


# If You want FELT we can Supply it- <br> But Note Our Prices On Campoell's Palent Rooting 

 Heavyweight-3-Ply Quality-full size Rolls.
## \$3289 Per Roll-Complete with Nails and Cement hOUSES COVERED WITH CAMPBELL'S PATENT ROOFING  When you buy Campbells Patent Roofing you do not need to buy nails or tins; the fittings are supplied FREE!

Send Your Carpenter down to see this Patent roofing Compare it with any 95.00 Rooing of same weight, length and width, then you will realize that it suruty is a bargain.

## Colin Campbell, Lth

# BEST Value PROCURABLE Men's Overalls 

Good Weight, Strong, Hard Wearing Material in


## MAJESTIC TO-DAY

Two Shows-745 p. m, 9.15 p. m3
Admission 20 cents

## Rodolph Valentino

 "THE YOUNG RAJAH" Outclasses "The Four Horsemen," "The Sheik," "Blood and Sand,""Silver Wings"
with MARY CARR
with MAR CARR Majestic.

Your !




\section*{London, New York \& Paris Association of Fashion} | Ushering in the New |  |
| :--- | :--- |
| Fall Season with a | $\begin{array}{l}\text { Salo Commonoing on } \\ \text { Thursday, Sept. 13th }\end{array}$ |
| Stupendous Value-giving Event-Our | at Mine o'clock, Sharp | | All New Fall |
| :--- |
| Merchandise |
| Just Opened | 2000 NEW FALL COATS

In the greatest Sale of its kind ever launched in St: John's. Right at the start of the season. Accuistomed as we are to doing things on a big scale, this is one of the most stupendous selling events we have planned in all ourcareer.
zarfoth


This Guarantee goes with our Ladies' and Misses' COATS. We guarantee that the Prices now quoted by us on Ladies'
and Misses' Coats will not be duplicated anytime during the fall of 1923.

## AN EXCEPTIONAL SALE 100 Beautifully Trimmed New Fall hats

 S6 to $\$ 14$ values, going at 32.9810 to st.98Lyons Velvet Malts Panne, Large Hats Small Hats, Medium Sizod Hats
 Our Famous Millinory Dept. SECOND WLOOR

## 1800 New Fall <br> 

AGAIN WE SET THEPACE IN DRESS VALUES.
ALL THE BEAUTIFUL NEW FALL DRESSES are now here, ready for
your ingeection,
offer our SUPREWing toexcetionally keé purchasing we are enabled to your inspection, and owing to eeceeptiona.
offer our SUPREME DRESS Y ALUES.

LATEST FASHION IDEAS. Bustle Backs, ${ }^{\text {, }}$, Front, Side and Back
Drapes, Ploated Flounces, Tler Skirts

 Romaine, Georgette, Canton Crepe.
Crepe, satin Canton, Lace, Tricotine,
Poiret Iwill
Price Range $55.98,7.98,9.98,12.98,16.88,22,28,35$

| School Giris' Dresses |  |
| :---: | :---: |
| Juis in time for sioiol revering: | Sizesup to 521.2 tinches |
|  |  |

Dresses for Afternoon, Dresses for Business, lovely Party Frocks, youth-ful-lines-Beautiful Dinner and Evening Gowns-the very newest style creations, There are Dresses in these groups that are actually worth double -Dresses that materials alone are

## Event-the Seeningly

 Impossible uris: To save as much as $\$ 10.00$ on your New. Fall. Suit seems an im-possibility, but it isn't if you attend this Sale. We approaehed possibility, but it inn't if you attend this Sale. We approaehed
certain manufacturers during their dull season; and arranged to certain manufacturers during their dull season and artanged to
have these garments made up for us at considerably less than the
wholesale prices

Save $\$ 10$ on Your New Fall Stits WOMEN'S AND MISSES' PLAIN AND FUR-TRIMMED
NEW FALL SUITS-AT \$12.98, \$16.88, 524, \$30, 539
Just the type of Suits that are absolutely easential to the smart
Fall wardrobe-remarkable values so early in the season. drobe-remarkable values so early in the season.
Women's - Misses'-and Stout Sizes. Ladies' Rubberette Coals Heavily lined and full length at only $\$ 10.98$.
See our extensive range Now English Raglans Sale \$29.80



Opens with a "Bang"
ON THURSDAY MORNING September 13th, at Nine

London, New York \& Paris Association of Fashion

> Opens with a "Bang" on THURSDAY, SEPT. 13th., at Nine O'clock, sharp


## FOR MEN, YOUNG MEN and BOYS.

Prices WIII be Higher
Prices on Woollens and Linings




MEN--New Fabrics, New Models, New Colors, New Patterns, New U1 sters, New Ulsterettes, New Raglans, New Storm Coats, New Motoz Coats, New Dress Coats, New Box Coats, New Chesterfields; Everything that is new in Overcoats of every Description.

## A Small Deposit will hold Your Coat for Later Delivery

## You Have Our Word

 Here is a great opportunity for the thrifty-wise to save dollars on their Winter Coat, Youpositively will NoT be mo positively will NoT be able to
get values like these later on in get values like these later on in
the season.
$\$ 30, \$ 35$ and $\$ 40$ Satin Lined All-Wool Overcoats $\$ 24.00$

Are you a stout-sized man? Or an extra large size and tall? We have models which were especially made for your sizes.

Special 100 Mon's
OVERCOATS worth
S25, go On Sale at S25, go on Sale at

BOYS' OVERCOATS-To fit 3 to 16 years. In Dark Browns, Greys' Mixtures. All warm, snappy American models, ranging at $\$ 6.98$ up.
$\$ 42, \$ 48$ and $\$ 50$ Highest Grade Overcoats $\$ 29.90$

Genuine Bargains That Will Actually Open Your Eyes in Amazement are Here for You!

BOYS' SUITS
 anl:Wool suits, smartuly tailered in
Wiidy, Tunic and Buton-on style, at
$\$ 3.48$ to $\$ 5.98$
$\underset{\text { Men's and Young Mer's Wool Suits. }}{\text { MEN }}$ Mon's and $\begin{aligned} & \text { Mon's } \\ & \text { Young Men's }\end{aligned}$

 | Regular |
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 $\$ 15.00$

MEN'S SUITS
 Al Sizes.
$\$ 12.50$

| Young Men's Suits <br>  <br>  cior serge as wee wondertut values $\$ 12.00,15.00,22,00,28.00$ |
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Men's \& Young Men's Highest Grade Suits Fine Fabrics- Beautifully tailited-New ofyles in Worstedes
 $\$ 25,28,34,38,44.50$

Boys' Fast Color Blue Serge and Mixure Suits


$. \$ 8.98,10.98,14.00,16.88$

Men's Separate Coats
Coats separate from Suits-in fine wear-resisting Sabrics of Dark Brown Cassimeres and TweedsTalues at $\$ 10.00$.
Salle 4. $6.98{ }^{\circ}$ All Sizes-for Men, Young Men and Stout-sized Men.

Separate Pants


BOYS SUITS Bors kike pants suts. $\$ 5.98$ and $\$ 6.98$



## The Habit of Buying at the royal stores.



Popular Star
in Contrasting Picture Roles.




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## Note the Special Values for Friday \& Saturday <br> Household Specials. <br> Crochet Quilts. <br> American Crochet Quilts... \$2.80American Crochet Quilts. Morrockse's Flette. of a litle better oual rith spectal eaci Pillow Cases.   <br>  <br>  <br>   Checked Plaid Crib Blankets. <br>  <br>  <br> Womens basinuro

## New Fall Footwear For All the Familv,



Smallware Bargains. ABSoRBRxT cortos-1 oz pkg. speclah, 8c.

 čoTH BRUSHBs-Hard bristles. special
each.....
50








Seasomable Offerings in Men's Wear.
New Fall Coating,
Tweed, Serge, Etc.


Velour Coating.
 Costume Tweed.
 Reg, 812 gara. sial
Navy Serge.










 Percale Sihirit.


## Story Books,

Stationery, Etc.
Famous Novels by Popular Authors.




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GLLSS INK wELLs-Reg. 2ze. each for … .. $10^{300}$






New Arrivals in Rilblion.




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## Fabric Gloves.




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Why not call and see our large assortment of TEA-SETS


Prices to suit everyone.

## S.0.Steeled Sons, Ltd

 100 WATER STREET.Phone 192
Opp. Seamen's Institute.


What would you have when you enter our Store Shall it be things for the kitchen such as
beautiful

ALUMINUMWARE New Pots, Saucepans, Kettles, etc. ENAMELWARE

John Clouston
140-142 DUCKWORTH ST
Opposite Custom House
'Crimson King' Peaches,
Tomatoes, etc.

Ex. S.S. Sllivia-and Manoa: CRIMSON KING PEACHES -

21/2's (Cases 2 doz. eachi.) EXTRA STANDARD TOMATOES-

2 lb . tins (Cases 2 doz. eacli.) GREEN PEAS- (Sacks) 112 los. each. COOKED CORNED BEEF-6 lb . tins. LUNCH TONGUE-6 lb. tins.

LOWEST PRICES.

## F. Mcliamara, 'PHONE 393



## Household Notes. $\mid$ Htee it is in wondernily nootites



## Women Who Fight for

 Women Who Fight foran Empty Throne

## Are You Prepared With Wool UNDERWEAR

We have just opened a large stock of Ladies' \& Gent's Wolsey and Stanfield's

## UNDER WEAR

In various weights and sizes
Men's Stanfield's Single Garments
In Green, Gold, Red, Blue and Black Label Qualities.

Men's Unshrinkable Wool Underwear \$1.45 garmen Men's Wolsoy Combinations Ladis's'Stanfield's'Sombinations Men's New-Knit Underwear Boys' Wolsey Underwaar Ladies' Unshrinkable Vosts Boys' Stanfield's Undarwar

## Boys'Unshrinkable Underwear from 80c. to 1.15 garmen

 according to size| Ladies' Heary Wool Ribbed Hose. Black Only, British made; From 45c. a pair. Ladies' Coloured Cashmere Ríbbed Hose. All Shades. Extra Heavy, 90c. pe: <br> Ladies' Silk Ribbed Hose. Pretty Shades. 2.40 pair. | Men's Heather Ribbed Half Hose. Special Values. 35 c , paif up. Men's Golf Hosen sur Pretty Designs. Boys' Heavy Knit Black Wool Hose. Boys' Golf Hose. Special Value 90 . |
| :---: | :---: |
| Men's Colored Cashmere Hall Hose Special Value 65c. pair |  |
| Compare Our Prices \& be Convinced of Values |  |
| GIDVIS |  |

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 $\stackrel{5}{5}$ 룽\section*{SHOPKCEPERS! Don't Buy Sapas You Camnot Sell Stick to SUNLIGH'T SOAP and You Won't bo Stuck! <br> SUNLIGHT SOAP is made and guaranteed by Lever Bros., Ltd., Soapmakers to His Majesty King George toan <br> Nost of your customers <br> fill buy ISUNLIGHT <br> large twin bars <br> nlat this - <br> | SUNLIGHT | SUNLIGHT |
| :---: | :---: |
| SOAP | SOAP |
| FOURTEEN GENTS |  | <br> If your customers want a smaller piece of soap cut the twin bar into two pieces like this <br> SUNLIGHT SOAP <br> SEVEN GENTS <br> SUNLIGHT SOAP <br> SEVEN OENTS}

Therefore, with a case of SUNLIGHT SOAP containing 144 large twin bars you can sell SUNLIGHT in large bars for 98管童 14 cts . and half bars for 7 cts .

## STAALL SUNLIGHT Sells Everywhere for Five Cents <br> 

SUNLIGHT SOAP is so pure that it cannot injure even a baby's tender skin.




## Costumes, Skirts, Underskirts, Corsets, Bolisess. Oil Coats and Umirrollas <br> LADIES' COSTUMES

In the Following High Glass Well Made Garments

Ladies' Dress Skirt

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## Ladies' Costumes

Navy and Black Serge-Reg. Price 27.00. SALE PRICE Col'd. Serge and Tweed-Reg. Price 45.00 2TSALE PRICE 10
Col'd. Cloth
Fur Colla $\qquad$
Ladies' White Voile Blouses, Specially Priced 95 Ladies' Moire Underskirt

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 SALE PRICF 125


| Children's Serge skirts NAVY and BLACK. Sizes 24 to 33 incheses Reg. Price 2.50 to 7.00 SALE PRICE 1.25 to 2.95. |
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OII Coats
Only a limited number.
Reg. 7.50 . SALE PRICE
With Fur Collars and Cuffis
others with self Collar and Cuffi others with self Collar and
Reg. 32.00 . SALE PRICE 12
Reg 44.00 SALE PRICE 15 Reg. 44.00, SALE PRICE 15
Reg. 38.75. SAIE PRICE 17 Reg. 53.75. SALE PRICE 198,
Reg. 57.75. SALE PRICE 25.7

ADIES' UMBRELL 1.25



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采采程 mix TO－DAYS MESSAGES． Kicking Uncle

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$+$
VICTOR FLOUR
A One－Man StrikeCanned Tomafoesand Pears
Just in the
100 Cases $21 / 2$＇s ToM
50 Cases 2s PEAS．
25 Cases $22^{2}$ s SWEET CORN．
50 Cases $11 / 2^{\prime}$ © CUBES PINEAPPL${ }_{25}^{55}$ Cases $21 / 2$＇s PEARS．${ }_{20}^{25}$ Cases $21 /$＇s PEACHES，${ }_{20}^{20}$ Cases WHITE HOUSE COFFEE．10 Cases SEAL BRAND COFFEE．LLLEPS GOLDEN SYRUP－1－1．l．tin
007 － lb ．Boxes MORTONS EPSOM SAITS7－b．Boxes Morions（1－02．packages．）
Phone 647，or write for Lowest Cash Prices．


IT ISNT NECESSARY to spend a small fortune in fitting out your boy or girl for the approaching school opening. $\quad, \gg$ Send them along to us and have them fitted out with the very best obtainable at the lowest possible cost.

| GIRLS' Y/EAR |  |
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| aggham dresses. | тहा |
| 2.40 to 450. | to 2.80. |
| SUSPENDERRS. 25c. to 70 c . | Se0 to 2.00 |
| midirs. | нats. |
| Special at 8s. | 2.35 to 5.00. |
| wests. |  |
| 55c. 60 1.50. | 20.6 to 2.40 pair |
| TAN Hoses, | WHITE Hose |



Friday and Saturday
I Special Sale Days

## Boys' Outfitting

 READYMADES. TWEED PANTS 6.20 to 20.00 . RAGLANS. . 12.50 to 16.50. CAPS.50 c . to 2.50 each. BRACES. 30c. to 50 c . SATLOR SUITS

Mail Order Department: Prompt, Efficient Service.
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## IN STOCK!

50 Barrels
NOVA SCOTIAN POTATOES. "EARLY WILIAM" APPLESS-

CALIFORNIA ORANGE-200's \& 216's. GRAVENSTEIN APPLES-Boxes.

## GEORGE NEAL, LIMITED.

The Railway Passengers Assurance Co.
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HENRY C. DONNELLY


## A HANDSOME SERGE SUIT. <br>  Serge, with hest of trimming. good workmansthip and a periecect fit <br> Tweed Suits from $\$ 40$ to $\$ 55$. Mail orders promptly attended to. <br> SPURRELL The Tailor 

## Ford Parts!



other parts. -aiso.



PARSONS THE AUTOMOBLLE MAN. King's Road, City.
asb,6mos, eod
THONE 109 . $000000000000000000000000^{\circ}$ 00030000000000000000000 12,000 SIDES AMERICAN SOLLE LEATHER
1,200 FET BLACK UPER LEATER. Large quantity of CHATNS \& ANCHORS.
NEW TRON \& LUBRICATING OLL, at Rock
 RED MANMLA ROPE -all sizes.
And all linds of Ships Supplies.
North Am. Fur, Hide and Metal Co'y,


## nOVA SCOTIA CABBAGE <br> 

BURT \& LAWRENCE

| INSURANGE PROTEGTION <br>  <br>  <br>  <br>  <br>  <br>  U.S. FIDELITY \& GUARANTY COT. <br>  |
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## MONEYTOLOANON MORTGAGE <br> on good city property security. <br> Amounts of $\$ 100.00$ and up at current rates of interest. Before where, consult us. <br> FRED J. ROIL \& CO. <br> smulmood Rud risg

## 

## START RIGHT

on this season's fishing


TOWER'S OILED SUIT
Roomy and comfortable; made strong at every point, Worn by fishermen A. J. TOWER CO. BOSTON, MASS. Pettrs a sons, st. Johns, Aemet

STOP THE DECAY in the
66 MATCHHESS ${ }^{9}$ Way.
Do it whilst the Weather is fine. The Standard Manufacturing Company, Ltd.

 eggings can be worn with same. Two full soles to heels, and made out of the
best Tan Rawhide, with nailed shank.
F. Smallwood

Sole Agents for "K" Footwear in Newfoundland 218 \& 220 Water Street.

## COAL!

BURNSIDE the Best and Cheapest; just landed BEST SCREENED NORTH SYDNEY 1800 Tons due Tuesday. While discharging $\$ 14.50$ ANTHRACITE: 2000 Tons Welsh due by steamer about Sept. 20th.
A. H. MURRAY \& CO., Limited,
beck's cove.



Mid. Goverumtent Railway, FREIGHT NOTICE

LABRADOR STEAMSHIP SERVICE. Time for acceptance of freight fon the abon route, for all ports of call as far north as Turna vicloy has been extended up toxil p.m. Friday
September 14th. S.S. MEIGLE-LABRADOR SIEAMSHIP SERVICE CO ${ }^{* 2}$ S.S. MEIGLE will leave Dry Dock Whar Labrador ports of call.

Nild. Government Railway.
4. HARVEY \& GO., Lt
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