and

##  <br> Buy 2 Bottles

Never risk running out of Bovril Buy two bottles and always keep one in reserve.
Bovril is one of the most importan
of all foods- not merely in emergencies, of all foods-not merely in emergencies,
but for every day use.. Bovril is the best of all hot drinks. Whenever a meal is wanted in a hurry, or extra nourishment is required, if someone
should feel chilled or tired, give Bovril.

## Always have BOVRIL

 in therHouseBaritran the sime

## Lord Cecils $=$

 Dilemma
## The Picnic

## WoodallForest






 Chaos, cladys Howard reeelved a Lady cladids Howard roeelved
iove letter trom str charies Hasting
ite the nert morring. She had heen ex.
pectugg tt stince the moment he had
loft her, and had counted the hours
anth the post bag would arrive on
this glad Saturday morning. He mad this glad daturday morning. Ho Ho had
told her that he would wrtto told her that he would write otm-
medtatats he reached home, both to
 room, the love letter in hher hands-
the frst love letter she hide ever re-
catived from any man -a happy ught


## Clearance Sale of Organs.

EVERY INSTRUMENT GUARANTEED PARLOR ORGANS-FIVE OCTAVES. Bell Rebuilt 5 Octave Organ, medium top, 9 stops,
Walnut Case





PIANO CASE-SIX OCTAVE ORGANS. Thomas Prano Case, 6 Octaves, carved panels,
Mirror top, 11 stops $\ldots \ldots . . .165 .00$ Berlin Piano Case, 6 Octaves, fine Mahogany
Case, MMrror top, 11. Itops
Karn Piano Case, 6 Octaves, Ebony Case, Mirror

 ved d annels
Doherty Piano Case, 6 Octaves, beautifui Doherty Piano Case, 6 Octaves, beautiful gold-
en Oak case, 11 stops, Mirror top ..... 165.00 CHURCH ORGANS.

 MUSICIANS' SUPPLY COMPANY,
th, m, tr
ROYAL STORES FURNITURE

## SALT!

To arrive and for delivery Friday ex BEST FISIERY SALT.
M. MOREY \& CO., Ltd.

A REMARKI BLE WATL AT A REMARKABLE PRICE
J. DULEVECE.JUd

The Rellable Jewellers and Opticians.
julde


You know how you feel on a sweltering day with an overweight suit on. You have also experienced the annoyance when your dark suit is covered with dust. We are now showing sum mer shades in light and tropical weights, also a few lines in flannels.
John Maunder

## Black, White, Nigger.

Best Value for Your Money, only

pair.
HENRY BLARR.



## CHAFE'S

 hite,

## Hams and Bacon!

The Smoked Meat market has advanced a good
deal lately in sympathy with the stronger feeling in Pork Products and higher quotations on Hams and Bacon during the Summer months
(the heavy consuming period) are not at all (the heav
unlikely.
We were lucky in securing a large shipment
of these Meats before the recent "lift" in prices and are prepared to continue selling our delici

## "Berkshire" Hams \& Bacon

at present prices for a limited time only, and
would advise our customers to secure their rewoule advise our customers to secure their re
quirements for the Holiday Season without delay.

PHONE 393.

## F. McNamara, QUEEN STREET.

## Superior Quality Chambrays Only 18c. Yard THIS LOT IS JUST OPENED. <br> Full Pieces! <br> Perfect Goods! <br> Quality Extra! <br> Consider all fully low price. <br> fully low price. <br> These Chambrays come in Light and Mid Bel <br> Blues, Pinks, Champagne, Nile Green and Heliotrope. <br> For other Cheap Cotton Goods also have a look at the bargains on our Remnant Counter. <br> HENRY BLAIR.


Neuritis,
Sciatica, Lumbago and Rheumatism Are affections where the nerves of sensation are
involved. Chiropractors in these cases look for pressure upon the nerves that are causing the pain, and locate the condition where the nerves pass out from the spinal column, and by a series,
of Chiropractic adjustments remove the pressure and the patient is restored to a normal co dition. For further information consult
W. H. MacPherson,

Chiropractor, 1

Forty-Three Years in the Publio Sorvioe-The Eveninatelerusuld


## RECORD-BREAKING REDUCTIONS

 in this Special Sale of "Periol" FunitureBeauty, dignity, charm--all that is most desirable in Furniture for the "Home beautiful" is embodied in the splendid pieces selected for this week's'"Make-room" Sale.

Many articles are replicas of old English, French and American designs, William and Mary, Queen Anne, Louis XVI, Adam, Colonial and Mission styles, are well represented and faithfully reproduce.. The rich grain and lustre of the beautiful woods and soft luxury of the upholstery must, however, be seern to be fully appreciated.

This Sale offers a large selection of handsome Furniture at such record-breaking reductions that it is nothing short of folly to allow such a rare opportunity to slip by without taking advantage of it

## Parlor Suites.



## Dining Chairs

 Chair Siute Fumed oatek Missoin style, uphoistered



| sht5.00 |
| :---: |
| sht high |
| ish high |


| 8250.00 |
| :--- |
| $\$ 166.00$ |

## Dining Tables.

Of fine workmanship, and beautifull grained woods
highly fnished
hher,
his mpor Dining Table, Fumed Oak, Mission style, round top,

pedestal legg. | Reavial Priee |
| :---: |
| Makeroom Pric |

| .8175 .00 |
| :--- |
| .$\$ 120.00$ |

Dining Table, Golden Oak, Colonial sttle, round top,
 Dining Table, Fumed Oak, Colonial style, round top destal leg.
Regur
Refler Pric Regular Price
Make-rom Price


Settees.
Thesese Settees not only add to your living room's
appearance, they are as confortable as they are hand-
some silk, Minghashy folisished frome, upholstered good quality Rexular Price. Mahozank:finish frame, highiy polished upho.s.ster-

$\xrightarrow{85000}$

## Sideboards.

There are only a very frof of these Sidedadrds ieft
they went quickly. A finely made piece of turniture.
 Regular Price e
Makeroom Price



China Cabinets


## Wardrobes




$\underset{\substack{5919.500 \\ 815300}}{ }$

## Beauty in Buffets.



 Ragater Price Price | sition |
| :---: |
| 850.00 |

Dininins Buffet 1 , cut Golden Oak, Golden fnish, Rexilitron Pirie Pric


 Rapatat Pitice e $: . .$. Dining Buufet Vty $1 /$ cut Golden oaki Golden finish, Regulat Price | 878500 |
| :---: |
| $: \$ 18.00$ |

Dining Buffet, fine Fumed Oak, Mission style; a Reguiar Price $\xrightarrow{\substack{80500 \\ 813500}}$

# U. S. Picture \& Portrait Co. 

Water St., St. John's


## Jumket Tablets. Junket Powder

| Essence of Rennett. |
| :--- |
| Jell.- . . C. Powders. |

 Montserrat LimeFruit Juice
Roseses Lme Jutee Cordial.
Rosese Lime Juice. Rose's Lime Juice.
Lemon Squash
Welet's Grape Juice Schweppes Ginger Beer.
Schweppes Dry Ginger Ale. hyyeppes Sweet GingerAle
Schweppes Lemonade. hweepees Lemone
Schweppes Soda



Former Premier Here.




## This is the Last Week--Additional Big Values !


$\qquad$ as revirese to Nowtomand Mand on Hort vist Ho No, hocoundand ong




## Smart Mus/in

 Dresses Ladie: White Dreseses Children's





ties for saving mone more week in which to participate in the wonderful opportuni
Storer
stor so weil as White merchandise, making this store an andeal centre for summer shop
ping.

## Dainty White Underwear

 cout


條



[^0]Comfortable Summer Wear for Men and Boys

$\qquad$

Athletic Cambric Nightshirts. Mens's Straw Hats.


## Damask Tabling and Table Cloths 

Gurtain Materials for | and |
| :---: |
| In |
| Reg |
| Cur |




Ladies' Brassieres.
Pink and white Linen;


|  |
| :---: |
|  |
| White Flannel Vests. <br>  |
|  |
| White Not Jabots |
| Georsete Jabote |

 poosess, tn the Emplre, nearly every


Where, cild
Women's Silk Lisle Hose
Fancy Shot Fronts. 59C
Reg. $\$ 2.75$ pr. for
The mojel ofrac, wid.
Boys' Bathing Pants 296

## "BETTER THAN THE BEST"

 HiliperssindTestimonials can be furnished from Thousands which have carried conclusive proof that the Hi-press Rubber Footwear wears twice as long as any other Brand on the market

Letters of appreciation to the value and goodwear of these rubber goods come pouring in to the Manufacturer from all parts of the globe.

One in particular of our hardest customers says its the first pair Ru L ber Boots I ever bought from which I received my moneys worth, its certainly a great wearer and am fully satisfied with my purchase.

Goodrich
 Buy them for the Wear that's in them Here's a rubber the chil-
dren won't kick thru in dren won't kick thru in
s hurra. Note the enunedup too and heel. Stron
husky husky rubbers that kee
the litel feet dry
far beyond weand your expect ar beyond your expecta with a mational reputation with a nationat reputation
for highest qualify.

In all classes of work the sest is aiways tue most ecoilomical

# WERR THE HIPRESS RUBBER FOOTWERR <br> and you will never be satisfied with anything else 

Get the Best it Surely Pays

A prominent merchant of St. John's, Newfoundland, testifies to the extra good wearing qualities ot this famous Hi-press Rubber Footwear. He says, during the winters of 1913-14 I went through six pairs of the usual light Rubber Shoes. This winter one pair of your Hi-press Rubber Shoes saw me through our long Newfoundland winter, and still look as if they wi!l be good enough for another.

The Hi-press Tempest and Heavy dull Sandal with the $\longrightarrow$ Red Sole gives the best service for rough wear especially adapted for Policemen \& other class $\longrightarrow$ people working much out doors.

Buy the Hi-press Brand and get the BEST for your money


## Goodrich

 Rubber FootwearDouble the Wear in Every Pair! The looget vering Pruberer Foomerer on the
 Goodicich This opledide aluy? dependable

 -but, buy them for the WEAR that's in them. BOWRING BROS., LTD. St. John's, NAd.

## OUR STRAIGHT LINE

Light Weight Over Shoes for
Men, Women $<1$ and Childron Cannot be Surpassed by any Other Rubber Footwear made

## WE

ARE THE DISTRIBUTORS

## BOWRING




# MONEY SAVING SPECIALS <br> Big Bargains in Feathers, Flowers, Rib- <br> Big Bargains in DRESSES, HHTS, BLOUSES, otc, <br> Ladies Sunshades, Slightly Soiled only $\$ 2.59$ each 

## 

DHe plienomenal success of this event can be attributed to two outstanding features: First, that the offerings consist of advanced Midsummer modes for all occasions, perfectly fresh, and of the kind not usually obtained at sales. Second, the values surpass anything that has ever been offiered by us, or any of the hops catering to a discriminating clientele. Every garment was purchased at a bargain price from exclusive manufacturers who were compelled to sacrifice their surplus stocks for Cash.


Radiating smartness and charm for every Midsummer occasion. New simple models in straightline and draped effects, in beaded and hand embroidery designs. It matters not for what occasion you require a frock, the model you need will be found in this unusual assortment. Frocks for semi-formal affairs, frocks for street, afternoon and general wear, frocks of every wanted material and every correct and desirable model.
IN VOILE, a splendid assortment of styles, colors and sizes. Worth \$6.50. Our Price
$\$ 4.98$
SILK and TAFFETA-Only a few of our exceptionally cheap lines left. Come in and secure one of these, only . .................................... . 6.9
MOIRE SILK and TAFFETA-Anther fepsertment
CREPE DE CHENE, CANTON CREPE, Etc., Etc.-A beautiful selection in all colors and styles, some beaded, others embrodiered ; all sizes, from . . . . . . ... . . $\$ 19.48$ up

HATS
Good quality, new Sports Hats, ablaze with brilliant colors and ingenious in their intricate developments. Saucy off-the-face styles, Mush rooms, etc., etc. Embroidery, ribbon and fruit trimming, in Silk Faille Ribbons, Crepe de Chene, Baronet Satin and other sports wear fabrics; also a nice selection of Transparent Hats from $\$ 2.98$ up.

850 Blouses in Tricolette, Crepe-de-Chene, Shantung and Georgette, Filet and Embroidery Trimmed.

# BLOUSES 

Exclusive Styles, in Black, White, Blue Canna, Periwinkle, Jade, Bisque, Saxe, etc., Tunic, Tuck-in \& Overblouse Styles at from $\$ 3.98$ up.
stisw ind

## SUITS

Well tailored-models in Tricotine, Serge and Twill Cord, long coats with slit sides, others beaded and embroidered, in Navy, Fawn and Black ; will meet the requirements of the most fastidious, at greatly reduced prices.

## SKIRTS

In Plaid, Twill, Baronet Satin, Crepe de Chene, Sponge Cloth, Prunella and Silk Poplin, suitable for sport and street wear ; all colors and all styles at from

$\$ 2.98$ up.

# COATS, CAPES and WRAPS 

. A yerg nice assortment, appropriate for the evening affair or the daytime function, for country or city wear. The notably low price of each winsome model urges another 4 ressi for an immediate addition to the Summer wardrobe.

$$
\begin{aligned}
& \text { COATS in Fawn Velour, inverted pleats and pockets. }
\end{aligned}
$$

ted pleat, ined throughout. Formerly $\$ 35.00$. Now
. $\$ 29.98$

- CAPES and WRAPS in Velour, Bolivia, etc.; exclusive styles, all colors, from
$\$ 15.00 \mathrm{up}$
We cannot emphasize too strongly the remarkable character of the values offered, and while the quantity is large, we would earnesty urge our patrons to give us an early call to enjoy the privilege of complete assortments.


More Specials at Walter Ghafe's Ladie
 $\qquad$


| Ladies' |
| :---: |
| Black Hose. <br> An lizes <br> 19c. |


\section*{| Ladies' Vests. |
| :--- |
| White Jersey knit, | White Jersey knit,

20c., 29c., 39c.}

Walter C.Chafe many min muar 0000000000000000000000000 SILVERWARE makes an meal wednng girs.

BEST QUALITY
Englush and American smverware

R. H. TRAPNELL, Ltd. 00000000000000000000000

ON THE SPOT!

## CHEK

The Dry Cleaner, 50c. a bottle everywhere.
Apply Chek to that spot and watch it disappear.

> Also,

Waterproofs. Read the directions.

## 50c. a bottle

## 'Burnside' Scotch Lump COAL!

 $\$ 14,00$ Per TonFVERY LOAD WEIGHED. This coal has less slack, contains any other imported here.
> A.H. Murray \& Co. Lfd., Beck's Cove


# HAND MADE Fisterments Bools <br> smalluoood's <br> $(5)$ <br> Fishermen. These Boots will outwear at least 3 pairs of the Best Rubber Boots in the market to-day. Tongue, Boots, Wellington Botts, 34 Boots also Min's, Boys' and Youths Mail Drders receive Prompt Attention. <br> F. SMALLWOOD, <br> THE HOME OF GOOD SHOES, $218 \& 220$ Water Street. 

NOW IN STOCK:
CORONA Chocolates, Cocoanut Bon Bons, CORONA One Cent Lines, Jelly Beans. Also the famous Dorothy Kingston Chocolates
Ice Cream Cones and Shelled Walnuts.
FEARN \& CO., Ltd., 200 Water St. Phone No. 734.

## BOWRING BROS.,Ltd.

Hardware Department.
童 $\begin{gathered}\text { Brass and Iron } \\ \text { Bedsteads, }\end{gathered}$
Wire Springs, Flock \& Hair Mattresses,
Cribs, Cots, Pillows, Bolsters.
Brass \& Copper Curbs, Coal Vases,
Fire Brasses, etc., etc.
BOWRING BROS, Ltd. Hardware Department.

100000000000003000000000
Sunbeam Evaporated Milk
Selling at 16 cents per tin.
P. F. MALONE,

GROCERS:
High Grade Tea
GET OUR PRICE ON
"RANBOW" in bulk
"SUNRISE" in 1-lb. pekts.
GEORGE NEAL, Ltd.
Phone 264

FIRE INSURANGEI
QUEEN INSURANCE CO. of America
the great amierican ins. CO. OF NEW YORK.

Absolutely no trouble when a loss occurs.


The Banks of Newtoundland

> Ode to Newfoundland.




## Charles Hutton.

222 Water Street. SOLE DISTRIBUTOR.


## BEST SCREENED <br> NORTHSYDNEYCOAL

Per Ton ….......: $\$ 15.00$
Per 1-2 Ton:-:: 7.50
Per 1-4 Ton:.: 3.95
Afloat and ex store.
Nifd. Coat \& Trading Company, Ltd. At ciop premises hately occupied by Alan Goodridge
ano
\& Sons,

Garland's Book List.



William Nosworthy
 00000000000000000000000 'PALIER'
"PALMER" MOTOR ENGINES, $3,4,6$ and 71/2 H.P. Cheapest, best and most reliable Op-
erated on Gasoline or Kerosene.
The Most POWER for WEIGHT-The
Most WEIGHT for the PRICE. Also Parts for engines. Onder now to avoid de-
lay. Catalogues free.
Franklin's Agencies, ttol. 435 WATER STREET.
 Special for This Week!
MEN'S BALBRIGGAN UNDERWEAR, MEN'S SPORT SHIRTS, $\$ 1.75$. 65 . per garment. MEN'S, women's and CHLDREN'S bathing surrs, all one price, \$1.18.
I. LEVITZ, 252 Water St. Opp. Dicks' \& Co.
1000000000030000000000000000
Buying, Selling \& Exchanging.




FRED, J. ROIL \& GB,, Real Estate and Insurance Agents,
Duckworth
Street.
 Boys Leaving School
 - THE BRITISH RADIO \& ELECTRICAL Hiss,


## NOTICE!

Effective June 25 th, there will be certain changes of schedule in train services on the Canajan National Railways.
or further information apply to
J. W. N. Johnstone,

Reid-Newfoundland $\mathrm{Co}_{3}$ Limited

SOUTH COAST SERVICE-S. S. MEIGLE. Passengers leaving St. John's on 8.45 a.m.
train of Wednesday, July 5th, will make connectrain of Wednesday, July 5 th, will make connec-
tion with S. S. Meigle at Argentia for the usual ports of call between Argentia and Port aux
Basques.

NREIGHT NOTICE HUMBERMOUTH-BATTLE HR. STEAM-
SHIP SERVICE. SHIP SERVICE.
Until further notice, freight will be accepted ras.erciogr गा लой I
Reid-Newfoundand $\mathbf{C o f}$, Limited
WENTREATSTOHEH


## S. J. J. STRANG,

 Ladies' and Gents' Tailor,Our aim has always been to give our customers, the BEST in quality of goods and
in fine tailoring. We have just opened a se-
lected assortment of Ladies Costumings from Scotland and it is strictly on the ground of quality and iservice alone that we respeetfully solicit your patronage.
J. J. STRANG, Tailor, Water Street:


[^0]:    
    
    my. mine teri worm
    
    
    
    
    
    
    
    
    $A$ Bargain in Cream Bottles.
    

