## THE WISE MERCHANT

Will Protect his Trade by Placing his Order for "VICTORY". BRAND Clothing at:Oncer;




UNLESS you see the name "Bayer" on tablets, you

Acept only 2n "unbroken packaze" of "Bayer Tapletes of AAppitin, which contains directions and dose worked out by
pyyicicins during 22 years and proved safe by millons for


An Indispensible Favorite
Wealth and Beauty at Stake!

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[^0]"It'll pay you to shop on the oher side of the street." Last calliwe

## 1 Rack Gingham Dresses

 Musin and Voile Dresses Crepe and Satin DressesValues up to $\$ 3.00$ Dainty Servicable Many Styles and Colors to choose from
Navy, White Black, White Saxe, White, Brown, White Fancy Designs. All Sizes

$$
1.48
$$ 3.90 Paisley, Egyptians, Nayy, Nigger and other Shades. Some very

Our entire Stock of Silks, Canton Crepes, Taffetas and Serge Dresses all reduced from 10 p.c. to 50 p.c.

Costumes Costumes A Marvellous Bargain Offer: Fashionable, Bluuse,
Well Cutesy, Fawns $\&$ Tailored. A limtled number only Costumes Vales up to $\$ 25$. The Best Costumes we've ever offered at the price. Navy,
Brown and Black. Sizes up to 42 in.

Very high grade Material and Styles Navy and Black only. Coats silk-lined.

All Sizes.

## One Small Rack Special Poiret Twill and Tricotine Costumes, Navy \& lack only. Coats c.delined. Szes chine to 44

Last Call!! A big chance for you, a big sacrifice for us, we've cut prices till there's not much left to cut, but we must clear the decks for a vast shipment of smart fall goods, due shortly. "Make hay while the sun shines.
. Ladies' Hats
Late summer and early fall models -in all shades \& materials; reduced
Half Price to Clear
14 Sports 14
Fine Polo Cloth in Fawns \& Greys.
Sizes up to 42 in
$\$ 3.98 \underset{\substack{\text { Clear. } \mathrm{Our} \\ \text { PRICE }}}{\substack{\text { and }}} \$ 3.98$

## End of Summer Bargains in Our MEN'S DEPT.

men's caps Smart Tweeds and Cloths in all the 950.
new shades. From men's suits
A genuine give eway. Fine Tweeds, all sizes. A few
Suits very slightly damaged.
$\$ 22.50$ values for $\$ 12.50$ men's pants

Maw int
"Remember--Our Store is on the other Side of the street"

[^1]



IT ISNT NECESSARY to spend a small fortune in fitting out your boy or girl for the approaching school opening. $\quad \rightarrow 0^{\infty}$ Send thein along to us and have them fitted out with the very best obtainable at the lowest possible cost,


## Friday and Saturday

 Special Sale Days
## Marshall Bros

Mail Order Department. Prompt, Efficient Service.



## MILKMAID MILK

 IS THE BEST MILK MADEThe Creator of Artificial Lightning.
















Gertainly---Because its always fashionable, always in good taste, always comfortable, always possilble to get in the correot size with no delay, and lastly-its always Moderately priced.

Wear Three E. E.E's. Footwear Made
by
Archilhald Bros.
Harhor Grace
Advertise in the Telegrim.

## BEST Value PROCURABLL Men's Overalls

Good Weight, Strong, Hard Wearing Material

## The Blue Shade

With that Good Appearance only

## \$1.35 garment

HENRYBLAIR



Why Buy a hit or a miss, whien for $\$ 35.00$ you can have a Suit made to your measure?
cut to the latest style and well made.
Higher priced goods have relative value, Samples
JOHN MAUNDER

MERICAN WIN WER STOCK 0 COAL
Will arrive about August 15th
BEST NORTH SYDNEY SCREENED AM ERICAN and WELSH ANTHRACITE COAL.
M. MOREY \& CO., Ltd.

Thê Globe Indeminty $\mathbf{C o}$. of Canada, Accident Insurance, etc. BOWRING BROTHERS, Ltd agents for nild.
The Secret of Our Success
ABSOLUTE PROTECTION.
Stot wile eventuaty insure wit US. WHY NOT NOW?

Borty-Four Years in the Serviceof at


## Trial by Torture.

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## This Week Onity

 Only a few more days to takeadvantage of the Greatest Sacri-
fice of Spring and Summer stocks ever. Witnessed here. We are fully determine CLEAR THE
COE RACKS,
COUTERS, CLEAR THE
CASES, CLEAR THE CASES, CLEAR THE
SHELVES. None of this Sum-
mer merchandise to be carried mer merchandise to be carried
over into next season, IF PRICE apparel. COME EARLY.

## All OOD LITS and BROKEN LINES !

## Odds \& Ends 23 Children's Navy Serge <br> Dresses

yame : sam
Sale \$1.98
Ages 5 bi yam
Children's
Leavy Twill
Dresses
 now ga ar
$\$ 3.98$ up to $\$ 5.98$

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| SWEATERS |
|  |
| 98 cents |
| SKIRTS |



## 98 cents

Your last chance to purchase
actually three Skirts for the ordinary price of one.

## Clean-up Wash Dresses

 380 Wonderful WASH DRESSESThat Sold at $\$ 2.80, \$ 3.98, \$ 5.98, \$ 7.98$




Claan--InSILKDRESSES
asale that wilist the wiol fowntakng
A Clean-up of Every Silk DRESS in the Store
Costs and profits completely disregarded. High class Dresses for every occasion. Gorgeous models in CANTON CREPES
fLAT CREPES, CREPE KNIT, PAISLEY COMBINATIONS FLAT CREPES, CREPE KNIT, PAISLEY COMBINATIONS
and TAFFETAS. Your choice now at savings of fully ONE
HALF OFF.
CLEAN UP!
All remaining
Summer a nd
early Fall
Coats reduced
$1 / 2$
Iot only. Shimed
Early!
CLEAN UP!
Every Suit
this lot, suit
able for F
wear, and
the next
days will
sold at savi
of $\$ 10.00$
$\$ 15.00$ less

Summer Millinery Cloanup

| HATS! | HATS! | HATS! |
| :---: | :---: | :---: |
| Formerly | Formerly | That sold up |
| iced up to | sold from | to \$8.98. The |
| \$4.00 | \$4.98 to \$7.50 | cream of our |
| Goat | Now go at | got at Now |

Boys' \$10 Blue Serge Suits

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Ladies' Waists Fomenty ymexat sisian

## 78 cents

 EIGHT ONLT Ladles' 3 -piece Suits $\$ 16.50$
Odds and Ends Ladies' Waists forit mu wo weo co $\$ 1.98$

No Mail Orders Filled on any Clean-up Sale merchan
disen wiva
prices all Sales finalt

London, New York and Paris Association of Fashion


THE COWAN 3ROKERAGECO Phome No. 24. 27


46 Mal


The Now Weaves for Fall Time.












## OUR SHOWROOM

Now Overflowing with the Newest of the New.


 MARABOUT Trimmings.
 LADES' YESTS LADES VESTS , wind CREPE CHEMISES



Nambun wat inamit, Hoats.
Now Hats, Goats, Dresses and Waists






 SIFP: on swe tris.





The New Dresses are simply wonderiul. A DRESS SPEGIAL




## Early Fall Styles in

## THE MEN'S and BOYS' SECTION. <br> S. CAPS.


hers caps

 DRESSic Gowns

neglees shits.
 MEN'S SLIP-ONS.



 Bors Felt int




 mines Boois.
 MENS UNDERWEAR


Whatect roomy sizes, collar and poocket
spectal . . . . . . . . . . . . . . . 3.35
Men's Soft Folits


## Congoleum Mats

 20c. Each.

## Just Folks.         

 Stars of the Celluloid Sea aris mon dian smo and


 and







## FLOOR RUGS and

Extra Large funners.






## FOR FORWARDDELVERY

Bar Iron Black and Galv. Sheets. Wrot Iron Pipe
Electrical Equipment Mechanical Equipment Contractor's Supplies

## WM. HEAP \& CO.,Ltd.,

Phones 873.1980

## Rubber Sole Canvass Shoes

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## F. Smallwood

THE HOME OF GOOD SHOES, WATER ST.

| NOW LANDING <br> Ex. S.S. "Heronspool" <br> 1090 Tons Household Coal \$13.50 PER TON sent home. in stock: 2000 Tons WELSH ANTHRACIEE COAL <br> All Sizes. |
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Masic for Schools!


The Thinity colioes studies, pieeees

Music and Harman Catechims
$, 1,500$
; $\mathrm{NB} \rightarrow$ Oititorit oriers Pemonally selecteced
CHARLES HUTTON.


$$
\begin{aligned}
& \text { 2- NOVA SCOTIA CABBAGE }
\end{aligned}
$$

BURT \& LAWRENCE



$\square$
Wallace Silverware






T. J. DULEY\&CO, Lid



[^0]:    Nild. Motor
    Association Mecting
     The Nempound dand Motor Aspoole West End Restaurant yetericay at the chatr. Owitis to the thet that
    sereral very importunt matters were on the orrer sheet to be discoussed a
    unusualys large attendance of mem bers was present.
    The prinetpal busin
     turning to the octy attor dark shourc
    have the trate of wey orer acrs. pro Arre moved the paloptor of the ne now
    
    
    
    
     tn the eity who had not otined up
    Thes were permbtung
    many burdens
    
    
     morve in the right dirrection, and sive
    me a fatr tral it it woild undoubtedly
    
    
    
     cord with What Mr. Goging thad al
    reaed sidid. He was under the be
     sed to diffect thentr rays to the
    Tound the diffenty would be orer-
    tome. Mr. Bastl Dutertrrifge also thought
     and stated that no oeclients have oc
    curred by biliding lishta. Mr. W. H. Hynes opposed the mo-
    ton and said that should the new
    
     rownees of the reads in places made
    the ruse
    necessary. Mr Tr. Thesessanrer also supported the
    moton. He remmded all members that
    
    
    
     of twelve to ten.
    The next busings of the meeting
    was to discuss $a$ augsested recommen-
     averrment that tourists cars brought
    that the Colony and remanting only
    andort pertod should be biven a re-
    
    
    
    
    
    
    
    
    
    
     Arter neveral minor maxters had re-
    the meeting adoulounathed the Associtition Sounded Like Home.
    
    
     "Tow many chilaron hive your"
    
    
    
    
    

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