



|  |  |  | Bowring's ENGLISH FOOTWEAR: |  |  |
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|  |  | $\underline{z}=-$ | Ladies' |  | Gents |
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| An Indispensible Favorite |  | $\pm=$ |  | \$1000 | ES |
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|  |  |  | \$8.00 pair |  |  |
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|  |  | $5=5=$ | Bowring | Brothe | S, Limited |

\section*{Friday and Saturday Special Sale Days

## DRESS VOILES

40c. to 70c. yard

## CRETONNE REMNANTS

42c. yard
CREAM WINCEY
72c. yard
GINGHAMS
23 c . to 40 c . yard

\section*{Varner's Corsets

## Varner's Corsets Will not Rust Breakor Tear

## Friday and Saturday Special Sale Days

## FANCY COTTON CREPES

 45 c , to 55c. yardPRINT COTTON 36c. yard

DRESS PLAIDS 42c. to 70c. yard

## PERCALES

 45 c . yard

The Globe Indemnity Co. of Canada Accident Insurance, etc. BOWRING BROTHERS, Ltd. AGENTS FOR NFLD.
The Secret of Our Success
ABSOLUTE PROTECTION.
you will eventually insure with
Uriod bs US. WHY NOT NOW?

## 8



## WM.HFAP \& CO., Lid.,

 Phones 873-1980

Dominion's View


| Ladies' While Gloves 12c per pair | $\frac{\text { Boys' }}{\substack{\text { Sumer. } \\ \text { Silats s }}}$ | London, NewY York and | $\begin{gathered} \text { S1.50 } \\ \text { Waists } \\ 78 \mathrm{c} \end{gathered}$ | $\begin{array}{\|c\|} \hline \text { Children's } \\ \text { Serge Dresses } \\ 3 \text { to } 8 \text { yrs., } 1.98 \\ \hline \end{array}$ |
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|  |  | ParisAssoc.ofFashion |  |  |

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 All Mussed Goods to be Sold Out at Graat Reductions!

## Final

 ReductionsTremendous:Clearancevof Finest Summer




 H-AT-TS TRIMS: Flowers, Summer Feathers,
Embroidery, Selfeffects, Pins, Bows, Embroidery,
Ornaments.
S-K-I-R-T-S
Colors of White, Grey, Tan-checked.
The greatest values of

Costs\%Forgotten I Proffts:IgnoredI
*Prices:Smashed I
玉त YOUR-OPPORTUNITY IS \$ HEREIT!
Cleall-UP iars In誨TheiGarmentiStore THEEBIGEVENT' OF'THE TIRE ${ }^{2}$ SEASON when costs and profits areforgottenrand all broken assortments, odds and ends and remments of summer merchandise are marked down to battom prices for sweeping clearance Makeit a point to investigate these Special Clean-Up Sale Offeringst

Women's Suits, \$10.98
 from a tew of a dind but sizes range
Plom. 15 to 44. All styles. involved Women's Suits, $\$ 18.00$ \& $\$ 21.50$ Values Hp to $\$ 35.00$ Poiret Twill,
Camel Hirl and
Depleted ill popular materials Depleted Hilinesd rom oup rear ualar stocks.
Beautitifl High Class Suits every one of them. $\$ 18.00 \& 521.50$.
Women's Suits, Less $\$ 10.00$ EVERY FAWN \& GREY COSSUME
IN HE FSTORE NOW REDUCED
SI0.00 OFF. Women's 3-Piece Suils, $\$ 17.50$ These are ideal for Street wear, for
now or early Fall All conservative now or early Fall
modela all sizes and onl conservatit.
Women's Dresses, 55.98 ${ }^{\text {In Serge, }}$ plain combinationse, All sizes and anzal ues at \$12.00. Sale \$5.98.

Women's Dresses, 511.98


Women's Coats, $\mathbf{\$ 1 7 . 5 0}$ Valuestup to 830.00 . Here is a wonder-



A Collection of Odds and Ends In Ladies' Coats and Capes Every garment involved guaranteed
to be forment pricod at $\$ 40.00$ up and
go NOw it $\$ 8.00$. go Now, at \$18.00.
Women's Coats, 520.00 \& $\$ 25.00$ Values up to 40.00. High Class Coats
of Velour Cloth, Polaire All best models; all sizes. Sale S20.00 \& $\$ 25.000$.

Women's Coats, $528^{\prime}$ up to 538 Values at 860.00 . Only 12 Coats in this
lot-one of each kind only. Highest cotas models only. Sizzes if to 44 .
cale 82000 Sale 828.00 op to 838.00 .

- Women's Bresses, $\$ 19.50$


98 cis.
Only 200 remaining. Your last opportunity to purchase the most sensational values of the year.
Mark-Down SALE Man's \& Bys' Department
This Sale offers more real
ments,
choicer
Clothing
Lower ments, choicer Clothing, Lower
Prices and more definite savings than any like event we have ever

 desirable Clothing of the highest
type, on which prices have been radi-
cally reduced.
Every Man's Suit, Coat or Separate Pair of Trousers
has now been reduced to such low price levels that you have reason
enough for losing no time in attending this great money-saving event. MEN! Buy all Your Summer and Fall Needs in thls Sale.
As always we make no added charge
for alterations. All garments fitted
properly properly.
MOTHERS! Your opportunity is Here: Every Boys Suit in the Store at GREATLY REDUCED PRICES.
No mater what material, color or
style you want, and no matter hhat
price you want it at we have it here price you want, it at, we haver it here
for you Now! All ages from 3 to
18 years.

## J. J. ST. JOHKX

MARKET REPOX Thdicate that there isy




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## SPOILT! NOT LIKELY.

 no store in town that has such up-
to-the-minute apparatus for De. to-the-minute apparathg.
veloping and Printing.
The recently installed new plant for developing instavenens new plant for develoginives. and the errinting
from negatives is only carried out from negatives is only carried out
by thoroughly proficient workers. To get your films satisfactorily


TOOTON's, THE Kodak Store, 309 Water St.

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BRACELETS
PENDANTS.

${ }_{\text {RROGS }}^{\text {RRES }}$ CHAR LINKS.
This beautiful Native Stonen, famous for tits differ-
ent play of colours, is found on Newfoundiand Labran a valuble soln one ndand
R. H. TRAPNELL, Ltd.



| The Railway Passengers Assurance Co. <br>  CLIAMS PAID, ovER .. . $\$ 36,00,000$ <br>  HENRY C. DONNELLY Than ine |
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Nova Scotia Cabbage, etc.
${ }^{5}$ Bozee CABBAGE. Now in Stock:
80 Botes APRLESS (Gryenateins).
100 Boxe CALIFORNIA ORANG
BURT \& I AWPENCE









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## Extraordinary Programme at the NICKEL

Louise Delara, Soprano


 COMING-PAOLINE FREDRICK, in "THE STING of THE Lemial
(ASE

Summer time is a dusty time and dust brings sickness. Flies also spread disease and sickness.
Buy your sugar in dustproof, flyproof packages, and safeguard your health. All sensible people prefer to buy their sugar in germproof, dirtproof packages.
We shall sell you LANTIC SUGAR for 21 cents per package containing 2 pounds.
We guarantee LANTIC SUGAR to be purest granulated sugar. Everybody likes Lantic.
With each package of LANTIC SUGAR you buy, we shall give you valuable recipe books.
If you intend making Jams or Preserves you can buy a case of LANTIC containing 50 packages.
Ask for the recipe books. They tell how to make Cakes, Jams, Candies and Desserts.
Bowring Broces., Itd.,


We have just Opened a New Shipment of shivssa

## Red Star Timers.

Get one to-day. It will put new life and power in your Ford.
JOB'S STORES, Limited

## DUSTORMUD?

 USE LIFEBUOY SOAP"
#### Abstract

Mud consists of the filth of the drains and streets, and more often than not the mud carried into your house on the children's boots, or yours, brings in disease germs. The dust you see in your house is dried mud and is generally laden with germs which cause sickness. Take care to keep your floors free from mud and your curtains, window sills, stairways, etc., free from dust and thereby lessen the chances of heavy sickness in your home. Use LIFEBUOY SOAP, and plenty of it, on your floors and woodwork. Use it also for your wash. LIFEBUOY is a disinfectant soap which cleans and disinfects at same time. LIFEBUOY is recommended by doctors and Health Departments and is made and guaranteed by Lever Bros., soap makers by appointment to His Majesty King George V. Your hands will benefit from LIFEBUOY SOAP.


BUY LIFEBUOY SOAP--don't take something else-LIFEBUOY IS BETTER.
The large bars of LIFEBUOY sell for 20 cents each and the octagomal shape cales for 9 oents.
*"FOR HEALTH'S SAKE USE LIFEBUOY SOAP"




## CANADIAN Table Butter. <br> Finest Quality. Put up in $1-\mathrm{lb}$. Blocks, 50 lb . Boxes. Solids- 56 lb . Boxes. <br> GEORGE NEAL, Ltd.

## $\$ 150$ PER MONTH!




 U.S. FIDELITY \& GUARANTY CO'Y.

Wallace Silverware.





 Iea spoons cost ss.00 for a Doren
T. J. DULEY \& CO., Ltd.
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## BON MARCHE SPECIALS

 these valczs cansoo pil to attract yots Men's Wool Sox, Special 30 C pr. Cotton Blankets, Very Special Extra large size BON MARCHESPECIALS

## A HANDSOME SERGESUTT.  $\$ 50$ Serfge, with best of trimining, good worlman. ehip and a perfect ftit Tweed Suits from $\$ 40$ to $\$ 55$. Mail orders promptly attended to. SPURRPLL The Tailor 


 Store, Water street, and rifled the
contents of the tull, which amounted


## $\mathrm{Ju}^{\mathrm{Ju}}$ 0




SWALLWOOD'S BIG SHOE SAL Big Values in Ladies ${ }^{\prime}$ Misses' \& Childrens White Canvas Footwear


Only $\$ 1.5$
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Only $\$ 4.50$ the Pai
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Secure your size to-day.

## F.Smallwood <br> 218 \& 220 Water Street <br> THE HOME OF GOOD SHOES.




Isn't He the Real Cat's Ankle?
 We are turning out many such daily in
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Prices $\$ 35, \$ 40$ to $\$ 50$


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