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An Indispensible women monn
Favorite
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THE EVENING THLEGRAM, ST. JOHNY, NTEWFOUNDIAND, AUGUST 7, 1923-2






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One pipeful of B. C. Slice-Cut Plug will convince you that it is a delightfully satisfying smoke. Every smoker that you recommend it to will become a lifelong friend.
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| Silk Colored | Braid HATS |
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| Seconds. iety of Colours. |  |
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| at $\$ 1.95$ and | Mitad materials and |
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| Ladies' | Tweed |
| White Jean and Pique | Costumes |
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Hairthat gleams with life and color




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CALIFORNIA GRAPE FRUTT
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Beaver Board may be had in widths of 32 inches or 48 inches, and in lengths of $7,8,9,10$ and 12 feet. You can buy one board or several boards, just the right size for your purpose and so avoid all waste.
Beaver Board is sized back and front and is therefore damp proof and rot proof, besides you are spared the expense of having it sized by your painter. The expense thus avoided may amount to more than $\$ 5.00$ per thousand feet. Remember this when you are computing cost of Beaver Board
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Look for this brand on the back of the board you buys,
Beaver Board does not show ugly seams like $V$ jointed or pitch pine ceilings, is not wasteful, takes paint better, is more easily cleaned, is much more artistic and is in many other ways superior to V jointed or pitch pine ceiling.
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The price of Beaver Board is now $51 / 2$ cents per square foot retail.
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