

Never Seen in St. John's Before



Such an assortment of Ladies' Patent and Gunmetal Calf Pumps as are now on display at SMALLWOOD'S BIG SHOE SALE!

For three days only we intend to offer such a snap in Ladies' Gunmetal and Patent Pumps as will clean out our whole stock of 1,260 pairs. These Pumps are easily worth \$3.00 and \$3.50 per pair. Our price only \$2.00 per pair, or 2 pairs for \$3.50. All sizes.

NO CHARGING. NO APPROBATION.

We stand back of these Shoes. See our Ladies' Western Window.

F. SMALLWOOD
THE HOME OF GOOD SHOES.

Public Notice Regarding Coal.

I am instructed by the Tonnage Committee of the Executive Council to place before the General Public the soft coal situation at the present time and to ask all who are able to do so to co-operate with them in securing sufficient stocks. Coaling steamers are now available, but will not be available later on. Therefore, it is necessary to stock within the period that they are available sufficient coal to carry St. John's over the Winter till the opening of navigation next year.

The Coal Merchants have not sufficient storage capacity to enable this to be done, and the Tonnage Committee appeal to the public to assist in the matter by laying in their Winter supplies as soon as possible. Otherwise there will be a shortage of stocks next Winter. By order of the Tonnage Committee,

July 23 T. A. HALL, Secretary.



WEDDING RINGS

of the finest quality, our own make. Every one guaranteed to be of Solid Gold. All sizes, and prices ranging from

\$3.00 to \$16.00.

Be sure and buy your Wedding Ring from the

RELIABLE JEWELLERS,
T. J. DULEY & CO.

Ring Measuring Cards Sent on Application

J. J. ST. JOHN.

SLOAN'S LINIMENT,
Known the world over for its immediate cure. Retailing at 25c. per bottle.

J. J. ST. JOHN,
AGENT,
Duckworth Street and LeMarchant Road.

Expert
Dental Service



Dr. A. B. LEHR,
The Senior Dentist,
203 Water St

Teeth Extracted without pain 25c.
Artificial teeth repaired and made as strong as ever.
Full Upper or Lower Sets, best quality \$12.00
All branches receive careful and personal attention.
Address:
A. B. LEHR,
The Senior Dentist,
203 WATER STREET.
mar14th.m.11



TORIC LENSES

ARE MORE BECOMING THAN FLAT LENSES.

The edges of Toric Lenses do not show as prominently as those of flat lenses. They fit in close to your eyes. You will find Torics much more becoming and useful. They give you a wider, clearer field vision. You should know about Toric Lenses. Let us explain them.

R. H. TRAPNELL,
Eyesight Specialist,
St. John's.

9th July!

Just received a cargo
Best Screened North
Sydney
COAL.

Also, Anthracite Coal,
Nut size.

M. MOREY & CO
Office: Queen Street.



JUST AS YOU WANT
it, we cut the choice meats we offer you. Come in and tell us what you want and buy it. We'll cut it and be how satisfactory.

our services and our prices prove
You will like sanitary cleanliness in our market, our honest weight and fair dealing also.

M. CONNOLLY.

POSITIVE SALE!

Extensive Timber Limit, together with Freeholds, on the waterside of South and West Rivers, Hall's Bay; apply early to

JAMES R. KNIGHT

**Your Business
Success in 1917**

Rests upon the dependability of your service of supply.

Three big facts—big buying power, tremendous production, expert workmanship—stand behind our claims of superior service.

It will pay all merchants to see our spring ranges in



Men's and Boys' Suits, Overalls, Shirts, etc.
DO IT NOW.

Newfoundland Clothing Co., Ltd

Wanted to Buy

FRESH EGGS! FRESH EGGS!

Highest Market Prices.
In large and small quantities.

JOHNSON'S Fancy Bakery,
Theatre Hill.

WE are still showing a splendid selection of

TWEEDS
and
SERGES.

No scarcity at
Maunder's.

However, we beg to remind our customers these goods are selling rapidly, and cannot be replaced at the same price.



John Maunder,
Tailor and Clothier, St. John's, Nfld

BOYS' SHOES!



If the Boy is hard on his Shoes, bring Him here! We've had shoes built to stand the abuse the average Boy gives his Shoes.

Parents, who test our Boys' Shoes, find that it requires less money to keep the Boy in good looking Shoes when they buy the sort of Shoes we sell!

Gun Metal, Box Calf and Tan leathers. Inside and outside stays to prevent ripping. Solid, durable Shoes but not clumsy.

\$2.90 to \$3.50.
According to size.

PARKER & MONROE, LTD.,
THE SHOE MEN.

REID-NEWFOUNDLAND COMPANY.

South Coast Service.

Passengers leaving St. John's on 8.45 a.m. Train FRIDAY, July 27th, will make connection with S.S. "Glencoe" at Placentia for the usual ports between Placentia and Port-aux-Basques.

Reid-Newfoundland Co.

KEEP YOUR SHOES NEAT

2 IN 1

BLACK WHITE TAN 10¢

SHOE POLISHES

Preserve the leather and make your shoes last longer. These polishes contain no acid and will not crack the leather. They combine liquid and paste in a paste form, and with very little effort produce a brilliant, lasting shine.

The F. F. Dabney Co., Ltd., Buffalo, N. Y.

Ladies' White Cambric Embroid'ed Underskirts

Best Values Procurable at
BLAIR'S.

WE OFFER

Ladies' White Cambric Embroidered Underskirts at from 50c. each only.

Ladies' White Princess Embroidered Underskirts at from \$1.00 each only.

We have a large variety, but in some prices not tremendous quantities, and advise your early purchasing.

We are also showing Extra Special Values in other makes of Ladies' White Embroidered Cambric, Muslin and Voile Underwear, such as Ladies' Nightdresses, Combinations, Chemises, Knickers and Camisoles.

It may be years before we can repeat the values now offering to you.

HENRY BLAIR.

NO MATTER HOW THE FIRE IS CAUSED

if you're not insured, you're a loser. Take time to see about your policies. We give you the best companies and reasonable rates.



PERCIE JOHNSON,
Insurance Agent.

TEN PAGES TO-DAY.
TORONTO, Noon.—Fresh to strong S.W. to N.W. winds, cloudy with some local showers to-day. Saturday fresh N.W. and W. winds, fair.
Drink WELCH'S GRAPE JUICE

VOLUME XXXIX.
Auction Sales

THE PEOPLES AUCTIONEER

AUCTION.

At the Residence of the
Late **JOHN J. O'REILLY**
290 Water Street, on
Tuesday next, 31st instant at 10.30 a.m.

All the Household Furniture and Effects. Particulars in Monday's papers.

P. C. O'DRISCOLL,
July 27, 21 Auctioneer.

PUBLIC AUCTION.

On Saturday, at 11 o'clock at the
Central Auction Mart.
(For the benefit of whom it may concern.)

2 boxes Prunes, 2 boxes Apricots, 107 lbs. Rolled Oats, 43 lbs. Tea, 2 tins Cooked Beef, 6's, 24 lbs. Rice, 100 lbs. Barley, 232 lbs. Sugar, 97 pkgs. Raisins, 1 sack Beans, 1 brl. Flour, 17 lbs. Onions, 34 Loaves Bread.

M. A. BASTOW,
July 26, 21 Auctioneer.

FOR SALE BY PUBLIC AUCTION.

On Monday Next, 30th inst. at 11 o'clock,
On the Grounds of Mr. McNeily
(known as Whiteford's Farm) Cove Road.

5 Fields of **TIMOTHY HAY** now standing, about 14 tons in all. If purchaser should want room in barn for hay it can be procured at a small rental.

P.S.—Entrance by back gate.

M. A. BASTOW,
July 26, 21 Auctioneer.

AUCTION.

(Under order of Liquidator)
At Globe Laundry Stables
Carter's Hill.

MONDAY NEXT at NOON

1 Horse (Bunny).
1 Horse (Roan).
2 Laundry Vans, "Wheels."
2 Laundry Vans, "Sleighs."
1 Express Sleigh.
2 Sets Harness.
1 Collar.
1 Pad.
Sundry Stable-Gear.
23 Kegs Washing Soda.
1 Carpet Cleaning Machine.
1 Long Table.

R. K. HOLDEN,
July 27, 21 Auctioneer.

Order in Court

Made Under the
Measures Act 1914-1915

"All stocks of Salt held by mercantile firms, or their agents in St. John's, at Battle Harbour and at such other places as hereafter be designated by proclamation, are hereby placed under the control of the Tonnage Committee of the Executive Council, and no such Salt shall be sold, delivered or otherwise dealt with except under the authority of the said Tonnage Committee.

"The violation of this order shall be an offense triable before any magistrate; on conviction the offender shall be liable to a fine not exceeding one thousand dollars, and in default of payment to imprisonment not exceeding three months.

R. A. SQUIRE,
Acting Colonial Secretary,
Colonial Secretary's Office,
July 24th, 1917.

Buy a bottle of
Phoratox Cough Cure
and receive a number
See advertisement—max
MIRARD'S LINIMENT
EVERYWHERE