## Limited




Auction Sales I Auction sales I
POPYLAR
POWBEN
AOMARBD
AOCTONEERS

AUCTION. IONDAY, August 1st, N Live Stock Market, NEAL'S WHARF.
FOR THE REGATTA.

 Dowden \& Edwards,
$3 \quad$ Anctonerr MONDAY 50 Head retmery Cattle. actione

trail Co., hers.


Campbell \& McKay









| A REGATTA VICTORY. them talk about this <br> Sale of 960 Bengaline Ties, <br> 75c. at any other time. Smash! goes the price <br> Regatta Week, 50. each. I'm living up to my reputation for doing unique things in an for doing unique things in an with giving better value than others; I like to make one su- preme effort once in a while Try to match this value else-where-and the earth. No, I don't be- wieve there's a 50 c . tie in the city of any kind that'll wear longer than a month. But Bengaline If you're a terror on ties, save ding a few Bengalines to your collection. Two ties free to the man who can put a lasting six, buy a dozen, for after the Re- gatta the price goes back to 75 c <br> 50c. KEARNEY'S |  |  |  |
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## And Get Extra Value for Your Money

By buying now you are saving considerably, with the assurance that
ices will not be as low again this year. You get the choice of severd prices will not be as low again this year. You get the choice of severid new styles that are at once smart and comfortable.


## The Royal Stores, Ltd,

Furniture Department.
s.

Choice

## "

Footwear

\&
We have just received another shipment of " $K$ " Brogues for Ladies and Gentlemen.

When buying Brogues ask for "K", the celebrated English Shoe.

We are also showing some very fine lines of "K" Boots for Men. Double wear in each pair.

## F. SMALLWOOD <br> The illome of Good Shoes. <br> 218 and 220 Wator St " K" Agenay for Nowifoundland,



## Regatta Specials!

Seasonable Wear at Attractive Prices.

GEORGETTE BLOUSES, in a variety of styles \& shades, $\$ 3.85$ \& $\$ 5.00$.

WHITE EMBROIDERED UNDERSKIRTS, \$3.20 \& \$4.00.

WHITE VOILE BLOUSES, \$2.00, $\$ 3.50, \$ 3.75$.

WHITE JAP SILK BLOUSES, $\$ \mathbf{3} \mathbf{8 5}$. SLIPON SWEATERS, in Rose, Fawn, American Beauty, Turquoise, \$4.00, \$4.75, \$6.00.

SUMMER VESTS, with strap or wing sleeves, 50c. \& 60c.

## STEER BROTHERS.

New Arrivals-New Specials
Ready for Regatta.

## $19 c$.

DRESS HOLLAND.

19 c.

| Ladies' and Misses' Middys. <br>  Each \$1.80. | Ladies' White Overblouse. <br>  Each $\$ 3.70$. |
| :---: | :---: |
| Ladies' Georgette Blouses. <br>  <br> and Crepe de Chene of good quality materials in either Pink, White and Biscuit shades; assorted sizes. sizes. <br> Each \$3.95. | Ladies' White Blouses. <br> New White Muslin Blouses just opened. A large and splendid assortment of styles to choose from The price is just half of what they were las Regatta; sizes 36 to 44 . <br> Each $\$ 1.80$. |
| Ladies' Hose. <br>  <br>  | Men's Underwear. <br>  Per Garment 75c. |
| Childen's White Hose. <br>  Per Pair 18c. | Boys' Shirtwaists. <br>  Each 98c. |
| Boys' Canvas Shoes. <br> These are hard wearing Shoes, fitted with leather <br> Per Pair \$1.90. | Ladies' Shoes. <br>  $\text { Per Pair } \$ 2.90$ |
|  | open every nigtr. 18 New Gower St. |

















## English 'Brogues'

For Men and Women.


JUST OPENED.
Gent's Dark Brown Calf "Brogues". Hearily poprrorated heel and toe two full
soles. low fiat hee, warranted all solid leather. soles low flat hee, warracture,
Reiliable English manutacture,
at $\$ 9.00$ the pair.




Bathing Sults
thít cot a dasuing splasi.

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| rectuess. |

## got an old coatt a patr or

Flannel Trousers

notione smarter thas Bow Ties mown wivem Tombermitmen

## And Now for the Joys of a Jolly Vacation


 Take Extra Shirts Along
 ste Lumpry bins
Soft Collars
 Iooszt trur binix Invisible Braces
 KEARNEY'S

| $\frac{\text { Windsor }}{\text { Patent. }}$ | CHEAPER | $\frac{\text { In }}{\text { Assoried }}$ |
| :--- | :--- | :--- |
| Royal Household | FLOUR | Sized |

140 Ib. sax
98 lb. sax, equal to half barrels. 49 lb. sax, equal to quarter barrels

## These sizes are especially suitable for the retail trade, and with the $h$ of cooperage they effect a considerable saving from the barrel price.

> HARVEY E CO., Limited.

## Are You A Grocery Salesman?

A salesman sells goods, he doesn't fall asleep on the job. He doesn't have
to be driven. He works with his head.

Salesmen in grocery stores are pushing Lantic Sugar in packages because Lantic pack
and twine.

ม.
A 2 pound and a 5 pound package of Lantic fills an order for 7 pounds
sugar. $22^{\prime}$ 's and $25^{\prime} \mathrm{s}$ make a stone of sugar, saving time and trouble.

Now you have an opportunity to show your boss whether you are a sales-
man or merely a clerk. It's up to you to push Lantic in packages. man or merely a clerk. It's up to you to push Lantic in packages.

The profit on sugar is only a little over 1 cent per Ib, and on such a sman margin no grocery store can afford to waste time, pags, twine and risk a

Lantic Package Sugar is guaranteed to be full weight of the best granu-
lated white sugar. Tell your customers about it. They'll like Lantic.
Colin Campbell, IImited

# AGAIN WE SHOW THE WAY! 

 Five Super Sale Days Specially For the Regatta! All New Merchandise Just to Hand.
## Ladies'Tricolette Ladies' Skirts Ladies' Summer Men's and Young Men's Smocks Coats Suits

JUST OPENED.
safle Pficed
The very kind of Smock present and holiday
you are wanting. Ideal wear
for the Regatta.
$\frac{\$ 5.98}{\text { and }} \frac{\$ 6.98}{\$ 6.9}$

Just as cheap as
Tricolette Waists

Just Opened. Ladies'SilkDresses, Ladies' Suits, Ladies' Summer Hats, Ladies' Voile Dresses.
Everything in Ladies wearing apparrel included in this Sale.

Just a few we have promised, proving another L. N. \& P. Merchandizing Feat.
They come in Oxfords, Herring Bone, Blues and mixed Browns. All sizes.
$\$ 35.00$
and
$\$ 49.00$

## London, New York \& Paris Assc. of Fashion, <br> Grace Building, St. John's, Nfld.




| HARVESYERS' EXCURSION. |
| :---: |
| 30,000 Men Wanted, Western Canada. |
| FARE- 22.00 from Moncton, N.B., to Win- |
| nipeg; $1 / 2$ per per mile beyond Winnipeg. |
| For further particulars apply |
| J. W. N. Johnstone, |
| General Agens. |
| Board of Trade Building. |




Special Sale of Ladies' Assorted Blouses!




ANTONI MICHAEL

John Gray's Jams, STRAWBERRY and RASPBERRY 1 lb . Crocks. SEADOG MATCHES, 15 and 50 GROSS CASES. CHAMPION SOAP, bOXES OF 288 CAKES. P.E.I. CREAMERY, 1 lb. BLOCKS.
GEORGE NEAL, Ltd. 'Phone 264

 Yus $=$

Reid-Newfoundland Co., Limited




regatta day excursion.




Reid-Newfoundland Co., Limited
Great Realization Sale,

## AT 266 WATER STREET

COLORED RIBBONS, 3c. yard.
and numerous other bargains. OPPOSITE W. BOWRINSTMG BROS

Furnish Your House
From the stock in the
Showrooms of the U. S. P.
if you want to be sure
that you are getting the
best quality in your Fur-
niture, and the best value
for your money.
Big house, little house,
Bungalow, Flat or Camp-
ing Shack, no matter
which, we can supply
everything necessary to
make a comfortable home
out of all or any one of
them.
Prices on application.
U. S. Picture \& Portrait $\mathrm{C}_{0}$, General Furnishers.

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