

"MILEAGE INSURANCE"A Twenty-Thousand-Mile
Life is Often Attained by—**"GUTTA
PERCHA"**
CORD TIRESAfter all, mileage is
a matter of Quality.
Extraordinary records
of mileage have proven
the Quality of
"Gutta Percha" Tires

"Quality all Through"

GUTTA PERCHA & RUBBER, LIMITED
Head Offices and Factories, TorontoFOR SALE AT
J. MCKINLAY'S
WM. DUFF & SONS, Carbonear
and at
SPARKES & BINDON'S,
2 Prescott Street Agents.
may 9, 2nd fl.**St. Johns Meat Co., Ltd.,**
WHOLESALE & RETAIL MEAT MERCHANTS.CHOICE FRESH KILLED BEEF.
CHOICE FRESH KILLED LOCAL MUTTON.
CHOICE FRESH KILLED LOCAL VEAL.
CHOICE FRESH KILLED LOCAL PORK.
Special Fresh Country Eggs... 50c. doz.
Pure Creamery Butter, 1 lb. prints... 60c. lb.Our Famous Cambridge Sausages... 50c. lb.
Our Pure Pork Sausages... 50c. lb.
Our Reliable Beef Sausages... 50c. lb.
Our White Puddings... 15c.
Puritan Bacon... 55c. lb.
Beef Dripping... 30c. lb.
Mince Meat... 30c. lb.
Fresh Liver... 30c. lb.
Fresh Ox Tongues... 20c. lb.
Potato Head, per bowl... 15c., 20c., 40c.

PRIME MILK FED CHICKEN... 60c.

Note the Address:—174 Water Street.

PHONE 800.

The Attention of Particular Housewives
is Respectfully called to**Jell-o**

AMERICA'S MOST FAMOUS DESSERT.

This new dessert has proved a delightful surprise to
all who have tried it. In flavors ofOrange, Lemon, Raspberry, Strawberry,
Chocolate and Cherry.It comes to you in sealed packages as fresh and
wholesome as the day it leaves the factory.You will not realize how delicious a dessert can be
until you have tried.**Jell-o**

Now at all Grocers at 20c. a Package.

F. M. O'LEARY, Distributor.

Line baking powder cans with Serve asparagus tips in mounds, on
strawberry ice cream, all with sweet-sour bed of lettuce, binding them with
iced, flavored whipped cream, pack strips of pimento, and garnishing with
in ice for three hours before serving. mayonnaise.**Big Singing Attraction
at the Nickel**MAY JACKSON AND ERNEST MILLER
OPEN ENGAGEMENT.It is with great pleasure the Nickel
Theatre announces the opening to-
day of May Jackson, Lyric Soprano
and Ernest Miller, Baritone who will
remain at this theatre for a limited
engagement singing everything from
Grand Opera to Jazz. The opening
programme which is advertised else-
where in this issue is one that all
lovers of good music will appreciate,
as it contains an excellent variety of
songs and duets. These singers will
appear each afternoon at 4 and at 9
o'clock each night.To-day's film is Griffith's popular
release, entitled "Free Air." The pic-
ture is a healthy entertainment,
charmingly free for the most part
from the stereotyped and is remark-
ably faithful to its author Sinclair
Lewis. The story is similar to "Main
Street" but is far ahead of that pro-
duction in scenario and direction.
Some of the "shots" are taken in the
Rocky Mountains and the magnificent
background is sufficient to hold an
audience spellbound apart from the
progress of the drama. There are
also some beautiful episodes in New-
York's night life and busy thorough-
fares. Above all it is a Griffith pro-
duction, and all movie fans know
what that means—the very utmost in
screen drama.Truly the above is an unusual
programme—a feast of singing and pic-
tures. The Dwyer Sisters will appear
to-day in all new program of catchy
songs and dances.**NOISINNE
SCOTT'S**
Lake
to throw off the cold
Build Strength**Amateur Contest at
the Crescent To-Night**ALSO FAREWELL OF ARCHIE
HARROLD JUBILEE SINGERS.Patrons of the Crescent will wel-
come back the old popular Amateur
Contest, which takes place to-night.
A most enjoyable evening is assured
all as quite a large list of contestants
has been sent in. It is advisable,
however, that all would make an ef-
fort to attend early.To-night also is the farewell of the
popular Archie Harrold Jubilee Con-
cert Party, who will be heard in a
selected programme of Southern and
popular numbers. The picture to go
with this great show is the great film
entitled "When Love Comes," featur-
ing Helen Jerome Eddy supported by
Harrison Ford and a brilliant all
star cast.Do you want fine, big romance? Do
you want clean, powerful drama? Do
you want whimsical, appealing char-
acterization? Do you want a real,
honest-to-goodness story of sufficient
human interest to get under the skin of
a hippopotamus? If you do be sure
to see Helen Jerome Eddy in "When
Love Comes."**"FEEL IT HEAL"**
Mentholatum
COLDS - CHAPPED HANDS - BURNS**McShane and Hebel
High Class Artistes**VIOLIN AND SINGING ACT AT THE
MAJESTIC A DELIGHTFUL
SURPRISE.Misses McShane and Hebel, two
high line vaudeville workers from
the Keith's Theatre, Boston, arrived
by the S.S. Rosalind yesterday to
open an engagement in the Majestic
Theatre. They made their debut last
night and it is safe to predict they
stay will be in keeping with the suc-
cess of their colleague, Cameron
Geddes, who came from the same
agency as Misses McShane and Hebel.
Their act is all that could be desired
and the audience was very much
pleased with their first offerings.
Their programme consisted of a con-
tralto solo "All the World is Waiting
for the Sunrise" by Miss McShane,
Light Opera "The Serenade" by Vi-
ctor Herbert violinist, melody of popu-
lar airs including jazz, by Miss Hebel,
and a snappy finale "Linger Awhile"
by both artists, which well merited
the repeated applause accorded them.
The programme from every aspect
was a treat, the concert workers
were costumed in gowns that marked
the last word in fashion. The pic-
ture, "Little Orphan Annie" likewise
won the appreciation of the people.
To-night the same programme is re-
peated also to-morrow afternoon when**Cuticura
Loveliness
A Clear
Healthy Skin**
Suffer from
Itchy Skin
Pruritus
and other
Skin Affections**HERE ARE VALUES
FOR TO-MORROW, SATURDAY ONLY!!**The crowds that filled our Store last Saturday--when we
held our first ONE DAY SALE--went away delighted with
the greatest Bargains in years. To-Morrow we stage our
second ONE DAY SALE offering still another opportunity to
buy your needs at GREAT SAVINGS!**COAT VALUES SUPREME!**

Odds and ends taken from all our racks grouped in four lots.

MORE COATS

at
\$5.25FOR
SATURDAY
ONLY.

MORE COATS

at
\$12.00FOR
SATURDAY
ONLY.

MORE COATS

at
\$13.50FOR
SATURDAY
ONLY.

MORE COATS

at
\$24.00FOR
SATURDAY
ONLY.Spring fashions inevitably correct--this will be your verdict when you
see the many charming styles which now await your selection here.**A GALA COLLECTION OF****Spring Hats**Your New Spring Hat must be Fashion right, very becoming and per-
haps you have decided it is not to cost over \$4.00. It can easily be
all these things if selected from our vast showing of Smartly Correct
Hats, atSTYLE
QUALITY
VALUEgo hand in
hand at this
new Store.**\$1.79**FOR
SATURDAY
ONLY.**\$2.48**FOR
SATURDAY
ONLY.**\$2.98**FOR
SATURDAY
ONLY.**\$3.90**FOR
SATURDAY
ONLY.We want you to
take full ad-
vantage of
these unusual
offerings.
Look your best
Sunday.**COHEN'S MODERN EMPORIUM**

The Embassy of Paris Fashions

Hats and Coats only

335 WATER STREET

BISHOP'S BUILDING

the children will be given a chance
to see and hear Misses McShane and
Hebel.**Shipping.**S.S. Canadian Sapper has been de-
tained in her sailing from Charlotte-
town for this port owing to blockade
of ice along the Prince Edward Island
Coast.S.S. Sachem left Liverpool for this
port at three o'clock yesterday after-
noon.Schr. Evelyn, Capt. Nelson, is now
73 days out from this port to Pernam-
buco.MINARD'S LINIMENT FOR HEAD,
ACHE.**An Eyesore**

Editor Evening Telegram.

Dear Sir:—On my way to and from
work daily I pass the monument at
the foot of Garrison Hill erected to
the memory of our fallen Sergeants
in the great World War, and feel
pained and aggrieved to notice that
the old cut down spruce posts repre-sented a railing are evidently to be
left there presumably as an ornament
to this enclosure. This excuse for a
railing is indeed a very poor com-
ment to our fallen heroes and is not
at all in keeping with the sacred
cause it represents, and I appeal to
his Honour Mayor Cook and our City
Councilors to replace this disgrace
and eyesore by a neat inexpensive iron
railing as soon as possible, and show
our people that the deeds and sacri-
fices of our dead comrades are not
forgotten or overlooked.

Yours truly,

F. McNAMARA.

May 5, 1924.

MINARD'S LINIMENT RELIEVES
RHEUMATISM.**Night School Pupils**

GIVEN A TREAT.

Last night the pupils of Rev. Father
Flynn's night school were given a
treat at the Star Hall. An excellent
supper, kindly provided by the Star
Ladies' Association, was served, after
which, candy, fruit, etc., was distrib-
uted. Following an address by Rev.
Fr. Flynn, a very enjoyable concertwas held to which the following
contributed items in a very capab-
le manner:—Leo Pearce, Mike Dwyer,
R. Nottall, Leo Whalen, St. Peter's,
Bennett, Jim Neill and N. Farrell.
The night school has been conducted
by Rev. Flynn all through the winter
and has been the means of helping
many lads who otherwise would
have had the opportunity of receiving
the rudiments of education.These are times "When a Fel-
low Needs a Friend." See the
show at the Casino, Monday
night. Tickets at Royal Station.
May 5.MINARD'S LINIMENT FOR
RHEUMATISM.**KI-MOIDS**
QUICK RELIEF
FOR INDIGESTIONThought
for a Child's Welfare
Always includes
**SCOTT'S
EMULSION**