


## "EXCEL" Boots For Fishermen.

Fishermen's Friend:


## Parker \& Monroe, Ltd. .min

Distributors For Newfoundland. 30000000000000000000000000000000000000000000000000000000000000

## Standardization

Necessary. <br> \section*{crin <br> \section*{crin <br> }

Do You Get The Best?
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T.J.DUHEY \& Co., Itd. the Relliable Jewellers and Opticiems.










What other cereal food offers as much nourishing value as

## G10 D M NTC

when eaten with good milk or cream Consider the－sustaining puality of each dish of this prime wheat and malted barley food，and you will have the answer．
A ready－cooked cereal so palatable that you will want to eat it again and again．
＂Theres a Reason＂
Grape Nuts is sold by grogers everywhere！ Made by Canalian Postum Core


## 20 aco on SPECIAL 20 acoat GAMERA NOTICE！

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As Wednesday，May 24th，is the first General Holiday，dating from to－day，all Cameras at the Kodak Store，regardless of spe－ cial features contained in many of them，will be subject to a 20 per cent．reduction until further notice．
This forms an exceptional opportunity for you to get your
wanted Camera at a really reasonable price．Make your long－wanted Camera at a really reasonable price．Make your
first shopping call to－day at the KODAK STORE．
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TOOTON＇S，The Kodak Store，
309 WATER STREET．
PHONE 131.


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The Best Fertilize
Hay FIEid or garden．
Sold by
RETAL AT CALEERS
Duckworth Street．
PortlandGement ST．JOHNS GAS LIGHI

BARRELS \＆SACKS．
H．J．Stabb\＆Co．


# HOLIDAY 



BATS, FACE MASKS.
BOXING GLOVES-Regulation size, $9.00,12.00,12.50$ (Sets of 4 Gloves)

## Fishing Tackle

ENGLISH SALMON and TROUT RODS -
Split Bamboo Trout Rods with Spare Top Joints
.3 .00 up
Bristol Steel Trout Rods.
TROUTING BASKETS-Assorted sizes.
BASKET STRAPS .. .. . . . . . . . 40 c c, 80 c c, 1.75 each
LANDING NETS-Complete . . . . . . . . 1.80, 2.30 each Frames . . . . . . . . . . 80c. each up
Only, large size . . . .... 1.45 each
JAPANNED STEEL GAFF HOOKS . . . 14c. \& 20c. each
LINE REELS . . . . . . . . . . . . . . . 50c., 60c, 75c. up LINES . . . . . . . . . . . . . 4c., 10c., 12c., 18c., 40c. up BAIT HOOKS-To gut . . . . . . . . . . . . . . 38 . 8 c. dor dozen 100 CAST LINES .. . . . . ....... . 20 c c, 25c, 30c, 35c. up MINNOWS. SPOON BAIT, BAIT BOXES, FLOATS.
SALMON and TROUT FLIES in great variety, including Silver Doctor, Jock Scott, Terra Nova, Black Gnat, Dashwood, Cowdung, etc., etc.
PapRUS PICNIC PLATES.

## Our <br> Stationery Dept.

PAPER NAPKIIS . . . . . . . . . . . 30 c. per 100 DOLLIES, TOYS and GAMIES.
BOOK OF FASHON
. 50 c.
PAPER COVER NOYELS . . . . . ... . . . . .15c, each
PLAFING CARDS, RUBBER BALLS, BOXED STAtionery.

## Our Crockeryware Dept.

| CUPS and SAUCERS | 20c. each 22c. each |
| :---: | :---: |
| ODD CUPS | 10c. each |
| CHEAP TUMBLERS | per dozen |
| TEA PLATES | 10c. each |
| TEA POTS | 5c. each |
| JUGS | $20 \mathrm{c}, 25 \mathrm{c}$. |

## Our Showroom Dept.

Mary pickrord driss
. 3.75 to 14.50 each BLIOUSES, SWEATRE, COATS. JERSEY DRESS. WHITE GABERDINE SKIRTS, JERA HATS. WHTE UNDFRSKIRTS, JERSEY VESTS.
COMBINATIONS, BRASSIERES.

## Our Boot and Shoe Dept.

FOOTBALL BOOTS-Best English make, McGregor Pattern.

620 Boys BES GOLF SHOES MENS GOLF SHOES . . . . . . . . . . . . . . . 10.50 MENS BROWN CALF OXFORDS, rubber heels . . 8.50 MENS OXFORDS . . . . . . . . . . . . . $5.50,6.30,9.95$ MENS BROWN BOOTS . . . . . . . . . . 5.75, 7.50, 8.50 RUBBER SOLED SHOES-Blue Black
Child's, 6 to 10 .
.1 .35
Youths', 11 to 13
1.55

Boys'. ........................80 Sizes 5 to $8, \$ 2.10 ; 81 / 2$ to $11,2.40 ; 111 / 2$ to $2,2.80$ CHILDRENS BROWN SCUFFER BOOTS-Buttoned and Laced, sizes 5 to $8,3.60 ; 81 / 2$ to $11,4.20 ; 111 / 2$ and
to 2.

ADIES' WHITE PUNPS only
.
LADIES' WHITE DUCK SHOES, rubber sole \& heel, 3.90
LADIES' BATHING SHOES .. . . . . . . . . 95 c. and 1.10
LADIES' BROGUE OXFORDS, Brown, 4.20, 5.80, 8.75
LADIES' BROGUE OXFORDS, Black . . . . . . . 5.80
LADIES' BROGUE BALS, Black and Brown .. . 6.75

Our Men's and Boys' Dept.
flannel sutts
.21 .50
SPORTS' COATS
.6 .50 and 9.50 each
GREY FLANNEL PANTS
SOFT COLLARS-Colored
NARROW TIES-Colored . . . . . . . . 20c., 25c. to 50c. NARROW TIES-White. WIDE END TIES .25c., 33c., 35c. each WIDE END TIES BOWS-Stud and Hook on . . . . . . . . . . . . . 35c. to 45. 45. BELTS-Elastic, club stripe


LEATHER BELTS . . . . . . . . 25 c c, 55 c ., 65 c ., 1.00 each MENS SPORT SHIRTS-Low collars, with short
leeves . . . . . . . . . . . . . . 1.90 and 2.00 each CAPS, STRAW HATS, SOFT FELT HATS, SOX, OIL COATS, RUBBBER COATS, OIL CLOTHES.

Our Centre Counter Department
TOLLET SOAP, TOLLET WATERS, PERFUMES, SHAVING SOAP, TOOTH PASTE, TAL. POWDERS, ROUGE, RIBBONS, fancy and plain in all shades. HAIR CLIPS, HAIR COMBS, HANDKERCHIEFS, HAND BAGS, BUNGALOW APRONS.

## Our Grocery Dept.

## LAMB TONGUE

LIBBY'S CORN BEEF HASH, 2 's
38c. ll l .
IBBY'S CORN BEEF HASH, 2 's . . . . . . . . 35 c. each MORRIS SAUSAGES-Large size . . . . . . . . . . 22c. tin tin ROAST BEEF, 1's . . . . . . . . . . . . . . . . . . . 22c. tin PORK \& BEANS-Large size . LUNCH TONGUE-Sliced ROAST PORK-Sliced
FRAY BENTOS BEEF-Sliced
IBBY'S STEWED KIDNEYS
GRATED PINEAPPLE
PINEAPPLE-Sliced
16c. tin

MGERSOLI CHEESE
CHEESE-Canadian
OILED HAM
BOILED HAM
SRINET CIGARETTE, 50 's
SPINET CIGARETTE, 20's
SPINET CIGARETTE, 20's
CHOCOLATES, MOIR'S CAKES, FANCY BISCUITS,
DOW'S ALE, $50-50$ DRINK, WEICH GRAPE JUICE, TOBACCOS, CIGARS, CIGARETTES.

## G. KNOWLING, Limited.

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EveningTelegram


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## Our Book Review.

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Memorial Service.








2JV 9 "the ladies' RELIABLE OUTFITTERS"

## IAvQ 2U THERE MUST BE A REASON!

Whenever we have "keyed" our customers to find out which medium of advertising was bringing the best results, we have found that OLD CUSTOMERS and RECOM-
MENDED CUSTOMERS greatly outnumbered those brought in by any other advertising. This can only be due to complete satisfaction with our merchandise, prices and service, and should mean much is helphing you decide where to buy your

## SPIRING APPAREL




# OVERSTOEKED! <br> LONDON, NEW YORK \& PARIS ASSOCIATION OF FASHION. <br> Question of Price. <br> <br> \section*{No Longer a} <br> <br> \section*{No Longer a} of Goods Must Go. <br> <br> RADICAL REDUCTIONS! 

 <br> <br> RADICAL REDUCTIONS!}

THIS EXTRAORDINARY SALE, BEGINNING TO-DAY, NCCLUDES OUR ENTIRE STOCK, AND IS THE RESULT OF OUR DETERMINATION TO CLEAR ALL MERCHANDISE-TO AVOID ANY POSSIBLITY OF BEING OVERSTOCKED-REGARDLESS OF LOSSES INVOLVED. THIS IS OUR SUPREME GARMENT EVENT OF 1922.

| Entire Stock |
| :--- |
| Silk Lined |
| Of Rich Velours and Velours de Laine, also Polaire and |

Sports Capes.

Equally as Sensational is the Second Floor Sale. Ladies' Raincoats and ENTIRE STOCK OF

Raglans.
We have placed our entire stock of Ladié: Raineoats and Raglans on our
eecond floor, and now offer $\$ 8$ to $\$ 30$ Raincoats and Raglans for
3.48 up to 12.98

LADIES' HATS 98c. to 2.98


18 Ladies' Evening DRESSES
which were priced at $\$ 80$ each. These dresses with slight remodelling
can be made meet present requirements and we now offer them for 7.98 each
which does not represent oneffith the cost of the materials in each.








## Birn Birtay and Xmas Cakes a Specialty,



## WRINILE PEAS 15c.

| $\begin{aligned} & \text { SHREDDED } \\ & \text { WHEAT } \\ & \text { BISCUITS. } \end{aligned}$ | DESICCATED MACROON COCOANUT. |  |
| :---: | :---: | :---: |
| CORN ON COB (Tins) |  | $\begin{aligned} & \text { GLA } \\ & \text { CHERR } \end{aligned}$ |

O. WASHINGTON COFFEE

|  | WELCHS GRAPE JUICE. | $\begin{aligned} & \text { HEINZ } \\ & \text { OUEEN } \\ & \text { OLIVES. } \end{aligned}$ |
| :---: | :---: | :---: |
| ROSES LIME JUTCE LIMERTAL. |  |  |
| ENO'SFRUIT SALTS, 90c. bottle. |  |  |
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| SIIVERTown Cord tires. |  | $\overline{\text { A Suggestion. }}$ |
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| McKinlay's Garage |  |  |
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|  |  | McMurdo's Store News. |
| SIIVERTOWN CORD TIRES |  |  |
| Caught Napping. |  | - |
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## SIDE TALKk.

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## TOOTON'S.

The Kodak Store, 309 Water Street. 'PHONE 131.

$]^{\text {Motor Engines }}$| and |
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| and the Fithery |

## NEW ARRIVALS!

Choice Canadian Butter, Best Quality, White Oats, Bran, Corn Meal New Canadian Cheese, Choice Ham Butt Pork, Choice Family Beef, Corned Beef Hash, 2's. Cooked Corned Beef, 2's.

## FLOUR

Lowest Wholesale Prices.

## JOB'SSTORES, tut

## Flirting With Death.

## 

THE FIRST OUTDOOR SPORTS FOR THE SEASON,
X. May 24th.

PLACE-Anywhere by the side of a pond with a full wig out of Fishing Gear.
To ensure your success and a full basket, buy all your Fishing Tackle at

## Garland's Bookstore,



## SINCLAIR OIL.






J. J. LACEY \& COMPANY, LMMIED,


## Fads and Fashions.





QUALITY THAT MERITS APPROVAL AND PRICES THAT ARE AIMED TO MAKE LADIES FALL IN LOVE Wha THE VALUES REPRESENTED N LADIES' SUMMER UNDERWEAR. Wing Sleeves .. . . Crochet Trimmed, Robert Templetor
ST. JOHN'S GROCRRY STORES. Evaporated Milk, 15c. Tin. Purity Milk, 22c. Tin. Gillett's Lye, 19c. Tin.
Pork \& Beans, 14c. Tin.
J. J. ST. JOHN,



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x=x=x & x=x \\
\text { Your Son's Future }
\end{array}
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COD OIL!

market rate for same ill payments made promptly.



Schooners "Buelâh Mae" and "Effie May Petite," Now Landing SCREENED
North Sydney Coal
M. MOREY \& CO., Limited.


## HAND MADE Fisherment's Boots

 Smallwood's

Fishermen T These Boors will outwear at
east 3 pairs of the Best Rubber Boots in the market to-day. Tongue Boots, Wellington
Boots, $3 / 4$ Boots; also Men's, Bovs' and Youths Meary, strong, Orders receive Prompt Attention.
F. SMALLWOOD,

THE HOME OF GOOD SHOE
$218 \& 220$ Water Street.
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FRENCH INDESTRUCTIBL
PEARLS,
Beantifully Graduated in 18,24 and 30 inches long With Case, suitable for Presentatio
PRICES FROM so.
R. H. TRAPNELL, Ltd.


## Now Landing <br> 2500 Tons BEST GRADE

Cadiz Salt! Adviable to book orders early as only lim. M. Morey \& Co., Ltd.
.00000000000000000000000000 FORD OWNERS!
Great Reduction in Price of Genuine Ford Parts.
Fuy buy suriou parts phen youn an buy Geum
mand omine Frid patcin is our surf. DODD'S GARAGE, LTD.
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## Lower Prices

for

> CANADIAN CHÉESE.
> . E. I. POTATOES.
> KIRKMAN'S BORAX SOAF HAM BUTT PORK.
> New Shipment -
> CHOICE CAN. CREAMERY. TEXAS ONIONS-Crates. WINE SAP APPLES. SUNKIST ORANGES. "PRIMROSE" and "RAINBOW" TEAS.
> GEORGE NEAL, LIt. 'Phone 264


All sizes, Black and Tan.
F. SMALLWOOD;

HOME OF GOOD SHOES, WATER ST

## Clearance Sale of Organs.

EVERY INSTRUMENT GUARANTEED. PARLOR ORGANS-FIVE OCTAVES. Bell Rebuill 5 Octave Organ, medium top, 9 stops,
Well Rebuit Case 5 Octave Organ, high back,
O. Bell Rebuilt 5 Octave Organ, high back, 9 stops, 9.0 and
Karn Rebuilt 5 Octave Organ, high back, 5 sets Karn Rebuilt 5 Octave Organ, high back, 5 sets 100.00



PIANO CASE SIX OCTAVE ORGANS. Thomas Piano Case, 6 Octaves , carved panels,
Mirror top, 11 stops $\ldots . . .2 .165 .00$

 Karn Piano Case, 60 octaves, Mirror top, 11 stops 155.00
Bell Piano Case, 6 Octaves, beautitull case, 11 Doherty Piano Case, 6 Octaves, re. 11.165 .00

 en Oak case, 11 stops, Mirror top
CHURCH ORGANS.
Bell Rebuilt large Organ, 2 manuals, pedal bas
Beil Rebuilt large organ, 2 manuals, pedal bass
footpedals and additional side bower,
sets reeds, 22 stops, Walnut case; $a$ bar
gin neens, 22 stops, Walnut case; a bar-
Karb Churh Organ, ine Oak case, it stops, 8250.0

MUSICIANS' SUPPLY COMPANY
ROYAL STORES FURNITURE
th,m,tt

## AMERICAN SOLE LEATHER.

New-Manilla and Steam Tarred Rope,
Manufactured by Plymouth Manufacturing Co. Will
be sold at Rock Bottom Prices.
North American Scrap and Metal Co'v
J. J. STRANG, Ladies and Genits $/$ all Water Street. Our aim has always been to give our customers the in fine tailoring.
We have just opened a se. lected assortment of Ladies Costumings from Scotland and it is strictly on the ground
of quality and service alone of quality and service alone
that we respectfully solicit your patronage.
J. J. STRANG, Tailo

Water Street.

'Palmer' MOTOR ENGINEs, 3,4, T/ H.P. Cheapest best and most rilidee
erated on Gasoline or Kerosene. The Most POWER for WELGHTMost WEIGHT for the PRICE. Also Parts for engines. Order now to a
lay. Catalogues free.
Franklin's Aggencies,
435 WATER STREET.


## 

SPECIAL FOR THIS WEE We are offering exceptional values in MENS RAGLANS from $\$ 11.50$ upt0 16

$$
\begin{aligned}
& \text { LADIS' RAIN - COATS } \\
& \text { worth up to } \$ 10.00 . \\
& \text { During Sale for } \$ 4.90 \text {. }
\end{aligned}
$$

I. LEVITZ, 252 Water $\$$
Opp, Dicks \& Co
YOU
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know that il's
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buy your IL SUPTIIS now.

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CABBAGE PLANTS!


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