KEEP THE PRIOE OF YOUR SMOKES DOWN BY BUYING--0

## CENTRAL <br> UNION

## MOOSE <br> HEAD

Women's Job Shoes
 Only $\$ 1.90$ Pair.
F. SMALLWOOD, "The Home of Good Shoes"
212
manaz. 220 Water St. FOR SALE OR
TO LEASE



## For Sale!

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## To.Day and Saturday,

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FORSALE.

Blackwood Building.
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## GASOLENE!

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MCKinlay's Garage,


QUALITY TOBAGGOS MANUFAGTURED BY THE U.S, TOBAGGO GOMPANY OF NEW YORK.


LORD MORDENS DAUGHIER THE TRAGEDY OF THE CEDARS.

Watchour tongue
 EREME-1 = BEECHAMS PILLS













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a woman, therefores $\mp$ am posstive that
it was Marrowe."



AFAMIIY FOOTWEAR SALE
Full of Value-Giving Opportunities Beneficial to Every Member of the Family

## MENS

 SPRING SHOESNewest Styles and Models at Lowest Prices. MENS BROWN OXFORDS Medium pointed toe, rubber
heels, fanco perforated vamps,
light and dark shades. ght and dark shades.
4.50, $5.00,5.50$ up.

MEN'S PATENT
DRESS SHOES
Perforated and Pain models,
rubber heels, very dressy. \$6.50.
MENS BOOTS Mahogany shate, blucher style,
wide diting tudber heels attach-
ed. Sizes 6 to 10 . pecial Price Secial Price ...

## YOUNG MEN'S STYLISH MODELS

 New shades of Tan, fancy per-forated and plain styles, at $\$ 5.50, \$ 6.00, \$ 6.50$ up. BOY' Boots In strong Box Calf Leather.
"Our Own Make." Sizes 9 to 13 . . . . . $\$ 2.50, \$ 2.75$ Sizes 1 to 5 . . . . . $\$ 3.00, \$ 3.30$


Limited The Shoe Men




Originals to Present "Rapid Fire" Next Week

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New Fabrics--New Colors--New Styles Supreme Qualities-Unmatchable Values--Smartly Tailored
WHICH DEMONSTRATES THE UNIQUE POSITION AS TO VALUE-GIVING THAT THIS STORE HOLDS WITHOUT A PEER IN THE COUNTRY. WHEN YOU LOOK AT-THE STYLES OF THE NEW SPRING SUITS AND TOP COATS, LOOK WELL TO THEIR TAILORING ALSO. BE SURE YOU'RE SPENDING YOUR MONEY FOR BETTER TAILORED CLOTHES-NOT CLEVER CONVERSATION
THE QUALITY OF OUR CLOTHES ARE GUARANTEED-SO ARE STYLE, FIT AND TAILORING, AND AT MUCH LOWER PRICES THAN YOU WOULD PAY FOR SIMILAR QUALITIES ELSEWHERE.
 Through Fire and Water Tho Thomes nempors, prowatolon

 and exatement woor exectement. Al


 and Cilvo Frook, who gave so aidirit
 Seath Fire and wear will

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 al program for coiluren tigateretibed Why sirter, tre Boals Rollsfor
constipation. Price 20c at Mc. Murrós.-mannitr
Abraham Lincoln-
the Man of the Ages
at stai movie momas.


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 Treating Them Gentle

 nor tor thas mirt, matam,



MEN! 500 Brand New SUITS 14.50 17.54 24.95 29.00 33.50

The largest assortment and greatest
values we have ever shown.

Men's and Young Men's BLUESERGESUITS
"WITH A BLUE SERGESUT A MANS ALWAYS WELL DRESSED.

 FINE QUALITY ALL WOOL SERGE-- 29.00 GUARANTEED FAST COLOR. 35.00 The careful tailoring, the attention to the little $\mathbf{4 3 . 0 0}$ taped, and the generall high-priced look explains
the popularity of this offering.

Men's Two
Pants Suits
HAND-TALLORED SUITS WITH TWO PAIRS OF PANTS.

Made in the U.S.A., of
pure English all-Wool 23.00 materials. All the new Greys, Browns, Pin
Stripes, Mixtures and
Blue. There are the conservative neat budi-
ness Suits for dignified 38.00 men as wel
dressy younger man's
models. Some with bell 5.00 models. Some with bell 45000
bottom trousers.

## Top Coats--Raglans $17.501128 .75{ }^{9.755,16.50,23.00}$ 32.00 <br> All the new Spring-time weaves, in both English and

 American models. Sizes for every man. A Top Coa is a necessity for good appearance.e. A Top Coat

MEN'S ENGLISH RAGLANS in every shade, including Blue, with and without oil linings, and adjustable Wool linings; all sizes.

Men's Woolen
Tweed Pants

ay20,22 All Sizes

## STOUT MEN'S CLOTHES

London, New York and Paris Association of Fashion

## FREE! fe a pertion.

No longer is it necessary for the stout man to go to a tailor-for here are assortments of Stout Men's Pants-Suits or Coats to suif and fit every size and shape. A perfect fitis guaranteed and at a saving of 20 to 40 per cent.


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## Potatocos! Potatoos!

In Stock and to Arrive: 1500 Half-Bags P, E,I, POTATOES

Special Price on Quantities

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 Best American Screened

## LUMP COAL.

$\$ 12.00$ per Ton. $\quad \$ 3.30$ per Quarter. Sent Home.
CASHIN \& CO. Ltd.


Lathrop and Fairbanks Morse Marine Engines.


THE BEST VALUE IN ENGINES. In Stock: All Motor Boat Fittings.
A. H. Murray \& Co., Ltd., ST. JOHNS.

## Morey's Coal is GoodCoal.

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## MURPHY'S GOOD THIIGS! 



CANTON FLANNEL GLOVES
 why men


MEN'S COTTON HOSE.




2 Pairs
BOYS' PERCALE BLOUSES

Only


WOMENS FANCY BLOOMERS.


Only

## RELIABLE WATCHES



## Each.

GILLETTE RAZOR BLADES.

317 Water Stree
 Per Package ....49c. and Every Holiday. Each .int......co $\$ 9.98$

# The Opening of the Great Out-Door Season 

Finds The royal stores prepared To Meet Your Every Demand

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| Glove Modes |
| Fabric Gayntels. |
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During the last few days there has been a distinct feeling of Suumer
 course, the sports field, tennis courts, etc., and are no doubt making ready
to spend Monday the first Summer holiday, at one or another of your fav-
orite recreations. orite recreations.
On this page you will find many reminders to make the first and other
Summer holidays most enjoyable. Whatever your needs, you can depend Dont fail
Don't fail to take advantage of the Many Bargains offered on this page Friday\&Saturday

## The Newest HOSIERY


 Women's Hose.

 Silk Hose.



| Oceans of Notions | SHOWROOM--New Styles, New Ideas |
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| Somo spore | Frame Dreses. |
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|  | Merereised Dreses, |
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| Toin part tras | Tricolette Smocks. <br> Sport Ḧair Nets. $\qquad$ |
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SPECIAL! Stationery Values












## 1

TOWELS
Lower Priced
 and White Turkish Towels.
 Turkish Towels.



## Children's Wear

Serge Cats.
 Child's Knickers. Child's Middies.
 Saie Prico Chidd's $^{\text {Vests. }}$





## Chic Models in Spring Footwear

## Women's Patent Oxfor

 S. 35
Grey par. Backe Price...
stran
 Misses' Shoes.
 Price ..............
Men's Oxfords.
Chan Metal and

## 

Silk Crepe


## Fugi Silk

The Royal Stores, Ltd.

Nothing Like These Results A Year Ago or Now

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Marshall's Garage
WATER STREET WEST
Showroom: Prescott and Duckworth Streets.
SIDE TALKS By Ruth cameron.

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## Knowling's

 Sport Shoes.




## kicks so which Muskerrys had been chldess play. The Pring







## MAYTIME SALE of beathritu new spanc COATS and COSTUMES

## our entire stock of Women's Costumes and spring Cnits substantial reduction

 prices, practically an entire season's service is assured. qualityIt always pays to buy at The Royal Stores, where prices-quality considered-are always the lowest and with the splendid
ductions made during this Maytime Sale, you are offered incom parable value for every dollar expended at this store.


## Misses' Costumes.

Brown and Navy Serge; sizes 27 to 39 , in pretty new



## New Spring Cnats



# BEEIII SAVIIIG TO-DAY For The Cigarette Box Front Competition 

For which we offer prizes to the value of $\$ 760.00$
To the Smokers sending in the highest number of Box Fronts from the following brands:

## Capstan Gems Player's <br> Bellbuoy Virginia Anchor

Labels from GEM 50's, CAPSTAN 50's and PLAYER'S 50's will also be accepted. Each label will be counted as equal to five Box Fronts.

First Prize
Marconiphone Six Tube Radio set Complete Value $\$ 352.00$

Second Prize

## Radiolia Regenollex Four Tube Radio Set Complete Value $\$ 185.00$

## Third Prize <br> Radiola IIIA Four Tube Radio Set Complete Value $\$ 105.00$

10 Cash Prizes of $\$ 10.00$ each
5 Cash Prizes of \$ 5.00 each

> Important Conditions. Read Them Carefully.
> (1) This Competition is given for the benefit $\begin{aligned} & \text { of the smokerero of the above brands and } \\ & \text { not for dealers in Box Fronts. }\end{aligned}$
> (2) All Box Fronts have the same value and must be tied up in bundies of of packages will not be aceepted.
> (3) All packages containing Box Fronts when $\begin{aligned} & \text { address also number of Bors } \text { Frone ants en- } \\ & \text { closed plainly written on the outsid. }\end{aligned}$
> (4) We will not be responsible for Box Fronts $\begin{aligned} & \text { received in broken package } \\ & \text { proper name and address, }\end{aligned}$
> (5) We reserve full right to reject any entry which does not comply with the above conditions.
> (6) Employees of the Company are disquali.

## Closing Date September 15th.

## amporialobbaceac.

maslo, atos,


CASINO Thur., Friday and Saturday. ARLIE MARKS PLAYERS "The Rosary"
The Play that will go down with the Ages.


MATINEE THURSDAY and SATURDAY.

## Sugar is Real Food

and is necessary alike for young and old.
Hence good Candy in reasonable guantities is beneficial for your
children.
It is the sugar in candy which gives it food value, not the some-
times injurious dye used for colouring, nor the sometimes harm times injurious dye used
ful synthetic favouring

Therefore you should take care to give only pure sugar candy to
your children. It's important.

## Lantic Lump Suǵar

which your grocer sells in 2 pound, sealed dust proof, germ proof
packages, possesses ALL the good qualities of pure candy, because packages, possesses ALL the good qualities of pure candy, becaus Your children will like Lantic Lumps and it will satisfy their

In addition to being all that good candy can be, LANTIC LUMP SUGAR is most inexpensive and comes direct from the Refinery
to your home free from contamination with anything injurious to to your home free from contamination with anything injurious to
health.
Euy a package of Lantic Lumps to-day. You'll find it handy. LANTIC•PACKAGE SUGARS ARE SAFE AND BEST OBTAINABLE.
may15,4,eod


Accor ho The TELEGRAM, BILL/WRIGLEY, JU IOR, YOU KNOW, THE CHEWING GUM EXPERT, IS HE MUST BE FOR HE HAS GOTTEN RESULITS.
HERE GOES FOR MORE RESULTS, BUT IN A DIF. FERENT LINE-AND BELIEVE ME IF YOU PASS THIS AD. UP WITHOUT PAYING ME A VISIT YOU SURE ARE MISSING SOMETHING. PLook at the values I am offering for ONE DOLLAR ONLY! here are some up-to-the-minute styles in qualty wearables at st. JOHN'S SMARTEST SHOR FOR MEN.



 MEN'S Cowhide belts, 75 c. 3 MENS ARROW COLLARS, any style, 1.00 ny size, with a 1.00 | 8 for |
| :---: |
| MENS EXCELDA |
| HANDKERCHEFS, | 1.00 ${ }_{\text {MENS }}$ Ne. four Bow TiEs, to make up, 2 for ......... 100 ${ }_{65 \text {. pair for } \text {. }}$ 2 PANY SLIK SoX, regular price 1.00 MENS FOUR N. HAND WIDE END 1.00 75 MEN 2 for FANCY ENGLISH TIES, regular 1.00

mens evenina dress stud sets … 1.00 id Menss engush watkivg sticks sol- 1.00 id ash some with silver mounts

 CHIEFS, reguar 1.25 for $\quad$.ïY EGYTIIAN 1.00
 for MENS COMAR PiNS, boc. each or two 1.00 MAKE COLLARS STHTE FAMOUS ARROW 1.00

 THE VALUE SUPREND
doz. of them in the tot, worth 7.50 each one ore.. 1.00 GET IN EARLY WHLLE THE GOING IS GOOD, AS I WONT HAVE A DOLLAR'S WORTH yours for bigger value for your

hose Men of Mars
Those Men of Mars


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the evening telegram, st. Johns, newfoundhand, may 22, 1926-11

## Moir's <br> Cakes and Chocolates, Bars, etc. <br> FRESH SUPPLY JUST RECEIVED. Fresh Lettuce, daily. <br> Nestle's Milkmaid Evap. Milk, 15c. Can. Ingersol Pimento Cream Cheese, by Cooking Apples, 25 c . and 35 c . doz. <br> Singapore Pineapple Chunks, 23c. Can Singapore Pineapple, Sliced, 25c. Can. A fine brand, packed on the plantation preserving the true flavour. <br> PASTUERIZED BUTTER, high in butter fat, government graded and inspected-2's Prints government grade and bulk, 55 c . lb. <br> LOBSTERS, baby fish with the fresh sea tang. splendid for Salads, $1 / 2-\mathrm{lb}$. tin, 50 c . <br> splendid for Salads, $1 / 2-\mathrm{lb}$. tin, 50 c. <br> C. P. EAGAN <br> Phone Nos. 123 \& 423 Duckworth St. 402 Queen's Road <br> "MATCHLESS" OIL PAINTS erior decoration mean Sanitation, as they can be washed. For your Radiators, ask for "MATCHLESS" ALUMINUM <br> "BLACK DAZZZLE." <br> The Standard Manuf'g Co., <br> 

"THE LATEST!"
 FOR SUM - WEAR,
including London's Latest Novelty for the season
"THE Basket weave"
W. P. Shortall

Thone: 47. 300 Water Street $\quad$ P.O. Box: 44s

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 "MY VALET"
20-22 New Gower Street.
Night or Day Phone $69 ?$

Don't Say Paper, Say the Evening Teiegram



This is the time of the year when weather condition for your health. You shoukt keep your system in a
good healthy condition so as you avoid pickipg up the good healthy condition so as you avoid picking up the
various diseasess that are prevalent. If you are not
feeling up to the mark and need a good tonic you can Extra.


 "THE ORIGINALS" in "STEPPING OUT"

The Biggest Theatrical Hit in Years. Evenings, 75, 1.00, 1.50, 2.00; Sat. Matinee, 30, 50, 75. NEXT WEEK, STARTING WTHH MONDAY MATINE
 PROGRAMME I Li I L LI Records in Canada Last Season 20xS20

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Yeeling up to the
take no better than

## Bricks Tasteless

BRICKS TASTELESS will work wonders if you take

it according to directions. It purifes the blood; it makes the weak strong, it is easily taken, produces no | $\begin{array}{l}\text { bad after effects, will give you a good appette in a } \\ \text { very short time. The one who takes it MUST EAT. }\end{array}$ |
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Try a Bottle Price $\$ 1.20$. Postage 20c.
Bricks
Tasteless
Trya Bottle.



8

Postace 20 c.



Special for the Holiday Season LEADING SPORTING STORE!


## Guaranteed AII NEW GOODS and Selling at Our Usival LOW PRIGE.

Cane Trout Rods, 1.80, 2.40, 3.00 to 12.00 each. Steel Trout Rods, 2.25, 3.00, 4.50, $6.00,6.50$.
Greenheart Rods, $3.00,5.00,6.50,10.50,13.00,15.00,20.00$, $22.00,25.00,30.00$ each.
Trout and Salmon Lines, 5c to 3.50 each. Trout and Salmon Casts, 20c to 2.50. Trout and Salmon Flies in all the Leading Killers.
Fishing Baskels, 2.25 to 5.50 each.
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Landing Nels, 2.25, 2.50, 2.75 each.
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The Martin-Royal Stores Harduare Co.

Pocket Flasks Drinking Cups Thermos

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The Broadway House of fastion
"A Store for Everyhody"
 NOW ON DISPLAY-NEW--
 Our System of Selling for Cash only-assures everyone who buys in our Store Lowest Prices, Newest Styles, and Quality MerchandiseThe Combination of Real Value-A System which saves you Extra Charges you otherwise have to pay for.


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Every Item Placed on Sale at Our Peerless Sale Savings!

| Peerless Sale of | FIRST SHOWING In ST. JOHN'S THE NEW |
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SUfFERERS FROM DIABETES READ THIS: You shoold use
LISTER'S DIABETIC ELOUR.


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A sanother helpftul diet which we recommend.
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CAKE FLOUR
65 c . Package.
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Special Offerings in Ladies', Misses and Children's Footwear Women's Grey Calf Scuffer Sindals-A very comfort.
able Shoe for
 Woments Grey Suede shoes One strap, medium heil


 Ting crality medium heels and servicaele sole soe Women's Tan Calf Brogues-Built for service and
walking comfort

| MISSES' <br> TAN CALF BOOTS <br> A fine serviceable Boot that heels. Sizes 11 to 2. <br> All One Price . <br> . 22.90 pair | GROWING GIRLS' <br> TAN CALF BOOTS <br> CHILDREN'S BROWN CALF <br> BUTTONED BOOTS | BAREFOOT SAN |
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Get what you need from this old Reliable House-
We can supply all your needs.

FOOTBALLS AND FLASKS

 Junior League Baseballs .
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Lawn or Garden Seats HAMMOCKS $\$ 2.00$ each.
Lawn Folding Stools Folding
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 $\begin{array}{r} \\ \hline 6.00 \text { a }\end{array}$ 56.00 and 89.00 each

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## Iodine and Health

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## Lighter Day RANGE



Blue Enamel Finish, Steel Polished Top. Fitted with Hot Water Back
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Wm.J.Clouston
Limited
T. J. DULEY \& CO., Ltd. The Reliable Jewellers \& Opticians





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in cortage and caMp.

## Gramophones

$\$ 15.00 \quad \$ 20.00 \quad \$ 25.00$ to arrive
The Portrble Pixie THE WEMBLEY JONDER- $\$ 22.50$ UKULELES 10.00

Swanee Whistles
65c. 70c, $\$ 2.25 \quad \$ 5.00$ MOUTH ORGANS and ACCORDEONS
AT ALL PRICES.

Charles Hutton.

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Valuable Property





## Bargains of a Life-Time!

We have just received a large shipment of Footwear of the latest styles and excellent qualities. They are now opened for your inspection at REAL SALE PRICES,

SEE FOR YOURSELF
 AT $90^{\circ} \mathrm{CLOCK}$

| FRAN | Two Groups. Same Price | 251发 MEN'S | THE ONLY WAY TO REALIZE HOW MUCH YOU CAN SAVE BY ATTENDING THIS SALE IS TO COME AND SEE FOR YOURSELF |
| :---: | :---: | :---: | :---: |
|  | S e | TAN WORK BOOTS |  |
| THE CASH. | TAN SUNDAY BOOTS | 2.8 |  |
| THEREFORE | \$3.9n | U.S. Army Munson |  |
| OFITS |  |  |  |
| WILL BE | WOMEN | Ladies' Patent |  |
| DISREGARDED! | BLACK KID PUMPS | ONE STRAP SHOES |  |
| LADIES' 1 \& 2 STRAP <br> TAN SHOES | $\left\|\begin{array}{l} \text { Kid lined and inner se } \\ \text { elastic front, covered wing } \\ \text { fa- v buckle. } \end{array}\right\|$ | - 838 \$1.98 |  |
|  |  |  |  |
|  | \$4.50 | the latest! | A GROUP OF |
| All sizes. | MISSES SHOES | WOMEN'S TAN KID | ADIES' |
| BOYS' BUTTON BOOTS | Patent Leathers and Kids Blue, Brown and Black | Fancy cut outs. Military | TAN LACED SHO |
| $\$ 1.85$  <br> Goodyear welt, Real dur-  <br> able Boot.  <br> Sizes  <br> 21  <br> 2  | \$1.98 | rub | \$2.3 |
|  | Real bargains among these.] | \$3.25 | All siz |
| Wholesale and Retail. |  |  |  |
| OUR MOTTO: Small Profits; Large Turnover. |  |  |  |
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THE SHOWROOM
Contributes generousily to this week's
Underselling Event
Underselling Event








 Ladied Jimers



| Knitted | Taffeta |
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| Costumes | Silks |
| Latas rine woil |  |
|  | mandeme s2 |


 Horts for his weekend
and TUESDAY


## TOGS for Springtime

and little items helpful in imparting that fine Spring feeling





## French Gloves







13.00 CAPES for $\$ 3.98$








in delightful shadings UNDERPRICED

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HOME LINENS savingly priced--
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## Everything for the

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HOME NEEDS

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## Football Boots

for
Men
at
$\$ 3.90$,
$\$ 4.20$
and \$4.50.
Parker \& Monrroe, Ltd.

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 Coffee \& I hicory
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## TO THE TRADE!

Local Canned Rabbit.
H. \& M. BISHOP
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## WallPapers <br> Well Worth Seeing <br> Templeton's <br> 321 Water Street

## Why, of Course  not for the other fellow. Yes, of course. They were The Ready-t-W oart made for the one who buys them, very seldom for the one who fits them. und whe ede crefem and go to a good tailor. It's cheaper and better.  Spurrell the Tailor Spurell the Tailor s. JoHNs. Sen for Samples and measuring forms if you live out of town. 200000000000000000000000 <br> NEW ARRIVALS




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