## If You Spend Money

do so wisely. Do you know that Moose Head Tobacco contains only the best ingredients? Millions of smokers realize its great value; it is harmless, satisfying and very popular; other
Tobaccos may look like Moose Head, but will not smoke.one half as well. Try just one plug, if you know Tobacco, that is real Tobacco, you will continue smoking Moose Head.

C. C. C. C.




Bowring's Grocery Dent. PHONE FOR FOO

IT'S THE BETTER WAY RING 1870.

## 100SE HEAD

pIUG TOBACCO

MR. DEALER

MR. CONSUMER -
Get Our Prices
"MOOSE HEAD" Tobacco. WHOLESALE and RETAIL.

## Bowring's Drapery Department

Cuff and Collar Sets, 45, 65, 75c. ea.

Colored Jazz Handkerchiefs 45. each. Cold' Border Handkerchiefs 15ć. each.

Underskirts
White,
1.30, 1.70,
2.60, 3.40

Colored Sateen,
95c, 1.30, 2.30
3.00, 3.10 Fancy Flowered,
1.80 and 2.10


| SILK CANTON CREPE |  |
| :---: | :---: |
| Fawn, Peacock, Tan and Black | 2.35 yard |
| FANCY COLORED COTTON CREPES |  |
| in a beautiful assortment of colors | 40c. yard |
| MERCERISED LONGETTE |  |
| For Sliss, Underwear, Petticoats, etc. . . . . 78c. yard |  |
| SILK LONGETTE |  |
| Pale Blue, Pink and Biscuit | 1.40 yard |

in a beautiful assortment of colors.

40c. yard MERCERISED LONGETTE
For Slibs, Underwear, Petticoats, etce ......78e. yard SILK LONGETTE in Palé Blue, Pink and Biscuit
1.40 yard
 48, 62, 70, 78,

86c. each

Kurley-Kew Hair Nets
12c. each
ELECTRIC IRONS, with cord complete ELECTRIC TOASTERS
attachment socket $4.50,5.50,6.00$ each ELECTRIC WATER HEATER - Boils a quart water in three minutes. ELECTRIC GRIL ELECTRIC GRILL . . . . . . ELECTRIC HAIR CURLERS ELECTRIC FANS

## Bowring's Hardware Dept.

## BOWRING BROTHERS, LTD.



## Great PRE-REGATTA Sale of Summer Merohanclise <br> FRIDAY,SATURDAY, MONDAY and TUESDAY <br> Don't Fail to Take Advantage of this Event

 From now unti1 Regata Day, our entire stock of Summer Merchandise will we fifered at wustant ially reduced Every department will participate in this event; offering the necessary articles to make Regatti Day a decided suceess for




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Summer Dress Goods at Clearing Prices
Raw Sikk Ratine, 5 Bc , yard dill Check Ratines







## Towels

 at SavingsCannon Towels
N!


## Remarkable Values in Boys Washwear


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## 

Keep Cool Regatta Day Buy your Underwear During thls Four Day's Under Value Sale Men's Combinations $\qquad$ Mercried Combinations
 Balbrigsan Combination


## Men's Underwear

$\qquad$
Boys' Underwear


 Athletic Underwear White coton Comblintions for Men.
 Rowing Shirts


## The ROYAL STORES, Ltd.

## Underwear

| Lower Priced |  |
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| Women's Underskirts |  |
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| Women's Corsets |  |
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A Glearing Sale of Straws

8. prico 83.75


## A Now Halr Rllobon

 For Rogatta Day


| $\qquad$ German Government Bonds |  |
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| International Bond and Securities Exchange sydnex, nova scomi. |  |
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## MOSOUITOL!

Mossuitoos and Sand Fies, 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.
MOSQUTTOL is not a preparation that will dry off quicikly, nor will it colour the skin in any way. One
application will give you at the least two or three hours application will give you at the least two or three hours
comfort from the pests when you go on a trouting excomfort
cursion.

## TRY A BOTTLE

30c
FOR SALE EVERYWHERE.
Dr. F. Stafiford \& Son
Chemists \& Druggists, St. John's, Newfoundland.

## Ice Cream Counters Soda Fountains <br> where Shirifif's pure fruits and syrups are served always do a big business, for Shirrift's syrups and. fruits make pleased customers. <br> IF YOU WISH TO SERVE THE BEST <br> USESHIRRIFF'S

Syrups for Soda Fountains. Syrups for Coolers. at manufacturer's prices. PROMPT DELIVERY.
GERALD S. DOYLE
Phone 811.
Sole A 317 WATER STREET.
July $27,28,31$

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

## You Hear ition all Sider <br> if you buy it at KEARNEY'S

Thequality is unquestionably the best, but quality is no good if it cannot be reached because of the price.
 earrortising how quickly people begin to appreceatite this effo
main . Every day is bringing along new frends and my friend are the kind that thy purchase on the day 1 opened $m y$ litte shop on the corner of Beckks Cove.



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\begin{aligned}
& \text { My Neckwear range is as extensive as ever and } \\
& \text { needs no comment. The price range is just } \\
& \text { as extensive, from } 3 \text { for } \$ 1.00 \text { to } \$ 2.00 \text { each. } \\
& \text { In Shirst I have a special in Regatta } 2.00 \\
& \text { Shirts, with coollars attached, for }
\end{aligned}
$$



Here are a few Specials for Stout Men

# YOUR UNRESTRIETED CHOICE OF OUR ENTIRE STOCKS IN THE GREATEST GARMENT SALE Prices Slashed to Less Than ${ }^{1} 2$ ! 

 Auratially your on proces:

Gingham DRESSES 1.69


Striped Broadeloth DRESSES 2.98 izes $16,18,36$, nnd $^{\text {undeubedly the most popular }}$
Dress of the season. Wonderful $=$
WASH DRESSES
Values to 85.00

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| DRESS |
| An tiees, from 7 to 15 jears, $\mathbf{1 . 2 9}$ |
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| Smantinatit | 5ammin mix |
| 1.98 | 3.984 .98 |
| Step-ins | Petticoats |
|  | Putamem |
| 2.49 |  |

Silk Jersey Suits


## LONDON, NEW YORK \& PARIS ASSOCIATION OF FASHION

# Dresses at Give Away Prices 

 WE DEFY COMPETITION TO EQUAL THESE BARGAINS.
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.
prices. Never before, to our knowledge, has thi
All last minute styles in all wanted materials.

## BARGAINS in COATS

SACRIFICED AT LESS THAN COST OF MATERIALS.
 Come expecting to find the Coat Bargains of a lifetime. Every new style, all wanted materials, every required shade and size.

## SUITS AND ENSEVILLES

AT NEAR ONE-THIRD ORIGINAL PRICES stunning styles and finest qualities at matchless savings.
 MT! it is Clearance Time in $\$ 24, \$ 28, \$ 32, \$ 34, \$ 36$ Suits Suits for men and young men. Extraordinary values are included at $22^{00}$
 nop pat tem aysa : BOIS WASH SUITS Values to $\$ 2.60$.
Sizese3, to 8 years; Petor Pan,
Sailor, Middy, Buster Brown
and other styles; nieely trimmed.

A Snap-200 Boys'
Linen HATS =2x- - 15
we paid Cash. Naturally we can, therefore, afford to ant our prices to lower levels than any other store.
cut
All we ask is All we ask is fair comparison of quality, style for
style, and we feel certain you will acclaim these the style, and we feel certain you will acclaim these the
Best Values to be found anywhere.
Womens and Misses
Cotton Blouses

Broadclolh Waists
Values to $\$ 5.00$. Over 100 different styles, every 2.48 one a winner: Best English
Broadeloth; all sizes from 36 to
44.

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

Silk Sport SWEATERS
In a most bewildering color ar- 2.98 ray; dozens of new styles; all
shades .... ............. 3.98

SALE! 673 New Hats FOR IMMEDIATE DISPOSAL.


First National Attraction STAR MOVIE TO-DAY! 'The Brass Bottle'

A MAURICE TOURNIER PRODUCTION IN 8 PARTS:
'The Wayofa Man'
THE SERIES WITH A PUNCH.
THE KEPPIE KII' IN SONG ANO OANGE
The Kid will appear at the Matinee Saturday)
COMING-"FOR SALE"-A First National Production in io Parts COMING-"FOR SALE"-A First National Production in 10 Parts. "x, xxw

## Strang's

THE SHOP ON THE CORNER - FOR -

Ladies' and Gentlemen's Tailoring and Furnishings YOU ALL KNOW OF OUR UNEXCELLED REPUTATION FOR MATERIAL AND FITTING
In addition we would like you to call and inspect our om $\$ 7.00$ to $\$ 15.00$ GENTLEMEN'S GOLF HOSE LADIES' SILK STOCKINGS LADI, - Very Latest from $\$ 2.50$ to 3.5 -Felt Hats Straw Hats and Bowler Hats-all latest. SHIRTS—English Broadcloth (Genuine); "The Lincoln" Oxford guaranteed fadeless, 2 Soft Collars to match.
All Shirts .. .. .. .. .. . . . . . . . .from $\$ 3.75$ to 5.50 TIES of Superior Makes only . . . . . . . . . from $\$ 1.50$ to 2.50 Specializing the "NEW FEILDIAN TIE," Etc., Etc

## Strang's <br> THE SHOP ON THE CORNER

(3)


## Municipal Matters  





## The Boston Shoe Store

Opp. Dicks \& Co.
246 Water Street


## Fads and Fashions

 PURE PAINT AT LOWEST PRICES Cheaper grades at Corresponding valume som womer thens ber otr trive Horwood Lumber $\mathrm{Co}_{\mathrm{o}}$, Limitied


## REGATTA DAY SPECIALS :

Dress Up and Look Your Best for Regatta Day this sale will help you

## $\begin{array}{r}\text { Dress Up and } \\ \quad \text { THis } \\ \hline \text { Luppss wirtr oxpons }\end{array}$

MEN'S WHITE OXFORDS AND Boors

LADIES' BROWN 1 \& 2 STRAP oxFords. Special . 53.98 LÁdies' patent leather DRESS SHOES-Reg. $\$ 4500$

## - LADIES' VESTS White Jersey Ribbe Sale Price 13c. and 18c. each <br> Ayre \& Sons, Limited <br> PINK JERSEY BLOONIERS

 REGATTA SALE!LADIES millinery \& ready-to.wear HATS

HALF PRICE
Big markdown on all Children's Hats.

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

## Men'sWearSpecials

## Boys'WearSpecials

Art Silk Hose
Seconds; exceptional values; all the latest popular shades.

| oys blazer jackers plain Navy <br>  | Boys JERSET SUTTS-"St. Margarot fit $11 / 2$ to os years. Sale Price $\$ 2.48$ | Pair. |
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| (4) te 16 \%, double enfrs, neat |  | LINEM HATS-Fance, tor little |
| CY PEE STRIPE shirts-with stif |  |  |
| 6ihe onls, Regular 3.3.60. Sale \$2.98 |  | 49c. |
|  | 7 years. sale $\$ 7.55$ |  |
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| $t$ sleeves. Salo Price :. \$1.65 | ${ }^{10}$ years. Worth 81.30 palr. 98 c |  |
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| calikigear uxperwiar-sizes 34 to | sal |  |
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Telling Price Reductions on Misses Dresses Price Reductions Dress Fabrics
 Sale Price 57c. yd.
 Sale Price 78c. yd.
 Sale Price 88c. yd.
 Sale Price 1.18 yd. Surn Sale Price 1.23 yd.
 Sale Price 77c. yd.
 Sale Price 98 c. yd.



Sale Price 42c. pr.



 Sale price 83c. yd. WASH FABRICS TEA APRONS

LADIES' GLOVES con Nays

> Sale Price 33c. yd.
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\text { 32c., } 1110,43 \mathrm{c}, \text { yd. }
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| SELF-COLOUR | GINGHAM DRESSES CHILDRENS |  |
| :---: | :---: | :---: |
| ORGANDIES. |  | PANTY DRESSES |
|  |  |  |
| Inty shades of Pale Blue n and Navy. | each | Fit 2 to 6 year; Plain Linens and Ch Ginghams; effective trimmings. |
| sile prices |  | sali prices |
| .28, 1.49 and 2.68 | 2.68, 2.98. | 75c., 1.18, 1.48, 1 |

Ladies' Underwear Specials



entects with straps.
Sale Price 98c.




## Gent's Furnishinǵs

| Men's Straw Hats. Regatta Price ... ... ... ... $\$ 1.50, \$ 2.50$ \& $\$ 2.75$ ea |  |
| :---: | :---: |
| 's Lightweight Sum | - \$1.30 |
| Men's Fancy Coat Shirts. Regatta Price ............. $\boldsymbol{\$ 1 . 3 5}$ to $\$ 3.00$ ea. |  |
| Men's Tunic Şhirts, extra special quality ....................... $\$ 2.38$ ea. |  |
| Men's Cream Broadcoths with Collar. . . . . . . . . . $\$ 3.95$ \& $\$ 5.15$ ea |  |
| Men's Soft Collars, Arrow Brand ... ....................... 33c. ea. |  |
|  |  |
| Men's Boston Garters: Regatta Price . $\quad$. . . . . . . . . . . . . . . . 39 cc , |  |
| Men's Shirley President |  |
| Men's Plain Strap Braces . $\mathrm{X} \cdot \ldots \times \ldots$ |  |
|  |  |

## BIG REGATTA SALE

 MARMSHALLLSS The East End
## GREAT SILK BARGAINS <br> Natural Shantung. <br> White Jap Silk Specials. <br> Black Jap Silk Specials.

Reg. $\$ 1.50$. Regatta Price.. $\$ 1.32 \mathrm{yd}$ In shades of Peach, Pink, Mauve and $\quad \begin{aligned} & \text { In } \\ & \text { Cream. Reg. } 95 \mathrm{c}, \text { yard. Re-- } 48 \mathrm{c} \text {. yd }\end{aligned}$ Cream. Reg. 95 c . yard. Re-
gatta Price.............
48c. yd.

Silk Broadcloth.

## Coloured Shantung.

 In shades of Peach, Coral, Robin'sEgs, White, etc. Reg. \$1.65. $\$ 1.48$ yd. Egg, White, etc. Reg $\$ 1.65 . \$ 1.48 \mathrm{yd}$. Cream. Reg. $\$ 155$. Now $\$ 138 \mathrm{yd}$ Rezatta Price

Cream Fugi Silk. Reg. $\$ 1.80$, for

Pink Lingerie Silk Reg. \$2.60. Regatta Price In shades of White Mauve Pink and Fancy Silk Brocaded Crepe. Shades of Peach and Helio, Tan and
Ireen, Fawn and Blue, Blue and Rose,
 Reg. \$1.20. Regatta Price .. $\$ 1.08$ yd. Reg. $\$ 1.55$, for .. .. ...... $\$ 1.38$ yd. Reg. $\$ 1.65$. Regatta Price .. $\$ 1.48$ yd. Reg. $\$ 2.10$, for . . . . . . . $\$ 1.79 \mathrm{yd}$.

Coloured Jap.Silk Specials. . Merve Silks Genuine Silk Canton Crepe Pink and Ivory, Merve Silk, Reg. Reg, $\$ 3.60$. Regatta Price . $\$ 3.24$ yd. Genuine Silk Canton Crepe. \$2.00. Regatta Price .... \$1.83 yd. Charmuse Satin.


## Special Offerings From Our Showroom

FANCY ARTIFICIAL SILK UNDERWEAR In assorted pale shades.

| Step-ins. Reg. 82.65 . Regatta Price . . . . . . . . . . . man . . . . . $\$$ \$2.40 ea. |  |
| :---: | :---: |
| Cami-Knickers. Reg. \$4.60. Regatta Price .................... $\$ 4.20$ ea. |  |
| Cami-Knickers. Reg. 85.30. Regatta Price................... \$4.80 ea. |  |
| Silk Camisoles. Reg. 81.80. Rega | \$1.60 |
| Slip | \$6.00 |

SLLK OVERBLOUSES Prices from $\$ 3.00$ to $\$ 9.00$ e LADIES' SWEATERS. In all the new Shades, with Fancy ${ }^{\text {etc. }}$ Prices from $\$ 3.40$ to $\$ 9.00$ ea. ASSORTED K CREPE COLLARS.
Regatta Price 55c. ea. <br> \section*{READYMADES, etc. <br> \section*{READYMADES, etc. <br> <br> THREE REGATTA-SPECIALS <br> <br> THREE REGATTA-SPECIALS IN IN <br> <br> Men's Tweed Suits <br> <br> Men's Tweed Suits <br> <br> $\$ 10.00, \$ 17.00$ and $\$ 20.00$
BOVS' TWEED SUITS. <br> <br> $\$ 10.00, \$ 17.00$ and $\$ 20.00$
BOVS' TWEED SUITS. <br> <br> $\$ 10.00, \$ 17.00$ and $\$ 20.00$
BOYS' TWEED SUITS. <br> <br> $\$ 10.00, \$ 17.00$ and $\$ 20.00$
BOYS' TWEED SUITS. <br> <br> $\$ 4.98, \$ 5.50, \$ 5.97 \$ 6.54$ to $\$ 10.00$ <br> <br> $\$ 4.98, \$ 5.50, \$ 5.97 \$ 6.54$ to $\$ 10.00$ BOYS' WASH SUITS. BOYS' WASH SUITS. <br> <br> Regatta Prices . . . . . , . . . . . . . . . . . $\$ 1.14, \$ 1.68$ \& $\$ 1.98$ suit <br> <br> Regatta Prices . . . . . , . . . . . . . . . . . $\$ 1.14, \$ 1.68$ \& $\$ 1.98$ suit BOYS COTTON BLOUSES. BOYS COTTON BLOUSES. <br> <br> To fit from 3 to 7 years. <br> <br> To fit from 3 to 7 years. <br> <br> Regatta Sale Price <br> <br> Regatta Sale Price .51 .14,
JUSES.} .51 .14,
JUSES.}

## BROADCLOTH

 COLLARS and CUFFS Assorted trimmings. Special 65c. set- LADIES' IEADY-TO-WEAR STRAW HATS. $\$ 1.35$ each

LADIES' HOSIERY SPECIALS. In Black, Tan and White .21 c . pr. Colored Cotton Cashmere
45 c . to 65 c . pr.
$80000000000000000000000000000000000000000000000000000000000000000000000000000000000000000000000000000000000000^{4}$

GENT'S HALF HOSE SPECIALS. In Black, Tan and Blue .. 15c.pr. Fancy Cashmere trat. 64c. pr.
Cold . ............ 72c. to $\$ 1.00 \mathrm{pr}$.

## Special Notice！

ELECTRICITY IS YOUR CHEAPEST SERVANT．
You would not think of using candles for illu－
mination．Therefore，why use kerosene lamps？ Electricity is Safer，Cheaper，Odorless， Cleaner and always at your service．
We will be glad to give you a free estimate on the cost of wiring your home．Then should you decide to have modern lighting we will give you a discount of 20 per cent．off our regular rate of wiring．
This special discount offer expires August 31， ${ }^{\prime} 25$ ；and only applies locally． Time payments arranged if desired．

риомх zem．

## Newfoundland Light and Power Co，Ltd．




Valet Auto Strop Razor


2n
A Weeding Out 1 T M T Make Room of all Summer $\triangle$ for New Goods Merchandise at
cleare ine of Summer Merchandise MUST be cleared out to make room for NEW GOODS arriv－

Limited Already Arriving
ing and on the wa
Now is the Time to Buy－Here is the opportunity

| You ought to have pretty Hose for the Regatta，especially now that low prices prevail． |  | Summer |
| :---: | :---: | :---: |
| We have some exceptionally good values，that are worthy in every way of your＇careful consideration． | Sweeping ice Reductions | Summer |
| of sier The | Price Reductions WOMEN＇S SUMMER DRESSES | Wearables o |
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Let Us Help You to Pay Less and Dress Better



## Bon Marche Anniversary Sale

| $88 .$ |  |
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| \$ 8.40 |  |
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## BON MARCHE



DULEY'S WEDDING PRESENTS PRESENTATION GIFTS



 T. J. DULEY \& CO., LIMITED. The Reliable Jewnely st . John's opticia "GIFTS THAT LAST."


## Murphy's Good Things

## Special Offerings for Regatta Week!

You will sure open your eyes wide when you see the wonder values shown at this Sale here the next few days. You will get an ocular demonstration of what cut prices really mean.

| BOYS' ROMPERS, <br> Drese children in those for ar clothes, Loads of thear in them and casilly laundred. These small overalls have all the good qualities of the ault gaments and at small cost. <br> Each . Yбс. <br> POUND GOODS. Blanket Ends Terry Clot Flennelette (White and Stripe) Quilt Cotton Quilt Cotton Damage Cotorin |
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1
CHILDRENS SOCKLETS
The kiddies love them for cool summer
wear. Highly mercerized, decorated at the
top with fancy stripings a complete as-
sortment of sizes.
Pair
.25c. and 49c.
JAZZ SWEATERS.



WOMENS BATHING SUITS

| SKirts attached. |  |
| :---: | :---: |
| No matter where you live, it is only |  |
| a short way to some bathing beach or | 3 |
| happy crowds st these plicees during |  |
| the summer months, At our store youll find just the kind of Bathing |  |
| Suits you want. |  |
| Each . . . . . . . . .t.0. $\$ 1.49$ |  |

## 

WHITE PLEATED SKIRTS.
 moderate

| LADIES' SUMMER VESTS. <br> These bodice style Vests are preferred for wear under sheer blouses and summer gowns, Fashioned with at- tention to detail and comfort and well liked by the well aressed women, Each $\qquad$ 19c. to 39c. |  |
| :---: | :---: |
| FANCY SILK SCARFS. <br> Since scaris are so much worm now, these attractive specimens should prove most satisfactory. We have them Each . . .... . . . ........ . $\$ 1.98$ and $\$ 2.49$ |  |
|  |  |
|  |  |



MENS FANCY HOSE.


RELIABLE WATCHES.
The rapid strides in watch manufacthese good $t$
low prices.
Each .


GIILETTE RAZOR BLADES.
Package


$\square$ GARVEST HELP WANTED!
 NTIONAL Canada.
The Canadian National Railways






##  <br>  Beautiful Waxed Floors



JOHNSONS LIQUID WAX
Your linoleum will look more beart Waxed floors, besides being most
tiful clean mult liful-clean much easier-a and last beautiful and distinctive, have
zears longer if you polish it occa- many practical advantages. They siznally with Johnson's Liquid Was. are, by far, the most economical -
It brings out the pattern and color they do not show heel prints-are -irotects linoleum from wear and not slippery - and traffic spots can irpparts a beautiful, dry, dirt-repel. be easily rewaxed without going
lend surface which washes off like a over the entire floor. Johnson's lent surface which washes off like a over the entire floor. Johnson's
piece of glass. Johnson's Liquid Eiquid Wax is a complete finish and Wiece of glass. , onnsons reommended by all the polish for floors of dilinds-wood,
leaciing manufacturers of linoleum. linoleum, rubber, tile, marble, etc For Sale at All Good Storee
S. C. JOHNSON \& SON, HIMITED
vancouver
he Wood Finiohing Authorities
WINNIPEG TORONTO
the evenigg telegram, st, Johns, newfoundiand, july 3, $1925-1$







Now Playing-AT THL NICKEL-Now Playing
FAREWELL SONGS
Miss Marjorie Hucthings, L.T.C.M., $\begin{array}{ll}\text { (A) BECAUSE. John's Gifted Contralto } & \text { (B) GOoD-bYE. }\end{array}$
ee工戸○—PTI 99
Showing Walter Hagen and several of the Golf Champions explaining the difficult shots-A Sport Review.
A SPLENDID MELO-DRAMATIC FEATURE OFFERING
THE ALLGATOR HUNT
"KILL OR CURE'

## COMING-"THE KING OF WILD HORSES." A Film Sensation Dangerous Wild Stallion in most sensa ional amazing drama ever filimed. <br> Next time you see a soap she is buying. <br> Women who use SUNLIGHT SOAP make good wives

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is always cheapest.








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wITH SANILLOR! | It is uninecessary to have |
| :--- | :--- |
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\& A. Sand\end{aligned}\right.\)
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