

## Three E.E.E.'s A Footwear of Distinction.

Particular ladies choose Three E.E.E.'s Footwear because it is so very comfortable to wear, so fine in its quality and distinctive in appearance. They like its high grade Vici Kid and soft calf uppers, and its long-wearing genuine Oak-tanned soles.

With the many delightful models for every shaped foot to choose from and the many good features this Footwear boasts, there is none to surpass Three E.E.E.'s Footwear for service and distinction.



Made by  
**Archibald Bros.,**  
Harbor Grace.

## Summer Footwear for Boys and Girls.

### RUNNING SHOES AND SNEAKERS

Right now is the proper time to buy Rubber Sole Running Shoes for boys and girls. Our stocks are complete and our prices are lowest in town.

Boys' Brown Canvas Shoes, rubber sole  
Sizes 11 to 2 at . . . \$1.25  
Sizes 3 to 5 at . . . \$1.40

Boys' Black Canvas Running Shoes, rubber sole  
Sizes 11 to 2 at . . . \$1.25  
Sizes 3 to 5 at . . . \$1.40

Men's Black Canvas Running Shoes, \$1.60  
Girls' White Tennis Shoes, rubber sole  
Sizes 5 to 10 at . . . \$1.10  
Sizes 11 to 2 at . . . \$1.20

Women's . . . \$1.40  
Men's White Tennis Shoes . . . \$1.60  
Men's Brown Tennis Shoes . . . \$1.60

Boys' Brown Canvas Boots, rubber sole  
Sizes 11 to 2 at . . . \$1.40  
Sizes 3 to 5 at . . . \$1.60

Men's Heavy Brown Canvas Boots and Shoes, with heavy rubber soles and heels at . . . \$1.60

Girls' Brown Tennis Shoes, rubber sole  
Sizes 5 to 10 at . . . \$1.10  
Sizes 11 to 2 at . . . \$1.25

### SANDALS AND PLAY SHOES



We've a fine line of Barefoot Sandals and Play Shoes in Dark Brown Calf Skin, Dark Brown Canvas and White Canvas, with leather soles and heels, for the children's summer wear. A saving of the regular boots and a great comfort to their busy little feet, at extremely low prices.

Brown Leather Barefoot Sandals.  
Sizes 5 to 8, at . . . \$1.45

Brown Leather Barefoot Sandals.  
Sizes 9 to 11 at . . . \$1.65  
Sizes 12 to 2 at . . . \$1.90

Brown Leather Laced Sandals, leather sole. Sizes 5 to 8 at . . . \$1.75  
Sizes 9 to 11 at . . . \$2.00  
Sizes 12 to 2 at . . . \$2.30

White Canvas Laced Sandals, leather sole. Sizes 5 to 8 at . . . \$1.30  
Sizes 9 to 11 at . . . \$1.50  
Sizes 12 to 2 at . . . \$1.85

Brown Canvas Laced Sandals, leather sole. Sizes 5 to 8 at . . . \$1.30  
Sizes 9 to 11 at . . . \$1.60  
Sizes 12 to 2 at . . . \$1.90

Girls' White Canvas Laced Boots, leather sole. Sizes 5 to 8 at . . . \$1.30  
Sizes 9 to 11 at . . . \$1.60  
Sizes 12 to 2 at . . . \$1.90

Girls' White Canvas Strap Shoes, leather sole. Sizes 5 to 8 at . . . \$1.75  
Sizes 9 to 11 at . . . \$2.10  
Sizes 12 to 2 at . . . \$2.30

## PARKER & MONROE, Ltd., The Shoe Men

100, 102, 104, 106, 108, 110, 112, 114, 116, 118, 120, 122, 124, 126, 128, 130, 132, 134, 136, 138, 140, 142, 144, 146, 148, 150, 152, 154, 156, 158, 160, 162, 164, 166, 168, 170, 172, 174, 176, 178, 180, 182, 184, 186, 188, 190, 192, 194, 196, 198, 200

### COIL OIL!

We are open to purchase Coil Oil for immediate shipment in any quantity, and will pay the highest market rate for same. All payments made promptly. Reference: Canadian Bank of Commerce.  
ARTHUR EBSARY, Smyth Building,  
Cor. Water St. and Beck's Cove.  
Phone 1167. P. O. Box 402.

### FIRE INSURANCE!

QUEEN INSURANCE CO. of America  
— AND —  
THE GREAT AMERICAN INS. CO.  
OF NEW YORK.

Capital practically unlimited. The largest number of Policy holders in Newfoundland.

Absolutely no trouble when a loss occurs.

PHONE 435. P. O. BOX 782.

GEO. H. HALLEY, Agent,  
ADRAIN BUILDING, 105 WATER STREET.

### Ice Cream Freezers and Refrigerators at BOWRING BROS. LIMITED, Hardware Dept.

may 18, 1922

An excellent hot-weather dish is cold jellied tongue served on a bed of cream.

A soufflé should always be served immediately after it is taken from the oven.

### JUST ARRIVED

2000 Bottles BRICK'S TASTELESS COD LIVER OIL.

Uses: Spring tonic and blood producer. The ideal tonic after La-Grippe. For Coughs, Colds and Run-down condition. For the backward or sickly child, it brings health and strength and increases the appetite. Gives positive tonic results whenever the health is not good.

TRY A BOTTLE.

Price \$1.20 bot; postage 50c. extra.

Brick's Tasteless makes you eat.

DR. F. STAFFORD & SON,

Wholesale and Retail Chemists and Druggists,

may 22, 1922. St. John's, N.B.

### Picture Producer

Coming to St. John's.

WILL PHOTOGRAPH SCENES FOR SCREEN.

Editor Evening Telegram.

Dear Sir.—I have just had a personal interview of two hours' duration with the only man who has ever produced Canadian moving pictures successfully.

Mr. Ernest Shipman is among the five biggest and best moving picture producers in the world. "The Sky Pilot," "Nomads of the North," "King Spruce," "Tarzan of the Apes," "Cameron of the Royal Mounted," "God's Crucible," and "Lavender and Old Lace" are a few of his big pictures.

Mr. Shipman is interested in Newfoundland, and has it in his head to produce a Newfoundland picture for the world market.

Thirty years ago he was in St. John's with a Shakespearean company, and his impressions of the beauty and grandeur of the nearby places he visited has remained in his mind ever since. He spoke enthusiastically to me of the wonderful harbor of St. John's.

Naturally as a patriotic Newfoundland-lander, I did my best to induce him to put his impulse into action, and I am in the position now to be able to announce definitely that Mr. Shipman will probably reach St. John's by the first boat that can take him in July.

Should his plans work out, this is what will happen: Mr. Shipman will arrive in St. John's in early July, and remain a couple of weeks. In early August, actors, moving picture cameramen, etc., will begin in Newfoundland to make the picture. By the end of September or early in October the picture will have been completed and a hundred prints of it will be placed on the exhibition circuit by the fall season.

Mr. Shipman has his American headquarters in Forty-Forth Street, corner of Fifth Avenue, opposite the Guaranty Trust Company and the Harriman National Bank. The general offices are typical of many offices of his big corporations in the big business centre of New York.

Mr. Shipman's private office overlooks numerous great financial institutions of America. The producer himself, struck me as a dignified, reputable business man, yet with deep optimism and enthusiasm.

The man who has produced the Ralph Connor and James Oliver Curwood productions, who has pictures being made in Italy, and who has a world wide marketing organization for pictures, and who has the record of never having failed on a picture—such a man, it struck me, is a distinct score for Newfoundland to interest.

Eager to show that his methods were those of a reputable producer, Mr. Shipman opened up his files and records to me, and I was surprised to read wires to him from many Canadian Boards of Trade, officials in cities, etc., asking him to interest himself in their communities.

Vancouver, for example, wired him five hundred dollars as expenses simply to go out and talk it over. He had received a hurry call from Ottawa, and leaves tonight on a flying trip for there. That the moving picture pays is evidenced by these figures of the profit made by Mr. Shipman's pictures: "Back to God's Country" cost \$165,000 to make, and the shareholders of the company received, in addition to the amount of their original investment, the sum of \$38,000 in less than three years, the gross booking amounting to over \$450,000. The picture has still two years to go. "Nomads of the North" earned \$350,000 in eighteen months. "The Golden Spore" earned \$250,000 in twelve months. The average rate of profit on Mr. Shipman's pictures is 100 per cent, and a quick turnover at that. I forgot to say that the earnings on "The Sky Pilot" and "Cameron of the Royal Mounted" amounted to \$600,000 each.

Mr. Shipman, who is a Canadian, is one of the famous quartette given by Canada to the screen—Mary Pickford, Bert Lytell, Mack Sennett and himself. He has raised moving pictures to a high standard, and they are a standard in the moving picture world that many producers might well envy. Mr. Shipman's procedure is invariably to have the leading business men of a community identified with him in the production of a picture, and failing that he refuses to touch it. So, then, his producing in Newfoundland depends entirely on whether the businessmen of St. John's will co-operate with him. If they will do as the businessmen of Ottawa, Saint Ste. Marie, Vancouver, etc., have done, and are doing, the Newfoundland picture will be shown to millions of people the whole world over within five months.

The picture, I should say, would be a Newfoundland production entirely, except for the leading actors. Mr. Shipman has some of the leading actors on the Continent to make the picture, and so no pains would be spared to get the best. Three parts of the capital subscribed would be expended in Newfoundland. The rest would go for advertising, making of prints, etc. Mr. Shipman puts up a third of the capital, and expects the business community to do the rest. Both parties receive dividends on the capital they invest. The picture would cost under \$70,000 to make. As soon as I receive more data I will forward it to you for the interest of your readers.

Yours sincerely,

J. R. SMALLWOOD.

106 West 16th Street, N.Y.

June 16th, 1922.



"Which STORE can give me the best VALUE?"

For Value and Variety in Summer Wear

COME TO MILLEY'S!

Kiddies' Panama Hats 98c

### Underwear

Ladies' Summer Vests with strap, from

30c. to 70c. garment

Ladies' Summer Vests with wing sleeve,

35c. and 45c. garment

Ladies' Summer Pants, umbrellas styles and knee length, garment . . . 60c.

Ladies' Pink Bloomers, excellent value,

garment, 45c.

CHILDREN'S & MISSES' SAMPLE UNDER-MUSLINS.

This lot comprises Knickerbockers, Bloomers, Combination Skirt and Waists; all in the best grades of material.

Girls' Summer Vests, beautiful value, long and short sleeve . . . only 49c.

Children's White Bloomers for summer wear . . . 25c.

Lace Summer Pants, lace trimmed . . . 49c.

### Buster Brown Belts.

Black Glaze Belts for children,

6c. each.

### CHILDREN'S & MISSES' SUMMER DRESSES

GIRLS' GINGHAM DRESSES.

Made from Check Gingham in styles to suit girls from 6 to 14 years. Exceptional value for . . . \$1.75

GIRLS' PIQUE DRESSES.

Beautiful heavy cord Pique, made in a becoming style for girls 10 to 14 years. Price . . . \$3.70

GIRLS' WHITE LAWN DRESSES.

To fit ages from 2 to 6 years; eyelet embroidered, for . . . \$8c.



### Here is a HAT For Every Little Girl

The prettiest Hats that ever you saw—simple, dainty; some ribbon trimmed, some cleverly braided, and the cutest are in dainty straws; all of them a studied triumph.

Prices from 1.98 up

### Melton Cloth

Dress Goods of quality, combining the width and popular shades, and the price

only 90c yard

has placed this Melton Cloth in constant demand for coats, skirts, costumes, and is also suitable for small boys' suits. Comes in 18 of the most desired shades.

### Girls' Middies

In all styles and sizes. Reg. \$4.30. Reduced to clear at

1.89

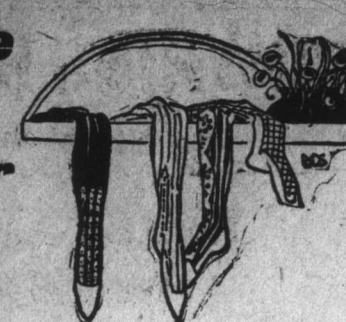
### LADIES' MILLINERY SPECIAL

Ladies' Panama Hats, 2.00

See Our West Window

OVERALL APRONS, with elastic band . . . \$1.50  
OVERALL APRONS, with band; ties at back . . . \$1.40

MILLEY'S.



### Hosiery

Specially Priced

Ladies' Col'd Cotton Hose, Grey, Fawn and Cordovan, pair . . . . . 22c.

Ladies' Dark Grey Hose, big value, pair . . . 40c.

Ladies' Black Silk Hose, pair . . . . . 35c.

Ladies' Fancy Figured Silk Hose, pair . . . . . 40c.

Children's Cordovan Hose, full range of sizes; pair, 20c.

### Boys' Linen Hats.

Plain White, Khaki, Dark Blue, Light Blue, Blue and White stripes,

35c.

### Boys' Knicker Hose

with fancy top,

75c. pair.

### Boys' Summer Caps,

70c.

### Stylish

### WASH SKIRTS

Ladies' Summer Skirts, beautiful light weight materials, in becoming stripes; will launder and do up well. Price \$1.98

White Gabardine, well made, gathers control fullness at back, and all-round belt closes with pearl-buttons to match those on turn back tabs that top the shaped finish on pockets. Reg. \$3.00 value for . . . \$1.98

Another large shipment

### Milo Corsets

Pink and White. Regular \$2.20 value.

Our Price,

1.60



White Suedetex Washable Gloves. Regular 60c. pair for 49c. pair.

Gauntlet Gloves, only 10c. pair.

Envelope Chemise, Daintily trimmed. Values up to \$3.50 for \$1.49. All samples.