and
the evening telegram, st. Johns, newfoundiand, April $28,1925-2$


\section*{| LORD MORDEN'S DAUGHTER |
| :---: |
| THE TRAGEDY OF THE CEDARS. |}

##               <br> 




To Safeguard "SALADA" is always sold in an air-titight
oluminum packot, nevor in bulk.




## 7th ANNIVERSARY SALE:

For seven years this STORE HAS SOLD GOOD MERCHANDISE AT LOWEST PRICES IN THE CITY.

A MERCHANDISING EFFORT BASED ON GREATER VALUE! Brand New Stocks of finer quality and newest styles just opened-and priced so low that each and every item-positively-presents our greatest savings to you. THAT IS WHAT WE PROMISE IN THIS MARVELLOUS ANNIVEKSARY SALE.

Our SEVENTH ANNIVERSARY SALE is a Feast of Values unparalleled in merchandising history. You are most cordially invited TO COME-TO SHARE-TO PROFIT.

COME EXPECTING TO BUY THE GREATEST VALUES WE PROMISE YOU'LL NOT BE DISAPPOINTED

Sale Commences on Wednesday, A pril 29, at $9.300^{\circ} \mathrm{clock}$

| New Spring Dresses | Spiccracular Sale Women's, Misses', Stouls Dresses | Sale Finest Gingham Dresses 1.97 |
| :---: | :---: | :---: |
| $.97$ |  | Lingette Night |
| New Streer dresse | Stat stats | Gowns |
|  | completely sold. The values entailed | $77 c$ |
|  |  |  |

Hundreds of New Hats just arrived for this Sale

| For misses, |
| :--- |
| For women, |

For matrons
$\mathbf{2 . 9 7}$

| CORSETS | CORSETS |
| :---: | :---: |
|  |  |

A Master-Stroke in Merchandising ! Sale Over 500 New
 $\pm .9^{977} 12.97$ such Coats
low a price.

## STOUT Finest quality-Po- 

FOR MISSES, FOR WOMEN, FOR stouts.
the greatest values of our career.
These Suits are only on sale for the general public and will not be sold to Dealers.
 .97 But another demon. stration of, our lead ership in value giv. ing.

We guarantee to you that these Suits cannot the purchased elsewhere for less than double the amount we ask for them.

A Master Sale of New

 Semi-formal Dresses
Street Dreses
Sport Dresses

SIZES FOR MISSES, WOMEN AND STOUTS.
FINER DRESSES


## Better Coat Sale!

Siain Coats, rimmed Coats; all the newest
Sizes for Misses, Women and Stouts

## COATS

In every instance these . $\quad .54^{\text {The values on }}$ oats were $\quad$.these New Coats made to sell at $0.77^{\text {are as sensational }}$ 20 to 40 per cent. as we have ever more. Our Anniversary Sale you have seen alone makes
possible these low pries


Miracle Values: TOWELS
Finest quahity Turkisn Toweis,

## $59 \mathrm{c} \underset{\text { pair }}{\text { peir }}$

Guaranted values at $\$ 1.20$ to
sale extraordinary. Tricolette Waists


## Ensemble Suits

mam
A smart frock-a clever coat-a smart suit-all in
one.

Sale of Sample SKIRTS Guaranteed va
Every size, every
materials, all new st 3.47

MOTHERS! HERE IS A remarkable offer! 500 Girls' New Coats fir 4.97 Allam Not one in the lot worth less than $\$ 8.50$
Shades of Brown, Fawn, Blue, Navy,
Grey. Polaire and Velour Cloths. Shades of Brown, Fawns, Blue, Navy,
Grey. Polaire and Velour Cloths.
Wonder values.


## Big Girls Gingham

Girls' and Misses' New Spring Coats



## Girls' Dresses




Bargains of a Life-Time--Every Item at Cost--Below Cost--or slightly Above Cost

## LOOK HERE, MEN!

here are values that will establish new SELLING RECORDS FOR THIS STORE!

$\stackrel{\text { A }}{\text { Seventh }}$ Anniversary

$$
\begin{aligned}
& 17.95 \\
& 24.75
\end{aligned}
$$

Extra! Extra! Extra!

## Sensational

## Pants Sale FOR MEN! <br>  <br> BOYS' BLOUSE SHIRTS

 SimationMEN!
Two Pants Suits

| STOUT |  | Men's English |
| :---: | :---: | :---: |
| Attention! |  |  |
| simem | $27 \cdot 00$ |  |
| Suits, |  |  |
| Coats or | $33^{0 .}$ |  |
| Pants <br> вочтнім |  |  |
|  |  |  |
| - | $43^{.00}$ |  |

Crowds Will Buy! All Will Save! Don't Wait! If's a Golden Opportunity!

Somelling Unexpected! Mothers! Boys! Boys' Two Pants Suits
 before have we ever offered a value such as
his New models in All Wool materials. Ages 8 to 17 years.
blors of Grey, Tans,
Browns, in Light and
Dark shades.

London, New York and
Paris Ássoc. of Fashion

SALE of Boys' Clothing! MOTHERS! HERE IS YOUR OPPORTUNITY! BUY! BUY! BUY! YOUR SON'S CLOTHES IN THIS SALE AND SAVE!
Boys' One and Two Pants Suits, 6.57, 8.98, 11.50, 12.97

St. John's Largest Stock ${ }^{\text {Over } 1200}$ Pairs of Pants $2.95,3.95,4.95$


## Men's Caps



All sizes. Worth $\$ 2.80$
$\$ 1.97$

| MEN'S | MEN'S |
| :---: | :---: |
| FLANNEL | OVERALL |
| WORK SHIRTS | PANTS |
| All sizes. Worth $\$ 2.80$ | Without bib. Worth |
| $\$ \$ 1.97$ | $\$ 1.60$ |



MENS OVERALL

Without bib. Worth

| 81.60 |
| :---: |
| $77 c$ |

77. 

A Super Wonder Special! 800 SMALL BOYS' SUITS
Ages 3 to 8 years. $4 \quad 98 C$ Oliver Twist Suits, Peter
Pans, Tunic Suits-materi-
als of Cashmeres, Tweeds, When you see these Suits you will unhesitatingly buy 1.98

New Sweaters
For Misses' and Women
2.98造:

Men's Raincoats Rulberatite Caits and Raglans
Sizes for
every
man,
but quantity
limited.

THE EvENING TELEGRAM, ST. Jöins, NEWFOUNDiAND, APRL 28, 1925-6

the evening thlegram, st. Johns, newroundland, April 28, $1925-7$
and

THE EJENING TELEGRAM, ST. JOHNS. NEWFOUNDIAND, APRIL $28,1925-8$


IN The REALMS of SPORT

 nosin


L. e. perrin.

You Cannot Ifford to Miss "THE LURE"

CASINO MONDAY, TUESDAY AND WEDNESDAY Matinees Wed. \& Saturday Arlie Marks Players "THE LURE"
A PLAY YOU'LL NEVER FORGET. SEATS SELLING AT HUTTONS

|  | CASIN |
| :---: | :---: |
|  | SPECIAL |
|  | Matinee Wednesday. |
|  | Admission: |
|  |  |
| "THE LURE" |  |

THURSDAY
Where the River Shannon Flows."
$\qquad$
A Great VAUDEVILLE PROGRAMME


## you are not paying any more for your goo our stores than elsewhere, and in additio

 are gettingDr. F. Stafford \& Soln CHEMISTS \& DRUGGISTS Theatre Hill and Water Street West inspected-2-lb. Prints.
LMME JUCE-A pure West Indian Product, filtered
Lity $\stackrel{\text { Pints }}{\text { Large }} \stackrel{\text { Size }}{ }$
 HVER'S PURE FRUIT JAMS-Made from fresh
fruit grown on their own plantations at Histon,
Cambridge 1 -lb. Glass Jars, Raspberry, Straw-

| wx. Se Sivia: <br> Green Cabbaz? <br> Tesh Tomatoes. <br> Cucambers. | Seed and Table Potatoe due by first direct lottetown, about the 27 th inst. <br> Cobblers, Calicoes Dakota Reds. |
| :---: | :---: |

C.P. EAGAN
turst the Hefling sistative Council



It's Lloyd's Gold Medal Picture! At The Nickel ! Harold Lloyd in "HOT WATER"

LLOYD HAS OUT-LLOYDED HIMSELF! 'NUFF SED!

Men who continually use British Colonel will tell you it is a delightfully cool, pleasing smoke

In plug tobacco BRITISH COLONEL has no equal


The best soap to buy is the soap which sells best.
Somebody's soap may be good, but unless you can sell it, it is no good, as far as you are concerned.

Soap which costs less than SUNLIGHT is worthless.
SUNLIGHT SOAP Sells Itself.

Buick Popularity and Leadership


In addition to the wonderful value of the Buick car
itself, every Buick owner enjoys the dollars and cents itself, every Buick owner enjoys the dollars and cents
value that comes from Buick popularity and leader$\begin{aligned} & \text { value } \\ & \text { ship. }\end{aligned}$
He get

He gets the advantage of the remarkably low price,
with a high standard of quality, that is due to Buick with a high standard of quality, that is due to Buick
popularity and the resulting production on a large basis.
He is assured of service by mechanics, who know the
Buick car thoroughly, wherever he may travel. Buick car thoroughly, wherever he may traver
for as many years as he cares to drive his car.
He is protected against the abnormal depreciation in
value that takes place when a car becomes an "orphan.
REGARDLESS OF THE CAR YOU BUY OR THE
PRICE YOU PAY, THERE IS NO GREATER VALUE PRICE YOU PAY, T
THAN A "BUICK." THAN

BERT HAYWARD
Water Street (Opp, Ayre \& Sons.) When Better Automoblies are Bomty Buick will Buld Them.

Cabbage! Cabbagel
Due Monday per Red Cross "Rosalind" 154 Crates New American Green Cabbage
Price will be Low

California Oranges Island Potatoes Egyptian Onions Island Turnips

## GEO.NEAL

$\underset{\substack{\text { Beck's Core } \\ \text { Phone. } 264 .}}{\substack{\text { nen }}}$
${ }^{\text {Water St. St. Esti. }}$ TPohne 17

We are now offering OneThousand Eight Hundred

## cups

5 cents
S. 0. STEELE \& SON, Lid. 'Phone 192 Opp. Seamen's $\begin{gathered}\text { Institute. } \\ 100 \text { Water St. East }\end{gathered}$


DULEY'S
ELECTRIC TABLE LAMPS STANDARD READING LAMPS
 fidth. They ref really the finest we hav
ver had the pleasure of offering to out patrons-particuarly our
"STANDARD READING LAMP"
 PRICE ONLY \$35.00.
We invite inspection of these Lumps as
we foel sure you will find one suitabie for
your heme
T. J. DULEY \& CO., Ltd

The Reliable Jewellers \& Opter Street.

In Life or in Death
 value is avalathe at and time. .f you
provides for them.
Enguire todat.

CYRIL J. CAHILL
 CROWN LIFE insurance company

Lathrop and Fairbanks Morse Marine Engines.
the best value in engines. In Stock: All Motor Boat Fittings.
A. H. Murray \& Co., Ltd.,

## FREIGHT!

Regular Steamer Sailings from Montrea)
via Summerside, P.E.I, to St. John's
MURRAY TRANSPORT CO.,LTD.

Summerside Agents:
RoDGERS $\&$ AR NETT.
and
New Arrivals!
Remnants, Pound Goods, Crepe,
Percales, Wool Tweed, Striped Flette, Blay Calico, Lingette, etc.
LOWEST PRICES QUOTED.

Avalon Wholesale Dry Goods Company, Limited (a)

TO THE TRADE! Local Canned Rabbit.
H. \& M. BISHOP

## "THE LATEST!"

We are now showing the latest patterns in S
INGS, OVERCOATINGS, Vicunas and Serges FOR SUMMER WEAR,
 "THE BASKET WEAVE" W. P. Shortall

THE AnBRICAM TATOR.
Forty-Six Years in the Service of the Public-The Evening Telegrami

## FRUIT

 Vegetables, etc.Due Monday forenoon ex. S.S. "Rosalind" and selling at lowest market prices for prompt
delivery on arrival:
NEW FLORIDA CABBAGEP. E. I. TURNIPS-( 100 lbates 100 lbs Sacks.)

CALIFORNIA NAVEL ORANGES--
(Assorted Counts)
CALIFORNIA "WINESAP" APPLESand
SPECIAL-One hundred and fifty Brls. (150) FINE GRAIN AM, GRANULATED SUGAR Two hundred and fifty Sacks (250) FINE GRAIN AM. GRANULATED SUGAR
F. McNamara
'Phone 393. Queen St.


## 




Horse
Cough Mixture!


## Housse

MONEY
0
DR. F. STAFFORD \& SOI


INSURANCE CO., LTD.
THE WORLD AUXILIARY INSURAN
CORPORATION LIMITED.
BOWRING BROTHERS LIMITED
gents for Newfoundland. Agents for Newroundand,
Two first class British Fire Offices.
your property with us. Absolute Protection in the event of Loss,


Skipper Brand Stainless Cutlery
S. Hibbert \& Són, Limited SHEFFFELD, ENGLAND,
and Sold by the leading Hard mare Stores of St. Jad ading Hardware S St
Newfoundland.

He is satisfied-so will you be if y
MUSTAD'S Kel ${ }^{\text {Band }}$
Highest quality
TSH HOOR FISH HOOK

ADVERTISE IN THE EVENING TELEGR
$\qquad$

