## 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.




# YOUR UNRESTRICTED CHOICE OF OUR ENTIRE STOCIS IN THE miarist umiar suli Prices Slashed to Less Than ${ }^{1}$ ! 

It is no longer a question of what these garments are worth, but rather what we can get for them. Spring and Summer stocks must be reduced in a hurry regardless of the sacrifice. Come and choose from wonderfal at practically your own prices.

## Gingham DRESSES

 ly trimmed, well finished, all pa
terns, all sizes, with stouts ..

## Striped Broadeloth DRESSES Values to 8.000 .98   <br> WASH DRESSES <br> Values to $\$ 5.00$  

Children's Gingham DRESSES<br>All sizes, from 7 to 15 yaera; 1.29 smart new stylees and colors; 1.59 sash ties and other trimmings. 1.98

| Scarfs <br> Silk Scarfs in all th new shades <br> lengths. Worth $\$ 3.5$ <br> 1.98 |  |
| :---: | :---: |
|  | Petticoats <br> Renile Saten in fin |

Silk Jersey Suits All, shiades and 14,98 A fine looking
combinations
outdoor Suit; see combinations;
sizes 16 to 42

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

## Dresses at Give Away Prices

 sacrificed at less than cost of materials. $\approx 7^{\prime \prime}=10^{\prime \prime \prime}=14^{n=1}=18^{m}$ Come expecting to find the Coat Bargains of a lifetime. Every new style, all wanted materials, every required shade and size.

## SUITS AND ENSEVBLES

AT NEAR ONE-THIRD ORIGINAL PRICES
STUINNIVO STYLES AND FINEST QUALITIES AT MATCHLESS SAVINGS.

$=16^{\text {so }}$ Ensemble Suits
reguld
Sold to $\$ 3$ Suits.
Son

## MEN!

it is Clearance Time in Our Men's Department $\$ 24, \$ 28, \$ 32, \$ 34, \$ 36$ Suits Suits for men and young men. Ex- $\quad$.(1) We were forced to call on all ree traordinary values are included at this price. Satisfaction guaranteed. $\qquad$ $\rightarrow 2$ serve stocks to keep pace with the
selling demands for the Suits during selling demands
the past few day

## A Snap-200 Boys

BoIS WASH SUITS

We paid LESS for our stocks in the beginning becan
we paid Cash. Naturally we can, therefore, afford cut our prices to lower levels than any other slo
All we ask is fair comparison of quality, style All we ask is fair comparison of quality, style fe
style, and we feel certain you will acclaim these th Best Values to be found anywhere.

## Womens and Misses

Cotton Blouses 흐누눈…98c

Broadcloth Waisis Values to $\$ 5.00,-,+, s) \quad \bullet 48$ Over 100 different styles, every
one a winner. Best Entish
Broadcloth; all sizes from 36 to

White Skirts In White Crepes and Baronette 3.98 Satins; newest tytyes; all lizes.. $\quad \mathbf{5 . 9 8}$

Silk Sport SWEATERS

In à most bewildering color ar-. 2.98 ray; dozens of new styles; all
shades .............. 3.98

SALE! 673 New Hats

- FOR IMMEDIATE DISPOSAL. The season's
most outstand-
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DHITE HAT
DRESS most outstanu-
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These Hats These Hats
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The Issues of the New Brunswick 눈ㅋt

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## Circus

 Carnival ShowsAuspices St. Jthn's Playground and Recreation Association. ON| banNerman road

## ALL THIS WEEK. Afterom and Night

New, Novel, Amusement Attractions, High-Class, Clean, Moral and Refined, ONE SOLID VIEEK OF FUN AND JOI


ORIENTAL MYSTIC


Hig Feature Motion Pictures


Giand Regatta Dana Regatta Night, Wednesday, Augut 50
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## Auction Sale



Erecting Steel Framing


Fell From Step Ladder








## Coal! Coal! SCOTCH HOUSEHOLD COAL <br> ALL LUMPS - NO SLACK-At $\$ 11.70$ per Ton BOOK YOUR ORDERS WHILE DISCHARGING <br> UNITED COAL CO.



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| VAN HOUTEN'S COCOA <br> WORLD.WIDE REPUTATION <br> No other cocos is -JUST AS' GOOD |



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

Majestic Theatre To-Day
Big Wresting Championship Joe Stetcher
Earl Caddock


"For Your

## Daughter's Sake"

Starring Nita Naldi, Grace Darling and Monte Blou tory. The greatest mistake made by parents in Result: Unhappiness.
 Courtney's Hairdresesing Par-: 123 \& 423 Duckworth St. 402 Queen's Road.
lour, open Tuesday evening up to


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 Cost Small Compared with Generous Covers BOWRING BRothers, LIMTTED

Regatta Dance
Wednesday, Regatta Night, Augast 5th.
THE PRINCC'S Fusic by . ORCHESTRA
the very latest FoxTrots, One-Steps, Waltzes,
 SHPTIG awaw
 or Picnic Party

 LIBBY'S COOKED CORNED BEEF-The standard of its kind for nearly half a cen-

tury. Sliced by the pound .......33c. lb. LUNCH TONGUE-Sliced. HEINZ SPAGHETTI - With Tomato Sauce.
Medium and large Cans .28 c . \& 48c. Can Medium and large Cans . .28c. \& 48c. Can.
HEINZ INDIA RELISH . . . 30 c . \& 55c. Bot.

 | $\begin{array}{l}\text { Heinz Celery Soup. } \\ \text { Heinz Olive Oil. }\end{array}$ | $\begin{array}{l}\text { Heinz Tomato Ketchup. } \\ \text { Heinz Sweet Pickles }\end{array}$ |
| :--- | :--- | ENGLISH POTTED MEATS, In tins-Ham \&

Tongue, Chicken and Ham, Chicken and Tongue, Chicken and Ham, Chicken and
Tongue, etc. ............20. Can ENGLISH POTTED MEATS, in Glass-Ham \&
Tongue, Turkey and Tongue, Ham and
Chicken

## C. P. EAGAN




## For the

Regatia Luncheon

New
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## 

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# At Fhe "Fifth Avenue" Store <br> Just another of the huge value-demonstrations for whichour store is so well known. Here you can always be sure of quality at its best with prices so tremendously reducedthat you'll find it of great advantage to your purse to buy all your clothing NOW while we are holding our <br> Every Dress in Our Bungalow Dresses 

Store has been Spec-
ially Reduced for this Sale.

Pretty Light
Cotton Voiles


Fancy Ratines, Voiles \& Ginghams 2.27


Voiles, Ratines, English
Broadcloths \& Organdies

Tub Silks, Voiles, Crepes and Broadeloths Just a delightful assortment of charming
cool dresses for hot summer days ...... .98
in Fancy Cottons
and Muslins in a wide choice of colors and $\quad$ styles. Cool and comfy for hot-day wear; $\quad 25$ all sizes. One price
Spot and Fancy Patterned Voiles Straight line and other.styles in a large variety . 1.98 Street East.
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hallev, LTD. | gents. |
| :---: |
| p.o. Box Emans |

To Clear 10010 pesses
8.98

In Silks, Cantons and Crepe de Chenes, Fawns, Conna, Blue,
Rust, varions combination shades and Black; long and short


To Clear
8.98 75 Dresses

12.97To Cléar

In Fawns, Browns, Navy and Black only. In order to clear out
 12.97

Summer Party Erocks

Picturing the very netwest styles, lines and fabrics of this season's fashion show. Fawns, Blues, Greys, Tomato, Green, Taupe, Brown and faney color combinations

From 7.90 up to 44,00

Hot Weather Needs for the Kiddies | Bingham |  |  |
| :---: | :---: | :---: |
| Panty Dresses |  |  |
| 876 | $\begin{array}{c}\text { Extra Quality } \\ \text { Ratines, }\end{array}$ | Best | Bingham Frocks

Ginghams and Linens
$1=-1.48$

For Summer and Early Fail Wear These are both lined and unlined. Our last shipment of these spe-
cial Coats didn't last two weeks. We recommend them to all cial Coats didn't last two weeks. We recommend
wanting a light, stylish and inexpensive Summer Coat


## HATS OVERBLOUSES

Every hat in our store is reduced to roughly half
price for our Big Regatta Sale.
$1.25 \geq .902 .25<.75<.50{ }^{2}$

 | $\begin{array}{l}\text { Voiles and } \\ \text { Linen }\end{array}$ | $\begin{array}{c}\text { Voiles and } \\ \text { Muslins }\end{array}$ | $\begin{array}{c}\text { Lawns and } \\ \text { Eng. B'cloth }\end{array}$ | $\begin{array}{c}\text { Sik } \\ 30.78\end{array}$ |
| :---: | :---: | :---: | :---: |
| 93 cs | 1.25 | 1.90 | 7.90 |



## Ladies'

Sports Sweaters

These are quite new, and were not opened when our ad. went to press, but our buyer, has chosen the very newest styles.

| Teddies | Pyjamas |
| :---: | :---: |
| -mas- | mam $=98^{\text {c }}$ |
| GLOVES | =w 15 |
| Ladies Skirts $=$ | $\pm$ |

## Regatta Specials for MEN!

 MEN'S SUITSAll the latest summer weight Tweeds in new plain shades and mixtures, also in very high class Navy Serge.






Men's Boots

| MEN'S TAN BOOTS-Fitted with rubber heils |
| :--- |
| for | MENS BLACK BOOTS

For. $.3 .75,4.00,4.50, ~ 5.00, ~ 5.50, ~ 6.00 ~ t o ~$
to MENS LOW SHOES-
For $. . .4 .00,4.50,5.00,5.50,6.00,7.00,8.00$ Boys bootsSizes 9 to 13 for
Sizes 1 to 5 for

Smallwood's SHOE SALE! 10 Off

## 10 Per Cent. Off

## Our Shoe Sale has set the Whole Town Agog!

 Now we offer 10 Per Cent. Off Every Pair of Boots and Shoes in Our Stores.Good Shoes were never before priced so low and never before sold so rapidly. Have you been getting your share of the bargains? If not, be sure to come here at once. There are more well-dressed feet on the street these days than you have seen for a long time, and our Great Sale is accountable for it.

10 per cent. off the best Englishi, American and Canadian Boots and Shoes for Ladies and Gentlemen ever imported into Newfoundland.

LADIES' SUEDE SHOES-In Brown, Grey
and Log Cabin, for 2.50, $2.75,3.00,{ }_{3} .50$, LADIES' PATENT STREET SHOES For 2.50, 3.00, 3.75, 4.00, 4.50, 5.00, $6.00,6.75$, SPECIAL:- 300 pairs LADIES' SAMPLE
 EXTRA SPECIAL:-900 pairs LADES big values at this shoe sale.

To Clear Out
1749 pairs SHOES for Men, Women and Children at $1 / 4$ off regular prices. CANVAS FOOTWEAR at Half P CREPE SOLE FOOTWEAR for Men, Women and Children at 10 per cent. off.


Immense Holiday

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A new preparation for the prevention of bites from
Mosquitoes and Sand Flies, etc.l?
we guarantee it. we reconmend it.
beccuse it has been given a good test in the interior
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and found to be very effective.
MOSQUITOL is not a preparation that will dry off quiciky, nor will it colour the skin in any way. One application will give you at the least two or three hours
comfort from the pests when you go on a trouting exTRY A BOTTLE $5=$ Street Lamp Needs Attention



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Bon Marche Anniversary Sale! REGATTA 뽄․․․․․







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Be Wise and Buy Now
BEST WALLSEND COAL w. H. HyNES.

Thm romim pipm Don't Say" Paper, Say "EVENING TELEGRAM.' =--manymma
PURITY BRAND
OIN Brown
VINEGEAR
m half gallon bottles. You will And it excellent in


POPE'S Furniture and Mattress Factory

Some men are content with being covered, no matter how cheap the appearance. Others
are particular as to their dress, and maintain the particular standards in material, , ,utan and finish shed garment it has our careful supervision Carefuly planned ey cutters of experience, ith
ted and shape under their chare followed by
expert workers who take a pride in their work. expert workers who take a pride in their work
these are the combinations of the garments at
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JOHN MAUNDER, TALLOR \& CLOTHIER,

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Tower's Waterproof Suts ShOULD be a part of your outert

## They are made for you, -the men who $\Rightarrow 1$.

 wear them every day. Roomy, comfort. able and thoroughly oiled to give you serviceable wear.towers A. J. TOWER CO.

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protect property
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