
fre evening telegram, st johns, newfoundiand, july 13 , 1923



An Indispensible Favorite

Wealthand Beauty
 The


The Change Cure.












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AsprRN
UNLESS you see the name "Bayer" on tablets, you
















Britain is Ready to Submit Reply to German Note. Urges Unity of Action-Firpo Wins Turkey Makes Further Difficulties.





Particulars About
Three Flowers Contest
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contest.



A USER OF THREE FLOQWERS TALCUM.
\$20.00 IN GOLD
For a Testimonial








GERALD S. DOYLE 317 Water Street: St. John's





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A Romance of a Barefaced, Barefoot Bid for Fame-At the Nickel To-day. Bert Lytell in "The Man Who."

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"THE FISHERMEN'S FRIEND"


SPECLAL FEATURES:
Are made all in one piece to prevent ripping or crack-
ing, by a Special Vulcanizing process. Specially
inforced tops to withstand chafing or cracking. An 8-Ply Heavy Rubber Sole with extension edge, running all the way under the heel. Insures more wea per pair than any other make of Boot on the market. foot more room and prevents slipping at the instep and

A heavy Cloth insole made under a new process which fitted in to add extra comfort for the wearer

A 4-Ply Duck lining is also used, treated specially to keep the foot and leg during hot weather.
Ask your Dealer for
"EXCEL" BOOTS "THE FISHERMENS FRIEND
Sold by all Reliable Dealers from Coast to Coast.

## Parker \& Monroe, Ltd, $=$




This is the Second Big Event of Our July Sales-and What a Sale it is! Profits Sales have been disregarded and we've PRICED EACH OFFERING LOW ENOUGH to make this week THE GREATEST in our history. Shop in the morning and help relieve the afternoon congestion.

ANOTHER SENSATIONAL
MILLINERY SALE SUMMER HATS
Ostrich Trimmed Hats-Organdie Hats-Baronet Satins, Leghorns-Sports Hats-Transparent HatsHats for every and any occasion.
GREATLY REDUCED for Immediate Clearance

## Every

3-PIECE SUIT
in the House REDUCED
Frand $\$ 26.00$ and up.

## NOW <br> ${ }^{\$} 17.50$

Complets range of models and sizes-ideal for Street
wear. YOU MUST SHOP EARLY if you wish to wear. YOU MUST SHOP
share in th's unusual offer.

ППली Where else in St. John's can you
equal these DRESS OFFERINGS? A DRESS SALE That defles all competifion--Assortments are tremend-ous--Thousands of Dreasies divided into Three Groups: $\$ 1.45{ }_{\text {to }}^{\text {up }} \$ \$ 5.00 \quad \$ 7.98$ wion $\$ 12.98 \quad \$ 14.98_{\text {to }}^{\text {tip }} \$ 29.00$

 IMPOSSIBLE to
Women's size 44.

| Gorgeous |
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| Costume | SU匹【 \(\begin{aligned} \& Greatly <br>

\& Reduced\end{aligned}\)

COATS, CPPES, WRAPS 1-4 to 1-2 Off
Lucky are the women who now need New Coats, Capes or Wraps-for they can now purchase
them at genuine savings of 11 to $1 /$ off original prices. And please bear in mind that our origthem at genuine saving of $1 / 4$ to $1 / 2$ off original priees. And please bear in mind that our orig-
inal pricess were low before we reduced them. THIS WEEK you have the privilege of pur-
chasing bargains such as you have probably never seen, at

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12.98-16.88-20.00-21.00 \\
25.00-30.00
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Girls' Coats, Dresses, Hats
THRIFTY MOTHERS WIL TAKE ADVANTAGE MARIY MOTHERS OLHLS SALE:
HATS in all smart Summery models, for ages 3 to
$\$ 1.48$ up to $\$ 2.48$

## Coats and Capes

POLOTONE, Tweeds, Overplaids, in Tan, Blue and White, Fawn-Novelty collars and pockets, buttons
trimmed. The Season's best styles. Ages 5 to 16 years. DRESSES, in Rose, Tan, Blue with brightening
combinations. Materials of Crepette, Canton Crepe. $\$ 1.98$ up to $\$ 6.98$
$\$ 1.98$ up to $\$ 6.98$

## Red Hot Specials!

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## A Marke

A Long Felt Want．


## Ladies'

Ready-to-Wear and Millinery Hats 25.p.c. Off Regular Prices

## Supreme Value! Gent's Invictus Shoes

## At $\$ 7.75$ to $\$ 11.95$

| LADIES' KNIT COSTUMES. <br> Six only. Black, Blue, Sand, Brown Special at $\$ 22.00$ each. | LADIES' SILK HOSIERY. A large Job Line at Bargain Prices From 98c. to $\$ 1.50$. |
| :---: | :---: |
| LADIES' SWEATERS. <br> Pull-over style. All colours. | SILKS <br> A full range in all leading shades. |


| GENIS' SOFT FELT HATS. <br> Comprising Velours, Imitation Velours, etc. From \$3.30 to \$6.00. | GENTS' TIES. <br> Snappy colourings. Up-to-date designs. From 33c. and up. |
| :---: | :---: |
| BOYS' LINEN SUITS. <br> Plain White and Fancy Stripe. All size $\$ 2.00$ up. | GENTS' UMBRELLAS. <br> Just received from the English market. $\$ 1.50$ up. |

Friday and Saturday Special Sale Days

## Marshall Bros

Mail Order Department Prompt, Efficient Service

STM JONS'
STM
MUTT ANDJEFF-



## Don't You Miss It!

WOMEN'S MAHOGANY CALF OXFORDS at $\$ 2.89$ Made on medium toe, Cuban heel; all solid leather, lea.
her insole. Regular price $\$ 8.75$. Sale $P$ Price.... $\$ 2.89$ All sizes in this lot.
Women's Soft Black Kid Lace Shoes at... 8.8 .89
Medium Cuban heel, medium round toe, solid leather troughout, only
Same She in Blucher ............ Regular price 83.50 .. Sale, Price round toe ...... 82.89 All sizes in this lot

Women's Soft Black Kid Lace Shoes at $\$ 2.49$ A nice Walking Shoe at $\$ 2.49$ : Regular price $\$ 300$,
Sale Price Women's Soft Black Kid Lace Shoes, $\$ 2.99$. Blucher cut, wide toe, low flat heel; an all solid leather Regular price s4.00. Sale Price.

## Women's Mahogany Brown Calf Shoes at \$3.19

园
With rubber heel attached; handsomely perforated toe and heel foxing;: Cuban and Military heels, rubber heel; every pair absolutely all solid leather. Regular price 84.00 . Sale Price $\$ 3.19$ All sizes in this lot, with rubber heels

Women's White Canvas Lace Boots only $\$ 1.50$ the pair.
期, Extra High Cut Lace, medium toe, Cuban heel;
Extra High Cut Lace, wide toe, low flat heel;
Exizes 3 to 6 . Regular price $\$ 3.00$.
Sale Price .
Girls' White Canvas Boots
Sizes 12, 13 and 1
Children's White Canvas Boots, sizes 6, 7 and 8
only .. .. ... .. $\$ 1.19$


## Parker \& Monroe, Ltd. <br> The <br> Shoe Mon

Right now we are going to start our Summer Shoe Sale. There's always a swing and go to our Sales right from the start. Our Sales attract a host of buyers because there are no exaggerations and no mis-statements.

We're not going to wait until you do not want Shoes or until the Shoe Season is over, and then offer you great inducements to buy them.

Right now, when there are weeks and weeks of Summer Shoe weather ahead, we offer you splendid Summer Shoes AT PRICES THAT ARE ALL CUT TO PIECES.

## Here's what to expect:-

## Note the Styles, the Old Prices and the Sale Prices

## WOMEN'S DARK BROWN CALF SHOES,

 with rubber heel attached. Regular $\$ 4.50$ shoe for \$3.49.In Blucher lace style, full round toe, Cuban heel, rubber


Women's White Canvas Pumps, 1.50 Medium round toe Cuban heel. Regular
price 83.00. Sale Price White Canvas 2 Strap shioes .......i. $\$ 2.00$
Sizes 5 and 6 ; low heel. heel, a


White Canvas Lace Shoes, \$.150.
 Same Shoe in Brogue style, full perforations, tow flat hee.
Regular price $\$ 4.50$. Sale Price $\$ 3.49$. All sizes in this lot.


BLACK KID 3-STRAP SHOES at \$2.49.
 Reenular price $\$ 3.50$ : Sale Price $\$ 2.49$. BROWN KID CROSS STRAP SHOE

$\$ 2.49$
lso showing same style in all Blat
Also showing same style in all Black Kid
Regular price $\$ 4.50$. Sale Price $\$ 3.49$.
Same Shoe Dark Brown Kid, 1 strap Same Shoe Black Kid 1 Strap Shoe .

All sizes in this lot; rubber heeled.
Women's Soft Black Kid Lace Shoes with fiexibe sole, rubber heel, Cuban heel,
medium pointed toe, at ........... $\$ 3.49$

 Regular price $\$ 4.50$. Sale Price .. . . $\$ 3.49$ 300 pairs Women's Shoes at $\$ 2.19$.





THE BEST RETURNS
Can be secured by using
Ammonium Sulphate
It is the best fertilizer e
tant for haytield or garde By its use large crops are Sold in large or smail

ST, JOHNS GAS LIGHT COMPANY. Enquiries.solicited, Phone Calvers s, Duckworth Street,

Helpful Books That Everybody Needs. The Letter. Writers
Handibook. A corres
 Forms
Sperns
and the the Chairmants Gpuide. . an To Tisis.
How to make and
 Book of Toasts
The Etiguete of
Dat Aftey Dinier Speeches. 1.70
 Vest Pocket Diction:
Botk
Beepeping Made

 GARRETT BYRNE


WHAT BAD TEETH LEAD TO.
 DR. A. B. LEHR, Dentist

JUNIS

## Kindling Wood

Birch junks, finest quality for sale cheap; also dry
kindling wood delivered kinding wood delivere
daily to any part of city West End Wood Factory
 Just Received!

## A full line of Face

 Creams, Face Powders, Cold Cream, Rouge, Lip Sticks, Eyebrow Pencils, etc. Face Creams . . . . 25c. \& 35c. Face Powders-10c, 15c, 20c, 25c, 35c. 50 c Mary Garden Talcum . . 40 c Mavis Talcum, small . 20 c. Mavis Face Powder . . . . 20 Lip Sticks
Eyebrow Pencils

## Powder Puffs, flesh

## Lemon Cream



Colgates Tooth Paste, Tal-
cu: S., Shaving Sticks, Wood-
the evening telegram, st. Johns, newroundrand, July 13, 1923-10

- SEE THESE TWO STARS -- STAR MOVIE TO-DAYI EA | Mae Murray \& Rodolph Valentino | HAROLD LLOYD--The Monarch of Mirth-* |
| :---: | :---: | :---: | THE SAD SEA WAVES."

"THE DELCIOUS ITTLE DEVIL"
SEE RODOLPH IN THE CABARET DANCE
THE SKY ${ }^{-1}$ RANGER.'
-1 spuenspecal serall: ‘THE OREGON TRAIL

## MURPHY'S GOOD THINGS



Grey Enamel Tea Kettles Soamless throughout, welded earm.
wood handes.
Each $\$ 1.25$ to $\$ 1.98$ Preserve Kettles.
Deep Hpeed, riveted
Back handies.
Enamel Chambers.

Assorted sizes.
Each 49 Gach 49c. to 98 Enamel Rice Boilers.
 Enamel Tea Pots.
Semi seamess, enemel cover with
knob.


| Diver Style |
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| Bathing Caps |



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Pure Aluminum Percolaters.
Seamess
bodies.
 Grey Enamel Suacepan.

 Pure Aluminum Boilers. | ssorted sizes. |
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| Each $98 c$. to $\$ 2.98$ | Saucepans.

Pure aluminum,

Fry Pans.
covered cool handeas; asso
Each, 30 c . to 75 c , Aluminum polished, sun ray finders, riveted haished,


MILLINERY

Silk Blouses. Each $\$ 1.98$ Celluliod and Chain Girdles.
Each 29c. to 49c.

## Dresses

1.25 to 2.98

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## STAFORD'S

 trei,te Theatre Hill.
Something

## Mr.Contractor,

 Builder and HouseOwner--
## Asbetsos Rain

 Water Pipe : ${ }^{\text {and }}$ Gutters Last for ever. GET OUR PRICES.
## Gear\&co.

Limited

$\qquad$ Broll mantrome na
styes, all new colors Brass Extension Pods


MEN! A Brand new lot of SUITS. All are New Spring Models, in sizes for men of every proportion. Each, $\$ 9.98$ to $\$ 24.98$.

Flbre Suit Cases. Boys' Linen Hats. Ladies' Hose.
Children's Bathing Suits.
PHIL. MURPHY
317 Water Street E OPEN EVERY NI
AND HOLDAYS.


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till catch ohnoen zout thot the fish.
Big values. Boye Rubber Sole
Canvas Shoes. Brown, ope pair

# July CHALLENGE Sale 






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Dopartments enter into Irlendly rlvalry for Value Supremacy, resulting in a formIdahle battery of realhonest-to-goodness shopping opportunities in wanted lines. * VISIT THE SGENE OF AGTION *


## Friday, Sat. \& Monday


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| SAMPLE LINE <br> Ladfes' BOOTS \& SHOES |
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## IN THE MAN'S STORE

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## Interest never wanes here The following Values con

 tribute unusual goodness for you.






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White Boots cheot nat inow mid


Helpful Hints for Housekeepers


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Wedding Bells.








Lady Astor Defiant.








## (as) <br> A Pure Food Product   Dies mado with orsisco   uning Crisco. And now have crisco <br> GERALD S. DOYLE, Distributor. <br>  <br> AIDS TO BEAUTY

 may be had at The Maritime Drug Store in great variety and effectiveness. We recommend Wood bury's Facial Cream, Woodbury's Facial Powder, Day Dream Toilet Water, etc. Try our toilet preparations and you will be convinced of their great merits.Maritime Drug Store,

## Potatoos，Potatoos，

We offer the trade
200 Bags P．E．I．Potatoes 180s 400 Hall－bags P．E．I．Potâtoes 90 s

Best Quality．
Lowest Price．
GEORGE NEAL，Ltd．

STOP THE DECAY in the
A＂MATCHLESS＂
I Way．
$\mathbf{N}^{\text {Do }}$ it whilst the Weather is fine． T TheStandardManufacturing Company，Ltd．

## IMMEDIATE

PROTECTION

 Let THIS Company carry YOUR Loss． U．S．FIDELITY \＆GUARANTY CO＇Y．， g．J．LACETA，HFLD．GENERAL AGENT

## OFFICE DESKS．

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detail The first tand foremost its
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Dekk－or Desks．
Here we offer our services．mith the very newese
Desks verer buith
Of finest quality oakk，light com．
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an air of soid dimity
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Get Our Prices on Office Desks．

## U．S．Picture \＆Portrait CO Water St．，St．John＇s．

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MAJC SOAP DYES！
ONCE TRIED ALWAYS USED Washes and Daes at the same time．Light and RENEW YOUR BLOUSE FOR TEN CENTS． It is remarkably cheap and well wort tiving a
tria．only Ten Cents a Package．Cheapest on the
market．

Special Prices to the Wholesale Trade SEE OUR wINDOW．
ROBERT TEMPLETON

The Money Saving Store




BON MARCHE SPECIALS
d mal orders semt same pay is recived

IF YOU ARE BUILDING A HOUSE OR BUNGALOW

Repairing any of your walls or ceilings，
use
Ten Test
FibreBoard and make a good job of it．Stands any cest
and makes a beautiful finish． W．J．ELLIS



## For formarootivery

Bar Iron
Black and Galv．Sheets Wrot Iron Pipe

Mlectrical Equipment Mechanical Equipment Contractor＇s Supplies

WM．HEAP \＆C0．，Ltd．，
Phones 873－1980

Beautiful Silverware
at reasonable prices． We have just received a very pretty assortment of BEST QUALITY ENGLISH SILVERWARE which we offer at remarkable LOW PRICES．
FOR GOOD VALUE SEE OUR WINDOW，

R．H．TRAPNELL，Ltd．
ewellers and Opticians， 197 Water Street．
200000000000000000000000
＂Leadsin every District＂
VICTOR FLOUR

0000000000000000000000000
－－Where BOOKBINDING
Is an Art，not a Trade DIGKS \＆CO．，Ltd， Bookbinders
गyio，ce－

## PROPERTY OWNERS！

Fred J．Roil \＆Co．


FRED J．ROIL \＆CO．
R J．

Reid－Newfoundland $\mathrm{Co}_{\mathrm{o}}$ ，Limited tabrador steamship service． S．S．SAGoNA will leate Dry Dock Whare 10 amin
Monday，July 16th，for usual Labraot ports of call s．S．Home．
HUMBERMOUTH－BATTIE HARBOR SERVICE．


at Humbermouth，ofr usal ports between Hu
mouth and Batte Harbor．
south coast steamship serviee．

 FREIGHT NOTICE．
LABRADOR STEAMSHIP SERVICE LABRADOR STEAMSHIP SERVICE．
Freight or above route，per s．s．SAGONA，for all
ports of call as far North as Turnavick，will be cepted at the Dock Shed，Friday，July 13th，from

Reid－Newfoundland Co．，Limited

RED CROSS LINE：
NEW YORK HALIFAX ST．JOHN＇S

Schedule of Sailings for July

| From New York | From St．John＇ |
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HARVEY \＆CO．LTD．，St．John＇，Nfld．，Agts


WOWTREALSFIOHNTS
Inter－Continental Transporis，Limited．
The S．S．MANOA leaves Montreal on July 7th for
St．John＇s，via Charlottetown．Returning，steamer will leave St．John＇s on July 14th．
For space，rates，etc．，please apply to this
Office，as space is limited．
HARVEY \＆CO．，Limited， arr27，w，te AGENTS


FARQUHAR STEAMSHIP COMPANIES
PASSENGER AND FREIGHT SERVICE
4 NORTH SYDNEY TO ST．JOHN＇S．
STEEL STEAMSHIP＂SABLE L．＂
＂ST．JOHN＇S ．．．．．．Every Tuesday at $10 \mathrm{a} . \mathrm{m}$ ． harvey \＆CO，LTD，Agents St．John＇s，Nidd．
FARQUHAR Trading CO，LTD， FARQUHAR STEAMSHIP COMPANIES，Halifax，N．


The Globe Indemnity Co．of Canada hose Policies are Guaranteed

Liverpool and London and Clobe Insur ance Company，
ne of the Strongest Fire Companies in the Wor
BOWRING BROTHERS，Ltd
In andm AgENTS．

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[^0]:    Summer Waists, 75c.
    Gloves, 15 c . Sweaters, $\$ 1.98$ Silk Hose, 30c. Cotton Dresses, \$1.45. Boys' Wash H
    Boys' Suits $\$ 1.35$ to $\$ 1.98$.

[^1]:    Morey＇s Coal is Good Coal In Stock；＇Best Grades of
    Narth Sydney Screened，Seotch Honse． hold and Anthracite
    COA．
    MHMOREY\＆Go．，Ltd．

    Don³t＇Say Paper，Say the Evening Telegram．

