

IN STOCK
VICTOR FLOUR
 In 14-lb. Cotton Sax.
GEORGE NEAL, Ltd.,

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.

FRESH SHIPMENT

OF THE FOLLOWING JUST IN:

- 100 Boxes SEEDED RAISINS, 1 lb. pkgs.
- 100 Boxes SEEDLESS RAISINS, 1 lb. pkgs.
- 50 Boxes EVAPORATED APPLES.
- 50 Sacks PEA BEANS.
- 50 Sacks GREEN PEAS.
- 50 Boxes SUN PASTE.
- 25 Boxes CHOICE CANADIAN BUTTER.
- 15 Boxes WHITEHOUSE COFFEE.
- 10 Boxes SEAL BRAND COFFEE.
- 10 Boxes ARBUCKLE'S COFFEE.
- 25 Boxes CHEESE.
- 5 Boxes SHERRIFF'S ESSENCES.
- 25 Cases PEAS, 2 lb. Tins.
- 25 Cases CORN, 2 lb. Tins.
- 25 Cases OUR OWN TOMATO CATSUP.
- 100 Boxes PRUNES, California, 25 lbs. each.
- 100 Boxes EVAP. APRICOTS, 2 1/2 lbs. each.
- 25 Cases VALENCIA ONIONS.
- 5 Cases LEMONS.
- 40 Cases VALENCIA ORANGES.

LOWEST WHOLESALE PRICES.
STEER BROTHERS
 jy21,31,ood

12,000 SIDES AMERICAN SOLE LEATHER.
 1,200 FEET BLACK UPPER LEATHER.
 Large Quantity of CHAINS & ANCHORS.
 NEW IRON & LUBRICATING OIL, at Rock Bottom Prices.
 Also, AMERICAN PLYMOUTH STEAM TARED MANILLA ROPE—all sizes.
 And all kinds of Ships' Supplies.
North Am. Fur, Hide and Metal Co'y.,
 Water Street West (Next Door Reid Electric Store.)
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SMALLWOOD'S
Big SHOE SALE



SCHOOL SHOES

This time its
Children's and Girls' BOOTS

We offer Big Values in Girls' Solid Foot-wear.

- CHILD'S GREY CLOTH TOP LACED BOOTS—Sizes 6, 7 and 8. Only . . . \$2.00 the pair.
- CHILD'S BLACK KID LACED BOOTS—Sizes 6, 7 and 8. Only . . . \$2.00 the pair.
- CHILD'S SOLID BROWN CALF BOOTS—Only . . . \$3.00 the pair.
- CHILD'S GREY TOP BOOTS—Only . . . \$2.50 the pair.
- CHILD'S BROWN LACED BOOTS—With Brown Cloth Top. Only \$2.80 pair.
- CHILD'S PATENT VAMP LACED BOOTS—With Champagne Top. Sizes 6, 7, & 8. Only . . . \$2.00 the pair.
- GIRLS' SOLID HIGH CUT BOOTS—Sizes 11, 12, 13, 1 and 2. Only \$3.10 pair.

Extra Special IN MEN'S BOOTS

- MEN'S DARK TAN LACED BOOTS—Only . . . \$4.50 the pair.
- MEN'S FINE BLACK KID LACED BOOTS—Only . . . \$5.00 the pair.

F. Smallwood
 THE HOME OF GOOD SHOES.
 July 27, 1923



Custom Tailoring is Personal Service.

The service of quality in Cloth, in making, in fit and style.

The American Tailor.

BOX 445. **W. P. SHORTALL** PHONE 477.
 300 WATER STREET. N.B.
 St. John's N.B. 21, 23, 25

Pilot Policies Protect

When you "take on the Pilot" in this Company, you are positively protected in a TARIFF Company, that owns assets exceeding \$38,000,000 and has paid out claims over \$81,000,000 in 26 years.

We insure you at low rates, against every illness or injury that may befall you, and we issue a policy "to fit the man."

There is no obligation incurred in asking for full details.

Better call up 1154 TO-DAY!

U.S. FIDELITY & GUARANTY CO'Y.
 J. J. LACEY, Nfld. GENERAL AGENT.

P.E.I. Potatoes

Last year's crop is nearly exhausted and we only have a limited quantity of this vegetable to offer for prompt delivery.

Get your requirements without delay as we predict a potato famine before the new crop will be ready for market.

F. McNamara,
 PHONE 393 . . . QUEEN STREET

STOP THE DECAY in the "MATCHLESS" Way.

Do it whilst the Weather is fine.
The Standard Manufacturing Company, Ltd.

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For Quick Delivery of all Styles at Lowest Prices
 PHONE FOUR SEVEN.

DICKS & CO., Ltd.

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.
 m, th, s, fr

STOCK, July 4th to 14th.

CALIFORNIA ORANGES—252, 216, 176.
 P. E. I. POTATOES, CHEESE—Twins.
 BANANAS, CABBAGE—Choice Green.
 PAPER BAGS—All sizes.

BURT & LAWRENCE
 14 NEW GOWER STREET.

Reid-Newfoundland Co., Limited

Sunday Excursion to Kelligrews I

Train will leave St. John's at 2.30 p.m., stopping at all stations between St. John's and Kelligrews. Returning, will leave Kelligrews at 8.30 p.m.

Excursion Return Tickets at One Way First Class Fare.

SOUTH COAST STEAMSHIP SERVICE
 Freight for above route per S.S. GLENCOE, will be accepted at the Freight Shed on Monday, July 23rd, from 9 a.m. to 5 p.m.

Reid-Newfoundland Co., Limited

Canadian National Railway

THROUGH RAIL SERVICE ACROSS CANADA.
 All steel trains of the finest equipment afford comfort to the traveller.

CONTINENTAL LIMITED.

Leaves MONTREAL Daily at 8.00 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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WM. HEAP & CO., Ltd.,
 Phones 873-1980
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ST. JOHN'S—BOSTON, MASS. FURNESS LINE.

The S.S. SACHEM will leave ST. JOHN'S for BOSTON calling at Halifax en route, on or about AUGUST 7th, 1923. This steamer has excellent accommodation for passengers, and bookings are now being made. Apply to

FURNESS WITHEY & COMPANY, LTD.,
 PHONE 190. WATER STREET, EAST.
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COAL!

TO ARRIVE:

All Sizes BEST ANTHRACITE.
 BEST SCOTCH SOFT COAL.
 IN STOCK:
 SCREENED SYDNEY COAL.
 ALL LOWEST PRICES.

A. H. MURRAY & CO., Limited
 BECK'S COVE.
 m, th, s, fr

FOURTEEN PAGES
 WEATHER FORECAST
 TORONTO, Mon. July 23, 1923.
 N. E. and W. winds, light to moderate, on East Coast of Canada, and on the Bay of St. Lawrence, and on the Gulf of St. Lawrence, 20.00, 20.00, 20.00.
 VOLUME XLV.
 Suits, Pants, Boy's Raglans
RAIN PI
 Just Arrive (Ex "Digby")
 A Large Ship
 4 in. 6 in. and PIPES
 (3 ft. long)
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 For Tents Or Site
 We supply Tents, Rings, Comic Booths, Fishing Canes, Washstands, etc. at 50c. to 1.00 pieces.
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