
 THE "PEOPLES PAPRR"-MORTXSIL YEARS IN THEE SEEVICE OS
 TWENTY PAGES ©he Euphint ©ehenram $=$


## Central Union, Worker

 TOBACCOS wish to thank their many friends for the hearty support received. It is evident that smokers of Newfoundland are not going to be dictated to as to what Tobacco they may or may not smoke, high duty or otherwise, they are going to smoke the best, and will continue smoking Central Union, Worker Moose Head and Moose Head

To obtain the full, rich flavour of

## Red Label "SALADA"TBA

make it with freshly boiling water and then let it stand for 6 or 7 minutes before pouring. This will give great strength-but sweet strength
There are $\mathbf{3 0 0}$ cups insa pound of RED LABEL
Ask your ğrocer for it.

| THE PANGS OF REMORSE a COMPLICATED TANGLE. |  |  |
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## THE PANGS OF REMORSE a COMPLICATED TANGLE.




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## MADE FROM/THE: FRUITC.


ORANGE SQuASH

Sold by all good stores.
Sole makers-Kia.Ora Limited, Blackfriars, London, England
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Dodge Brothers
Set New Rec


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| Mams. |}

- Fan
$3,-2$ 2\% on



## THE BROADWAY <br> OUR GREAT SUMMER <br> = $=$ =liearance Sale

BEGINS TO-MORROW FOR TWO WEEKS ONLY!

## Tub Dresses

REDUCED TO CLEAR

Dresses both pretty and practical for sports and general wear. Of cool Voiles, or Swiss Ginghams, in many designs and colours. Delightfully feminine touches on
collar and cuffs, and effective new trimmings add further charm. Sizes 36 to 52 .
 Every Summer Dress price slashed for immediate clearance.

Our entire stock-no reserve-reduced to prices which have only one meaning-fast and furious selling -Summer merchandise prices slashed beyond recognition. A backward season has left us with great stocks which demand immediate disposal. Take advantage of this Sale. Buy your needs in this Store. stocks which demand immediate
Your supreme saving opportunity.
Clearance of All Ladies' Coats
ITIS THE GREATEST VALUEE-GIVING EVENT WE HAVE YET STAGED THIS SEASON! We have taken drastic means
to rid our stocks of this season's Coats to make room for Fall merchandise to rid our stocks of this season's Coats to make room for Fall merchandise. That is why we have grouped Coats that formerly
sold up to $\$ 60.00$ and marked them down to $\$ 29.50$ : Also Coats which formerly sold for $\$ 29.50$ for $\$ 19.50$. At these low prices you



Clearance of Girls' Dresses
 children's
AVEI
$\begin{array}{lllll}49 c & 84 c & 1.17 & 1.88 & 2.49\end{array}$

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| $\$ 8.00$ |


| MARVELLOUS REDUCTIONS IN | SALE OF CREPE-DE-CHINE | ${ }^{5}$ |
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| White Skirts | Step-Ins | Silk Bamisoles |
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MIN! GMeat Savings
in Clothing and furnishings.

## 675Men'sSuits

must be cleared at once.
MEN: THEYRE VALUES To sis.50. The broken assorments of odd lost from our reaent big sales. While not every size and pattern can be found in each style, every man


| SALE OF BOYS | REDUCTIO | SAVINGS! | extra value | -N0 |
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| UNDERWEAR | MENS SHIRTS | Boys' Wash Suits | KNITTED TIES | Boys' surs! |
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Crowds Displaying Widespread Interest and Enthusiasm in the AUGUST CLEARANCE SALE
of High Grade Summer Merchandise at


Special Selling of Silk Gloves
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 $\substack{\text { Prito } \\ \text { Elbow Giove }}$
 THE ROYAL STORES
Money Saving Opportunities From the Showroom
Silk and Woor silipors. Somen's Vests.






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## Seasonable Hosiery

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| Remarkable Values in Stamped Linen Luncheon Sets. <br>  |
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## OUT THEY GO!

 Every Summer Hat in Stock!HATS that sold for . . 59.00 HATS that sold for .. 58.00 HATS that sold for .. 57.00 HATS that sold for ... 56.00 HATS that sold for . . 55.00


Not ordinary left-over HATS but mainly late arrivals, re presenting the choicest mod els of the season, at GIVE AWAY PRICES

## Final ! All Wash Dresses

 Every Wash Dress in stock-including BROADCLOTHS, ORGANDIES, VOILES, DOTTED.Now Offered at 40 Per Cent. Reductions

Now 2.38 Now 1.78 Now 4.18

Watch this store in august. "Extra values will get extra volume." FOLLOWING OUR USUAL CUSTOM OF NEVER CARRYING MERCHANDISE FROM ONE SEASON INTO THE NEXT, WE OFFER FOR tMMEDIATE CLEARANCE OUR ENTIRE SUMMER STOCKS AT REDUCTIONS OF 30 TO 60 PER CENT. OFF. OUR AIM IS TO


CLOSE OUT
IS NO LON
INSTANCES

EXTRA SPECIAL!
Waists 98 c
Values to $\$ 2.00$. Voiles, Broadeloths, Ratines Voiles, Broadcloths, Ratines.
All sizes and Super Values

## London. New York and Paris Association of Fashion, Limited

FINAL! All White and Summery SKIRTS ONE HALF OFF!




Bowrinr's Grocery Dept. Bowring's Drapery Department Bowring's Hardware Dept.

## Just received a shipment of high-class SAMPLE DOLLS

These ㅍould make dandy prizes for pienics, etc
Come and see them. 50 c. to $\$ 12.00$ each. Attractive designs in inexpensive Umbrellas.
Handies in intetest styles, with coverings of durazaile $\begin{array}{lllllllll} \\ \$ 2.30 & 2.60 & 2.80 & 3.10 & 3.75 & 4.40 & 5.00 & 6.00\end{array}$ SERVICEABLE UMBRELLAS (FOR MEN) sith good looking plain handies, rainprof cover-
ings and good steel ribs. Made for practical ser$\begin{array}{lllllllllll} \\ \text { vice and moderately priced. } \\ \text { s2. } & 2.90 & 3.10 & 3.75 & 4.70 & 5.30 & 6.20\end{array}$

MENS ATHLETIC UNION -SUITS

 MENS LIGHT WEIGHT BALBRIGGAN UNDERWEAR … $\quad 70$ c. gar. BOYS' BALBRIGGAN UNDERWEAR to fit 8 to 16 years .. . . . . ........ 65 c . gar. MEN'S WOOL GOLF SWEATER'S -neck, long sleeve ...... $\$ 3.204 .90$ \& 5.00 MEN'S GOLF and CYCLING HOSE Fancy tops .. ....... . $\$ 1.70$ and $\$ 2.00$ pair MENS COLORED and BLACK SOCKS 25 c . 40 c . 65 c . 90 c . and $\$ 2.20$ pair.

Ladies who do fancy wo
know that we fow keep CORTICELLI ${ }^{6}$ Strand MERCERISED FLOSS Boil Proof. Fast Colours. $\$ 1.10$ Dozen. $\quad 10 \mathrm{c}$. Slip BELDINGS ARTSYL ROPE SIKK All Colours .. ........ . 55c. dozen, Sc. slip.

KINGFISHER LUSTRE WOOL
All Colours .....................27c. bail

## McCall's magazine

 for September is now due . . . .......10c. copy McCALL'S FALL QUARTERLY Book of Fashions .. . ..25c. copy NEW McCALL'S PATTERNS All the latest stFall garments.

See bur large assortment
LADIES PULL-OVERS \& SWEATERS
 ours: Saxe, Biege, Peach, Camel, White, Honey-
dew and Peacock. dew and Peacock,
$\$ 2.70, \$ 2.95, \$ 3.40, \$ 4.20, \$ 7.00$ each.
 Collapsi
Ladles


Delivers All The Results
The Name Chrysler Implies












Marshall's Garage, CHRYSLER FOUR

Be Wise and Buy Now BEST WALLSEND COAL
W. H. HYNES.


ACADIA ENGINES!


 Acadia Gas Eigines, Limited


Still More Service!


U. s. Fideifty \& guaranty co.

## The evening telegram, ST. Johns. newfound and, AUGUST $13,1925-12$

## The British

Workers' Handicap





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A Hundred Patterns

## BLEACHED

TABLE DAMASK

## Lengths from 1 i.up to $1 / 1$ yards; all about

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MAIL
YOUR
orders

The money to be saved by making your selection from STEERS' stocks at their present low prices is no smal matter and demands the prompt attention of all who would practice economy

Extravagant Prices \& Exorifitant Proffts are Strangers Here

New UNDERWEAR For Man At Very Low Prices
(2)

Saxe Blue Gaberdine.


 Hearv grey rwead
 Boys iriown jeises.







Mill Ends:in Dark Stripe Gottons Exceptional Value


A Sample Assortment

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## Wor or <br> Women's Blouses


 $\$ 4.25 \quad \$ 4.50 \quad 55.00$ mand $\$ 6.50$


 Womers's Frant Handererhief
 Embroidered Handerchiefs.
 Thooth Brushes. 1

## Now Millinery

 San New relt sports Hats
zace $83.60 \quad 33.75$ me $\quad \$ 3.95$ Womens serge Dresese
 $\$ 55.75 \quad \$ 7.75 \$ 88.50 \$ 9.50 \$ 12.00$ $\$ 15.00{ }^{\mathrm{ma}} \mathrm{m}$ \$16.50 men

We Carry a Big Assortment of Low Priced

Each 1.85, 2.35, 2.65, $3.00,3.25 \& 4.25$ Chidrerts Pullover Sweaters


Give Your Room

Give Your Room
the Air of
Welcome
pUGs
ans

Buy a New RUG to Match the SURROUNDINGS
 $\$ 3.25, \$ 4.00, \$ 5.00$ $\$ 6.50, \$ 7.00$


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 Boys Cand stripe Cotion shiris:


 Womenis Biack Hose

## 

When You Come Our Way

Don't Bother With Coal, Buy Blankets






 Autralian Fingering Yarm
 Here Are Rare Bargains in
FINE QUALITY COTTON ENDS






# AUGUST REDUCTIONS PRICESTO WINFRIENDS 

Service to Please Them

The employees of this Store take pleasure in giving our patrons the best of service．That is one of the reasons why this store is getting better day by day．

Ladies＇Skirts

Unini unss mind mixis Eway mon din surise cexies ，wismeiat bitaind on Aitem inizile
 Lane，Lon． ption Compounding
 it itreat ieain or Ne ir to O＇MARA， DRUGGIST，
XALL STORE． MBAX For compan
$=-5-3.49$ sizes，many nem patterns．

## Girls＇

 Gingham Dresses ck and anized． DIRECT ENCIES TD．

En maty DIRECTOR
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Boys＇Blouses
Sturdily made of fine Percales in solid col－
ors，fancy stripes．Sizes $8-12$ ． $75 c$ MEN＇S WORK SOX ．

An event that will interest every Woman in St．John＇s

## Summer Dresses

THREE BIG GROUPS OF FINE WASH DRESSES In the lot you will find Voiles，Ginghams， Broadeloths，Linens－beautifully trimmed． Shop early and get a better choice．
 .98

Silk Dresses Reduced Misses and Women＇s sizes，formerly $\$ 16.50$
Colourful Crepelde．Chens，in long or
short sleeve styes for day－time or evening
wear． Chournul crepe－de－chenes，in long or－
shoer．
wese styles for day－time or evening

Here it is，MEN－－ SEMI－ANNUAL CLEARANCE SALE OF OUR ENTIRE STOCK Brand New SUITS

## Quality to Hold Them

Every article purchased here must be dependable．If not bring it back and your money is immediately and el or fully returned．There is no IF to this rule．

## the fair

339－－Water Street－－339

## Ladies＇

Cool Blouses Vole

| Summer |
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| Summer |
| Coats |

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season．Coats that formerly sold
$\$ 29.00$ to $\$ 40.00$ ．SALE
23.98

Small Boys＇
Overalls
69 c

Few words are needed to elaborate on this event－the quality and dythe of our Clothes
are recognized the country
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 prices are enown to be the lowest in New－
Tound dand You cant aford to overlok foundand．You cantt aford to overlook
this opportunity．Be sure you get here thisis opportynity．Be sure you geet here
early．

THE FAIR 339－－WATER STREET－339

Large
Turkish Towels $29 c \& 39 c$ Pillow Cases
 Boys＇
Wash Suits 1.49

Oliver Twist and Middy styles in ever fast colors．Sizes 3 to 8

## Children＇s Hosiery

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 Super Feature at the Nickel To-Day







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Band Concert, M. G. Band, Bannerman Park, to-night at 8 o'clock.
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## W.2. Lusust: furnitureside

## Otiering High Grade rurniture

 At Very Generous Reductions THIS SALE WILL CONTINUE UNTIL AUGUST 31st.\section*{Dining Room Furniture of Merit <br> |  |
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Extension Table.


Buffets.



## Sideboards.


China Cabinets.




Beautiful
Electric
Lamps
$\pm=:=$

Bridge and Piano Lamps.



Bedroom and Dining Room Lamps.


ble. You can buy this furniture with thery smart, of endess variety and very service resterfield Suites.


 Parlor Suites. $\qquad$
 cubho onst heavi trames, fnished in Mahogany, Waliant


High, Grade Carpets

## Lower Priced

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Terms Striclly Cash. No Charging at Sale Prices.

## The Royal Stores, Ltd.,

Furniture Department Duckworth Street


Brass Bedsteads. -45편․


## 粸11

 White Enamel Beathead.$\qquad$
Collapsible High Chairs 5isw =ivisis

the evining telegram, st. Johiss, newfoundland, august 13, 1926-15


and


## GRELE CABBAGE!

Due by "Sable I." MONDAY, August 3rd One Hundred Barrels Nova Scotian Green Cabbage
Please bookorders to avoid disappointment.

## GEONEAL,Ltd.

## Does Your Husband Look Seedy ? <br> fitheownax stylish Bow or string Tuiu, and corown him up with with of our latest and stylish Caps. Then helll look like a love <br> again. DRESS ECONOMICALLY AND WELL! Spurrell the Tailor, ass water st. Gram fille 21.0  100000000000000000000000

Cheap Holiday Reading

> S. \& S. NOVELS-A new assortment just arrived-15c. each. $\$ 2.25, \$ 1.75$ \& $\$ 1.50$ Novels now 75 c . Our Second Hand Department where you can procure the best reading for the least money. Don't forget, before your holiday, visit our Store.

## Your Efficiency

In all business affaiys will be immeasurably enhanced if you are conscious that your clothes vative American Tailor way

## W. P. Shortall



Forty-Six Years in the Service of
the Public-The Evening Telegram


A. HARVEY \& CO., Ltd,

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| 000000000000000000000003 | For Public Liability |
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| Anthracite Coal! <br> Now Kanding, ex. S.S." "PEVERETE" | PROPERTY DAMAGE, COLLSION FIRE and even THEFT |
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New Potatoos, Cablage, etcin

Due Thursday forenoon, ex. S.S. ROSALIND from Haiirax, and selling at ver
prices than last week's shipment:
NEW NOVA SCOTIA POTATOESS-S NEW NOVA SCOTIA CABBAGECrates, 90 -lbs. each
"GRAVENSTEIN" APPLES-
Boxes, $138^{\prime}$

CALIFORNIA ORANGES-
ssorted Counts
F. MeNAMARA
'Phone 393. Queen St.
0200000000060030000000000
THURSDAY, JULY 23rd BANANAS, CABBAGE, ORANGES (California)
BURT \& LAWRENCE,


Drive Out the Flies SANIFLOR!

It is unnecessar,-co
fies in the home. A Sanifor will drive every fly from an ordin-
ary room and keep them
out
No spraying. Just open
the bottle, insert. the the No spraying. Just open
the bottle, insert. the
flower wick and the
flenifor doe the
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fragran
ers.

Operates night and day. Lasts two to three months. Manufactured by RENAUD \& CO., PARIS.
Dr. F. STAFFORD \& SON
Sole.Agents and Distributors for Newfoundland

For Public Liability PROPERTY DAMAGE, COLASION lost Sull to-day neis,ameod agents for newron, LiMII CL


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OLUME XLVII. Central

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Munson Steamship Lines
ST. JOHNS, N.F.-HALIFAX - BOSTON

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In Saturday, 1
 One Specia Overland Mo W. E. PERC POPU:

AUCTIO AUCTI

ADVERTISE IN THE EVENING TELEGRAM.

