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An Indispensible Favorite Wealth and Beauty at Stake!


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flavor and ness, that qoes into WRIGLEY'S at the factory IS KEPT IN IT FOR YOU.
The sealed packase does that-You break the seal. WRIGLEY'S is püre chicle and other ingre dienis of the highest Made under modern sanitary conditions. -wricleys alos appe tite. ieeps feeth
hellos ditestion.

## After Every Meal WRIGLEYS

All the goodness:




## Getit

 Blair's

Holdday spechal-Jelly fingers. A harmonnof of delicate taste consisting of pure Raspoerry
A. HARVEY \& GO., Ltd,

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Wallace Silverwear.





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T. J. DULEY\&CO., Ltd.
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## Yacht "Josephine,"


 All finishted in mahogany throushout, Cruising range
of Loon miles. Electric windlass for taking up anchor;
1 Launch of 2000 miles. Electric windilass for taking up anehor;
1 Luanch, 1 Row Bort, Awnings complete. Aaloon has
accommodation for 12 people.

## PARSONS

the automobile mant. Kincis Road, city.列



Ladié Superior Cotton Hositiry
 90c. pair
 45 c . and 65 c .

20c. each | Lanles' |
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Unequalled Values
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| only |

## $\$ 1.50$ \& $\$ 1.85$

pair

## HENRY BLAIR

LADIES BLACK
Cotron Hosk
Seconds. Only

15c, pair
Toilet Necessities

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Strtke Leaders Defy U.M.W.A.
 Proposed Note---Turkey Authorises Representative to Sign Peace Treaty.




Seasonable Apparel!
NEW SUMMER THINGS. Values You Cannot Afford to Overlook

| LADIES' WASH DRESSES. Well made and stylish. $\$ 1.90, \$ 2.90, \$ 3.00$. | SUMMER HOSIERY. <br> LADIES' WHITE COTTON HOSE 25 c. 30c. 40c. pair. |
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| PORCH DRESSES or BUNGALOW APRONS. <br> $\$ 1.70, \$ 2.00, \$ 2.20$. |  |
| WHITE GABERDINE WASH SKIRTS. With larg pocketan Pearl buttons $\$ 1.68$ and $\$ 2.20$. | 85c. pair. <br> LADIES' BROWN COTTON HOSE. 20.e. 25c. 30c. 40c. pair. ENGLSH LISLE THREAD HOSE. |
| FINE WHITE NAINSOOK NIGHT GOWNS <br> Beautifully trimmed with lace and ribbon. <br> $\$ 1.50, \$ 1.60, \$ 1.80, \$ 2.25$. | 40c. 60c. 80c. pair. <br> NAVY and GRAY SILK HOSE. 55c. and 90c. pair. BROWN SILK HOSE 28c. and $\$ 1.10$ pair. |
| $\begin{array}{c}\text { PINK NAINSOOK NiGHT GOWNS } \\ \text { Lace and ribbon trimmed. } \\ \$ 1.60, \$ 1.80, \$ 2.25 .\end{array}$ | CHAMPAGNE SILK HOSE. 75c. pair. ACK SLLK HOSE-75c. pair. ecial Line Boys' Black Ribbed |
| PINK SILK CAMISOLES. Lace trimmed. 78c. and 88 c . | Hose, extra value-28c. <br> Boys' Fancy Top Wool Knicker Hose Special 68c. pair. |
| LADIES' WHITE JERSEY KNIT KNICKERS. <br> Lace trimmed. 60c. pair. | Children's Black \& Brown Fine Ribbed Hose. All sizes. Big value 19c. pair. |

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## Express Passengers.




Tobacco
CENTRAL UNION, WORKER, MOOSE HEÁD

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TESSIER \& CO
 DOMINION PORK \& BEANS. TOMATOES CORN. PEAS. "Ask Cowan he probably
knows. where you can aly
Dominion brand of Canned Dominion brand of C
goods.
THE COWAN ROKERAGE CO., LTD



## Take Advantage of These VACATION Sales at the Royal Stores

Many items are needed to complete gour Holidiay outatit Every form of outtor activitit is
 FRIDAY and SATURDAY

Colored Shantung 




## Men's Wearables

at Small Cost



| White Plques <br>  |
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Light Grey Trausers



## The



The Greatest Event in Our History

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 Beginning Thursday, July 19th, at 9 o'clock, sharpAgain this Store does the unexpected. Beginning on Thursday morning we offer a Store full of MERCHANDISE at such extraordinary reductions as to produce "the most startling values offered in the History of our Store." All we have to say to YOU and to the hundreds of other friends and customers who have made possible our unusual success in the past is: COME TO THIS REDUCTION SALE AND BUY ! and BUY ! and BUY!-because we don't believe you'll see Values like these again for the rest of 1923. Buy all your REGATTA NEEDS IN THIS STORE!

## Silk Dresses Worth up to $\$ 20$

A Sale that will eclipse even our Sensational Sales of the past Hundreds of choice new Dresses of the most famous makers,
beautifully made and exquisitely trimmed, placed on Sale for
HALF, THE COST of manufacture.

| nton C |  | Party |
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| tyme Crepe. | $p$ to | Dance |
| Cordelain |  | Sports |
| Sport Silks. |  | men's extra siz |

## 120 Women's \& Misses' Suits, Coats and Capes


Polo, Velour Cloth and Overplaid Coats; also Twill and Velour
Capes and Wraps. Wonderful values. Two and Three-Piece Suits. They are fashioned of Poiret Twill, Tricotine, New Bolero, box-coated and tailored styles. All Tweed Suits up to $\$ 28.00$ in-
cluded, at $\$ 17.50$.

| SPRING SUITS <br> Worth up to $\mathbf{\$ 4 0}$ |  |
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|  |  |
|  | 24.98 |
| Tweed Suits | Ladies' Su |
| \$10.00 off | off now \$10.98 |

We are Giving the Stout Woman

Stout Size Dresses
the kind that will impart that air of well-poised, well-dressed
"Presence" that puts the big woman thoroughly at her ease in any compàny. Colors of Black and Dark Brown. Sizes 40 to 48 .
Beginning from the Wash Dress, in Dark colors, as low as $\$ 2.50$ Beginning from the Wash Dress, in Dark colors, as low as $\$ 2.50$,
and continuing up to magnificent ranges in Crepe, ranging at
$\$ 12.00$ up to $\$ 24.98$ for THIS SALE ONLY. Ladies' Jersey SUITS A LIMITED NUMBER ONLY.
All wanted
Models
and shades. $\$ 10.98$ up to $12.98 \begin{gathered}\text { Ideal for } \\ \text { Vacation wear. }\end{gathered}$

A SALE TO STARTLE St, John's
"CLEAR YOUR STOCKS" is the word sent out in this Store. The one thought
throughout the whole Store is to unload. To price goods so low they will SELL ON SIGHT. Every St. John's family should get its share of these Prizes. Make plans no
to be in early on THIS SALE. Buy all your REGATTA NEEDS HERE!
WASH DRESSES S1.45, S2.50, S4.98, 55.50 Their original Prices, is almost beyond belief, and it would not be considered, if we were not determined to unload our stocks AT ANY COST! We advise you buying all your Summer needs while this opportanity is to be had. GINGHAMS, LINENS, volies,
TISSUES, RATINES, LIGHT and DARK FROCKS-Misses', Women's and Stout
Sizes.

Sample and Other Womens' and Misses FINER COATS, CAPES, SUITS $\$ 45$ up to
$\$ 60$ Values a Beautiful COATS, CAPES, SUITS, representing the cream of

Lovely New Street, Dinner and Affernoon Dresses $\$ 20$ up to $\$ 14.98$ IID $10 \$ 46.50$ Misses, Women's and Stout Sizes

| PAISLEY BLOUSES Sold for $\$ 4.98$ to $\$ 6.98$ | SEE! <br> Soft, Fluffy | COL'D. BLOUSES. Sold at \$4.98. All colors and sizes. |
| :---: | :---: | :---: |
| Now \$2.98 to \$4.48. | Silk and Crepe-de-Chine | Silks, Crepe de Chine. $\$ 2.98$. |
| COSTUME | - CAMISOLES | Voile and Cotton |
| bLOUSES | Sold at \$2.98. | WAISTS. |
| Sold at $\begin{gathered}\text { Now } \$ 4.988 .\end{gathered}$ | Now \$1.75. | Sold for $\$ 1.28$. |

## London, New York and Paris Assoc. of Fashion

"The Greatest Apparel Store in Town"

FUR CHOKERS $\$ 12.00$ to $\$ 18.00$ values.
$\$ 6.98$ to $\$ 13.50$
A limited assortment only, in
BIEGE, SQUIRELETTES BIEGE, SQUIRELETTES and
other shades.

## Follow the Crowds

 A MAMMOTH
# REDUCTION 

Entire Stocks of Spring and Summer Merchandise to be Distributed to the Public at a Saving of 1-4, 1-3, 1-2

# NOW We are SHOUTING COME ON, MEN! 



Arrival

Spectacular Under'Selling on all Men's and Boys' Wear-.-Just in time for the Regatta


abm ruck Far Fish
Get DIN ers and M.
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\$10.00 GIVEN AWAY!
 LEO A. DUFFY

Cabmen!
Truckmen!
Farmers!
Fishermen!

## DINNER

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| riat steet, 18 Brien Street. |
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## 30c.

Im. J. Clousion, Lido


## ST. JOHNS

 GROCERY STORES
## stat Grade Floun

## am Butt Pork 18c. Ib.

tit Back Pork 16 c . Ib.
nice Family Beef 10c.lb.
Spare $\overline{\text { Ribs }} 16$ c. Ib.

## more Bacon 40 c. ll.

vatoes Very Bes
18c. gallon.
Rhubarb 8c. Bunch.
w Green
Cabbage 12c.1b.
J. J. ST. JOHN,

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GOMPLETE GHANGE OF PROGRAM-STAR MOVIE TO-DAYI SEE THIS MOST HEART-TOUCHIVG DF
MAKE YOU SEE ? ?
 father who forceather int this terribe marriage
See The Greatest Sin Parents can comnit agingt a daughter
"The Sin of Martha Queed"

And then HAROLD LLOYD " OVER THE FENCE."
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## The Direct Agencies, Limited.

The Self-Filling Safety "Onoto.'
The Self-Filling onoto onnt ite
want it-the ink supply be ing resulated and fhut off
by a tumit of the finger and
thumb
on
 Self.Filling Pen on the
market and holds more ink than any other Self.Filling
Pen.


GARRETT BYRNE,

Muth an embrotared frock ot Torry








A Timely Lesson.
AeFERES MITHOD At thit season ot tho frat wenn

 Therél be no pinochle game to-day at the lion tamers' club
Schr. Bulurre which mest here


## Announcement I

We wish to announce that we have been appointed

## Sole Agent in Newfoundland for the W. H.

 Barratt Shoe Co., of Northampton, Eng. The W. H. Barratt Co., of England, have been doing a large mail order business, and are well known to many Newfoundlanders who have purchased their Shoes from them of their fine past. We are now showng some in Men's Boots. Their Motto: "Fair Wear or Free Repair" is sufficient guarantee to the Purchaser of these famous British Shoes.F. SMALLWOOD,

SOLE AGENTS FOR NEWFOUNDLAND, 218-220 WATER STREET.

## Fresh Fruit, etc.

Ex. S.S. SLEIAA CALIFORNA GRAPE FRU
FLORDA GRAPE FRUTI.
CALIFORNIA LEMONS. CALIFORNIA LENMNS.
FEORDA WATERMELON.
JEREY TOMATOES. JERSEY TOMANOES.
REW PLUMS.
NEW YORK STATE CABBAGE
 OLD CHUM TOBACCO
EDGEWORTH TOBACCO Py Crice EOCOA bythe thenclo by
KELLOGGS KRUMBLED BRAN. SWANSDOWN CAKE FLOUR.
100. Cases CAMPBELLS Assorted sours.

## C. P. EAGAN,

Drckworth Street \& Queen's Road


## Tom Berm foes-Informative of Values nive

Presents for the Week-end a powertul aggregatton of MId-summer Wearables, unmatchable to-day for their goodness of values.




## Friday,Sat. \& Monday $=$ mit <br> The whole Store abounds in Necessarios to make your vacation time more pleasurable.


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## LADIES' HATS <br> $\pm=5=$

## Marked Half Price



## Monster Shirt Sale

## See Our Special Line I



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## Running Shoes




## TOWELS

 and TOWELINGS Bring Sorings worth whie.










Footwear.




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WHire sions-Ladieg stiglo strap Whito
Canvas Shoes, low heel, rubber tuped,


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American Flannelettes 11c. yard.

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Hints for Your Home

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Don't say Paper, Say "EVENING TELEGRAM."


There's nothing like plenty of outdoor air to keep Baby
in glowing health, And there's nothing like his carriage to keep him healthy outdoors.
JUST RECEIVED another shipment of BABY CARRIAGES
PULMAN
RUEEPERS
COME IN AND SEE THEM.
U.S.Picture \& Portrait Co Complete House Furnishers.
-where ZOOKBINDING is an Art, not a Trade DIGKS \& CO., Ltd, Bookbinders rratat

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BON MARCHE SPECIALS
mail orders shiped same day as receivei.

The Globe Indemnity Co. of Canada, Whose Policies are Guaranteed
By the Well Known
Liverpool and London and Globe Insurance Company,
One of the Strongest Fire Companies in the World. Underwitit all kinds of Insurunance except Life
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"THE WORLD'S"BEST." More Breadíand BetteriBread.



Forty E Sour Years in the Service of
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## ONCE TRIED ALWAYS USED.

 Washes and Dyes at the same time. Light and RENEW YOUR BLOUSE FOR TEN CENTS. It iy yemarkably cheap and well wort:, wiving astrial. only Ten Cents a Package. Cheapest on the
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Special Prices to the Wholesale Trade SEE OUR WINDOW.
KOBERT TEMPLETON.

$\$ 5,000$ for $\$ 5.00$ TRAVELLERS' SPECIAL PROTECTION.


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## Sugar \& Molasses,

ON THE SPOT: Gran. Sugar, barrels. Grocery Molasses, puns. Lowest Prices.

GEORGE NEAL, Ltd.,

| GLLSS PRESERVE BOTTLES <br> With screw tops and rubber rings. Pints, Quarts and Half Gallon. <br> 'Phone 192 <br> S.0.Steele\&Sons, Ltd. <br> Phone $19 z$. 100 WATER STREET |
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## A HANDSOME SERGE SUTT. 

 Serge, with best of trimming, good workman ship and a perfect fit.Mail orders promptly attended to.
SPURRELL The Tailor

STOP THE DECAY ${ }^{663}$ MATCHLESS ${ }^{9}$ Do it whilst the Weather is fine. Company, Ltd.

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Lowest Priecs
A. H. MURRAY \& CO, LId,

Reid-Newfoindland Co., Limited

## FREIGHT NOTICE.

 Bay Steamship ServiceFreight for the Undermentioned Ba Steamship Points Accepted as follows Placentia Bay (west run) Thursday Placentia Bay (bay run) Tuesdays Notre Dame Bay, Tuesday
Green Bay, Wednesdays Green Bay, Wednesdays
Bonavista Bay, Thursdays Trinity Bay, Mondays Humbermouth-Battle Hr. Route Fridays

Reid-Newfoundland Co., Limited
Canadian National Railuau

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Custom Tailoring is Personal Service. The service of quality in Cloth, in making, in
and style.
The American Tailor,
BOX 445. W.P. SHORTALL PHONE
St. John's
Rubber Boots!

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