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TWELVE PAGES TO-DAY THE "PEOPLE'S PAPER" IS A LIV' DA" A BUSY CENIRE-STUDY ITS NEWSY ADVERTISINC TELEGRAM.



FOIUME XXXIX. $6 \pm$ PRICE ONE CENT. ST. JOHŃ'S NEWFOUNDLAND. THURSDAY, AUGUST 2, 1917. S3.00 PER YEAR. . NUMBER 175. Qurverxeverx1x CEMENT!

## BOWIRING BROTUFIFRE, IMIMITPID.

 Auction Sales ! 000000000000000000000000
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AUCTION. IR E. P. MORRIS Prime Minister, Rennies's Mill Road,
On Monday \& Tuesday next,


 P. C. O'DRISCOLL AUCTION! Unclaimed Goods.

At Globe Lemadry, on Monday next; 9th inst., at 11 a.m. Goods consist of Blank-
cts, Counterpanes, Cur tains, Sheets, Napery Shirts, Collars, Cuffs, etc., etc. R. K. HOLDEN,

## FREEHOLD!


 2nd-The House in two tene.

land on Court House Roaa,
 H. J. WATTS,
 CASH BOXES,
 Safety Razors.


Razors.
 Fishing Lines. We have of ntack
Shoe Sprigs.
Ve har NEYLE'S HARDWARE

The Newfoundland Year Book


N. I. WV.A.

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## New FRUITS, etc.

New American Green Cabbage CALIFORNIA ORANGES

RIPE BANANAS. Large Cheese, 70-lbs. each. Twin Cheese, 35-lbs. each. Lowest prices.

## F. McNaMARA, Queen Street.

## 'Matchless' Paint

A Paint about which more good things are said than any other brand on And Why? Because of its Quality That's all.

The Standard MIg. Co., Lid.

| MORISON \& HUNT, <br> Barristers, Solicitors and Notaries, Bank of Montreal Building, Water St., St. John's. |
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Church of England Orphanage,



Money to Loan on Morigage, On Good City Property Security.

Amounts of $\$ 100.00$ and up at current rates of interest. Before arranging a mortgage elsewhere consult us.

FRED J. ROIL \& CO.,
Smallwood Building, Duckworth Street. Creversisver



BOYS and GIRIS!
RUBBER BALLS
MASONIC Notice!
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DICKS \& CO., Limited.
NOTICE. $\qquad$
$\qquad$ Hon. Secretary. WANTED-2 Strong Boys















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THE EVENING TELEGRAM, ST. JOHN'S, NEWFOUNDLAND, A UGUST $2,1917-3$


> Reduced Prices on GIRLS' WASH DRESSES.
Sale of Women's Dresses continues.

Sale Prices: 93c., $\$ 1.20, \$ 1.49,2.05$ up to \$12.38.
A Late Arrival of WHITR SKIRTS.

Come Early for the Best Choice. Thic 2 (A) $(A) 1$ )

War News.
Messages Received
Previous to 9 A. M.

| British Front in France, July 31.-An offensive launched by the Britishand French against the German lines |  |
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## Beds, Springs \& Mattresses



BEDSTEADS from $\$ 3.95$ up to $\$ 30.00$.

Combination Lath \& Spring Bedsteads, Our Big Seller.

## COPPER WIRE SPRING



OUR NEW HEALTH MATTRESS

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The C. L. MARCH Co., Ltd.
Corner Springdale and Water Streets.

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UPPER CANADA COLLEGE

ST. MARGARET'S COLLEGE

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THE EVENING TELEGRAM, ST. JOWN'S, NEWFOUNDLAND, AUGUST 2, 1917-5


THE EVENING TELEGRAM, ST. JOHN'S, .. ciWFOUNDLAND, AUGUST $2,1917-6$


Evening Telegram The Profits Tax.


## CERTAIN-TEED

PAINTS and ROOFINGS
Gu ranteed the best obtainable
GEO. M. BARR, Agt.


## KNOWLING'S SUMMER SALE.

# We are now offering the following items in Women's and Children's Summer 

 Garments, ttc. Seasonable Goods atTremendous Price Reductions. Semi - Ready
DRESS Bargains.

Ladies’ UNDERSKIRT Bargains. Less Than Half Price.
 80 cts., 90 cts. \$1.25.

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Ladies'
white Lace and EMBRODERY
UNDERSKIRT
Bargains.

SUMMER DRESS
Bargains.

| On these we ask you to consider to-day's prices for fine bleached fabrics, and the are: |
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90 cts., $\$ 1.20$,
$\mathbf{\$ 1 . 5 0 ,} \mathbf{\$ 1 . 9 0 ,} \mathbf{\$ 2 . 5 0}$

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\$ 1.75, & \$ 2.25, & \$ 2.75, & \$ 3.25, \\
\$ 3.50, & \$ 7.50 .
\end{array}
$$

| Cream SErge \& Lustre SKIRT <br> Bargains. <br> Splendid qualities in fine Serge and Lustre. <br> Easily altered and brought up-to-date <br> $\$ 1.60,1.95,2.20$ <br> 2.40 to 3.95 <br> These would be good value at from $\$ 3.20$ to $\$ 11.00$. | Ladies' white lawn BLOUSE Bargains. Wonderful value in - lin Embroidery, trim 40 cts., 50 cts. 75 cts. $\$ 1.25$. | Children's SUN HAT BONNET Bargains. Embroidery trimmed Muslin, Lawn and Lin- en Sun Hats and Bon20 c . and 30 c . be from 75 cts . to $\$ 1.10$. | Ladies' tan cashmere STOCKING Bargains. High-grade Tan Wool Cashmere and Lisle Stockings, at old prices are the quality are prices 40 cts. to 65 cts. Pair. 5 c . | Ladies' Silk HAT Bargains. We want to make room, therefore sacri- fice these fashionable Hats 30 cts. Regu Colors Pink. Rose, Lemon, |
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Children's White Pique Pelisses $\begin{gathered}\text { High.-grade, well-made Pique, } \\ \text { to } \$ 4.000 \\ \text { SALE } \\ \text { PRICE }\end{gathered}$
$\left.\begin{array}{l}\text { Central } \\ \text { Store } \\ \text { siver, } 1 \text { ans } 2\end{array}\right)$


| "Spot on the Kitten" This Time. | Soldiers Motor Cars Arrive. |  | Solo Singers, Choir and Christian Workers <br> HYMN BOOK |
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## SWEEPING PRICE REDUCTIONS for FRIDAY and SAT.

On all kinds of Wearing Apparel for Summer wear. Crowds of thrifty shoppers will profit by this Great Money Saving opportunity. It is doubiftul if our Friday's and Saturday's list has ever included the same attractions as we are oftering this week
DAINTY NECKWEAR
at Sacrifice Prices.


## Summer Waists.



New Skirts and Unkerskirts.


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Helpful Suggestions for economieally clothing

## Bargains in Men's Wear

for economically clothing


Sideboard Cloths, etc.










TheRoyal StoresItc.

## Smallwares.




First Opening of American Goods!
We announce our first shipment Am. Goods, purchased keenly and marked at the lowest margin of profit

Ladies' Silk Blouses
8 Dozen LADIES' Job Silk

White Black and Coloured, Value from $\$ 2.50$ to $\$ 7.00$ ea Selling
$\$ 1.60$ to $\$ 4.00$ each.

Ladies' Fabric Gloves.
A Small Quantity of Ladies' Cotton and Silk Gloves as Follows: White Lisle Gloves

38c. pair White, Bl’k \& Pongee Silk Gloves $\$ 1.20$ pr. White Chamois Cloth Gloves ... $\$ 1.50$ pair The Latest Materials in Fabric Gloves.
Marshall Bnos

Ladies' Job Collars.
30 Dozen LADIES'
Job Collars,
White, Black and Coloured, Values from 40c to $\$ 1.00$ ea.

Selling
20 c . to 50 c .
each.



ON SPOT !
 California ORANGES.
176,216,
252 count.

## $\overline{\text { Soper \& Moore, }}$

great clearance sale Middy Blouses.
 William them trew.
 TEMPLETON'S for

Herring Nets!
We have over 800 Nets in stock ready to send out
on reeeeipt of your order. A full stock in $30,35,40$, on reeeipt of your order. A full stock in $30,35,40$,
50 and 60 ran nets in both Ancho and Advance Brand

Our Prices are the Lowest Obtainable.
write us for a price list.
Robert Templeton, 333 Water-st.


A Table of Tables:

We give hese a Tate of Trables
of ailt escriptionsthat are now
in stock in our Furniture De in stock in our Furniture Dept. PARLOR TABLES,
WRITING TABLES, LiBRARY TABLES, OCCASIONAL TABLES, WORK TABLES, CARD TABLES, KITCHEN TABLES, and
EXTENSION TABLES. The latter, of Golden Oak and
 different designs, round or
square shapeand are apable of
sur Il rumiture sid All Furniture sold by us is
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U.S Pictura \& Portrait Co., HOUSE FURNISHERS.


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## 011 THETISIS CNATH.

Housekeepers are delighted with the PERFECTION OLL COOKER. It is the Quickest, Cheapest, Cleanest, Brightest and Easiest device ever put on the market for cooking.
We have them in $1,2,3 \& 4$ Burners. Save coal, kindling, if i.e. maney GET ONE NOW.



## YOU ARE CERTAINLY CERTAIN

Women's Bl'k Cotton \& Cashmere Hose, at 25 c . 35 c ., 40c., 5 tc ., 60c. to 70c. a pair. Skirt Embroidery, 45 ins. wide, for $\$ 1.20$ yard. Men's Cotton Tweed Working Pants, at $\$ 2.00 \mathrm{pr}$.

## A.\&S. RODGER'S



## SOMETHING NEW.

Ladies' White Felt Ready-to-Wear Hats

The Tennis, \$2.00 each.

| SPECIAL! | SPECIAL! <br> BLACK \& WHITE CHECK <br> SIK SPORT HATS, <br> 90c. each. |
| :---: | :---: |
| WASHABLE RATINE <br> TAMS for GIRLS, <br> 55 |  |

SPECIAL FOR THIS WEEK! LadIES AMERICAN BLOUSES, 90 Cents each.


BATHING SUITS.
For Ladies, $\$ 1.80$ to $\$ 4.40$
For Boys,

## BATHING CAPS

27c. to 65c.
The prettiest Bathing Requisites we have
shown. Buy now as there are not many

Save Time, Money and Darning Original Holeproof Hosiery.

For Infants in Black, Tan, White, Pink and Baby Blue. For Girls in White, Tan and Black

BISHOP, SONS \& CO.,
LIMITED.
'phone 484. MAIL orders receive careful consideration.


Holeproof 3 Silk Gloves GFOR WOMEN

## Misses

 Dresses Made expressly oncientific tailoring basscientific tailoring bas
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the evening termaram, ST. Johns, newfoundland, august 2, 1917-11


THE PEOPLES PAPER-
DON'T SAY PAPER, SAY "EVENING TELEGRAM." - Read by everyone.

ten pages to-


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At the Residence
SIR E. P. MOP
On Monday \& Tues



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