

Sea-Dog MATCHES!

Purity Milk and St. Charles Cream.

Just arrived:

- 100 cases Sea-Dog Matches, in 15 and 50 gross Cases.
- 500 cases Purity Milk.
- 150 cases St. Charles Cream.

GEO. NEAL



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,
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St. John's.

The Newfoundland Year Book.

This book needs no introduction in Newfoundland; it is indispensable to the business man as well as the private library. You cannot afford to be without one. Only 40c.; 2c. extra for postage.

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are the rule when you display that most popular of all summer drinks:



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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.
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The Largest Fire Insurance Company in the World

Authorized Capital \$30,000,000.00
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"We represent the largest Fire Insurance Company in the world. Are you safely insured? If not we can protect you. Outport insurance also effected. Write or phone us for our rates."

Newfoundland-Labrador Export Co., Ltd.

(JOSEPH J. LONG), Agents.
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'Gilt Edge' Butter!

We are pleased to be able to inform our customers that with the New Grass feeding in Canada we are now in a position to import and offer further lots of our established brand of

"GILD-EDGE" Creamery Butter.
"GILT-EDGE" is the best Butter made in Canada.

"GILT-EDGE" is packed in 30 lb. tubs.
"GILT-EDGE" is ALL Butter.

"GILT-EDGE" may be had from us at lowest market prices.

Try a sample tub of "GILT-EDGE" and experience Butter satisfaction.

F. McNAMARA,
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Rice:

Bags of 200 lbs., 100 lbs. & 50 lbs.

Dried Fruits:

2000 cases Raisins, Apricots and Prunes.

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LADIES', MISSES' and CHILDREN'S "SUMMER DRESSES."

LADIES' WHITE DRESSES from \$1.70 up
LADIES' COLORED WASH DRESSES from 95c. up
MISSES' WHITE DRESSES from 90c. up
MISSES' COLORED WASH DRESSES from 85c. up
CHILDREN'S WHITE DRESSES from 40c. up
CHILDREN'S COLORED WASH DRESSES from 35c. up
Also CHILDREN'S ROMPERS from 55c. up

William Frew.

REID-NEWFOUNDLAND COMPANY.

South Coast Service.

Passengers leaving St. John's on 8.45 a.m. Train FRIDAY, July 6th, will make connection at Placentia with S.S. "Glencoe" for the usual ports between Placentia and Port-aux-Basques.

Reid-Newfoundland Co.

Just for To-Night!



A
Word
Sir!

A LINE OF MEN'S ARCH SUPPORT BOOTS.
Just the thing for tired feet. Sold everywhere else in town for \$4.50 and \$4.80.

Our Price: Only \$3.50.

Secure your size to-night.
Last call to our White Boot and Shoe Sale. Remember ten per cent. off.

F. SMALLWOOD,
THE HOME OF GOOD SHOES.

Arrived to-day, June 26th

Another cargo of

Best Screened Sydney Coal

A. H. MURRAY,
BECK'S COVE.

KEEP YOUR SHOES NEAT

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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 effect produce a brilliant, lasting shine.
The F. F. Dalby Co., Ltd., Buffalo, N. Y.

Steer Brothers.

IN STOCK:

- 100 barrels JOWLS.
- 100 barrels HEAVY MESS PORK.
- 100 barrels LIBBY'S BEEF.
- 10 boxes BLUE NOSE BUTTER.
- 150 cases LIBBY'S PICKLES.
- 200 cases 3's TOMATOES.

100 Cases Purity Milk.

- 300 cases CURRANTS—Packets and bulk.
- 50 LARGE CHEESE.
- 25 cases GRAPE-NUTS.

Phone 647 for Prices.

Steer Brothers.



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White Footwear for the Whole Family.

- We have just opened a new shipment of
- WOMEN'S WHITE CANVAS LACED BOOTS, \$2.00 to \$3.00.
- WOMEN'S WHITE CANVAS BUTTONED BOOTS, \$2.00 to \$2.60.
- WOMEN'S WHITE CANVAS SHOES, Lace, Strap and Pumps, \$1.35, \$1.40, \$1.60, \$1.80 to \$2.50.
- CHILDREN'S WHITE SHOES, Strap and Laced, 90c. to \$1.60.
- CHILDREN'S WHITE BUTTON BOOTS, \$1.00 to 1.70
- INFANTS' WHITE STRAP SHOES, 90c. to \$1.40.

Secure your sizes to-day.
PARKER & MONROE, LTD.,
The Shoe Men.

J. J. ST. JOHN.

- 250 Brls. Choice Table Potatoes
- ECLIPSE TEA, 50c. lb., is good
- 20 Brls. New York Corned Beef
- 10 Brls. Ribbed Pork
- 50 Bags Small Beans, 10c. lb.

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Duckworth Street and LeMarchant Road.

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TORONTO, Noon, Light
win' fair and warm to-day
and a Saturday.

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VOLUME XXIX

Auction Sale

PUBLIC AUCTION

To-Morrow, Saturday

at 11 o'clock

- 1 Handsome Sideboard.
- 1 English Bedstead.
- 4 French Marble Clocks.
- 1 Letter Press (new).
- 1 Large Counter Scales.
- 4 Lawn Mowers.
- 4 Window Boxes and Stairs.
- 1 Queen Stove, 1 Office Chair.
- 1 box Rhode Island Rabbits.
- 1 box Leghorn Fowl.

M. A. BARTON
July 6, 1917

FOR SALE

By Public Auction, on the 6th of July, instant, at 12 o'clock, noon, a suburban property situated in Freshwater Valley, Freshwater, only one and a half miles from the town of St. John's, consisting of a House, built for and owned by Roland C. Morris. The dwelling contains eight large rooms and is fitted with full size frost proof bath. Suitable for private hospital, ban hotel or large family, with carriage house, grounds, surrounding same.

FRED. J. ROILEY, C. S.
July 6, 1917

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factured and refined in
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