

A DRIVE FOR 1000

HERE IT IS!--The Master-Stroke of Our Many Years in Business!

We appreciate that it is YOU--the People of St. John's and vicinity--who are largely responsible for our wonderful growth and substantial success. We extend our thanks to the thousands of our loyal customers--and further, extend an invitation to STILL MORE THOUSANDS OF NEW CUSTOMERS, that we may acquaint them with the methods responsible for our Phenomenal Success.

750 Brassiers Values at 50c. Fine Cotton Lisle All sizes.	SALE 1200 Bloomers Values at \$1.30 English Sateen and Striped lingetts, reinfor- ced crotch.	SALE 1000 LADIES' UNDERVESTS 4 to a customer. All sales final. None to dealers. No Mail Orders.	SALE Cotton Waists 59c All Sizes. All No. 1 Quality. Easily worth 60c.	400 House Dresses All Sizes. All nice patterns.
12c	49c	16c	59c	98c

SALE

Stout Women's Apparel

Slenderizing Coats for large women. All the new shades, including Black. Sizes 44 to 56.

12.50 \$18 \$24 \$26

SLENDER LINE

Dresses for Stouts

The new Dress modes for stout women. All materials, shades.

\$9 up to \$30

New! New! New!

HATS - HATS

A Sensational Purchase of over 800 New Hats--secured at unheard-of concessions.

Regular \$3.38 and \$4.98 Values	2.98	Sport Hats Misses' Hats Matrons' Hats A Hat for every- body.
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The newest Summer models--Styles suitable for all occasions for all Costumes and all tastes. For Misses' Women and Matrons.

200 Regular 5.98 Hats at **3.00**
200 Regular 4.98 Hats at **2.00**

Jacquettes
Values at \$14.00.
Just the thing for Sport wear.

Sweater Coats
Wonderful Values.
All the new shades; all sizes.

6.98

WOMEN! Choice of the House-- All COATS & SUITS

HUNDREDS OPENED AND ON DISPLAY FOR THE FIRST TIME! AND ALL PRICED TO BRING NEW CUSTOMERS TO THIS STORE.

8.98 10.50 12.98 14.98 16.95 \$22 \$26

YOU CAN AFFORD A SUIT AND COAT WHEN BARGAINS LIKE THESE ARE AVAILABLE. EVERY GARMENT BEING OFFERED AT A SAVING OF NOT LESS THAN 30 TO 50 PER CENT. EVERY SIZE--EVERY MATERIAL. ALL SALES FINAL.

The Biggest Dress Event Ever Held Here!

2000 SUMMER DRESSES

Women's, Misses' and Extra Sizes.

VALUES UP TO \$25.00.	9.98	VALUES UP TO \$25.00.
NEW PRINTS. NEW ROSHANARAS. NEW CANTONS. NEW GEORGETTES.	12.95	NEW FLAT CREPES. NEW CANTON CREPES. NEW CREPE BACK SATINS PRINTED CREPES.
Compare these Dresses with others offered at double.	15.95	Models for all occasions.

900
New Waists
AND
Overblouses

2.98 3.98 4.98

Every imaginable new style, new shades and sizes included. All wanted materials.

Women's Skirts

Pleated Roshanara Crepe Models--all the new shades; all sizes.

5.98 and 7.98

**New Baronette
Satin Skirts**
WHITE and BLACK.
5.98 and 7.98

NEW TWEED SKIRTS, 5.98

PRINCESS SLIPS

Heavy Silk Jersey--Knife-Pleated flounces, in beautiful two-tone effects. All shades; all sizes.

5.98

PETTICOATS

Heavy Silk Jersey; all shades, accordion pleated flounces

3.98

Another Sensation!

2000 New
**SUMMER
DRESSES**

Released by a well-known maker of best quality Summer Street Dresses, to us at prices that enable us to launch our Greatest Summer Dress Sale.

1.28 2.98 3.98

Women--Stout Women--Misses--will buy sufficient Dresses for the entire season. Never such a gathering--never such values

4.98 5.98 6.98

Imported Gingham, Voiles, Beautiful Linens, Dotted Swiss Shantung, Printed Crepes.

Mothers!

GIRLS' New HATS DRESSES, COATS

HATS for the little tot and bigger girl--over 300 just opened--all the new season touches

1.29, 1.98, 2.50, 2.98

Dresses and Coats

3.98, 4.98, 5.98, 6.98

A new comprehensive assortment--all sizes.

LONDON, NEW YORK AND PARIS

NEW CUSTOMERS!

We have been months in planning this big celebration with an aim to set new selling records. Loads of new Summer goods are here—every floor and every department is ready! This Sale is a buying opportunity of unusual money-saving importance to you, and WE ARE EMPHATIC IN OUR STATEMENT THAT THE BARGAINS OFFERED WILL BE OF THE VERY BEST.

SALE NOW AT ITS HEIGHT

EXTRAORDINARY
SALE
WHITE PETTICOATS
Fine Sateen.
Easily worth
\$1.50
69c

MOTHERS! LOOK!
**Children's Voile and
Gingham
DRESSES** Ages 8 to 14
years.
98c. and
Very best
Quality.
1.20

**1200 Children's
BLOOMERS**
Very Best Quality.
Worth treble.
29c Ages
6 to 10 years.

**180 Tricosham
DRESSES**
The kind that have made
this Store famous.
Values up to \$10.00.
2.98

**Ladies' Jersey
SWEATER SUITS**
Values at \$12.00.
4.98

A Sale that will
Cause a Riot in
our Men's Dept.

SALE
**1000 Men's
Top Shirts**
98c

Fancy Soft Shirts, good quality Percalé or Cord Madras. Full assortment of patterns to choose from. NOT JOBS, but regular stock, sizes 14 to 17. You will buy your season's requirements when you see these.

LOOK, MOTHERS!
**600 Boys' Blouse
Shirts**
Values up to 1.30

Pretty
Patterns,
Colors
and
Designs.
39c Boys'
Blouses
or Blouse
Shirts, all
occasions.
Sizes 7 to 14 years

MEN! THURSDAY THE GREATEST
OF OUR
CLOTHING SENSATIONS!
Search the City and You'll Find Our Values Unequaled.

450 NEW SUITS
That formerly sold up to 34.00, in a big variety of Fine Patterns.
MEN! We feature a SPECIAL LOT of WONDERFUL SUITS at a price—\$21.95—that will take your breath away. This is one of those Value-giving Demonstrations that will make every St. John's Man respond who appreciates what it means to save on good clothing.
21.95

MEN! Think What You Save—You Can't Beat It.

1,500 Boys' Suits
AT SAVINGS OF OVER 30 PER CENT.
WE HAVE JUST MADE THE MOST SPECTACULAR BOYS' SUIT PURCHASE OF OUR CAREER—OVER 1,500 BOYS' SUITS BOUGHT AT TREMENDOUS SAVINGS—AND NOW OFFERED TO YOU. CHOOSE FROM LARGER SELECTIONS AND LOWEST PRICES. AGES: 9 TO 18 YEARS.
5.75 7.80 9.98 11.98 13.98
ALL WITH TWO PAIRS OF PANTS.

Small Boys' Suits
AGES—3 to 8 YEARS.
Best Wash Suits . . . 1.65 & 1.98 | Boys' Tunic Suits 4.98
Boys' Wash Suits 89c | Boys' Best Navy Sailors . . . 5.98
Boys' Serge Suits 2.98 | Boys' Tweed Suits 3.98

**Bargain
Basement
Specials!**

**150
Ladies' Velour Coats**
Values up to \$12.00. All Sizes **4.48**

Skirts
A Sensational Value of
Summer Wash Skirts; all shades . . **50c**

Guimps
Checks and Plaids, in nice fine
Worsted **98c**

Rubberette Coats
Very best quality. **6.98**

Ladies' House Dresses
1.29
Finest Quality Gingham.

Middy Blouses
Cotton Middies; all shades and sizes **49c**
IF EVER YOU ATTENDED A SALE IN YOUR LIFE, YOU WILL ATTEND THIS ONE.

ASSOCIATION OF FASHION



aug 12, 13, 15, 16

Municipal Council

WEEKLY MEETING.

The Weekly Meeting of the City Council was held yesterday afternoon. Mayor Cook presided, Councillors Martin, Outerbridge, Collier, Ryan and Dowden were present.

Something Different Every Week

The Newest in BLOUSES Shantung Smocks. We are now showing some very pretty Shantung Smocks, some hemstitched and edged with lace.

The Royal Stores

The Merchandise at The Royal Stores continually changes from week to week, owing to the rapidity with which the bargains are snapped up by the thrifty shoppers.

FRIDAY and SATURDAY A SPECIAL SALE OF Children's Gingham Dresses

Splendid Values in SILK SCARVES. Fancy Silk Scarves in assorted pretty shades, 63 inches long, 16 inches wide, finished with fringe.

SMALLWARES HAIR PINS-Assorted sizes in cabinet. Regular Price 14c. cabinet. Sale Price 12c.

Gingham Dresses. A splendid assortment of Children's Dresses in assorted plain shades, trimmed with Red, also in Blue and White.

STATIONERY LOOSE LEAF MEMO BOOKS-Size 2 1/2 x 4 1/2. Reg. Price 20c. each. Sale Price 16c.

Special HOSIERY Values Black Silk Hose. Women's Black Silk Hosiery, double heels and toes, lisle garter tops.

Bargains in Women's Wear CHEMISE VESTS. Silk and Wool Vests, round neck, with strap, nicely trimmed with Silk.

Canvas Footwear for Women & Children AT SALE PRICES Women's Canvas Shoes. White Canvas, in pumps and laced, spool heel.

Men's and Boys' Footwear at Sale Prices Men's Canvas Oxfords. Best quality Canvas in Brown and Palm Beach.

Outstanding Values in Men's Wear Men's Shirts. Coat style Shirts, of good quality Percale, White grounds with assorted colored stripes.

Relief of New Melbourne Fire Sufferers. Messrs. Cramm and Puddester, representatives of Bay de Verde District, beg to acknowledge receipt of the following contributions towards the fire sufferers at Caplin Cove.

Household Needs Greatly Reduced Mohair Hearth Rugs. These are very rich looking; colors of Gold, Green, Red and Black; plain ends.

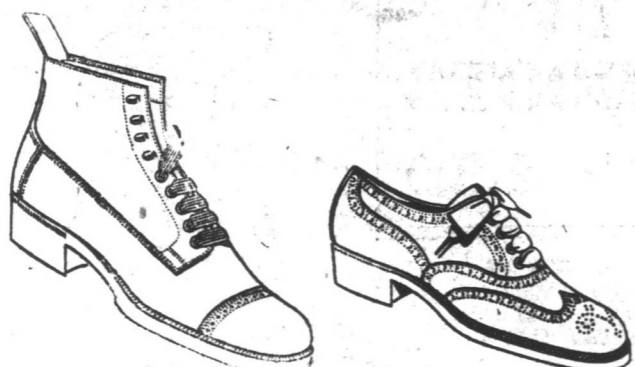
Unmatchable Values in Dress Goods Crepe Knop Voile. This is a very pretty dress material, in pretty checks formed by raised white lines; shades of Grey, Sage and Yellow.

Here are Some Good Glove Values Fabric Gauntlets. Imitation Suede Gauntlets, colors of Brown, White, Grey and Chamol, wrist strap.

The Royal Stores, Ltd. The Merchandise at The Royal Stores continually changes from week to week, owing to the rapidity with which the bargains are snapped up by the thrifty shoppers.

at the office of the St. John's Municipal Council. And that any person transferring a car license upon selling a car, without registering the transfer at the Council Office be subject to fine or imprisonment.

K Famous English Footwear



Ladies and Gentlemen, secure a pair of this wonderful "K" Brand Shoes, and Solve Your Shoe Troubles for at least a year. In stock, Ladies' and Gentlemen's Black and Tan Brogues; also Gentlemen's Black and Tan Boots in assorted Leathers.

F. SMALLWOOD,
THE HOME OF GOOD SHOES
218 & 220 Water Street, St. John's.

BON MARCHE CASH STORE

IMPORTERS, JOBBERS and MANUFACTURERS' AGENTS
SPECIALIZING IN DRY GOODS.

We are fully acquainted with the big world markets, and alive to the necessity of giving **HONEST and BEST VALUE FOR CASH.** The liberal support of our many customers that has aided us in our great success is appreciated, and we take this opportunity to express our sincere thanks.

TO ALL WHO READ THIS.
We want your orders because we know the value of a Satisfied Customer.

Our **WORK SHIRTS, OVERALLS and TWEED PANTS DEPARTMENT** have been a big success.

SPECIAL JOB LINE
— OF —
Men's Cotton Tweed Pants, \$1.90.



Lipton's Groceries

New Shipment just received by
GEORGE KNOWLING, Ltd.

Lipton's High Grade English Biscuits

We carry a very large assortment of these Biscuits, and having shipments arriving by every English steamer, are always in a position to fill all requirements, and at our usual low prices. Lipton's Biscuits are always fresh and very free from breakages.

Lipton's Superior Scotch Orange Marmalade

in 1-lb. Glass Jars.

Lipton's Delicious Table Jellies

in 1 Pint Tablets.

Flavours: Raspberry, Strawberry, Lemon, Orange and Vanilla.

Lipton's Essence of Coffee and Chicory

in 5 ounce and 10 ounce Bottles.

LIPTON'S PICKLES

in assorted makes.

George Knowling, Ltd.,
GROCERY DEPARTMENT.

Nfld. Government Railway.

GARDEN PARTY, BAY BULLS, SUNDAY, AUGUST 17th.

Excursion train will leave St. John's at 2.00 p.m. on Sunday next, going as far as Tor's Cove, and stopping at all intervening stations. To accommodate parties attending Garden Party, train will leave Tor's Cove immediately for Bay Bulls, returning again to Tor's Cove at 10.30 p.m. Return to St. John's will be made from Tor's Cove 11.00 p.m. and from Bay Bulls at midnight.

Excursion Return Tickets at One Way First Class Fare.

SUNDAY EXCURSION TRAIN TO KELLIGREWS.

Regular Excursion Train for Kelligrews and intervening stations, will leave St. John's at 2.30 p.m. Returning, train will leave Kelligrews at 8.30 p.m.

Excursion Return Tickets at One Way First Class Fare.

Nfld. Government Railway.

RED CROSS LINE!

NEW YORK. HALIFAX. ST. JOHN'S.

SCHEDULE OF SAILINGS FOR AUGUST:

From New York at 11 a.m.	From St. John's at 12 o'clock, noon
..... ROSALIND AUG. 16th
Aug. 16th SILVIA
Aug. 23rd ROSALIND
 AUG. 30th

THROUGH RATES QUOTED TO ALL PORTS.
Round trip tickets issued at special rates with six months' stop-over privileges.

BOWLING & COMPANY, 17 Battery Place, New York, General Agents.

G. S. CAMPBELL & CO., HALIFAX, N.S. Agents.
HARVEY & CO., LTD., ST. JOHN'S, Nfld. Agents.

NOTICE!

EAST BOSTON, MASS.—HALIFAX, N.S.—ST. JOHN'S, Nfld.—NORTH SYDNEY, N.S.
Steel Steamship "SABLE I" will

Leave East Boston	2 p.m.	Aug. 12th	Aug. 26th
Due Halifax	7 a.m.	Aug. 14th	Aug. 28th
Leave Halifax	2 p.m.	Aug. 15th	Aug. 29th
Due St. John's	midnight	Aug. 17th	Aug. 31st
Leave St. John's	2 p.m.	Aug. 19th	Sept. 2nd
Due North Sydney	6 a.m.	Aug. 21st	Sept. 4th
Leave North Sydney	2 p.m.	Aug. 21st	Sept. 4th
Due Halifax	2 p.m.	Aug. 22nd	Sept. 5th
Leave Halifax	2 p.m.	Aug. 23rd	Sept. 6th
Due East Boston	6 a.m.	Aug. 25th	Sept. 8th

Fares on application; reservations now accepted.
Apply HARVEY & CO., LTD., St. John's, Nfld.
June 13, 1914.

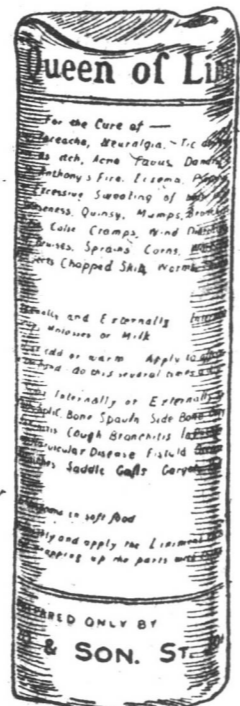
NEW SUITINGS

in light colours and weights for Summer wear.

A splendid variety to select from. Samples submitted to you on receipt of postal.



FOR ALL Aches and Pains USE STAFFORD'S LINIMENT



For Sale everywhere at **20c** per bottle

Manufactured by **Dr. Stafford & Son** St. John's

INDESTRUCTIBLE PEARLS

We are now in a position to offer our Patrons a genuine French indestructible Pearl necklace 24" in length with gold filled clasp at \$5.00.

The Pearls are beautifully graduated and have a splendid lustre.

We guarantee these to be excellent value.

T. J. DULEY & CO. LTD.
THE RELIABLE JEWELERS & OPTICIANS
WATER STREET.

BOOKS

YOU READ FOR YOUR OWN SATISFACTION:
The Arms of the Can. by Lady Dorothy Mills. \$1.50
The White Wilderness, by Geo. Allan England. \$1.50
Fire Mountains, by Norman Springer. \$1.50
Broken Links, by Gertrude Parsons. \$1.25
Pink Sugar, by O'Donoghue. \$1.50
Sayonara (Good-Bye), by John Paris. \$1.50
Psmith in the City, by P. G. Wodehouse. 75c.
The Street of the Sun, by Ra'ae Sabatini. \$1.25
The Honourable Jim, by Frances Troy. \$1.50

S. E. GARLAND

Leading Bookseller & Stationer, 177-9 Water Street.

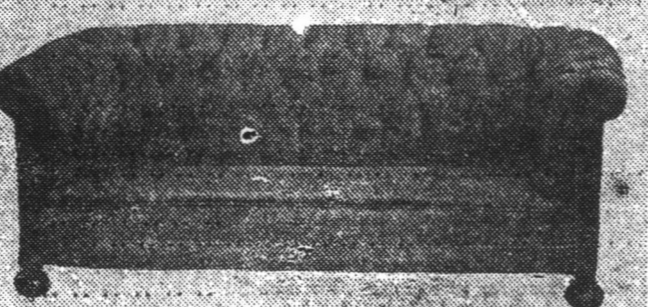
"STANYL" (DISINFECTANT FLUID)

Non-toxic and perfectly soluble with water, forming a milky opalescent mixture which will remain without separation. Contains 12-17 per cent. of the Acid.

Prepared by special arrangement with Messrs. H. E. Stevenson & Co., Manufacturing Chemists, London, England. Contractors to H. M. Government. Established 1858.

THE STANDARD MFG. CO. LIMITED. ST. JOHN'S, NEWFOUNDLAND.

Guaranteed Products!



Buy Upholstered Furniture that stays upholstered. Don't experiment with Chesterfields and Chairs that have nothing to recommend them but attractive prices. We make all our own frames from the best selected hardwoods and insure a solid foundation to build upon. The springs are manufactured of the best oil tempered Premier Spring Wire. Nothing but the best quality of stuffing materials are used and all work is carefully inspected before it leaves our factory.

POPE'S Furniture and Mattress Factory

EST. 1860. PHONE 659. GEORGE & WALDEGRAVE STS.

Forty-Five Years in the Service of the Public—The Evening Telegram.

Shirts and Caps

and we are showing most exclusive lines with attractive prices. For a short time we are giving a 15 per cent. reduction on above lines, and consequently you can buy a good Shirt or Cap from us from \$1.25 up. See our Striped and Plain Blue English Broad Cloth Shirts, at \$3.50.

E. D. SPURRELL 365 Water Street St. John's.
WM. SPURRELL 210 Duckworth St. Branch: Grand Falls.

DUE TO ARRIVE!

950 Tons CHOICE WELSH ANTHRACITE COAL. Specially selected at the mine by our manager. NOW BOOKING ORDERS.

M. Morey & Co., Ltd.
Phones: Office 376, Yard 1426. P.O. Box 1052, St. John's.

CANADIAN NATIONAL RAILWAYS TORONTO TO—DETROIT CHICAGO.

TRAVEL BY NATIONAL LINES "INTERNATIONAL LIMITED." Leaves Bonaventure Station, Montreal, at 10.00 a.m. Daily. Direct connection from Halifax or North Sydney by "OCEAN LIMITED." For Fares, Reservations, etc., apply to **R. H. WEBSTER, General Agent.**

ACCORDEONS!

New Shipment Three or Four Stops **\$4.50, \$6, \$7, \$8**

CHAS. HUTTON Home of Music

ADVERTISE IN THE EVENING TELEGRAM.