















# REID-NEWFOUNDLAND CO.

## Labrador Service!

The S. S. "Sagona" will sail from the Dry Dock Wharf, St. John's, at 2 p.m. on THURSDAY, August 12th, for the usual Labrador ports of call.

Let Us Fill Your Order from FRESH SUPPLIES!

ELLIS & CO., Limited, 203 Water St.

- Fresh New York Chicken.
- Fresh New York Turkeys.
- Fresh New York Ducks.
- Fresh New York Corned Beef.
- FRESH HALIBUT.
- FRESH LOBSTERS.
- New Green Peas.
- New String Beans.
- New Cauliflower.
- New Carrots.
- New Beetroot.
- New Cabbage.
- New Turnips.
- New Celery.
- New Cucumbers.
- GREEN CORN.
- RIPE TOMATOES.
- Navel Oranges.
- California Lemons.
- Grape Fruit.
- Watermelons.
- Cantaloupes.
- Bartlett Pears.
- Fresh Pineapples.
- RED & BLUE PLUMS.
- JAPAN PLUMS.
- Just received from Havana: 8,000 of our Choice "CALIXTO LOPEZ" CIGARS. Also from Jamaica: 10,000 LA SABONIA CIGARS—Governors and Conchas Especiales.
- REMEMBER OUR TELEPHONES. Nos. 482 and 786.



### Direct from London

A swell line of MEN'S CAPS have just arrived to us, straight from the makers, of exclusive models in all the popular shapes and made of the very best Scotch and English Tweeds.

Prices 50c. to \$1.75.

*Smith's*  
ESTABLISHED 1872

### IT IS A SALE!



There is no getting away from the fact that we are selling good, honest goods cheaper than you can get them in town to date.

200 pairs LADIES' LOW SHOES, sizes 2, 2½, 3, 3½.

\$1.00 per pair.

100 CHILD'S TAN BAREFOOT SANDALS.

50c. per pair.

200 MEN'S BOOTS & SHOES. Regular value, \$3.50. NOW

\$2.80 per pair.

F. SMALLWOOD,  
THE HOME OF GOOD SHOES.

Do You Want to be Known as "The Girl with the Pretty Feet?"

?????

Yes? Then wear a Pair of

SHOES

*Ammon & Co.*

Our shoes beautify the feet and distinguish the wearer as a woman of good taste in dress.



PARKER & MONROE, LIMITED,  
THE SHOE MEN.

SOLE AGENTS.

## ON THE WAY

From Halifax per Florizel:

NEW AMERICAN POTATOES.

N. S. GREEN CABBAGE.

GREEN and RIPE BANANAS.

LARGE and SMALL CHEESE.

F. McNAMARA, Queen Street.

## CEMENT!

Just in:

ATLAS CEMENT,

In Barrels.

Very Lowest Prices.

A. H. MURRAY.

## New Green CABBAGE!

To arrive Thursday:

60 Brls. GREEN CABBAGE.

60 Bunches CHOICE BANANAS.

60 Barrels NEW POTATOES.

20 Cases CALIFORNIA ORANGES.

PRICES RIGHT.

BURT & LAWRENCE, 14 New Gower Street.

## JUST ARRIVED

per Durango:

A splendid variety of Suits. No two patterns alike. These goods were ordered before the big jump in Woollens and our Customers can have the advantage of OLD PRICES. Our new style sheets for Fall and Winter just to hand.



*John Maundel*  
TAILOR & CLOTHIER  
281-283 DUCKWORTH STREET.



LEAVE IT TO THE BUTCHER—He knows the best cuts and you can rely on the tenderness, freshness and fine quality of

ALL THE MEATS

you get from our Market. How about having us send you a good leg of Spring lamb? Order here to-day.

M. CONNOLLY,  
176 Duckworth Street.

Ex S. S. "STEPHANO."

- New Potatoes.
- Oranges and Bananas.
- Peaches and Cherries.
- Red and Blue Plums.
- Lemons and Grape Fruit.
- N. Y. Corned Beef.
- Tomatoes and Celery.
- Water Melon and Musk Melon.
- N. Y. Chicken.

JAMES STOTT

MINARD'S LINIMENT CURES GAITHER IN COWS.

Although you may be satisfied with the Tea you are using, we feel absolutely certain that

**Armada Tea**

will give you much greater satisfaction.

Order a package to-day. For sale everywhere, at

60c. per lb.

## O'Sullivan's Heels

—AND—

O'SULLIVAN'S

Rubber Cement

—ARE—

The Strongest

and Best.

July 20, 1915

Advertise in the Telegram Telegram Ads. Bring Results Advertise in the TELEGRAM

EIGHT PAGES TO WEATHER FORECAST TORONTO. Midnight—erate S. and S.E. winds, ally fair, with a few scas showers at night. ROYAL'S. Noon.—Bar. ther. 58.

VOLUME XXXV

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John's,

BOWRIE G

A Fresh Stock of Jacobs' Biscuits just in, consisting of Cream Crackers in 5 lb. tins and 1/2 lb. Royal Afternoon Tea, Kiel, Finger, Marie, Ginger, Water, etc.

Also in stock a full as of HUNTLEY & PALMER CARR & CRAWFORD'S BISCUITS and WAFFLES

HARTLEY'S JAMS in 1 lb. and 2 lb. tins. HARTLEY'S MARMALADE in 1 lb. & 2 lb. crocks & tins.

ROSE'S LIME JUICE

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