THE EVENING TELEGRAM, ST. JOHN'S, NEWFOUNDLAND, OCTOBER 13, 1922-8 Emergency Exits in St. John's Theatres. **Highest Quality and Lowest Prices Prevailing Here!** One spacious separate store ening Telegram One spacious separate store Dear Sir,-My attention has been trawn to a letter appearing in Wedexclusively devoted to exclusively for day's issue of the Evening Telem under heading of "Emergency The English - American Clothing Co. Ladies' apparel only. afts" and signed "Parent." The let-Gentlemen's Clothing. deals with a matter of public imtance, but as it refers directly to ing Picture Theatres, and as I mage the St. Patrick's Nickel, the asino and Orescent Theatres I want to make a statement as to these and to place the facts definitely before the public. I do this because in his letter "Parent" states that it was lucky that a recent fire took place near the Majestic Theatre rather than any other, thereby implying that the other theatres were more dangerous in the event of fire to those who patronized them. It is needless for me to say that I have no desire whatever to say anything as to the Majestic Theatre, as I have no interest in it. and merely refer to it because the writer of the let-THE BIGGEST BARGAINS IN THE CITY. ter thought it well to draw attention PRICES AND QUALITY THAT DEFY COMPETITION. to the theatre in the manner that I have described. I have had very considerable ex-Our large spacious stores break forth with sensational values of interest to everybody in the city. The most highly-prized asset of these stores is to have the good will of perience in the management of theatres and in all matters bearing upon all our customers. The tremendous daily response is enough proof that the good-will spirit, which is at the bottom of our Sales is worth while. same, and in particular with the protection and care of those who attend theatres, and I have no hesitation whatever in saying that the Nickel **NO MISINTERPRETATION HERE.** NO MISREPRESENTATION HERE. Theatre at St. Patrick's Hall is as safe from fire and the evils resulting therefrom as is possible. The Hall can accommodate at the most seven Value-Giving Event. One complete rack-120 hundred and fifty (750) people, the greater number of whom are on the main floor. There are altogether six exits in different directions and it is an easy matter for theatre-goers, even Dresses Ladies' Coats Ladies' Coats Only a few left in Silks. when the Hall is filled, to make an for Fall and Winter. orderly exit and have the Hall empty in a very little space of time. With reference to the Casino Thea-tre: This has been for very many years a popular hall. There are four SPECIAL FOR 9.98 SPECIAL FOR 19.98 6.90 THIS SALE. doors on the side and one in the rear CLEARING by which people can leave the Hall. The boiler to which reference is made A special purchase; that's why so The boiler to which reference is always very in "Parent's" letter is always very carefully attended to when a per-formance is in progress. The Crescent Theatre can be emptied in- an ex coordingly short space of time and I An opportunity you cannot afford A presentation that shows an advance tailoring and which workmanship low in price. You must see these and quality join in irresistible appeal. Coats and compare values. to miss. ceedingly short space of time and I consider that there is absolutely no risk to theatre-goers who patronize risk to theatre-goers who part this building. They can file down the aisles directly to the exits and there is little possibility of a panic leading Women's & Misses Dresses Dresses to congestion at the entrance. It must be borne in mind that a **Fall and Winter** panic is a panic and that if people be-come excited and a sufficient number rush to one exit there is bound to be They come in Serges and Silks. **Hats 2.98** In Tricotine and a few in Poiret Twill. confusion, no matter how big or small a hall may be. In the event of a fire if there are twenty-five exits and there SPECIAL 5.98 SPECIAL is a panic there is bound to be some congestion at one of the exits. The Children's Hats

heads and to keep cool. Notwithstand ing what "Parent" has said in his letter I am fully convinced that anyone of the three theatres managed by me could have been emptied as promptly and as easily as was the theatre to which he refers in his letter:

whole question comes down to the ability of theatre-goers to keep their

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I feel sure I can speak for all theatre managers in the city when I say that they are the parties who are most concerned in this matter. If there is concerned in this matter. If there is a panic at any time and loss of life results it will be to them that the general public will look for proper explanation, and it is to them\_ that theatre-goers look for protection. For many years letters such as "Parent" has written have appeared at different times in the Press. As I have already said nobody can object to precautions being taken, but I resent very strongly the implication that the theatres managed by me are less safe to the general public than any other theatre in the city. Thanking you Mr. Editor for your space.

Yours truly, J. P. KIELY.

## **Fox Star Scores**

Oct. 12, 1922.

## Hit in Photoplay.

Dustin Farnum scored a very positive hit at the Majestic Theatre last night in "The Primal Law," a William Fox photoplay which provides the popular star with splendid opportunities to appear at his best.

The thrilling story, filled with flerce fighting and fast action, begins with the delightful portrayal of a friendship between a big, strong man and a sentimental small boy. It is because the interests of the boy are attacked by a gang of murderous plotters that much of the fighting later occurs. The entry of a charming girl from the East gives promise of a love theme, and this develops under difficulties in the midst of exciting events. The story holds the attention and the interest throughout, and is one of the most entertaining that has naseen here.

The stary's ably supported by Mary Thurman, Harry Dunkinson, Philo McCullough, Mme. Marstini, Frankie Lee and others. The work of dire tion has been performed efectively by Bernard Durning.

Have you seen our new stock of Room Paper. We have some very pretty patterns. BISHOP, SONS & CO., LTD., Houseware Departm Phone 679

**ALL SIZES** 

Perhaps because they present so effective an appearance; perhaps because of their undoubted utility, have they become so popular.

Special for this Sale **98c** 

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## New Arrival-Dresses

Only a limited quantity; in Canton Crepe, Black, Navy and Brown. Disclosing very smart features of the advance fashions in the circular and draped skirt effects and elaborate sleeves. Guaranteed. No two alike.

## To Clear, Merchandise, Asst'd on Separate Racks, with prices marked in plain figures

# Gentlemen's Store

#### **MEN'S AMERICAN SUITS**

Less than half the price of their

original value.

Suits new in fabrics and patterns to please men who demand the latest style note suits. You'll be delighted with the broad range of fine looking Greys, Browns and Blues; plain colors, mixtures and striped. Slip a few on. Note their trim lines—how they fit snugly around the shoulders. Look at the workmanship and finish of them. Prices range from

16.00 up

**Men's and Young Men's American Overcoats** Large assortment of beautiful Coats; Latest styles and patterns. All sizes. Boys', 6.50 up. Men's, 12.00 up. Men's Shirts, Ties, Caps, Hats, Single Pants, Boots and Shoes drastically reduced. A very splendid assortment of Domestic Suits; 400 to pick from; \$12.00 up.

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