
eight pages to-day. the "peoples paper" is a live daily in a busy centre-study yis newsy advertising, ot eight pages to-day - THE EVENINC TEI ECRAM $=$ THE EVENING IELEGRAM. $=$ VOLUME XXXVI. - PRICE ONE CENI. ST. JOHN'S, NEWFOUNDLAND, WEDNESDAY, JULY 21, 1915. F3.0e RER TEAR, NUMBER 166.

## REID-NEWFOUNDLAND CO.

## Labrador Service:

The S.S. "Sagona" will sail from St. John's on Saturday, July 24th, at 6 p.m., for usual Labrador ports.



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| EXPERT WORKERS. PROMPT SERVICE. |
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| Globe Steam Laundry Co., limited. Phone 148. P. ©. Box 476 . |
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Sold at the principal
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Within the next few weeks you are going to buy a ned to-day, perhaps to-morrow, perhaps in a month-but you're going to buy it.
We think you ought to know why it's wise to
Do it now", The best reason is that our stocks are complete-you're bound to get more style atisfaction out of a broad choice than a narrow one- you get
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This is why we invite your inspection of the
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THE STORE THAT PLEASES






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TRUTHS-Talks with a boy concerning himelf, 50 c TRUTHST-CNCES-Talks with a young girl concerning herself, 50, HERSELF-Talks with women concerning themselves,
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endorsed by the leading Medical, Educational and Re-
ligious They lead ot onetter Health, to Sex Purity, and to a
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Our agents will gladyy give you full particulare
meHoLle, nikpen \& chafe, St. Johms, Agents for Nad. UNGAR'S LAUNDRY \& DIE WORKS, Hallitax
 TO LET-Houses Nos. 5
 FOR SALE-A Black Bear
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Help Wanted! WANTED-A Good Gener-
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 WANNTED - Teachers and
 WANTED - Experienced
 WANTED-A Young Man
 WANTED-A Boy for of-

Office.
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 WANTED - Enterprising
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## THE HEIR




## INTFRESTING to LADIES

| Ladies' | Ladies' |
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| Costumes, | Shower Coats |




## Ladies'

## Colored Cotion

Overalls and
House Dresses,
Overalls, at $\$ 1.00$
Dresses, at \$1.15

## FAEE

POWDER,
25c. box.


## Henry Blair


 and dressy in Spring Coatings. Fave you seen our Greys wit
silk facings Topotens arent they Also something goo
in Scotch suitings, Gleniris and Wha-haes; all hand made. EXCLUSIVEIY MAUNDER. Ginn Mounder

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Wholesale Pry Goods House
Being in close touch with the American Markets,
can quote the finest wholesale prices on all classes of can quote the finest wholesale prices on all classes of
POUND REMNANTS and REGULAR PIECE GODS, FLEECE LINED UNDERWEAR, MATS, RUGS and
CARETS, etce
Befacing your Spring order, we would appreBefore placing your Spring order, we would appre-
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SOLE AGENT for the Leader Overall Co. (Local manufacture).
Slattery building, Duckworih and George s Streels,
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## TEXACO KEROSENE

is now sold in STEEL bARRELS as well as in Eight Hoop Non－leakable barrels． TEXACO
burns without Soot，Smoke or Smell，and is dif－ ferent from the ordinary kinds． GEORGE M．BARR，Agent．


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## They All Go to Deving＇s

## Great Mid Summer Sale．

The Dresses at 89c．，for Ladies，at Devine＇s are beautiful．

| When I Think <br>  | They were Talking |
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| As She Stepped | ables in one breath in a shady nook of Bowring Park when th |
| Ashore |  |
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Devine＇s for Children＇s Dresses from 39c
John M．Devine，


We ha usual we lead when it comes to selecting a Ring． Diamond，



T．J．DULEY \＆CO．


The Valley of Fear ！
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Garrett Byrne，




M．CONNOLLY，
Ex S．S．＂STEPHANO，＂

Oraves atotatoes
Peanas．
Peaches and
Cherries．
－Peachese and chiarries
Red and bulue flums
Lemons

JAMES STOTT

| Just Dipener! | Gigantic BARGAIN Feast! | Just tipent! |
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| Ammician | $=$ | Amerieat |
| White | 50 Pieces Job WHiTE LAWN, |  |
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WOMEN WHO AR
ALWAYS TIRE
May Find Help in Th etter.



## We have a GOOD INDIVIDUAL PHOTOGRAPH

## Newfoundland Regiment that Sailed on the "Calgarian,"

And of Nearly all the Reservists.
THE HOLLOWAY STUDIO, LIMITED, Corner Bates' Hill and Henry Street, St. John's, Newfoundland.
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## - Lot of cican ifte kish

| Captain of Ship orpedoed by Mums. | Ever Ready Hot Water, Night and Day | Shells Made Here <br> Must be Loaded | Younges |  |
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## Cabbage, Bananas, and <br> New Potatoes! <br>  <br>  <br> 20 buches Ripe bavanas  <br> GEO. NEAL

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 FOR SALE! White Ends, $\$ 2.20$ a Load delivered. Clean and dry. ROBERT TEMPLETON.

Housekeepers who know how to get best value for their money buy only well-known
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are sold by all leading dealers, and competition keeps the price as low as possible. There is nothing better milled.

If any brand costs you more, you are not geting value for the extra mone.
WINBSOR and ROYAL HOUSEHOLD are Standards of Value.
In barrels and 14 pound bags
"The Home of Office Supplies.

SERVICE.
"Give all we can for what we get instead of getting all we can for what we give."

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 Phone 649A. Martin Bldg The One Best Seller


Fresh Arrivals!
OXSTERO-
Made from fresh whole
oysters:- Evapor at ed
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J. C. BAIRD,


## LOW CUTS! <br> 

Your Low Cut Shoes are Here. Any woman can please herself with shoes at this store. The new Lace-Blucher and Button Shoes-the new Ox-
fords-Ribbon Ties-Colonials in Tie or Buckle modelsShoes at $\$ 1.50, \$ 175,82.00, \$ 2.50, \$ 2.75, \$ 3.00, \$ 3.50, \$ 4.00$ \$4.50, $85.00,85.50, \$ 6.00$. But what does the price signify unless you see the Shoe.

## In Summer

you can hardly have too many clothes. Light
colors and light weights are favored just now. colors and light weights are favored just now.
We have all the newest designs and are using We have all the newest designs
the most popular fabrics in our


FOR MEN:
Come in and let us take your measure for a suit or two that will be adapted to your needs a this season.

## J.e. Sirang,

Ladies' and Gents Talloring.
153 Water Street, - . St John's. We'd rather show you than tell yoù about our Shoes. May
we do so?
F. SMALLWOOD, THE HOME OF GOOD SHOES.


GET THE GENUINE,
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Don't take something reputed to be
just as good.
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CONGOLEUM may be imitated but cannot be equalled.
CONGOLEUM will last longer and look better than most floor coverings.

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Is neither canvas nor linoleum.
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## At the Cottage, Camp, or on the Boat,

or wherever you and your family vacation this summer,
you can have all the music and just the kind of music you can have all the music and just the kind
you want, whenever you want, with a set of

## Columbia

DOUBLE-DISC RECORDS, with either a Columbia Graphophone "Eclipse," $\$ 40.00$, or a Gräfonola "Jewell," \$50.00, or a "Favorite," \$65.00. These three Columbias are all easy to move, to carry and to store-just made for summer use.
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Clark's Pork and Beans.

|  | M. MOREY |
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| could't get any better Pork \& ceans than CLARK. | REA |
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| 2 za 20es | Lhistiges solitited. No salo no <br> Fred. J. Roil \& Co |
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