## MERCHANTS,--We Challenge Competition with Imported.Goods.

Is Place your Summer and Fall order with us and be convinced.
${ }^{\text {its, Pants, }} \begin{aligned} & \text { Revallls, } \\ & \text { Raglans and Mackinaws. The White Clothing Manufacturing Co., Ltd. }\end{aligned}$
A Big Variety for
Raglans and Mackinaws. He Wen and Boys.

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| "The OLD RELIABLE." <br> Manuels Garden Party August 5th, Will be held at Powerscourt. Dinners, Teas, Refreshmenter served at Moderate Prices. |  |
| FOR SALE. <br>  BUICK- ${ }^{\text {ing }} \mathrm{O}$ Oar r Cylinder PAIGE-Six Cylinder Tour- <br> ing Car. teries. Would consider taking bert hinytabd | ABOUT THE BATH. <br> It's surprising how much some <br> interest you in Back Brushes, Rubber Sponges. <br> Bath Salts, Hand Serubs. Bath Antiseptics, Bath Soap. <br> Let us show you some bat supplies at attractive prices. <br> It's eur pleasure to serve yon <br> PETER OMARA, <br>  |
| FOR SALE. <br> Household Furniture. 1 Consisting of sideboard, couch, mattress and spring; blinds, cur pots, pans, etc, all in good con- dition, only in use a few years; apply 3 Carter's Hill . ang2,21 | efore you sell your |


| Highland Games |  |
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consult us, we pay cash. FRANKLINS AGENCIES, Lid.

Lumber and Birch Janks,
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## 50 Sacks

Jap Winkled
Green Peas. Each 100 lbs. 50 Cases
Early June Peas,
2 doz. to Case. 50 Cases Sweet Corn,
2 doz. to Case.
Soper \& Moore

FOR SALE.
A Two Store

Just Arrived
(Ex "Digby")
A Large Shipment of
4 in. 6 in. and 9 in.
PIPES
( 3 ft . lengths)
I. Stabb \& Co Wireless,
Radio and Flag Poles
 ate for alae. Apply



the newfoundland
MOTOR ASSOCLIATION

| OUR WINTER STOCK OF <br> AMERICAN and WELSH ANTHRACITE COAL <br> Will arrive about August 15th in stock: <br> BEST NORTH SYDNEY SCREENED AMERICAN and WELSH ANTHRACITE COAL. <br> M. MOREY \& CO., Ltd. |
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BON MARCHE SPECIALS messe viluts cinset fall ro attrict fori


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BON MARCHE SPECIALS






## SHOPKEEPERS! Read and Remember--

It is'nt the soap you buy which pays you a profit.
The soap you buy is sometimes hard to sell and causes you to lose money.

# Profits are Made on the Soap You Sell 

Selling SUNLIGHT SOAP is the easiest thing you have to do.
Your customers know-SUNLIGHT SOAP to be best and purest.

# SUNLICHT SOAP SELLS ITSELF 

and always satisfies your customers

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|  | Ladies' Blouses 1.50 to 8.00 each |
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|  | Ladies' Kid Gloves <br> 2.00 to 3.00 pair. |
| VELVET CORD. 1.60 yard. | BLK. $\&$ COLDD. VELVETEEES <br> 1,40 to 180 yard. <br> 40 to 1.80 yard. |
| $\begin{aligned} & \text { GINGHAMS. } \\ & \text { 25c. to 40c. yard. } \end{aligned}$ |  |

Friday and Saturday Special Sale Days

## Boys' Sailor Suits from $\mathbf{\$ 5 . 5 0}$ to $\$ 13.50$

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Gent's Soft Felt Hats, $\$ 3.30$ to $\$ 6.00$ each
GENTS' TWEED CAPS
ENTS' NECKTIES
33c. to 2.70 each.

## Tlaurhall Bros


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DOLLY CREAM
${ }_{25 \mathrm{c}} \mathrm{SCR}$

| SCRIMS. |
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| 25c. to 45c. yard. |
| BLIND LACE. | Mail Order Department

Prompt, Efficient Service


| IHE LVH |  | $\pm$ | The Copp of a Message | assing of President Harding. |
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| St. Jomme Nemton | Hilay, Angest 3, 1923. |  |  |  |
| Peace When There is No Peace |  | instead of a whole holiday on a Wed- |  |  |
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## Wonderful Values in

 Summer FootwearWomen's Canvas Shoes
 Women's Brown Oxfords.

## at the Royal Stores

Prices on Summer Goods have been brought down to rock bottom. Fall goods
will soon be coming in and we need the room. will soon be coming in and we need the room.
All Summer Goods must be cleared out, regardless of cost. Here are some
of the lines offered on Friday and Saturday:

## FRIDAY and SATURDAY

Thousands of Pairs of High Grade

## Summer Hosiery


Woment whit coton Hosee Womens wive botor nowe Woner's Liste Hose Childrens Cotton Hose Childe Knox Kitit Hose.





Houshohod Furnishings




 Men's Oxford Shoes.



Men's Furnishings


Lowered in Price

In the Supreme Court.


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|  <br>  <br>  <br> COME IN AND SEE THEM． |
| U．S．Picture \＆Portrait Co． <br> Complete House Furnishers． |


| Our Montreal Letter． |  |
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TOTAL RESERVES OVER TWELVE MmLION DOLLARS

J．B．Urquhart

# Don't Miss This Opportunity to Buy Good Roofing at a Low Price! Send your carpenter down to examine this remarkable offer- <br> CAMPBELL'S PATENT ROOFING 

## Full Size Rolls

Better Than Felt

## $\$ 2.59$ Per Roll NAILS AND CEMENT FREE

## Three-Ply Quality

Cheaper Than Felt

Houses covered with CAMPBELL'S PATENT ROOFING pay lower insurance premiums than houses covered with felt, and require no tar or other coating until the roofing has been 1 or 2 years in use.
A roll of CAMPBELL'S PATENT ROOFING will cover same space as 3 -ply felt. Easier to apply than felt. The saving on insurance alone will pay for your roof years before the Patent Roofing will need to be renewed.

CAMPBELL'S PATENT ROOFING may be used instead of shingles for your roof; also takes the place of clapboard and is cheaper and warmer.

## Colin Campbell, Limited, Water Street, St. John's





STAR MOVIE TO-DAY--Complete Change of Program
 HOOT GIBSON "STEP ON IT"

## NOTICE:

NFLD. GOVERNMENT COASTAL MALL SERVICE.
S.S. PORTIA

Freight for usual Northern ports of call will be received from to-morrow saturray, at 9 a.m.
at the whart of Messra. Bowring Brothers,
Limite Limited.
Steamer will sail on Wednesday, at 10 a.m. NEWFOUNDLAND GOVERNMENT
COASTAL MAL SERVICE.

## Puntiv fluur!

"THE WORLD'S BEST." More Bread and Better Bread.


A HANDSOME SERGE SUIT.

 Tweed Suits from $\$ 40$ to $\$ 55$. Mail orders promptly attended to.
SPURRELL The Tailor WATER ST. WEST. GRAND FALLS. ${ }^{\text {and }}$ DCKWORTH ST.


## FIRE INSURANGEI

 QUEEN INSURANCE CO. of America the great AMERICAN ins. co.


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## IN STOCK VICTOR FLOUR <br> In 14-1b. Cotton Sax. <br> GEORGE NEAL, Ltd,

NewColor. New Charm


MAJIC SOAP DYES!
ONCE TRIED ALWAYS USED. Washes and Dyes at the same time. Light and
Dainty shades, particularly attractive. ainty shades, particularly attractive.
RENEW YOUR BLOUSE FOR TEN CENTS. It is remarkably cheap and well wort riving
trial Onke.
marky Ten Cents a Package. Cheapest on the

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


Wallace Silverware.

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T. J. DULEY \&CO, LTd.



SCHOOL SHOES

This time its Children's and Girls' BOOTS

We offer Big Values in Girls' Solid Foot-
wear. CHILD'S GREY CLOTH TOP LACED BOOTS

- Sizes 6,7 and 8 . Only...$\$ 2.00$ the pair. CHILD'S RLACK KID LACED bOotsSizes 6, 7 and 8 . Only .. .. $\$ 2.00$ the pair. CHILD'S SOLID BROWN CALF BOOTS
Only . . . . . . . . . . . . . $\$ 3.00$ the pair. CHILD'S GREY TOP BOOTS-
Only .. . . . . . . . . . . . $\$ 2.50$ the pair. CHILD'S BROWN LACED BOOTS-
With Brown Cloth Top. Only $\$ 2.80$ pair. CHILD'S PATENT VAMP LACED BOOTSWith Champagne Top. Sizes 6, 7 , \& 8.
Only . . . .. .. .. .. . . $\$ 2.00$ the pair.
GIRLS' SOLID HIGH CUT BOOTS-
Sizes $11,12,13,1$ and 2 . Only $\$ 3.10$ pair.


## Extra Special IN MEN'S BOOTS

 MEN'S DARK TAN LACED BOOTS MENS FINE BLACK KID LACED BOOTSOnly
F. Smallwood THE HOME OF GOOD SHOES. 500000000000000000000000000

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## LABRADORITE  RTNGS. CHFF LINKS. BROOCHES. CHARMS. <br> - This beautiful Native Stone, famous for its differ- <br> - A VALUABLE SOUVENIR OF NEWFOUNDLAND <br> R. H. TRAPNELLL, Ltch ADVERTISE IN THE EVENING TELEGRAM.

STOP THE DECAY "MATCHLESS" Way. Do it whilst the Weather is fine. TheStandard Manulacturing Company, Itd.


Reid-Newfoundand $\mathrm{Co}_{\mathrm{o}}$, Limited

## S. S. "Glencoe."

Southe:West Coast Service.
Passengers leaving st. John's on 8.45 am train, Saturday, August 4th, will make comeen tion with S.S. GLENCOE at Argentia for porth of call between Argentia and Port aux Basques

Reid-Newfoundland $\mathrm{Co}_{\mathrm{o}}$, Limitel

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FARQUHAR STEAMSHIP COMPANIES
PASSENGER AND FREIGHT SERVICE NORTH SYDNEY TO ST. JOHN",
STEEL STEAMSHIP "SABLE I." STEEL STEAMSHIP "SABLE I"
Leaves NORTH SYDNEY Every Saurday
" ST. JOHN'S HARVEY \& CO, LTD., Agents St. John's, Nat FARQUHAR TRADING CO., LTD., Agents, N. Sydne
FARQUHAR STEAMSHIP COMPANIES, Halifax, N


RED CROSS LINE!

NEW YORK HALIFAX ST. JOHN SCHEDULE OF SAILINGS FOR AUGUST. | From Noor York |
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| at 11 am |

 throteit rates qutoted to all ports. ROUND TRIP TICKETS ISSTED AT SPECLAL RATES
SIX wowtrs stop.over priviege. Bowrive en G. s. campreil \& coneral Agents. $\quad$ Harver \& con ithn


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Inter-Continental Transports, Limited S. S. "MAPLEDAWN" The S.S. MAPLEDAWN will leave Montreal on
Sunday at dyyight. 18th,
For space, rates, etc., please apply to this Office, as space is limited. HARVEY \& CO., Limited, AGENTS.

Morey's Coal is Cood Coa In Stock, Best Grades of
North Sydney Screened, Scotch Honse hold and Anthracite
COA I.
M. MOREY \& Co., Ltd.

