers Motor ing built at the rate h deliveries and new 200 a day in excess of stocks permitted, the eries for the record been even greater, hol, Jr., Vice-Pres- Sales. "It is not a dy, healthful climb."

Garage

Garage
D ANNUALLY. X
THE
DIRECTORY
& Foreign Sections
readings in Five
scapes
communicate direct
with
RETAILERS & DEALERS
the Provincial Towns
of the United
land, the Continent
s, Asia, Australia,
e names, addresses
are classified under
trade headings, in-
MERCHANTS
of the Goods
olonial and Foreign
SHIP LINES
se Ports to which
ating the approx-

Notice

Notice
given that Proprietor of Letters "New and Useful Electrical Signalling" and to bring the said tion in Newfoundland to the use of the same upon terms to be undesignated. This 21st day of
MORON,
Patentee,
Montreal Bldg.,
St. John's

Okanagan Apple Crop

Okanagan Apple Crop
VANCOUVER, July 22.—An Okanagan apple crop of 1,888,860 boxes, compared with last year's yield of 2,160,400 boxes, is the latest estimate of the Horticultural Department of the British Columbia Department of Agriculture, just issued. The decrease is mainly in the northern end of the valley. The Kelowna district is about the same as a year ago, and the southern section is better this season.
The excellent Shoe Service of our Stores, is well worth your consideration. Every shoe we sell is correctly fitted by an expert. PARKER & MONROE, LTD., The Shoe Men. July 28, tu, th, s.

Rubber Makes New Record for Price
LONDON, July 18.—Continuing its constant record-breaking upward flight, rubber to-day reached still another high peak, when it was quoted at four shillings five and a half pence per pound. Instantly rubber manufacturers began protesting against artificial limitation of supply, which is deemed responsible for the recent jumps in price.
Women's White Canvas Boots—High and Low Heels; sizes 4, 4 1/2, 5 1/2, only 48c. Girl's White Boots; size 12 and 13; 18c.; Children's White Boots; sizes 6 and 7, 48c. PARKER & MONROE, LTD.—July 28, tu, th, s.

SPECIAL!
HORROCKSES DIAPHALENE—Suitable for making Children's underwear, in colors of Pink, White, Pale Blue and figured. Regular Price 1.20. Sale Price 63c. yard

HOSIERY at Money-Saving Prices

LADIES' SILK HOSE—In all the leading shades. Special Prices—
49c., 63c., 88c., 98c.

LADIES' COTTON and LISLE HOSE—In colors of Nude, Brown, Black and White 40c. and 60c.

LADIES' MERCERIZED HOSE—In Suede, Silver, Nude, Putty, White, Navy, Grey and Black 85c. and 1.00

CHILDREN'S FANCY TOP HOSE—In Putty, Grey, Brown and Black . . . 54c. pair

BARGAINS IN GLOVES FOR WOMEN
LADIES' LONG SILK GLOVES—Shades of Pink and Blue. Special
2.20, 2.30, 2.50 pair
LADIES' LONG SILK GLOVES—Colors of Pink and Blue. Special 1.65 pair
LADIES' SHORT SILK GLOVES—2 button, Cream only 2.00 pair
2 button, Brown and Navy 1.80 pair
LADIES' SILK GLOVES—6 button Pull-over, White only 1.50
2 Dome White Silk 1.60
LADIES' BLACK KID EVENING GLOVES, 1.75, 2.00, 2.50 pair.

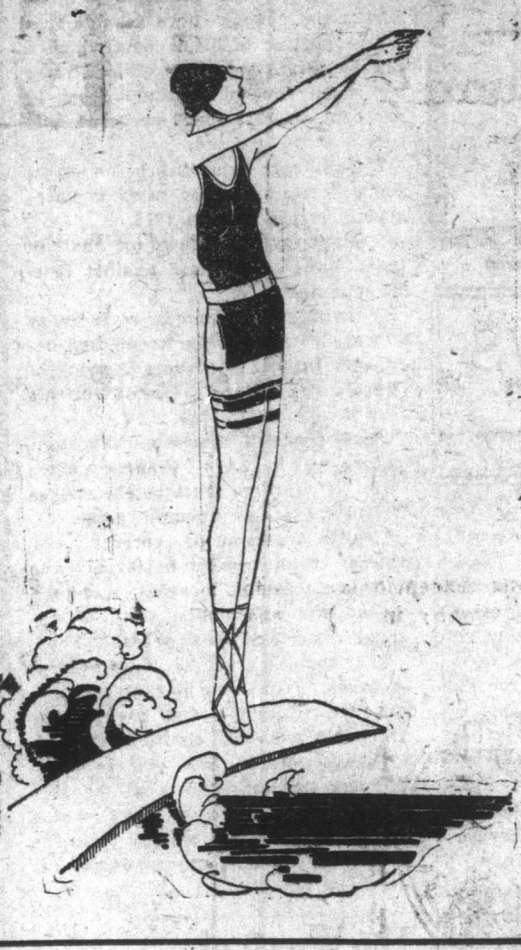
Hardware Dept.
PICNIC and OUTING NEEDS.
Luncheon Plates, Paper, 6 and 15c. pkt.
Lilly Cups, 4 for 5c.
Kleen Spoons, 12c. pkt.
LUNCHEON SETS—Consisting of Spoons, Forks, Cups, Napkins, Plates, Table Cloths, 65c. set
CANNED HEAT 35c. outfit
TIN KETTLES All sizes
WINDOW SCREENS 55c., 95c., 1.00
SCREEN WIRE 28c., 37c., 42c. yard
FLY SWATTERS 8c., 13c., 18c. each
ICE CREAM FREEZERS 4.50 to 6.00
SPRINKLING CANS, RUBBER HOSE, LAWN MOWERS, ETC., ETC.

In Our China and Glass Department
PRESERVE JARS in Pints, Quarts and 1/2 Gallons.
BUTTER CROCKS from 1/2 Gall to 5 Gall.
BEAN CROCKS from 1/4 Gall. to 4 Gall.
VEGETABLE DISHES, fair quality, 55c. each
MIXING BOWLS, all sizes 28c. up
PLAIN WHITE TEAPOTS, Pint size . . . 40c.
FANCY TEAPOTS, Pint size 55c.
SPITTOONS, Black Rockingham . . . 55c.
July 28, tu, th, s.

KNOWLING'S

Worth while Savings in all Departments, these extraordinary values are just as we represent them below, genuine reductions that you can easily verify a timely Sale of Summer Goods. Selected from each Department.

PRICES That Mean SAVINGS BUYING is ECONOMY



Showroom Dept.

BATHING SUITS—Navy, trimmed White; Black, trimmed White; Black, trimmed Orange. Prices 1.00 and 1.50

BLACK SATEEN SLIP-ON—Suitable for slipping on while sitting on the beach; nicely trimmed, coloured pipings. Price 98c.

BLOUSES
White Voile Blouses, daintily trimmed, fine tucks and lace. Several designs to select from 68c. and 98c.



TUB DRESSES—Made of splendid quality Gingham; well made, good style. To Clear 2.98

GUMPS—Very fine quality linen (Blue only) trimmed White Piping 1.98



Shoe Department

Cool Footwear for the hot day ahead. We have assembled all our White Footwear and placed them on the Bargain list at greatly reduced prices. These include all the Best Sea Island Duck, in a variety of styles and strapped and laces, with Cuban and low rubber heel, and usually sold for Two Fifty to Two Seventy-Five 1.95 pr. a pair. NOW ALL ONE PRICE

SPECIAL!
A few pairs of White Duck Boots, Louis Heels; sizes 3 and 4 only, 65c. pair.

GIRLS' AND BOYS
Brown and Black Duck Rubber Sole Shoes.
Sizes 8 to 9. Price 65c.
Sizes 10 to 2. Price 80c.
Sizes 3 to 8. Price 95c.

SPECIAL!
A few pairs of Canvas Pumps, in sizes 6 1/2, 7, 7 1/2, 8, 65c. pair.

MEN! Splash into these Values!

MEN'S BALBRIGGAN UNDERWEAR
Shirts—Short sleeve 65c.
Drawers—Knee length 65c.
Shirts—Long sleeve 67c.
Drawers—Ankle length 1.25
COMBINATIONS
Cambric—Sleeveless, knee length, 85c. up to 1.15 suit.

BATHING SUITS
1-piece, without skirt, 1.00, 1.25.
With skirt, 1.00, 1.45, 1.60

BATHING DRAWERS—40c., 50c., 75c.



MEN'S ROWING SHIRTS—50c., 65c., 80c., 1.25

BOYS' & YOUTHS' BATHING SUITS—With skirt, 70c., 75c., 80c., 85c. Without skirt, 60c., 65c. to 1.10.

The Sale of NOTIONS

FANCY GARTERS—Lengths 3/4 yards. All the latest shades . . . 35c. to 50c. length | signs 35c., 40c. pair

Souvenir Brooches, 30c. and 75c.
Playing Cards, 25c., 35c. to 90c.
Ladies' Side Combs, 18c., 20c., 25c., 35c.
Back Combs, 24c., 27c., 30c., 35c.
Bobbed Hair Combs, 24c. each

JAZZ GARTERS—In many pretty designs 35c., 40c. pair
Bath Salts,
Old Cottage Lavender, 65c. bottle
Tsang Ihang, Crystal, 75c. bottle
Florida Water.
The old reliable perfume for the bath 25c. bl.

G. Knowling, Limited

LADIES' SKIRTS.
White Pique Jean and Drill. Good strong washable materials. Just the thing for country wear 80c., 99c., 1.98, 2.28

SWEATERS
Surplus 11e Back Sweaters, in colours Turquoise, Rose and Cardinal 1.68

Dress Goods Dept.

BIG REDUCTIONS.
Striped and Fancy Muslins, Voiles, etc. Sale Prices 18, 25, 30, 38, 49, 58c.
Voiles in Plain Colors of Pink, Brown, Navy and Black 67c. yard

RATINES.
Helio, Green, Pink, Old Gold 38c.
Fancy Silk Stripe, in colours of Saxe, Old Gold, Green, Helio, Pink, Lemon, Cream and Grey. Only 85c. to 1.60

MUSLINS.
White Cross Barred Muslin 30c. yard
White Shower Hail 35c. yard
White and Pink Cotton Crepe 35c. yard
White Pique 50c., 65c., 70c., 80c., 90c.
White Muslins, 36 and 44 in., 35c. to 37c. yard.
Special Price 27c. yard

WASH COTTONS FOR NEW TUB FROCKS—In fancy and checked patterns, in many shades 30c. and 37. yard

INDIAN HEAD LINEN.
Famous for wear, guaranteed fast colours; in all the leading shades.
White, 36 inch 45c. yard
Coloured, 36 inch 60c. yard

AMERICAN PERCALES.
In Dainty Designs
36 inches 30c., 35c., 37c. yard

AMERICAN ZEPHYRS.
In attractive checks, fast colours and very durable; 32 inches 37c. yard

GINGHAMS.
In very pret. stripes and checks; 29 inches 25c. yard

FAMOUS TUBWELL GINGHAMS.
In Checks and Stripes; fast colours; very durable; 36 inches 42c. yard

Curtain Dept.

Cream Brise Bisi 14c., 19c., 26c. yard
White Brise Bise 19c. yard
Cream and White Curtain Net 26c. yard
Cream Madras Muslin 58c. yard
Cream Madras Muslin, col'd border. 38c. yard
Cream Net 78c., 83c.
Plain H. S. Casement 78c.
Curtains 1.25 pair up

Tennis Racquets 4.60, 5.20, 5.50 to 13.00
Tennis Press 1.35 each
Tennis Balls 70c. and 80c. each
Tennis Nets 1.59 each

Bath Gloves 30c. pair
Bath Mats 1.50, 2.50 each
White Turkish Bath Sheets—
Size 50 x 72 5.25 pair
Size 50 x 74 6.50 pair
Also full line of White and Coloured Turkish Towels, 25c., 30c., 40c. to 1.50 pair.

Now Playing---AT THE NICKEL---Now Playing

FAREWELL SONGS

Miss Marjorie Huchings, L.T.C.M.,

St. John's Gifted Contralto

(A) BECAUSE. (B) GOOD-BYE.

“FORE”

Showing Walter Hagen and several of the Golf Champions explaining the difficult shots—A Sport Review.

A SPLENDID MELO-DRAMATIC FEATURE OFFERING

“THE ALLIGATOR HUNT”
(Educational)

“KILL OR CURE”
(Comedy)

COMING—“THE KING OF WILD HORSES.” A Film Sensation Dangerous Wild Stallion in most sensational amazing drama ever filmed.



Isn't that a dainty dish to see before the King?

WHAT would those old kings and queens have said if they could have tasted SCHRAFFT'S CHOCOLATES?

In no art or science has such progress been made as in candy making. Taste Schrafft's Chocolates to-day and think what the kings and queens of olden times would have given for such delicious morsels. Our stock is always fresh and complete in all the popular flavors and assortments.

J. J. ROSSITER.

June 15, 1925.

DULEY'S
WEDDING PRESENTS

and

PRESENTATION GIFTS.

We have now on exhibition a fine selection of Gifts in China, Silver and Cut Glass. Every piece is of the best material at a reasonable price and in the newest designs.

Cruets, Marmalade Jars, Salad Bowls, Fruit Bowls, Sugar Dishes, Butter Dishes, Cake Stands, 2 Tier and 3 Tier; Salvers, Tea Sets, Entree Dishes, etc.

We invite you to call or write for particulars.

T. J. DULEY & CO., LIMITED.

The Reliable Jewellers & Opticians,
St. John's, Nfld.

“GIFTS THAT LAST.”

Jan 6, 1925.

RUBBER
BALLS

An entirely new assortment of Terra Cotta and Coloured Balls, just received.

PRICES FROM 12c. to \$1.00 EACH

See our display in our East Window.

S. E. GARLAND,

Leading Bookseller & Stationer, 177-9 Water St.

STOCK MARKET NEWS

Furnished by Johnston & Ward, Board of Trade Building, Water Street

NEW YORK, July 30.

TO-DAY'S OPENING.

Certainites	53 1/2
Gen. Motors	88 1/2
Pacific Oil	56 1/4
Stinclair	21 3/4
Studebaker	47 1/2
Union	140 1/2
U. S. Steel	118 1/2
Cal. Petroleum	28 1/2
Happiness "A"	9 1/4
Overland	19 1/2
Radio	52 1/2

MONTREAL OPENING.

Brazilian	58 1/2
Win. Electric	52 1/2
Nat Breweries	42 1/2

WHEAT.

Win. July	161
Win. Oct.	137 1/2
Chic July	156
Chic Sept.	151

COPPER.

Lake Brands Quoted at 14 1/2 Cents. Boston—The inquiry for copper continues heavy enough to stiffen the market, with sales reported at 14 1/2 cents Connecticut deliveries. Lake brands are quoted at 14 1/2 cents.

The producer's position is much better than at the beginning of the week. Large orders have been booked by the leading interests.

London has been sending over firm advice lately, and the stronger cables and large transactions in the foreign market have done much to inspire confidence in local circles.

English metal dealers have been anxious to arrange favorable contracts recently. Good orders have been received for shipment to England, Havre and Hamburg, and if the market succeeds in maintaining a firm position for the next 30 days it is believed the buying movement for both domestic and export account will attain new momentum that will mean further improvement all along the line.

More Taxes—Less Trade
HOW MONEY IS DIVERTED FROM INDUSTRY.

(By a Financial Observer.)

Even in a nation so famed as ours for its political common sense and self-governing capacity there are probably only a few thousand thinkers who contribute much towards what is called public opinion.

If I were asked to select the reform most certain to save us from ruin and restore us to prosperity, it would be the conversion of our few thousand active thinkers to right views on political economy, and especially to a clear perception not only of the limited good but also of the unlimited harm that a Government can do.

Any Government can ruin a country. No Government has the power by an equally rapid process to rebuild the prosperity it has destroyed. The first duties of a Government are to maintain peace, abroad and security at home and to take care that all the necessary services—defense, police, education, roads, public health, and so on—be administered with efficiency and economy.

It sounds very simple; but in practice nothing is more difficult. Every public department naturally wants to spend as much public money as possible. A vast army of public servants is always pressing for less work and more pay. Outside this fortunate class is a crowd who want to be admitted into the happy circle of privilege and pension.

At the State's Expense. Then there are the philanthropists, each of whom runs his own special hobby for relieving distress at the

Foreign cable quotations of £27 per ton for electrolytic copper are the highest in over three months. The advance is significant of the attitude abroad. If events during the next six weeks justify signs of returning confidence in European quarters it will be of incalculable benefit to the copper situation.

AMERICAN PNEUMATIC SERVICE CO.

Lamson Co. Has Second Best Six Months—Unfilled Orders Increase 40 Over First of Year.

Boston—The six months' statement of the Lamson Co., subsidiary of American Pneumatic Service Co., showing net earnings of \$212,024, is a pleasing exhibit. It is the second best six months' showing ever made by the company. When it is considered that the last half of the Lamson year is almost always better than the first it means that barring unforeseen developments the company is likely to report the best year in its history for 1925. For the first quarter this year the Lamson earnings were \$32,500.

Unfilled business on the books has increased about 40% since the start of the year and is sufficient to keep the plant busy for four months. Lamson Co. has just taken an order for the largest store carrier system in the world. This is to be set up at the store of Sibbey, Lindsay & Curr in Rochester, N.Y.

If the Lamson business holds up to the level established for the first six months the parent company should be able to show the full dividend of \$3 to which the stock is entitled on the \$6,325,000 second preferred of \$50 par. This would compare with \$2.34 earned on the stock in 1924. Dividends are now being paid at the rate of \$1.50 a year. Serious consideration of a larger disbursement will be in order at the December meeting of directors.

More Taxes—Less Trade

(By a Financial Observer.)

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At the State's Expense. Then there are the philanthropists, each of whom runs his own special hobby for relieving distress at the

Great Britain is much larger, and the volume of our exports and imports is much smaller than before the war.

2. Those two facts are obviously connected and they must be due to some new and unfavorable conditions.

3. In 1913 the British Government took out of the pockets of the people and spent on Army, Navy, Debt, Civil Services, and so on, rather less than £200,000,000 sterling. This year the British Government has provided for an expenditure of £300,000,000. After allowing for the decreased purchasing power of the £, we are still confronted with the fact that taxation is nearly three times as heavy. The total amount of local rates, which was £78,000,000 before the war, has risen to £161,000,000.

No precise method exists for determining the total national income out of which rates and taxes have to be paid. But we shall probably be minimizing the change if we assume that the proportion of his income which a British citizen pays in taxes and rates has risen (on an average) from 10 per cent. in 1913 to 22 per cent. this year.

4. The total expenditure on pensions, doles, and poor rates is enormously larger than in 1913.

5. Many tariffs, including that of India, have been raised against British manufactures.

6. Owing to an enormous increase of war debt the public credit has declined. In 1913 the average price of Consols was about 73. In May of this year it was about 54 1/2.

These seem to be the important factors which have changed since 1913. If so, these must be the causes of bad trade and unemployment.

If this argument is correct, our present troubles must be largely due to this enormous increase of public expenditure and public debt, of national taxes and local rates. The home market is impoverished by taxes. Over-seas markets are obstructed by tariffs and prohibitions which did not exist eleven years ago. We have located the disease and, knowing the cause, we shall be able to distinguish the poisons which would aggravate the malady from the medicines which would gradually restore the patient to health.

The Wreck of the LaPlata

(By ELLIOT O'DONNELL)

A strange occurrence at sea that created much controversy at the time, was the loss of the steamer LaPlata.

The LaPlata, belonging to Mr. Henley, of London, had been chartered by Mr. Siemens to carry three hundred miles of cable wire from London to South America. She left Gravesend on Thursday, November 26th, 1874, with eighty-five souls on board, including officers, crew, cable experts, and electricians.

We must now pass on to the following Monday morning. At eight o'clock the steamer ship Gare Loch, Captain Greenwood, was battling her way against a strong headwind and big seas in the Bay of Biscay. The lookout man saw a dark object floating on the water on the port bow, and signalled to the officer on the bridge.

Survivors of the Storm. This mysterious object turned out to be a boat with a number of people in it. The ship was at once brought to, and fifteen men, in a very exhausted state, were hauled on board the Gare Loch.

They proved to be survivors of the LaPlata. The tale told by Mr. Dicks, the officer in charge of them, was as follows:

"After leaving Gravesend the weather was fair down the Channel, till Friday night, when it commenced blowing somewhat hard. In twelve hours' time the breeze had developed into a gale. We were then in the Bay of Biscay, steaming slowly ahead."

"No apprehension was felt till Saturday night, when a tremendous sea swept our decks, displacing several tons of grappling apparatus, and tossing it about as if it had been cork."

In Deadliest Peril.

"From that time onward the LaPlata and everyone in it were in deadliest peril. Every roll and lurch sent huge coils of wire and heavy grappling irons skidding and thumping in all directions. The decks were ripped and torn, the hatchways broken and blocked; there was no safety anywhere."

"And worse followed. The sea poured down into the aft cabin, between which and the engine-room there was no bulkhead, put out the fires and displaced and lifted the stove plates. In their turn these cut the sea pipe, through which is conveyed the seawater for cooling the ashes."

"While all this was happening, Captain Dudden, cool as a cucumber, was trying his best to preserve order. Seeing that it was impossible to save the ship, he made a desperate attempt to launch the patent air raft, but failed. He then told us to get into the boats, but not to launch them."

Swimming to Safety.

"When we sink," he said, "the boats may float all right. That, at any rate, is your only chance. When pressed by me to get into one of them himself, he shook his head and replied: 'No, my post is on the bridge, and there I remain.' He did so, and the surgeon stayed with him."

Special Offer!

THE SEASON'S
GREATEST SAVINGS ON

LADIES' DRESSES

BROADCLOTH, ART SILK AND VOILE

Just about 130 for your selection.

Regular \$9.00 goods.

SPECIAL PRICE

4.98

Striped Art Silks
Fancy Voiles
Self-colour
Broadcloths

OUR
Mantle Room.
Showing in

Ayre & Sons

LIMITED

17, 23, 25, 27



Always Something New.

Ellis & Co. Ltd
203 Water St.

SPARKLING GRAPE JUICE
Equal to Champagne
Pints and Quarts.

PRESERVED ORANGES
Glass Jars.

WHOLE MELBA PEACHES
Glass Jars.

WHOLE MELBA PEARS
Glass Jars.

WHOLE PEACHES
In Grenadine Glass Jars.

ASPARAGUS STYLE
STRING BEANS.

SULCO. V.B.
For Fruit Trees, Shrubs,
Flowers and Plants.

DRAIN PIPE SOLVENT
For Obstructed Drains.
For Solidly Clogged Drains.
For Frozen Pipes.

RATICATOR.
The Safe, sure Rat Exterminator.
Harmless to Human Beings,
Domestic Animals and Poultry.

ing depths, there were terrible screams, which could be heard even above the shrieking of the wind and the roaring of the waves.

He gave himself up for lost, but, to his amazement, the boat he was in floated. The position he and the fourteen men and boys with him found themselves in, was, however, one of extreme peril. They were continually shipping water, while they had nothing in the way of food but a few biscuits, a small cheese, and a pint and a quarter of gin.

Moreover, the night was terribly cold, and they were all soaked to the skin with spray. Hour after hour they sat huddled over the coars or bailing away, their legs in icy water, and consumed with a fearful thirst. Once a huge steamer loomed through the darkness close beside them, and they shouted as loudly as they could; but to their dismay the vessel took no notice and passed on.

More waiting and frantic suffering followed, and they were beginning to give way to the blackest despair, when they were picked up by the Gare Loch. The third engineer's story received corroboration the following Wednesday, when the three-masted Dutch schooner Wilhelm Benkenszoon sighted a raft with something like one or two human bodies on it.

As the sea was running very high at the time, Captain Dorp, who was in command, did not dare risk launching 'a boat, and presently he lost sight of the raft.

Two hours later, however, he saw it again, and discovered that there were two men on board. Still not daring to launch a boat, he brought his ship as near the raft as possible, and then made signals to the men to swim to him. This they did, just succeeding in reaching the Wilhelm Benkenszoon.

Adrift in the Tempest.

They proved to be Lamont and Hooper, boatswain and seaman respectively of the LaPlata. According to their statements, they had, on the sinking of that ship, managed to clamber on the patent air raft, where they had remained, without food or drink, up to their waists in icy water, and continually drenched with spray for two days and nights.

Again and again their hopes had been raised by the sight of vessels passing comparatively close, but they had always called on, without noticing their frantic signals of distress.

When, at last, the Dutch ship had come to their aid, they both felt too weak to swim to it, and it was only by the exercise of tremendous will power that they finally made up their minds to try. To both of them that plunge into the water, followed by the awful struggle to reach the Wilhelm Benkenszoon, was a nightmare never to be forgotten.

The account they gave of the actual sinking of the LaPlata more or less tallied with that of the third engineer.

After receiving every kindness and attention from Captain Dorp the men were transferred to the Gibraltar hospital and eventually returned to England hopelessly crippled.

A Mysterious Explosion.

Some time after this rumors gradually got afloat about a mysterious explosion on board the ill-fated LaPlata. Who exactly spread the report is not known, but apparently it was cast by one of the survivors.

It was said that, prior to the sinking of the vessel, and while the men were sitting in the boats on the deck awaiting their fate, an explosion occurred below deck. As a result of this the air raft and one of the boats became entangled in a mass of debris which prevented the boat floating.

This explosion, if it did occur, was the more mysterious, as the first in the engine-room had been extinguished long before.

If there was any truth in the rumor, it is curious that no mention of the affair was made by the survivors to their rescuers. The report gives to the sinking of the LaPlata a touch of mystery, and adds to a tale of horror and hardship the fascination of an unsolved riddle.

James Murdoch & Co.,
98 Water Street.

We beg to inform our customers that our telephone number is 194. Chair caning, general furniture repair. Furniture, etc., designed and made to order. Color work and designing for decoration, stencil designing and cutting. July 25, 1925.

BRICKS!

10,000 Best Fire Bricks
100,000 Building Bricks

—AND—
200 Sacks Fireclay

H. J. Stabb & Co.
Feb. 1925.

B

MILL...
SPORTS...
7. Sale...
MEN'S...
Black, Blue...
Keds, Black...
\$2.00 value...

GREY...
to 42 in...
Sale Price...
Sizes 2 to 10...
ALEXANDER...
Black; some...
Grey; some...
KHAKI...
Regular...
FANCY...
Sale Price...

LADIES'...
Assorted...
and Fawn...
Garets...
Sale...
Also in...
White;...
Sale...
TEA...
Embroider...
Regula...
Sale...
GOD...
LADIES...
White...
pair...
White...
pair...
White...
pair...
White...
pair...
White...
pair...
White...
pair...
Black...
or...
Sale Price...

Ayre & Sons, Limited

BIG REGATTA SALE!

LADIES' VESTS
White Jersey Ribbed,
Sale Price
13c. and 18c. each

PINK JERSEY BLOOMERS
With gusset, elastic at waist and knee;
sizes 34 and 44.
32c. pair

Everybody knows the high quality of our merchandise--knows this store for its Reputation, Value and Service--with reduced prices prevailing, this sale assures all patrons of many special attractions

Men's Wear Specials

Boys' Wear Specials



LADIES'
MILLINERY & READY-TO-WEAR
HATS
all at
HALF PRICE.
Big markdown on all Children's Hats.

NEW ARRIVALS!
Art Silk Hose
Seconds; exceptional values; all the latest popular shades.
Sale Prices
27c. and 39c. pair

SPORTS SUITS—Sizes 3, 4, 5, well finished in Harris Tweed effects. Sale Price **\$10.25**
SPORTS COATS—With popular half belt and patch pockets; sizes 4 to 7. Sale Price **\$4.18**
MEN'S RUBBER SOLE SNEAKERS—Black, Brown and White; sizes 6 to 10. Sale Price **\$1.25**
REDS, BLACK AND BROWN; sizes 7 to 10. \$2.00 values. Sale Price **\$1.35**
GREY TENNIS TROUSERS—Sizes 30 in. to 42 in. waist. Regular \$4.90. Sale Price, pair **\$4.35**
Size 3 to 7. Regular \$2.10. Sale Price, pair **\$2.75**
ALPACA JACKETS—Black; sizes 3 to 8. Sale Price **\$3.95**
Grey; sizes 3 to 7. Sale Price **\$4.95**
KHAKI DIST COATS—Sizes 5, 6, 7, 8. Regular \$4.00. Sale Price **\$3.55**
FANCY VESTS—Just about 2 dozen only. Sale Prices, each **\$1.95, \$2.98, \$2.45**

MEN'S NECKWEAR—An abundant selection of SILK WIDE END TIES in plain colours and fancy designs; undoubtedly one of the best bargains St. John's has seen for a long time. Sale Price, each **55c.**
FANCY KNITTED TIES—Of good length and smart patterns. Sale Price, each **19c.**
MEN'S SOCKS—Fine Cotton, Brown, Navy, Grey and Black. Two rare values. Sale Prices 17c. and 25c. pair.
Lisle Thread, Palm Beach, Grey, Brown and Black. Regular 55c. pair. Sale Price **49c.**
MEN'S COLLARS—Double styles, starched, all sizes, assorted shapes. Sale Price, 2 for **75c.**
ROWING SHIRTS—White, sizes 34 to 40. Sale Price **73c.**
ASSORTED BRIAR PIPES— Bulldog, bent and round stems. Sale Price **29c.**

MEN'S CANVAS FOOTWEAR—Canvas Boots in Grey and White, leather sole; sizes 5½ to 9. \$3.60 value. Sale Price **\$2.98**
Canvas Oxfords in Palm Beach and White, rubber soles and heels; sizes 6 to 10. Sale Prices **\$2.48 and \$3.48**
38 pairs (examples) in Black and Brown; sizes 6 to 7½ only. Sale Price, pair **\$4.98**
MEN'S INVISIBLE SUSPENDERS—Neat and comfortable for these perspiring days. Sale Price, pair **69c.**
MEN'S BELTS—A neat all rubber line; remarkable value. Sale Price **19c.**
MEN'S GOLF HOSE—A very choice assortment of all wool, very smart designs. Sale Price, pair **\$1.69**
ROWING PANTS—White; sizes 28 to 34. Sale Price **\$1.05**

BOYS' BLAZER JACKETS—Plain Navy with Sky or Cardinal piping. Regular \$2.65 to \$3.40.
8 to 9 years. Sale Price **\$2.35**
9 to 11 years. Sale Price **\$2.65**
12 years. Sale Price **\$3.05**
FANCY NEGLIGE SHIRTS—Sizes 14 to 16½; double cuffs; neat stripes. **\$1.08**
FANCY PIN STRIPE SHIRTS—with stiff collar to match; sizes 14½, 15½, 16½ only. Regular \$3.50. Sale **\$2.98**
SPORTS SHIRTS—In Ecru, White and Striped; sizes 14 to 16½; large collar, short sleeves. Sale Price **\$1.65**
BATHING SUITS—Navy, trimmed White or Red; Black, trimmed White or Red. Sale Prices **\$1.48 and \$1.55**
BALBRIGGAN UNDERWEAR—Sizes 34 to 44; long and short sleeve shirts, knee and ankle length drawers. Sale Price, garment **53c.**

BOYS' JERSEY SUITS—"St. Margaret" make in assorted self colours; fit 1¼ to 6 years. Sale Price **\$2.48**
BOYS' GREY FLANNEL SUITS—Two piece, unlined, patch pockets; Rugby style; fit 6 to 13 years. Sale Price **\$3.48**
BOYS' WASH BLOUSES—White Jean with Navy Sailor Collar; fit 3 to 8 years. Sale Price **\$1.75**
BOYS' TWEED SUITS—Of serviceable English Tweeds; all round belt, pleated back; fit 10 to 17 years. Sale Price **\$7.55**
BOYS' OVERALLS—Fancy stripe; fit 6 to 10 years. Worth \$1.30 pair. Sale Price **98c.**
BOYS' RUBBER SOLE SNEAKERS—Black and Brown. Special: 11 to 2. \$11.70 value. Sale Price, pair **\$1.10**
11 to 2. Sale Price **\$1.10**
3 to 5. Sale Price **\$1.15**

CREAM FLANELLETTE PANTS—Fit 6 to 17 years; a wonder at the price. **98c.**
BATHING SUITS—Navy, trimmed White; sizes 28 and 30 only. Regular 80c. Sale Price **73c.**
STRAW HATS—Boater style. Reg. \$1.30. Sale Price **98c.**
LINEN HATS—Fancy, for little boys. Sale Price **49c.**
WHITE SAILOR CAPS—Slightly soiled. Regular 90c. Sale Price **49c.**
ELASTIC BELTS—With snake fastener. Sale Price **22c.**
SAILOR SUITS—Of heavy English Navy Serge; fit 9 to 8 years. Reg. \$4.70. Sale Price **\$4.18**
Of fine English Navy Serge. Regular \$9.70 and \$8.90; fit 6 to 8 years. Sale Price **\$8.75**
Fit 9 to 11 years. Sale Price **\$8.85**

BIG Price Reductions in Dress Fabrics

SELF-COLOUR RATINE—38 in. Lemon, Brown, Cream, White, Sage, P. Blue, Rose, Pink and Heli. Reg. 65c. yd. Sale Price **57c. yd.**

38 in. Mauve, Cream, White, Pink, Henna, Maize, P. Blue, Green, Grey, Fal-low, Jade, Rose and Black. Regular 90c. yard. Sale Price **78c. yd.**

FANCY RATINES—38 in. smart Plaid and Broken Check designs. Regular \$1.00 yard. Sale Price **88c. yd.**

38 in. Broche effects and Checks. Regular \$1.30 yard. Sale Price **1.18 yd.**

38 in. Fancy Colourful Checks. Regular \$1.40 yard. Sale Price **1.23 yd.**

FANCY CHENILLE—38 in. assorted colourings; big mark down. Sale Price **77c. yd.**

CRINKLE CREPE—38 in. Ratine stripe in self shades of Pink, Green, Cream, Lemon and Pale Blue. Very special value. Sale Price **98c. yd.**

SELF-COLOUR MOROCAINS—38 in. White, Lemon, Dunn and Orchid. Regular 85c. yard. Sale Price **73c. yd.**

38 in. Lemon, White, Green, Rose, Pumpkin, Orchid. Regular 95c. yard. Sale Price **83c. yd.**

SPECIALS IN DAINTY WASH FABRICS

COOL LINENS—34 in. self shades of Shrimp, Hello, Rose, Pink. Regular 35c. Sale Price **33c. yd.**

DAINTY VOILES—Some rare values in reliable clothes here; plenty of patterns for selection; 35 in. Regular 35c., 45c. and 48c. yard. Sale Prices **32c., 41c., 43c. yd.**

GINGHAMS—An abundant selection of smart designs in stripes and checks. Regular 45c. yard. Sale Price **37c. yd.**

CHILD'S WHITE CANVAS BOOTS—Buttoned, 6 to 11; laced, 8, 9, 7, 7½, 8, 9½, 10, 10½. Sale Price, pair **78c.**

MISSIE WHITE CANVAS BOOTS—12, 13½, 1½, 2. Sale Price, pair **\$1.18**

Telling Price Reductions on Misses Dresses

SELF-COLOUR ORGANDIES. Dainty shades of Pale Blue, Pink, Lemon and Navy. Sale Prices **1.28, 1.49 and 2.68**

GINGHAM DRESSES Fit 7 to 14 years. Plain Linens and fancy checks; some belted styles. Organdie collars and cuffs; all smartly trimmed; a good assortment of sizes at each price. Sale Prices **1.08, 1.15, 1.28, 1.48, 1.58, 1.98, 2.28, 2.68, 2.98.**

CHILDREN'S PANTY DRESSES Fit 2 to 6 year; Plain Linens and Check Gingham; effective trimmings. Sale Prices **75c., 1.18, 1.48, 1.98**

Ladies' Underwear Specials

WHITE CAMISOLES Exceptional reductions to clear; a nice assortment of lace trimmed, with strap. Sale Price **29c.**

LADIES' STEP-INS Of Pale Pink Crepe, trimmed in Pale Blue of same material. Sale Price **79c. pr.**

LADIES' KNICKERS Of good quality White Cotton with lace and embroidery trimming. Sale Price **1.60 pr.**

LADIES' NIGHTDRESSES White Cotton, trimmed with embroidery, short sleeves and low neck styles. Sale Price **1.78**

LADIES' UNDERWEAR Of good quality materials in self-coloured Muslins and Striped Lingettes, including Step-ins, Chemises, Envelope Chemises, Bloomers and Nightdresses, with strap and short sleeves; all in assorted size. Sale Price **1.68 gar.**

Hosiery and Footwear Mark-downs

LADIES' HOISERY. Some Outstanding Values in Seasonable Styles. Striped Lisle Thread Hose of especially good quality in shades of Black, Brown and Champagne; 8½ to 10 inch. Sale Price **\$1.38**

CHILDREN'S SOCKS Smart and of good wearing qualities. serviceable drab shade with fancy check tops; sizes 4 to 7½. Regular 55c. pair. Sale Price **38c. pr.**

LADIES' FIBRE SILK HOSE Seconds; sizes 9½ to 10. Unquestionably one of the best values we have seen for some time. New shades of Crash, Pelican, Black, Higo, Peach, Blush, Windsor Tan, Fiping Rock. Sale Price **39c.**

LADIES' WHITE CANVAS PUMPS Medium heels; all sizes. **\$1.59**
Sale Price, pair **79c.**

LADIES' GREY SUDE SHOES—Cushion tread, strapped, medium heels; all sizes. Sale **\$2.88**
Price, pair **\$2.88**

Drastic Price Reductions on Ladies' Dresses

MUSLINS, GINGHAMS and VOILES

Smart Check Gingham with Organdie collars and vestees, some belted; plain linen, coat styles, some embroidery trimmed; self-colour and fancy Voiles with fine lace trimming. A few of the much favoured Venisee Dresses in this group. Sale Prices **1.59, 1.98, 2.58, 2.98, 4.25 to 13.50, 15.98**

LADIES' GUIMPS In Plain Linens and Check Ratines, nicely braided and button trimmed. Sale Prices **2.08 and 2.98**

LADIES' WAISTS Plain Grey Ligen, coat collar and long sleeves. Sale Price **1.48**

LADIES' DRESSES Crepe-de-Chine, Tricolettes, Taffeta and Satin Dresses. Styles and trimmings too varied to mention in detail. Your opportunity to purchase at half, and less than half, the regular price. Sale Prices **3.98, 6.98, 8.25, 10.98, 12.75, 14.98, 17.75 and 19.98**

LADIES' MIDDIES Values Worth Investigating. Cream and Sage Linens, all short sleeves; Paisley, checked and braided trimmings. Sale Price **98c.**

LINENS All long sleeves, smartly trimmed. Sale Prices **1.48, 1.75, 1.98 and 19.98**

BEAVER BOARD

We Sell "Genuine"

BEAVER BOARDS

4 feet wide and 7, 8, 9, 10 and 12 feet long.

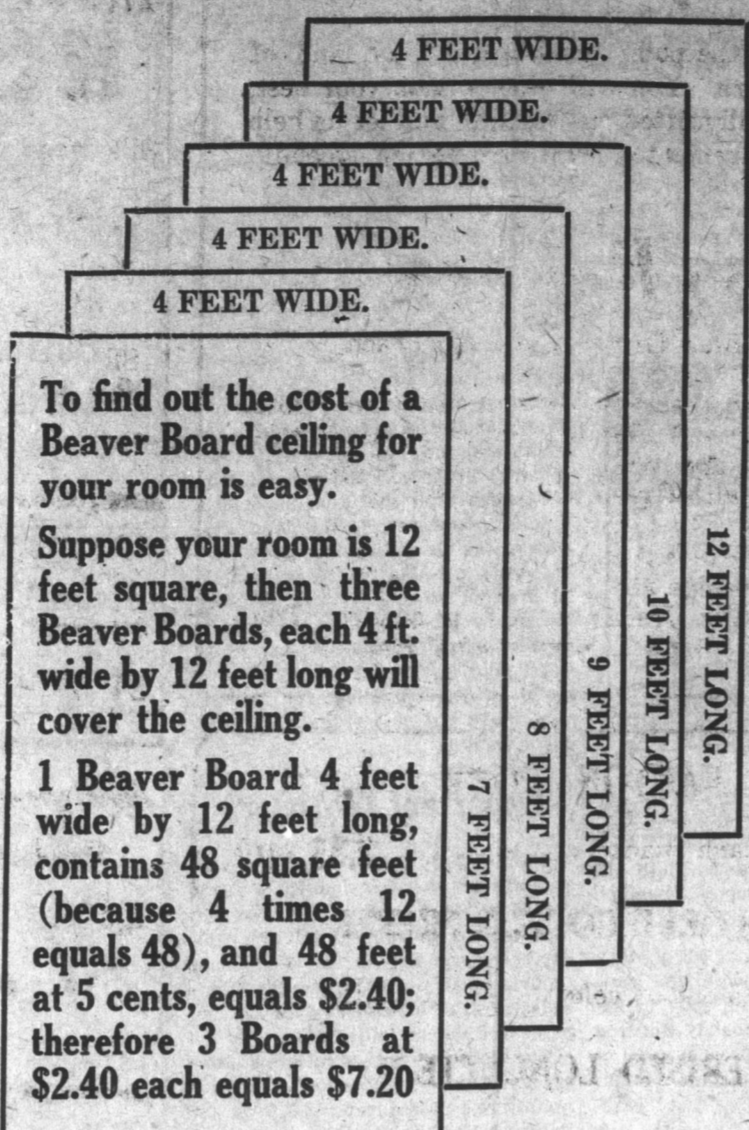
Our price is only Five Cents per square foot.

You'll know the Genuine Beaver Board by the Red Border on every board.

Boards which have not the Red Border are not Genuine Beaver Boards.

About Seven Dollars' worth of Beaver Board will cover the ceiling of an ordinary size room.

About Fifteen Dollars' worth of Beaver Board will cover the walls of your room.



To find out the cost of a Beaver Board ceiling for your room is easy.

Suppose your room is 12 feet square, then three Beaver Boards, each 4 ft. wide by 12 feet long will cover the ceiling.

1 Beaver Board 4 feet wide by 12 feet long, contains 48 square feet (because 4 times 12 equals 48), and 48 feet at 5 cents, equals \$2.40; therefore 3 Boards at \$2.40 each equals \$7.20

Rooms done with Beaver Board are warm, cozy and comfortable. Do all your rooms with Beaver Board. Beaver Board is artistic enough for your best room and cheap enough for your kitchen.

To "put on" a Beaver Board ceiling, you require only THREE Beaver Boards, a hammer, a saw and a handful of nails.

Beaver Board suits the Newfoundland climate. We can show you a panel of Beaver Board which for 15 years has been exposed to raging storm and scorching sun, yet remains "good."

No Other Wall Board Has Stood This Test!

There is only one Genuine Beaver Board, only one built of virgin spruce through and through, only one sized by the patented "Sealtite" process, only one marked with the Red Beaver Border.

We sell this ONE and ONLY Genuine Beaver Board. See that you get it. It will last as long as your house. Beaver Board is better than plaster, it will not crack. Beaver Board is better than V-jointed ceiling, it shows no seams.

Send us your name and address so that we may send you a sample of Beaver Board.

Look for the Red Beaver Border if you want Genuine Beaver Board

Colin Campbell, Limited

Water Street - - - St. John's



ATHLETES TAKING SUMMER COURSE AT HARVARD.

Popular Wrestler Heard From.
We are in receipt of a letter from Mr. Young (Young Olson), who some years ago figured so prominently in the athletics in St. John's and who held such a deservedly popular place with the fraternity and with the general public. He recalls with pleasure the years he spent here and makes enquiries for many of his friends, among whom he mentions in particular "King" Chaplin, "Bully" Higgins, Harry Pedgrew, "Bob" Stick, "Stan" Colles, Ern Goodland and the Harder boys.

For the past 9 years Olson has been at Ohio University where he is at present physical director, but he states that wrestling is still his chief fascination and has two or three matches every vacation. At the time of writing he was at Harvard with several well known athletes, taking a summer course and he encloses the following clipping, accompanied by an illustration of the team:—
The Harvard School of Physical Education has enrolled a great array of past and present athletes this summer. They range all the way from boxers who fought in the old days with bare knuckles down to Pal Reed, and from football stars who played the game as a slugging contest down

RICHARD HUDNUT
THREE FLOWERS COMPACT
Wink, Pull and Mirror
Meets the requirements of those wishing an individual box of Rouge or Powder.
Supplied in all Popular Shades.

Dan Kelly, assistant physical director at Harvard, is the man who a few years ago made Worcester Academy famous in three sports. For several seasons now he has been at Harvard under Mr. Greer and the plans of these two for physical training in the college were working perfectly when the tragic death of the latter upset the summer courses.
Last but not least is Hans Nudolf, specialist in physiotherapy at Harvard. He has become an institution at the university. He came from Germany a good many years ago and attended the School of Physical Education for five years, until he received his certificate. Clinton had him then for a year or so, but since that time he has been back at his old haunts—Hemenway Gymnasium and the locker building.

BATTERED BOXER FALLS FROM RING AND BREAKS NECK.
LOUISVILLE, Ky., July 22.—Mickey Shannon, Chicago light heavyweight died in the Broadway Arena before hundreds of boxing fans here last night at the end of the fourth round of his bout with Harry Fay, of Louisville, when Fay drove him to the ropes and so weakened him with head and body blows that he collapsed and fell from the ring breaking his neck when his head struck the floor.
Fay was arrested immediately on a technical charge of manslaughter, but was released on \$1,000 bond.
By coincidence last night's fatality marked the second time that a Mickey Shannon had been killed during a boxing bout. Ray McMillen, Maryland heavyweight, known in the ring as Mickey Shannon, a few years ago met the same fate while boxing Al Roberts of New York.
Shannon, killed last night, was

known by other names. He occasionally boxed under the name of Patny Flannigan, and outside the ring was known as Howard Palmer. He was 25 years of age.

SHOE SALE—10 per cent. off every pair of Boots and Shoes in our store at SMALLWOOD'S Big Shoe Sale.—July 30, 31

Don't Buy Inferior Soap
Free Carbonate is the analytical chemist's term for soda ash. It is added to soap to give it strength and to lower its value, but as it is worth no more than two cents per pound; you waste your money when you buy it at soap prices. Always buy Sunlight Soap which is REAL SOAP, sold under a Five thousand dollar guarantee of purity.—July 16, 23, 30

JUNIOR LEAGUE FOOTBALL.—St. George's Field, this evening at 7.30. C. Y. M. C. vs. WESLEY. Admission 10c., Boys 5c. Grandstand 10c. extra. July 30, 31

That Suit Looking Shabby?
No money for a new one? Never mind. Bring in all your old clothes. We will make them look like new.
AND KEEP THEM LIKE NEW
at a surprisingly low cost. Our method is the one used by the valets of the Elites, the
HOFF-MAN.
W. H. JACKMAN,
89 Water Street, West, St. John's, Nfld. Phone 705.

BATTLE WITH BANDITS IN CHICAGO.
CHICAGO, July 29. Four masked robbers who attempted to hold up the Drake Hotel during tea hour to-day precipitated a battle between the robbers and the hotel detectives and policemen that resulted in the death of two robbers and the hotel cashier. One robber was captured and a fourth escaped with \$10,000 of the hotel's money.

Cadiz SALT
Now discharging S. S. SAIMA

COAL
BEST SCOTCH SCREENED \$11.70
BEST WELSH ANTHRACITE 20.00

A. H. Murray & Co. Ltd.
Coal Office: Phone 1867 Beck's Cove

PEARS' Used in the best circles.

SNOODLES
A Dangerous Locality



IN THE REALMS OF SPORT

Pal Reed is back for his third season and appears to be in fine shape. All the way from New Orleans has come Irwin Pecho of the Young Men's Gymnastic Club of that city, familiar to many as the producer of promising boxers.
Olson, a Noted Wrestler.
The stalwart gentleman with the added arms is Thor Olson, former middleweight champion and one of the finest wrestlers of all time. He is at present physical director at Ohio University. Benny Murray, former B. C. athlete, is coach and physical director at Norwood High School. "Bully" Meagher, ex-holder of the world's record for the 440-yard hurdles and old-time star at English High and Colby, is physical director at Turfs and has done great work there.

Richard Hudnut
THREE FLOWERS COMPACT
Wink, Pull and Mirror
Meets the requirements of those wishing an individual box of Rouge or Powder.
Supplied in all Popular Shades.

PEARS' Used in the best circles.

SNOODLES
A Dangerous Locality



Express Passengers

Following passengers arrived at ...
 Mrs. J. Shute and child, R. ...
 Mrs. J. Shute and child, R. ...
 Mrs. J. Shute and child, R. ...

White Canvas Shoes, only one ...
 marked down to \$1.55 ...
 PARKER & MONROE, LTD.

The First Time Down

THE BOTTOM OF THE SEA.

(By a DIVER)
 I shall never forget getting into a ...
 I think my greatest thrill was that ...
 I think my greatest thrill was that ...

Under-Water Feeling.
 For people who ask to be allowed ...
 It is a test for the strongest nerve ...

Under-Water Feeling (cont.)
 When you step off—if you can. ...
 It is a test for the strongest nerve ...

Under-Water Feeling (cont.)
 Towards the bottom, the greenish ...
 It is a test for the strongest nerve ...

Under-Water Feeling (cont.)
 In the first time is tempted to gaze ...
 It is a test for the strongest nerve ...

Under-Water Feeling (cont.)
 To the surface upside down!
 I forgot—one! My senses came ...
 It is a test for the strongest nerve ...

Under-Water Feeling (cont.)
 When I got the surprise of my life ...
 It is a test for the strongest nerve ...

No end to the Special Values Set Apart for this most important Sale in our Calendar. The Best in the House from every department enters the lists this week.

Do not hesitate--participate in our

ANNUAL

PRE-REGATTA SALE!

In the march of events at BAIRD'S--it ranks high in importance-- Being the Advance Clearance Note for Summer finery of every kind.

Be Prepared for Values--You'll Find Them Here



Charming White Bedspreads ON SALE

BEDESREADS—Huge clearing line of Snow White Marcella Quilts; 72 x 90 size, charming quilts for summer use, easy to wash, easy to handle, of ample size, as a spare quilt ideal. Pre-Regatta Sale Price **3.79**

KITCHEN TOWELS—Unbleached Turkish Towels, 21 x 40 size, with Crimson striped border. Reg. 60 each. Special **54c.**

Girls' Organdy Voile Dresses

Girls' White Organdy Dresses, to fit 8 to 12 years, round neck, short sleeves, girly and pleated skirt; seldom have we featured such becoming style Dresses for such a low figure. They're Special at **1.59**



Boys' Urgent Needs

BOYS' HATS—Little Boys' Straw Hats, White with bound edge and silk band, Reg. 50c. Special **39c.**
 BOYS' PANTS—Great range of Boys' Cotton Tread Pants, in assorted dark striped patterns, to fit 10 to 15 years. Special **98c.**
 BOYS' BLOUSES—Tidy fitting striped Cotton Blouses, in pretty pin stripe patterns; sizes 12 to 14; collared. Special **89c.**
 BOYS' SPORT SHIRTS—Becoming warm weather Shirts, all White with mercerized self stripe, open neck convertible flare collar. Reg. \$1.30. Special **\$1.15**
 COTTON HATS—Crushable Crown Hats, in White and Striped Linens, great sun Hats. Reg. 55c. Clearing **39c.**

Two Special Values

HEARTH RUGS—Just a clearing line of 11 good value Hearth Rugs, 30 x 60 size, nice range of patterns. Reg. \$5.50. Pre-Regatta Sale Price each **\$4.98**
 HEARTH RUGS—Another line of Hearth Rugs, worthy of your notice, in prettily blended shades, 27 x 54 size, were **\$3.95** \$4.40. Special to clear **\$3.55**
 CURTAIN LACE—54 inch White Curtain Lace, really beautiful in design and well covered all over pattern. Reg. 90c. Special **82c.**
 SLIP-ON JERSEY—Fine Wool ones in Misses sizes, sleeved and sleeveless styles, with Peter Pan collar; shades of Saxe, Fawn, Brown and White. Truly a wonderful value at **\$2.79**

Our Greatest DRESS SALE

Bringing Notable Values in Pretty Dress for Regatta Day

Gingham Dresses

All of them—New and being late in arriving we hasten their exit, with a shattered price. Your choice of small and large checks, in assorted shades, Peter Pan collar, others square neck, short sleeves and coloured pippings. Pre-Regatta Price **2.79**

Wash Dresses

Very charming and very inexpensive Dresses for immediate wear—in Voiles and Muslins; shades of Navy, Saxe, Grey, Lavender and Rose, V neck, with or without collar, short or long sleeves, straight line styles—and turn-over cuffs to match. Pre-Regatta Price **1.49**

Gingham Dresses

Now! and truly beautiful Dresses in the very latest accepted styles for summer wear, made from super-fine Gingham, in quality in smart plaids and checks, embellished with White Organdy collar and cuffs, others with White Pique vestee cuffs and pockets to match. Truly charming styles. Pre-Regatta Price **4.69**

Fineries for the Lakeside

JUMPERS—Snappy value in Muslin and Linen Jumpers, White with Peter Pan collar, long sleeves, banded hips, embroidered and finished with Picot edge; sizes to 44. Regatta Special **\$1.69**
 MISSES' MIDDIES—White Jean Middies, to fit 12 to 20 years, very becoming style, featuring Sailor Collar, Black Bow and long Sleeves. Reg. \$1.80. Regatta Special **\$1.69**
 GIRL'S NIGHTGOWNS—White Lawn Nightgowns, to fit 2 to 8 years, V neck, short sleeves and embroidery **49c.**
 GIRL'S VESTS—Very special line in White Jersey, to fit 4 to 10 years, round neck, short sleeves. Just for Pre-Regatta Sale, each **22c.**
 SHIRRED ELASTIC—Beautiful Silk Elastics for making up the new Jazz Garters, in shades of Pink, Rose, Orange and Cardinal, all silk stitched. Pre-Regatta Sale Price, The yard **42c.**
 CHILDREN'S HATS—Becoming White Straw Hats for little ones from 1 to 2 years, corded saxe ribbon band. Pre-Regatta Sale Price **98c.**
 LADIES' VESTS—White Jersey Vests, round neck, strap shoulder, offering a very fine value during our Pre-Regatta Sale, Each **29c.**
 UNDERPANTS—Lace trimmed White Jersey Underpants, with umbrella leg, open to-day, 60c. value. Pre-Regatta Sale Price **49c.**
 CHILDREN'S BONNETS—White Muslin Bonnets, embroidery and lace trimmed and finished with Pink or Sky Ribbons; to fit to 18 months. Regatta **94c.**
 ART SILK KERCHIEFS—The newest, showing lace edge; shades of Cherub, Beige, Copen, Flame, Honey-dew and White. Special **37c.**



FLOOR MOPS—An easy, quick and effective way to clean up your Linen—made of one of our Besco Mops, long handled, detachable, durable. **\$1.48** Special
 PIC-NIC BAGS—In Plaited Straw, natural shade, with fancy coloured side, double handle; every convenient size represented. **19, 25, 35, 45, 55c.**

Footwear at Clearing Prices

GIRL'S SHOES—Children's and Misses' Dark Tan and Black Shoes, in kid, calf and patent leathers, laced and strapped styles; sizes 8 1/2 to 1 1/2; great wearers. Reg. to \$3.00. **\$1.95** Clearing
 CHILDREN'S SHOES—Special clearance of Dark Tan and Black Canvas Laced Shoes; sizes 4 to 6. Special **69c.**
 BATHING SHOES—Ladies' Pure Rubber Bathing Shoes, in Black, Red and Blue, slipper style, the finishing touch to your bathing outfit. Clearing **\$1.35**

Notable Values in Gloves, etc.

LADIES' SUPER-FINE KID Gloves, gauntlet wrist, showing fancy stitching. Tan shade. Reg. \$2.25. Pre-Regatta Sale **\$1.98** Price
 KID GLOVES—High grade Kid Gloves, wrist length, in shades of Beaver, Tan, Navy, Grey and Black. Reg. \$2.30. Pre-Regatta Sale **\$2.08** Price
 FABRIC GLOVES—Popular Suede Fabric Gloves, showing pretty gauntlet wrist, with fancy stitching, shades of Fawn, Brown and Grey; up to \$1.30 pair. **\$1.10** Special
 LADIES' GLOVES—Ladies' Lisle Thread Gloves with fancy stitched backs, shades of: Beaver, Grey and Coping, excellent summer gloves. Reg. to 90c. pair. Pre-Regatta Sale Price **79c.**
 BUREAU CLOTHS—White Linen Cloths, 12 x 54 size, embroidered and hemstitched, very fine cloths. Special **98c.**
 SHEETINGS—40 inch half bleach English Sheetings, of great strong wearing quality. Special **69c.**
 PILLOWINGS—40 inch Circular Pillow Cotton, English manufacture, you'll say it's good value at our reduced price **59c.**
 PILLOW CASES—Very special value in Pillow Cases of good wearing quality, embroidered and hemstitched hem. Dollar line. Special each **83c.**
 D'OLLES—Circular D'Olles, with fringed edge, fine Damask centre. Special each **15c.**
 FACE CLOTHS—A little item, but an important one when you consider the value this line offers at **10c.**
 CUSHION FILLS—Circular and square shapes, plump and evenly filled, case of a good close strong cotton, your-at reduced figure. Reg. \$1.20. Special **95c.**
 DAMASKS—58 inch Snow White Table Damask, doubt if you can get anything near its value to-day. Special the yard **79c.**
 RUBBER SHEETING—Double weight Rubber sheetings, note its extra good width—54 inches. Reg. \$2.30 yard. **\$1.89** Special



Beaded Hand Bags

Indispensable Bags, gorgeously beaded, in shades of Silver, Jade, Navy and Brown; oval shape; tasseled finish. Value for Regatta **\$1.69**

Don't go Camping without a pair of Camping Blankets

CAMP BLANKETS—Chilly nights you will appreciate the comfort of such blankets as these: 54 x 78 size, Dark Grey shade, with Crimson border. Reg. \$2.25, sold singly **\$2.98**
 CAMP BLANKETS—Dark Brown Bush Rugs or Camping Blankets; 54 x 72 size, coloured border. Special each **\$1.52**



Rubber Sole Sneakers—Black, Brown and White; for men at \$1.25; for women \$1.15; for boys \$1.15 and \$1.00; for girls \$1.00 and 90c. PARKER & MONROE, LTD.

As Harmless
As The
Best Toilet
SOAP



"Your Hands
Will Be Grateful"

**THE LIVERPOOL & LONDON & GLOBE
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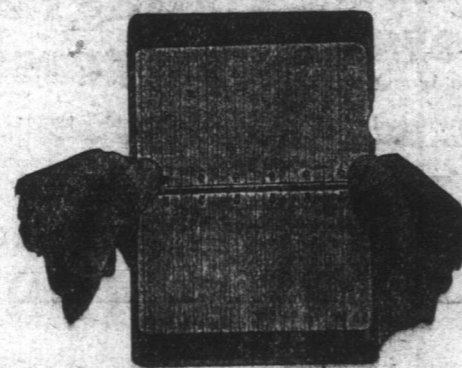


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You are coming to St. John's for the Regatta. Ask
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Are you spending Regatta Day in the outports?
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S.S. NEWFOUNDLAND—	July 25th	Aug. 5th	Aug. 15th	Aug. 18th

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11.11

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Sacks Beans.
Cases Baking Pow
Cases Cake Powe
Rolls Wallpaper
Barrel Chow Chan
Barrel Catsup.
Cases Catsup.

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11.21. (news), 21

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at 12:30 o'
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New York. Surveyed
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