

Potatoes, Potatoes.

We offer the trade

200 Bags P.E.I. Potatoes 180s
400 Half-bags P.E.I. Potatoes 90s

Best Quality.
Lowest Price.

GEORGE NEAL, Ltd.,

IMMEDIATE PROTECTION

When our agent takes your application for any policy we issue, YOU are then insured—not beginning when policy is actually issued, or delivered, but AT ONCE.

This is very important, particularly to travelers, buyers, tourists and indeed, to all applicants as no one knows what may occur "to-night."

Let THIS Company carry YOUR Loss.

U.S. FIDELITY & GUARANTY COY.,
CANADIAN HOME OFFICE—TORONTO.
J. J. LACEY, Nfld. GENERAL AGENT.

OFFICE DESKS.

For up-to-date efficiency your office must have correct equipment in every detail—The first and foremost its Desk—or Desks.

Here we offer our services with the very newest and most complete Desks ever built.

Of finest quality Oak, light commercial finish, very massively made, these Desks, besides giving the maximum of convenience to the user, lend an air of solid dignity to the most severely furnished office.

Get Our Prices on Office Desks.

U. S. Picture & Portrait Co.
Water St., St. John's.

HOWARD'S Edinburgh Borax SOAP!

Admitted to be the finest piece of SOAP on the market. It is becoming more popular day by day. Use no other. Stocked by all the leading grocers both in the CITY and OUTPORTS.

Morey's Coal is Good Coal
In Stock, Best Grades of
North Sydney Screened, Scotch Household and Anthracite
COAL.

M. MOREY & Co., Ltd.

ADVERTISE IN THE EVENING TELEGRAM.

New Color, New Charm



MAJIC SOAP DYES!

ONCE TRIED ALWAYS USED.

Washes and Dyes at the same time! Light and Dainty shades, particularly attractive.

RENEW YOUR BLOUSE FOR TEN CENTS.

It is remarkably cheap and well worth giving a trial. Only Ten Cents a Package. Cheapest on the market.

Special Prices to the Wholesale Trade.

SEE OUR WINDOW.

ROBERT TEMPLETON.

The Money Saving Store

Men's Sox19c.	Men's Work Shirts . . .89c.
Ginghams19c.	Children's Gloves . .10c. up.
Bathing Suits85c.	Ladies' Yests15c.
Men's Caps65c.	Lace Curtains . . . \$1.25 pr.
Cotton Dresses65c.	Muslins25c. yd.

BON MARCHE SPECIALS
36 WATER STREET.
MAIL ORDERS SENT SAME DAY AS RECEIVED.

Wallace Silverwear.

Is your Table Silver as good to-day as when you bought it?

Have you noticed that at the parts most exposed to wear, the plate has become worn?

Do you think this condition of your Silver is in keeping with your idea of a well appointed table?

Then why not, when you decide on replacing your old ware, give place to it with the "Wallace" Brand, the Silver that refuses to wear and is guaranteed without time limit.

Start with the Tea Spoons and gradually complete your Set with the one pattern—there are several for you to choose from and the price is very moderate.

Tea Spoons cost \$8.00 for a Dozen.

T. J. DULEY & CO., Ltd.

The Reliable Jewellers & Opticians.



The American Tailor.

CLOTHES SHOULD BE DESIGNED FOR YOU TO EXPRESS YOUR OWN PERSONALITY.

The vogue this season requires a Suit that appears to follow the lines of your figure comfortably.

We tailor clothes to express refinement and character—and at reasonable prices.

BOX 445. **W. P. SHORTALL** PHONE 477.

300 WATER STREET.

St. John's

Nfld.

A HANDSOME SERGE SUIT.

\$50 That's the price for a fine Custom-made, Indigo Blue, All Wool **\$50**

Serge, with best of trimming, good workmanship and a perfect fit.

Tweed Suits from \$40 to \$55.

Mail orders promptly attended to.

SPURRELL The Tailor

WATER ST. WEST. and at DUCKWORTH ST. GRAND FALLS.



START RIGHT ON THIS SEASON'S FISHING

wear a

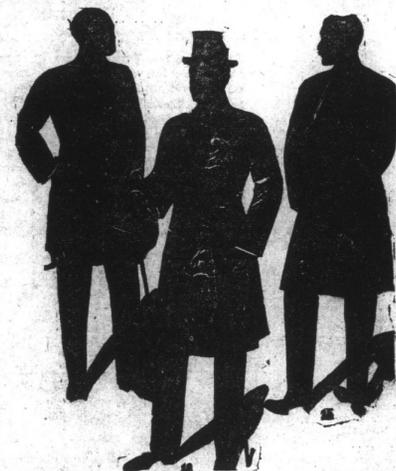
TOWER'S OILED SUIT

Roomy and comfortable; made strong at every point. Worn by fishermen everywhere.

A. J. TOWER CO.
BOSTON, MASS.

PETERS & SONS, ST. JOHN'S, Agents

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When you are "waiting around again" or at functions where full dress is usually worn, don't you feel out of place with a jacket on? Now is the time to leave your order for Full Dress or Tuxedo. Our prices for these Suits are remarkably reasonable. For special parades, or social calls, we can give you something within your means in a Prince Albert, or Morning Coat. We specialize in these garments.

JOHN MAUNDER

TAILOR & CLOTHIER.
281-283 Duckworth Street.

PROPERTY OWNERS!

Fred J. Roil & Co.

This Company acts either for Trustees, Executors or Owners, and will take entire management of property, attending to repairs, taxes, appraisals and insurance; the collection of rents and interest, making prompt returns either monthly or quarterly as desired. Acts as Brokers for the SALE or PURCHASE of Real Estate, also the placing or procuring of money on Mortgage of sums of \$100.00 and upwards. Absolutely free advice.

FRED J. ROIL & CO.

Auctioneers, Real Estate and Investment Brokers,
Smallwood Building, Duckworth Street.

STOCK, July 4th to 14th.

CALIFORNIA ORANGES—25¢, 21¢, 17¢.
P. E. I. POTATOES, CHEESE—Twins,
BANANAS, CABBAGE—Choice, Green,
PAPER BAGS—All sizes.

BURT & LAWRENCE

14 NEW GOWER STREET.

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

Reid-Newfoundland Co., Limited

Sunday Excursion:

Commencing Sunday, July 15th, Excursion Train will leave St. John's Depot at 2.30 p.m., stopping at stations between St. John's and Kelligrews. Returning, will leave Kelligrews at 8.30 p.m.

HUMBERMOUTH-BATTLE HARBOR STEAMSHIP SERVICE.

Freight for above route per S.S. HOME, will be accepted Thursday, July 12th, from 9 a.m. to 5 p.m.

LABRADOR STEAMSHIP SERVICE.

Freight for above route, per s.s. SAGONA, for all ports of call as far North as Turnavick, will be accepted at the Dock Shed, Friday, July 13th, from 9 a.m. to 5 p.m.

Reid-Newfoundland Co., Limited

Canadian National Railways

THROUGH RAIL SERVICE ACROSS CANADA.

All steel trains of the finest equipment afford comfort to the traveller.

CONTINENTAL LIMITED.

Leaves MONTREAL Daily at 9.00 p.m.

(Bonaventure Station)

For OTTAWA, NORTH BAY, SASKATOON, EDMONTON and VANCOUVER.

Connection from Maritime Provinces Points via "OCEAN LIMITED" and Maritime Express.

For details of Service, Fares, Reservations, apply to
J. W. N. JOHNSTONE,
General Agent,
Board of Trade Bldg.

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Prseserve Egg

FOR WINTER USE?

If so, we have large covered crocks for them.



S.O. Steele & Sons, Ltd.

100 WATER STREET.

Phone 192.

Opp. Seamen's Institute.

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PURITY FLOUR!

"THE WORLD'S BEST."

More Bread and
Better Bread.

St. John's-Boston, Mass. FURNESS LINE

The S.S. DIGBY will leave St. John's for Boston, calling at Halifax, en route, on or about July 12, 1923. This steamer has excellent accommodation for passengers, and bookings are now being made.

Apply to **FURNESS WITBY & CO. LTD.**

PHONE 130. WATER STREET, EAST.