

Fascinating Social Drama at the Nickel To-day

VIOLA DANA

In the photoplay of a girl who didn't realize that being married meant being a wife.
"They Like 'Em Rough"

You take no chances when you see this production—7 Tremendous Acts 7.

Dorothy Devore in a two-act Comedy Screen
"HAZEL FROM HOLLYWOOD."

"THE PRICE OF A THRONE"
 Twelfth Episode "The Yellow Arm"

SOON—Pauline Frederick in **"THE GLORY OF CLEMENTINA,"** a Super-Special in 8 Acts 8.



Quality

is always a very important point. The quality of ANCHOR plug is the best obtainable at its price.

Anchor

tobacco costs you a few cents more than some other brands—Because of its SUPERIOR QUALITY which makes it SMOKE BETTER and LAST LONGER.

"Anchor your pipe to a good smoke."

Imperial Tobacco Co.

Quality insures satisfaction
 Satisfaction demands Anchor plug

BE WITH THE CROWD AT THE STAR HALL FOR A JOLLY GOOD TIME.

CARD PARTY, SUPPER, AND DANCE
EASTER MONDAY NIGHT, April 21, '24.

Good Prizes and Very Latest Music by the
C. C. C. ORCHESTRA.

All the Boys and Girls say
 THE STAR HALL FOR A GOOD TIME.
 Popular Prices: Gents, 75c. Ladies' 50c.
 apr19,24,m.w.s

The Star Movie Re-Opens Monday

WITH A SENSATIONAL PRODUCTION.

High Class Vaudeville Coming. There is an expression which is now becoming a by-word with movie fans, viz: "What will the Star be coming next?" as it is now conceded the Star leads. Reference to the ad on another page will show this is a fact, as there is coming by the S.S. Rosalind, next week, a Miss Gloria Pleasants, a harpist, direct from Ireland. This is the first of this kind to be seen here, and as Miss Pleasants comes with the highest credentials, this is, no doubt, going to prove a big hit. There is also booked a Miss Marie Fanchionette, and Mr. Jameson Rilly, singers and dancers, and the team that put the capital "J" in Jazz, in New York City last season, whilst playing at the Long Acre Theatre. Further reference will be given in this paper next week. For Easter Monday there is a Cosmopolitan production, that, for elaborate settings and exquisite gowns, the equal of the picture has not yet been made. This production is entitled, "When Knighthood Was in Flower," and had the biggest run of any picture yet shown in London. During this week, the interior of the theatre has received a thorough renovating under the capable supervision of Mr. C. Murphy and his large staff of painters. The entire place has been all painted, and patrons will be more than agreeably surprised at its appearance. The management has also booked the biggest of the biggest in the picture business, such productions as "The Merry Go Round," "Rosita," with Mary Pickford, "The Thief of Bagdad," with Douglas Fairbanks, and the big English sensation, "The Game Of Life," so, that without the shadow of a doubt, it is just another example of "Move with the crowd to the Star Movie."

Shipping

S.S. Sachem left Halifax at 9 a.m. yesterday and is due here to-morrow morning.
 S.S. Spes leaves Boston for Halifax and this port on the 26th inst.
 Schrs. Lucy Edwina, Dorothy O., Antoni C. Santos, Flora S. Nickerson, Florence, have arrived at Belleoram from the Banks sailing for 400, 300, 250, and 200 qts codfish, respectively.
 S.S. Digby sailed from Liverpool for this port at 11 a.m. Thursday.



means enjoyment with economy. The plainest food becomes appetizing and delicious with H.P. sauce.
 Be sure you ask for H.P.

Newest Creations — IN — Novelty Footwear FOR EASTER.



We recognize with you the true importance that FOOTWEAR has in completing the effect of your evening attire. With this in mind we have brought to our Stores a charming assortment of smart models for Easter that will appeal to you at once.

Exclusive styles in colored Leathers of Fawn and Grey Suede, medium and Louis heels, cut-out vamps and fancy strap effects.

Brocade Silver and Gold Evening Slippers.
ALL THE BETTER STYLES AT Parker & Monroe's East End Branch.
 apr19,24



TO-DAY'S MESSAGE TO MOTORISTS.

Buick Beats Competitor 78,000 Cars. Buick during 1923 produced 218,286 high grade Motor Cars—the nearest competitor to Buick for cars around similar prices, produced 145,167—thus Buick petter by 73,000 cars. Buick has been the leader in production of high grade cars for many years, and has again been awarded First place at the American Auto Show—this place Buick has had the honour of holding for the past six consecutive years. Buicks are the Best Value—See the new 1924 Models.

BERT HAYWARD, Phone 188 Water St. apr19,24

Something Far Above the Average Entertainment

IS THE ARCHIE HARROD JUBILEE CONCERT PARTY.

The management of the Nickel Theatre introduces to the music-loving public of St. John's, the Archie Harrod Jubilee Concert Party, which commences an engagement extraordinary on Monday. Mr. Harrod, himself, has for a number of years been on the Chautauqua platforms of the United States and Canada as a tenor and dramatic reader. During this period he has appeared on the same platform with some of the most noted public men in the United States. The writer has seen a number of letters written to him by men whose names are well known in American public life, and they are unanimous in their commendation of Mr. Harrod's ability. Mr. Harrod has had two year's training at the Michigan Conservatory of Music in Detroit; three years with New England Conservatory in Boston. Then he joined the Swan River Male Quartette in Cleveland, Ohio, as tenor, pianist and reader. A Jubilee Concert is a concert which is guaranteed to please every one. The remaining people of his talented company are: Ruth Mayo, Soprano and Pianist; Mathilda Walton, Contralto and Reader; John Woodard, Bass; and Belle Brown, Soprano. These noted singers have recently returned from a successful tour abroad. Their delightful programme consists of Jubilees, Negro Spirituals, Plantation Melodies, Folk Songs, etc. Negro Dialect Reading also form part of their programme. An especially attractive bill has been prepared for the grand Easter opening on Monday. These artists will appear each afternoon at 4 o'clock and each night at 8. The admission for night performance will be 30 cents and the usual admission will prevail for the matinees.

Harry Carey at the Crescent To-Night

DWYER SISTERS, DANCING AND SINGING ACT OPENS MONDAY.

Harry Carey was never seen to better advantage than in "Good Men And True," which is at the Crescent to-night.

The suspense starts when the horse and his rider are pitched over the cliff, one of the big thrills. This is one of the several melodramatic events that halt the political ambitions of the hero who is running for the office of sheriff. His enemy's plots are revealed in exciting sequence. Wallace Beery's vivid performance intensifies the effect of these heavy scenes, particularly those in the deserted shack. The drama culminates in the big scene in the roadhouse where Carey routes a whole army of villains in a spectacular encounter on the stairs.

The Dwyer Sisters, a classy and refined Singing and Dancing Act, will open their season at the Crescent on Monday, appearing each afternoon at 4 and each night at 8. These artists have played a big success in all the large American cities and they come to St. John's very highly recommended by theatrical critics. See their opening bill on Monday.

Pleasing Presentation

PIPE INSTRUCTOR IRVINE BIDS FAREWELL TO COMRADES.

On Thursday night a very pleasing event took place at the Newfound Highlanders Band Room when after the usual parade at the Presbyterian Hall the Officers, W.O. and N.G.O.'s and members of the Band bade farewell to Pipe Instructor David Irvine, who leaves for Canada by the Silvia sailing to-day. The pipe band under the tuition of Mr. Irvine has made splendid progress and the Highlanders and their supporters will have reason to feel proud of their band during the coming season. Lieut. Col. W. H. Herder made a short address expressing, on behalf of all ranks, regret on having to part with Mr. Irvine and presented him with a handsome traveling case, suitably engraved as a token of regard and appreciation of the services he rendered to the brigade.

Mr. Irvine in accepting the gift assured the Newfound Highlanders that he would at all times have the welfare of the Brigade at heart and that the services he had rendered the Brigade gave him great pleasure. In passing over the management of the band to Piper Major Flett he felt that he was leaving the band in good hands for its future management and success. Refreshments were then served and several selections rendered by the band. A shipment of uniforms recently arrived for the Highlanders and in the course of the next month the Brigade will be commencing its seasons work in earnest and it is hoped that by the 1st of July the Brigade will figure prominently in honouring the famous Scotsman, Earl Halg, who is coming to unveil the National War Memorial.

Drink Royal Standard Orange Pekoe Teas

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RED PACKET Reg. 70c. per lb. for 50c.
 BLUE PACKET Reg. 80c. per lb. for 70c.
 WHITE PACKET Reg. 90c. per lb. for 80c.

FRESH EGGS.
 Per Dozen 48c.

Damson Jam Reg. 35c. for 28c.
 Greengage Jam Reg. 35c. for 28c.
 Raspberry Jam Reg. 45c. for 35c.
 Marmalade Reg. 35c. for 28c.

MARSHMALLOWS.
 16-oz. Packet 60c.

Box Sliced Peaches Reg. 30c. for 28c.
 " Peaches Reg. 30c. for 28c.
 " Apricots Reg. 30c. for 28c.
 " Grapes Reg. 28c. for 25c.
 " Egg Plums Reg. 28c. for 25c.

MEVITE & PRICE SHORTBREADS
 Per Tin, \$1.20

LOOFAH TOILET SOAP.
 Reg. 20c. per Cake for 15c.

Fancy Apricots Per lb. 35c.
 Choice Apricots Per lb. 30c.
 Choice Peaches Per lb. 30c.
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PINEAPPLE CUBES.
 Per Tin 25c.

Seedless Raisins Per lb. 15c.
 Seeded Raisins Per lb. 15c.
 Seeded Raisins Per lb. 15c.
 Seeded Raisins (Good) Per lb. 15c.

LAUNDRY SOAP—Large Bars.
 Special Per Bar, 50c.

NUTTER

The Ideal Cooking Fat
 FOR GOLDEN BROWN PASTRY and RICH LIGHT CAKES.
 Special Per Tin, 55c.

EASTER NOVELTIES.
 A choice assortment.

FOSS'S & MOIRS' CHOCOLATES.
 Fancy Boxes.

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New Spring SHOE DISPLAY

For the Dance Party and Street Wear.
BROCADED SILVER SHOES 9.00
 1-Strap, Louis Heel, 2 1/2 to 6.

BLACK SATIN SHOES 5.60
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BLACK SATIN SHOES 5.60
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GREY SUEDE OXFORDS 8.00
 Laced, low heel, Goodyear welt
 2 1/2, 3, 3 1/2, 4, 5, 5 1/2, 6

GREY SUEDE SHOES 6.70
 Patent Leather Strap, low heel,
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PATENT LEATHER FRONT SHOES 5.85
 With Grey Suede back, low heel,
 1-Strap, 2 1/2 to 6.

LOG CABIN SUEDE SHOES 5.85
 1-Strap, low heel, 2 1/2 to 6 1/2

BAMBOO LATTICE FRONT SHOES 7.50
 1-Strap, Louis Heel, 2 1/2 to 6 1/2

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 1.50 pr. and 3.75 pr.



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