

## Aurction Sales I Aurtion Sales I



| Newfoundland <br> St. Andrew's Society. | WANTED TO RENY furnished house, must be comiorta |
| :---: | :---: |
| A Special Meeting of the above ciety will be held in the Club Society will be held in the Club Roms, Friday, April tth, 8.30 p.... The Execctive Committee will meet at 7.30 p.m. A large attendance is requested. <br> H. P. BUTT, |  |
| NOTICE. | Cillard |
|  | star club rooms, To-Night, Thursday, 7.30 p.m. Championship round. |
| NOTICE. |  |
|  | $\begin{aligned} & \text { antr.11 } \\ & \text { andission } 25 \mathrm{c} \text {. } \end{aligned}$ |
| who produce their ticket will be admitted. <br> L. CULLEN, <br> apr2,2i Secretary Llewellyn Club. |  |
| y |  |
| nd Country Club | $\frac{\text { Telegram. }}{\text { a }}$ ap |
|  | W A N TEED-To Rent, 3 |
|  |  |
| A. HOWLEY, erial Life Asso. Omice | WANTED-To Rent in the Weat Enit a small Honse or Lome |
| - 3 Secretary. |  |
| NOTICE. | apr2, |
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| you wish to erealize a sat y dicicosestd same |  |
| disposal | ER E. Whri |
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| NOUNCEMENT |  |

## DINNER-SETS <br> Assorted Patterns Good Values © <br> 50

S. 0. STEELE \& SONS, LId. Phone $192{ }^{100 \text { WATER STREET }} \begin{gathered}\text { Opp. Seamen's Institute. }\end{gathered}$

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## Novelty Orchestra Consisting of 8 Pieces.

$$
\begin{aligned}
& \hline \text { Open for Dance, Theatre \& Party Engagements. } \\
& \text { Dance Hitits. Selections, ete.c.aways on hand. }
\end{aligned}
$$ Dance Hits, Selections, etc, always on hand. PRICES REASONABLE.

W. J. DARCY
and
and

## An Appreciation

We wish to express our appreciation to the thousands who made possible the Phenomenal Súccess of our BARGAIN BÁSEMENT OPEN-ING-a response so whole-hearted-so generous -as to absolutely assure the complete success
of This New Department.

# LONDON, NEW YORK AND PARIS ASSOCLATION OF FASHON 

 BARGAIN
## An Apology

Gingham and Voile Dresses
A Value Thriller. Choose from 1.29

- very large alasortment.
shades, styles andi colors. $\quad 2.00$

To the thousands whom we $\begin{aligned} & \text { ivere unable to serve } \\ & \text { because of the unparalleled crowds seeking en- }\end{aligned}$ because of the unparalleledl crowds seeking en-
trance to our BARGAIN I ASEMENT during he past week-we extend a apology, with the assurance that Stocks emp husizing the same values will always be on sale; in our BARGAIN BASEMENT.

English Sateen Petticoats Very best materials-
all the new shades; all the new shades;
all sizes-easily worth
$\$ 1.80 \ldots$.............
85 C

## Bloomers

Best $q$
all the
ald Best quality Crepe-
all the shadles of Pink,
White, Blue-all sizes

Centre Pieces Values at $\$ 2.00$. Extra large size, best
quality Linen, handembroidered and fin:
est lace edging.. .98

Boys' \& Girlss Undergarments

Basement Sale of

## Spring Dresses \& Coats

$\begin{aligned} & \text { New Spring Gar- } \\ & \text { ments at Big Sav- } \\ & \text { ings. }\end{aligned}$ Values that will be the talk of the town.

These Brand New Spring Garments that we are featuring so much below regular
price to-morrow will bring thrifty shoppers from all over St. John's to our Base-

SUPER
V

| Sweaters <br>  |  |
| :---: | :---: |
|  |  |

## AGenuineBargain Basement

The Slogan of Thousands of Satisfied Customers--
"Walk Down Stairs and Suve"

## Spring Waists

 (1) 98 e all the new shades of Henna, and ${ }^{-\mathrm{all}}$ sizes, including Stouts. 1.98 FIRMLY ESTABLISHED!!Proven Beyond a Doubt--to be as Represented-
$\qquad$
New Spring Suits


The Price Level That Cannot be Even Approached by Competition!




Germs and Disease



## The Display of New Spring Styles

 In Wearing Apparel $=-\quad-\quad-\quad$ at The Royal Stores In Wearing Apparel - Is Atracting city VVide Attention



New Spring Gloves

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| :---: | :---: |
| Womenst Fobric Gauntets: |  |
| Stimes |  |
| , | Silk |
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| Prwemen's Gaunitiets | \$2.20 |
|  | Kid Gauntets. |
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| Wanonts Silik Gioves. |  |
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| saee \$1.65 | ${ }_{\text {ame }}^{\text {amam }}$ |

## Toilet Requisites  Thin   Shtree Flowers Bath Crystals:  <br> Thliree Fioweers Perr ume. <br> 



| New S <br> New Dresses |
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| $5$ |
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| Maxawazay |
| 4namemas |



| New Hearth Rugs at Sale Prices |  |
| :---: | :---: |
| Velvet Hearth Rugs. Plain ends; size $27 \times 52$; in a variety of Ne and beautiful designs and colorings. |  |
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| Axminter He arath russ |  |
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## New Spring Dress Goods



Velveteen.
 Sum Creep De Chene


> | Bos' Overcoats |
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Stationery Specials

| $\underset{\text { Royal }}{\substack{\text { Ro. }}}$ |  |
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| Crown Exer | 6 c. |
| Shiling arithme |  |
| Fountain Pens |  |
| cind | \$1.10 |
| ${ }_{\text {and }}^{\text {and }}$ |  |




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Song Selected by Grififith


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| 0.K. Creams. |
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| Italian M1xture |

The Right Kind
of Advertising


## LONIONI,NEW YORK\& PARISASSOGIATIOII OF FASHION 6II Amwassiry sili STARTING TUESDAY,

TWE find ourselves at the conclusion of six full--busy--very wonderful months of enviable Merchandising Service, and we are now on the threshold of STILL GREATER ACHIEVEMENTS.
OUR SIXTH ANNIVERSARY CELEBRATION is a Feast of Values Unparalleled in Store-Keeping Annals. YOU are most Cordially Invited

# TO COME-TO SHARE=TO PROFIT 

There never was such a sale--here or elsewhere. Preparations were made on a mammoth scale. Our buyer enjoyed every advantage possible to unlimited cash resources and volume buying. Instructions were these and to the point--"DO BETTER, MUCH BETTER THAN THE BEST YOU HAVE EVER DONE"--and he has more than fulfilled our highest expectations.

Every nook and corner of our store is simply crammed with New Merchandise for Men, Women and Children--for everybody seeking needed or desired apparel! Brimful of rich savings for foresighted folks who know the value of "Buying Ahead"--OVERFLOWING with WONDERFUL ECONOMY OPPORTUNITIES for EASTER SHOPPERS.

## ALL PRICE RECORDS HAVE BEEN SMASHED--

New Precedents Established that Completely Revolutionize Present Standards of Value. WHOLESALE and LESS THAN WHOLESALE COSTS PREVAIL!

All the members of our large regular selling force and extra salespeople are eager to serve YOU! Everything is in readiness for NINE O'CLOCK TUESDAY MORNING, APRIL 8th, when the Greatest Era of ValueGiving St. John's Has Ever Known Begins.

Share in these good things--SAVE GENEROUSLY--COME, IF YOU CAN, AND WE'LL SERVE YOU TO THE BEST OF OUR ABILITY, but don't under any circumstances think of missing the marvelous opportunities that this store now holds for you.

## See Monday's Papers for Full Announcements

$\square$

THE EVENING TELEGRAM, ST. JOHTYS, NEWFOUNDLAND, APRIL 3, 1924-9






## Nitrate of Soda

Arrived tc-day per "Sachem' 100 Bags Nitrate of Soda

Orders Now Booking Gerge lieal Limited.
PHONES 264, 17,1420 .
 You be the Judge!
It's strictly up to you to say whether our Tailored.
tionteasuse Clothes are any better than any ofher
Clither We believe they are and must prove it to you be-
fore eow will want to buys and we pelieve we wan prove



E.D.SPURRELL WM. SPURRELL | 365 Water Street | $\begin{array}{l}\text { 210 Deck worth st. } \\ \text { St. Johrs.s. }\end{array} \quad$ Branch. Grand Falls. |
| :--- | :--- | Have un send you samples and measuring forms.

out of town.


## SALE

Ladies' Low Cut Rubhers 10 per cent. off Regular Prices.


We are offering our entir stock of
LADIES' LOW CUT RUBBERS
at 10 p.c. off regular prices for cash. Ladies, secure a pair of good, sound
F. SMALLWOOD
the home of good shoes 218 \& 220 Water Street.

Shellac! Shellac!
DONT USE SUBSTITUTES. Ask your dealer for

## MMACEIENS"

## Spinning Tops at \$200?




 US. FIDELITY \& GUARANTY COTY. s. Lackr, neld. grikral agert


## STAFFORD'S Sarsaparilla Blood Puritier <br> FOR THE CURE OF

Skin Diseases, Anemia, Lack of Blood, Paleness, Impure Blood, Lack of Ambition and
Debility, Weakner,
Pimpes, Pimples, etc.






THIS SARSAPAR1LLA


One Botte of this Bloon Purifier is all thatit
you will need to take to produce results. you will need to take to produce results.
TRY A BOTTLE PRICE 50c. POSTAGE 20c. EXTRA. Dr. Stalori \& Son CHEMISTS \& DRUGGISTS
Duckworth Street
and

Optical Repairs Prompt Service-Accurate work
Framte stocs. of LLenes and
Frames and the ability to to
 Mail Orders loked after just
as arentuly as if given to us
personaly.
T. J. DULEY \& CO. LTD. thew reliable


## Nild. Government Railway.

SOUTH COAST SIEAMSHIP SERVICE.

Passengers leaving St. John's on 8.45 a.m. train Monday, April 7th, will connect with S. S. Glencoe at Argentia for usual ports of call Argentia to Port-aux-Basques.

Nild. Government Railway.

The Spirit of Spring


W. P. SHORTALL,

HOUSE-CLEANING
NECESSITIES.


GALVANIZED WASH BOLERSS, $83.50,53,53,0$, , 82.8

${ }_{45 \mathrm{c}}^{\text {SCRUB BReShes }}$

KNIFE CLEANANG. BoARDS
Wm. J. Clouston, Ltd. 184 WATER STREET.
Jan3,th,m,tey

## NOW OFFERING!

p.c. TAX EXEMPT AVALTITY OF PREFERENCE SHARES PAR VALUE
Proceeds to be applied to purchase and installation of
another additional switchboard section, more tele cables, etc.
In 1920 the
to 900 telephompany gave service
AT PRESC
${ }_{3600}$ AT telephones-
And link up oper 50 towns and
settements on the Avalon Peninsula.

...
$\begin{array}{r}74,000000 \\ \text { exceed } \\ 120,0,000000\end{array}$
Preference shareholders wiil pariili exceed 120,000.00
profits eventually receiving a considerably surplus
divider than than 7 p.c.
vidend than p.c.
VALON PREFERENCE SHAREHOLDERS
DIVIDENDS ARE TAX EXEMPT!
For particulars, apply to the Company's office,
TELEPHONE BULDING, ST. JOHNS.

