## MERCHANTS,--We Challenge Competition with Imported Goods.

wiol Place your Summer and Fall order with us and be convinced.

A Big Variety for
Men and Boys.




## Don't Miss This Opportunity to Buy Good Roofing at a Low Price!

Send your carpenter down to examine this remarkable offer--

## CAMPBELL'S PATENT ROOFING

## Full Size Rolls

## Better Than Felt

## $\$ 2.59$ Per Roll NAILS AND CEMENT FREE

Houses covered with CAMPBELL'S PATENT ROOFING pay lower insurance premiums than houses covered with felt, and require no tar or other coating until the roofing has been 1 or 2 years in use.
A roll of CAMPBELL'S PATENT ROOFING will cover same space as 3-ply felt. Easier to apply than felt. The saving on insurance alone will pay for your roof years before the Patent Roofing will need to be renewed.
CAMPBELL'S PATENT ROOFING may be used instead of shingles for your roof; also takes the place of clapboard and is cheaper and warmer.

## Colin Campbell, Limited, Water Street, St. John's

WosibleSolution of Reparations

Difficulty more Hopeful. will Dispute Ownership of Wrangel Island--Firpo and Dempsey will Meet on September 14th.
$\qquad$


Pipe, Pipe Fittings and Sheet Metals.

Black Galvanized and Brass Pipe, Valves, Elbows, Tees, Unions, Pipe Tongs, Stillson Wrenches.
-ALSO-
Sheet Brass, from 1-16 to 1-2 thick, Sheet Zinc, Copper, Lead, Iron, Bar Copper, Bronze Bars, Bar Iorn, Ingot Tin, Lead etc.
JOB'S STORES, Limited
4000000000000000000000000000003 $2000000000^{2}$




## MILKMAID MILK

IS THE BEST MIIK MADE

Return Engagement of Mr. A. Lawrence.
stai motie ro.jax.
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a fatal stable fire.
were killed in a Are which hor-t tope

## REGATTA SPECLALS

30 Doz. Butter Dishes
50 Doz . Butter Disues
5 Doz. Sugar, Salt \& Pepper © ....90c.
20 Doz. Scissors . . . . . . . . . . 20 c . pair
BON MARCHE SPECIALS





\section*{Dainty Voile Blouses <br> A pretty line in Fancy Voile.. AYRE \& SONS, LTD. MIDDY BLOUSES. <br> | some plain White, others in White with Blue <br> or Ped Collars .......... . . . . . . 1.90, 2,50 |
| :---: |
| BRASSIERES. |
| Good stylo, Pink Sale Price . . . . . . . . . 34e. | <br> Special ReGatTA offerings}

## Ladies' Hats HALF PRICE. <br> Ribbons <br> 

## Specials for Men

STRAW HATS
$\frac{200 \text { must in. Only . . . . . }}{\text { SOFT FELTS. }}$
Ju5: opened. Latest shapes .. 8.20
" ${ }^{\text {" }}$ Velour . . . . . . 5.5 .50 TIES.
English Knitted ..........23c. 49c.
Silk. Wide Ends . . . 49c. 65c. 90c. up.

- BELTS

Leather .. .....20c. 30c. 35 c up.
SOCKS.
Strong Cotton; all colours .. 32c. pr.
All Summer Socks at Special Prices.
UNDERWEAR.
Balbriggan .. ....59c. and 1.10 gar.
Also a Special Lot of White Jersey
Combinations.
Iostly large sizes
Ill Summer Underwear at Special
BATHING COSTUMES.
th Skirts . 95 c. $1.20,1.60,1.90$
to 2.90 .
tecial English (no skirt) 1.40, 2.00

SNEAKERS.
White, Black and Brown 1.85 pr. 10 pairs only White Duck with Black
Rubber sole. Sizes $6,7,8,1,5$

CANVAS FOOTWEAR. Palm Beach and Grey Laced Oxfords | . |
| ---: | :--- |
| Khaki Canvas Boots .. .. .. .. .. . . 1.99 | Khaki Canvas Boots ........ 1.99

White and Grey Duck Boots ..2.75

DANCING PUMPS.


SAMPLE FOOTWEAR. High Class Oxfords in Black, Brown $\left.\begin{array}{lllll}\text { and two-tones. } & \text { Sizes } 61 / 2, & 7, \\ 71 / 2 & . & . & . & .\end{array}\right) . . . .4 .99,6.25$

## Striped Sports

Striped Sports . . ....
Fancy Negligee .119, 165, ...1.60 White Mat. Detachable Collars, 135 White Mat. Detachable Collars, 1.35
Cream Flette. with collars, 1.90 ,

Ladies' White Footwear
White Kid Laced Boots
White Kid Laced Boots White Canvas Laced Oxfords



Great Mark-Down in Ladies' Dresses

Smart Plaid Ginghams.
Nicely trimmed.
Sale Prices . $1.99,-2.29,2.99,4.29,5.85$
Serviceable Linen Dresses. Serviceable Linen Dresses.
In Saxe and Rose.
Sale Price. Coloured Voile D. .. . . . . . 3.7
Sale Price.
Organdie Dresses.
In two-t
Sale Price.
SILK DRESS
Greatly Reduced Prices.
Stylish Crepe de Chine, in Navy, Brown, WHITE SKIRTS.

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

## Ladies' Capes

We are offering a very choice assortment of Fashionable Capes at

Prices that are exceptionally attractive. In Plain Cloths and | $\begin{array}{clllll}\text { Smart Plaids. } \\ 7.49,\end{array}$ | 15.19, | 16.69, | 18.79, | 20.39, | 21.85 |
| :---: | :---: | :---: | :---: | :---: | :---: |

## Specials for Boys <br> WASH SUITS

 All greatly marked downSale. Odd sizes.
54c. 75 c

| $1.29,1.49,1.59$ to 2.15 | COTTON HATS. |
| :---: | :---: |
| SHIRT BLOUSES. <br> Striped . . . . . . . . . 85c. 1.40, 2.00 | Good Values |
|  | OVERALLS. |
| Ecru . . . . . . . . . . . . . . $1.30,1.75$ | Sale Prices . . . . . . 50 c. 70c. 1.10 |
| Khaki . . . . . . . .1.10, 1.60, 1.80 |  |
| UNDERWEAR. <br> Balbriggan Union Suits . . .65c. suit Balbriggan Shirts, short sleeves- | BELTS. |
|  | Leather .. .. .. . . . . . . . 30 c . 40c. |
|  | Also Elastic in Feildian and Methodist College Colours. |
| Balbriggan Drawers, knee length- |  |
| All Summer Underwear at Special Sale Prices. | BATHING SUITS. <br> Sale Prices .. .. . . . . . .95c. to 1.35 |
| JBBER SOLE SNEAKERS. <br> Dependable Quality. | WHITE FLANNELETTE PANTS |
| Special Sale Prices. | to 2.00 according to size. |
| Sizes 11 to 2 .. .. .. .. .. .. 1.55 | WHITE FLANNELETTE SHIRTS |
| 3 to 5 .. . . .. .. .. . 1.65 | 95 c . to 1.90 according to size and |

## Beautiful Wash Fabrics

Mignonette Voile
Viola Organdie

## Ladies' Bathing Costumes



## Ladies' Hosiery

White, Black and Brown Cotton Hose
White, Black and Brown Cotton Hose
White Mercerised Silk Lisle Hose... Black Mercerised Drop Stitch Hose White, Black and Brown Silk $3 / 4$ Hose Black Silk Drop Stitch H Black, Navy, Grey and Brown Silk Hose


## THE EVENING TELEGRAM



The Government Re-Formed.

In Passing. Thion nef minatity is mete pup ot



##  <br> 







# Cameras for the Regatta Actual Cost Price 

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

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

## The Slaughter of the Brownies

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


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

> 309 Water St.
> 'Phone No. 131



## SHOPKEEPERS! Read and Remember--

It is'nt the soap you buy which pays you a profit.
The soap you buy is sometimes hard to sell and causes you to lose money.
Profits are Made on the Soap You Sell
Selling SUNLIGHT SOAP is the easiest thing you have to do.
Your customers know SUNLIGHT SOAP to be best and purist.

## SUNLIGHT SOAP SELLS ITSELF

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UMDRRTIIESS The Fotiowise tssurancess: PERRONAL ACCIDENT and HEALTH WORKMENS COMPENSATTON
EMPLOYERS LABLIITY EMPLOYERS' Llabilty
pUBLIC LIABLETTY IUTOMOBLLE LIABLLITY. AUTOMOBLE FIRE and THEFT FIDELITY GUARANTEE BONDS
CONTRACT BONDS TOTAL RESERVES OVER TWELVE MLLION DOLLARS No Medical Examination Required
J. B. Urquhart


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# The Broadway House of Fashion 



> This is an Extraordlinary Glean-Up Sale whfoh we ofier You at Dollars Below the Makers' Cost-for It is the Greatest Slaughter of Ready-to-Wear Apparel Prices Ever Known in this City.


#### Abstract

THE ONLY WAY in which you can be really convinced of the astounding values we are offering during this Wonder Sale is to come into our store and look at the goods for yourself. To tell you the prices and give you descriptions of the different articles would not convince you more than by a visit to our store. Words are cold things and prices are only cheap or dear when compared with the things offered. We want you to examine our goods and compare the prices with anything you have ever known before. We are making offers that are literally staggering the ready-to-wear apparel trade of the whole dominion.


[^0]
# Ladies' Summer Hats <br> IN THIS WONDER SALE 

 WE OFFER500 Ladies' Summer Hats
in dashing and alluring styles.
The Regular Prices of these were
$\$ \$ .90, \$ 4.25$ and $\$ 4.90$
$\$ 3.90, \$ 4.25$ and $\$ 4.90$.
TAKEIYOUR CHOICE FOR
$\$ 1.50$ each
We have also
300 SUMMER HATS
Most of them hand-made and patterned after exclusive models.
Dainty Silk Grepe Hats, trimmed with Canton and Ostrich, small Sport affairs, brightly Wol embroidered. Many handsome
Black and Navy Dress Hats, as well as some flower-trimmed Black and Navy
Straw Flop Hats.

Specially Priced for this WONDER SALE
$\$ 3.90$ to $\$ 6.00$

SpecilllyAtractive Linesof Apparal
that wil enhance your appearance and add to your enjorMENT.
DURING REGATTA WEEK, SWEATERS
IN PULL-ovERS AND TUXEDO STYLES. With new stiches in lovely, colorings
$\$ 1.75$ to $\$ 4.90$
SPORT JACQUETTES
 at $\$ 7.90$ each
Women's Voile \& Swiss Gingham Dresses
 Specially Priced for this WONDER SALE
$\$ 1.95$ to $\$ 3.95$

Misses' and Children's Wash Dresses Speciantryative Frabries and Peisins for this. WONDER SALE.

## Ladies' Dresses

For several weeks we have heen preparing this asogrtment of
SUMMER DRESES
and neer yet have we bought mo a avanSUMMER DRESSES and never yet have we burgh so advan-
tageously Some of the fine materials in these D Dreses are very
 certain we could not begin to duppliciate them from This vilu be

The biggest Dress Offering of the Season :
for we are prepared as nevere bietora
We have these Dresese sin the following MATERIALS
FLAT CREPE. SPORT CREPR GEORGETTE. CREPE DE CHENE SATIN FACED CANTON CREPES COLORS
NAVY, BLACK, GREEN, COCOA, BROWN, GREY, MAIZE, TAN.
WONDER SALE PRICES
$\$ 13.90{ }^{\text {range form }} \mathbf{t} \mathbf{\$ 2 9 . 0 0}$ In the Men's and Boys' Dept. We have for this WONDER SALE the following:

## Men's Suits Special Offaring!

ON DISPLAY IN STYLES, FABRICS AND PATTERNS THAT ARE RIGET FOR MEN AND YOUNG MEN.
The New Tans and Greys-the trim hair lines-the fancy stripes in Worsteds-the new bright colored Sport fabrics-fine Blue Serges-WE HAVE THEM ALL. Sport Models, Norfolk Models, two and three button sacks; single and double-breasted models; belted and plain backs.

> WONDER SALE PRICES
> $\$ 18.95$ to $\$ 32.50$


Fine Mixture Suits in Cassimeres, Tweeds, Stripes and Fancy Mixtures, in the popuFine Mixture Suits in Cassimeres, Tweeds, Stripes and Fancy Mixtur
lar Norfolk Model-nearly, all with two pairs of pants. Sizes 8 to 17 .

Wonder Sale Prices $\$ 7.90$ to $\$ 15.50$

## Boys' Wash Suits

 in Linen and other fabrics, very suitable for Regatta Week 1.50 to 3.25

## For the Gomvenfence of patrons store open Every Night until 9.30 <br> Regatta Specials!

## Bankrupt Boot and Shoe Sale!

In Our Now Premises--the Builling Formerty Ocoupiod by N.W. Ghown, New Gower St.

A MANS SALE!
Just Opened magnificent range of
Men's Black Boots
Highest quality materials and values at $\$ 9.00$
SALE
Per Pair.

Seo
Men's Canvas Boots

Only 2.19 per per
Men's Canvas Shoes
Only 2.19 per prir




Ladies!
 by buying a pair of these

## Sport

Shoes
Combination of Grey and Black Values at 5400 .
Sale Price only 2.99 All Sizes.

The fotoming Appare was pur

 anpening saving
LADIES white skirts s2.98 tricolette waists, szes Higheet Quality; all colors and tades hosiet EADIES' HOSIERY-Colors of
Blk., Tan \& White. Per pr. 27 c . Blk, Tan \& White. Per pr. 27 c . Limited Lot PORTS SWEAKES . 31.98 Entire ranges LADIES' VOILE Sale Prices from $\$ 1.98$ to $\$ 2.98$
American Boot \& Shoe Store
A Regatta Special
that wil appeal. Joft opened another edipment
of those ever populare Ladies' Grey Suede Shoes

Guaranteed values at: 8.600 . Sale only
3.39

Per Pair.

In the Building Formerly Occupied by N. W. Chown, New Gower Street

## Regatta Specials!

## For the Boy and

 Young Man
## White Tennis Boots

## Valuesatats spob. . SALE 1.18

SALE 150 PAIRS of Boys' Boots
 Sale only 2.99


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


NewColor, NewiCharm


## MAJC SOAP DYES!

ONCE TRIED ALWAYS USED. Washes and Dýes at the same time. Light and
Dinty shades, particularly attractive. RENEW YOUR BLOUSE FOR TEN CENTS.


Special Prices to the Wholesale Trade.
ROBERT TEMPLETON.
 Sales Books !
$\square$

Quick Delivery of all Styles at Lowest Prices - PHONE ${ }^{-7}$ FOUR SEVEN, 3

DICKS \& COT, Lid.


 Children's and Birls' BOOTS

We offer Big Values in Girls' Solid FootCHILD'S GREY CLOTH TOP LACED BOOTS , Sizes 6,7 and 8. Only .... $\$ 2.00$ the pair. CHILD'S SOLID BROWN CALF BOOTS CHILD'S GREY TOP BOOTSCHILD'S BROWN LACED BOOTS pair With PATENT VAMP LACED BOOTSOnly ......... .. .. .. . $\$ 2.00$ the pair
GIRLS' SOLID HIGH CUT BOOTS-

## Extra Special IN MEN'S BOOTS

MEN'S DARK TAN LACED BOOTS
Only .. . . . . . . . . . . . $\$ 4.50$ the pair.
MEN'S FINE BLACK KID LACED BOOTS . 85.00 the pai


## New Arrivals!

CONES, ICE CREAM POWDER, VANILL-OL, STRAWS, SYRUPS, FRUITS, DRAKE'S CAKES ingersoll cream cheese, PINEAPPLE PUFFS and CHERRY FLOATS
P. F. FEARN\&CO., Ltd.

PHONE: 734 $\underset{\text { tr26.51 }}{ }$

STOP THE DECAY

| P | STOP THE DECAY |
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| in the |  |
| A | " MATCHLESS' |
| I | Way. |
| N | Do it whilst the Weather is fine. |
| T | The StandardManufacturing |
| Company, Ltd. |  |

##  <br> FOR SALE <br> Yacht "Josephine,"     <br> PARSONS <br> $$
\begin{aligned} & \text { THE AUTOMGOEILE MAN. King's Road, City. } \\ & \text { ap5, moos.,0d. } \\ & \text { Tel. } 109-1169 . \end{aligned}
$$ 



> The Globe Indemnity Co. of Canada - Whose Poinicie are Garantied Liverpoof and London and Globe Insur-- ance Company, Onoor thestronesest fre Compantes in the World. of Insurance excep Lifa BOWRING BROTHERS, Ltd. mentumen AgRTs.

## LABRADORITE घй <br> EAR RIVGS. MASONIC EMBLEMS. CASONIC EN CHARMS. <br>  <br> a valuable souvenir of newfoundland. <br> R. H. TRAPNELL, Lid.

Reid-Newfoundland Co., Limit
LABRADOR STEAMSHIP SERIIC
Proight for the above route per SAGONA for all ports of call as far north tomorrow Tuesday, from 9 a.m. to 5 p....

SOUTH COAST STEAMSHIP SERYIO


green bay steamship service
Owing to Wedeneday being Regatta Do
trigight for Green Bay poins will be aceepld Treight for Green Bay points will be aceent
Thursday.

Reid-Newfoundland $\mathrm{Co}_{\mathrm{o}}$, Limitel

RED CROSS LINE:
NEW YORK HALIFAX St. Joily
Schedule of Sailings for July

$\underset{\substack{\text { From } \\ 12 \\ 12 \\ \text { St Joom }}}{\text { Joh }}$
July 28 th
thbotai rates etoted to all ports

HARVEY \& CO., LTD., St. John's. Nfld., Ag

 FARQUHAR STEAMSHIP COMPANIES PASSENGER AND FREIGHT SERVICE NORTH SYDNEY TO ST. JOHN",
STEEL STEAMSHIP "SABLE I." STEEL STEAMSHIP "SABLE I."
Leaves NORTH SYDNEY Every Saturday
and HARVEY \& CO 0 , LTD, Agents St John' FARQUHAR TRADING CO, LTDD, Agents, N. Sydne Farguhar steamship companies, Halifax, ,


POWER! POWERI Acadia Marine Engines



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