

GERALD S. DOYLE, Distributor
At the Mouth of the Treacherous Pit stort of love, intrigue and revenge

 $=-=-=2$ MORE WOMEN


To get rid of
that sticky, clammy sensation use Little Lifebnoy in octagonal cakes.

Little lifebuoy Soap destroys perspiration odours, cleanses and disinfects.

Palm and olive oils are combined with other wholesome ingredients to make Litebuoy Soap
the best of its kind.
Nine Cents per Cake

## FOR 'REGATTA' WEEK

and after
Supreme Values in Summer Wearables


SPORT SHIRTS. Light Striped with large $\$ 1.65$ Plain Cream or Fawn imitation
Pongee Shirt, col- $\$ 1.75 \$ 1.80$ Plain Cream or Fawn Negligee
Shirts-White Linen collar $\$ 2.25$ band, double cuffs.
Summer Weight Pyjamas,
fancy stripe and plain $\$ 2.8$ fanmer stripe and pyainas, $\$ 2$.
fancy shrs. The Suit......
ZepITS

## THESE ENGLISH SUITS

we advertised last week are selli
fast. The values are the best se
for years.

| y y ears. |
| :--- |
| $\$ 17.50$, |

MEN
WARM WEATHER SOCKS.
 Silk Mixture Socks 85


NECKTIES.
 Big range Silk Ties, 50c. 75c. 85c. Men's Garters . 30 cc .45 c . 50c. Snap Links Tie Clips

## FOR LADIES

## Lisle Thread Hose, in Silk Hose, in Browe, Silk Dresses: Crepe- Black, Brown, Navy, White, Sand, Putty, de-Chene, Tricosham \&

 Black, Brown, Nayy, White,Putty........45c. Grey, Black. Silk Lisle Hose, 78c. 85c. 90c. \$1.10, Fine English Jisle Thread Hose, in Navy, NASH DRECSES $\begin{array}{cc}\text { Nigger, Putty, White } & \text { Pretty two-tone Ging. } \\ 75 \mathrm{c} . \& 85 \mathrm{c} \text {. } & \text { ham Dresses } . .\end{array} 2.25$ Special Black Cotton
Hose . . . . . . . . 19c. White Cotton Hose,
es, made
finish
pretty st
rong Silk
Shan. in
.$\$ 3.85$ SCARVES, Etc. Knitted Silk Scarves $\$ 2.35, \$ 2.75, \$ 4.50$ Bead Necklaces. 28c. to $\$ 1.10$ 28c. to \$1.10
Velly. Kelly Bags. STEER'S, LIMITED

ke

## 2

## Summer

 Beverages, etc.ROSES' LIME JUCE-Pints and Quarts, ROSES' LME JUICE CORDIAL-Pts. \& Qts MACONOCHIES' LEMON SQUASH. MORTON'S SYRUPS.
WEST INDIA LIME JUICE

Pints, 23c. Quarts, 45 c
SYPHONS-Large Size.
SYPHON BULBS-Small and Large sze GINGER ALE.

## C.P. EAGAN

TWO STORES
DUCKWORTH STREET \& QUEENS ROAD.


## Complete Change of Program STAR MOVIE To-day

GIUSEPPE CARUSO, Sings:
(A)-QUESTA 0 QUELLA FROM RIGOLETTA
(B)-ASHES OF VENGEANCE

## "The Beauty Shop"

## MR. PAUL CADIEUX in Selected High Class Numbers

TOMORROW IGHT MR, CARUSO SINGS HIS MASTERPIECE, "VESTI LA GIUBA" FROM PAGLICICI. (THIS IS
THE FAMOUS CARUSO'S WAR HORSE NIJMBER) DON'T MIS IT.
 $= \pm=$ Regatta Specials





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| :---: |
| paris, July 30. |}

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# TOWELS! TOWELS! <br>  the Finest \% <br> CREAT<div class="inline-tabular"><table id="tabular" data-type="subtable">
<tbody>
<tr style="border-top: none !important; border-bottom: none !important;">
<td style="text-align: left; border-left: none !important; border-bottom: none !important; border-top: none !important; width: auto; vertical-align: middle; ">THE BROADWAY</td>
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<tr style="border-top: none !important; border-bottom: none !important;">
<td style="text-align: left; border-left: none !important; border-bottom-style: solid !important; border-bottom-width: 1px !important; border-top: none !important; width: auto; vertical-align: middle; ">HOUSE OI FASHIOR</td>
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</tbody>
</table>
<table-markdown style="display: none">| THE BROADWAY |
| :--- |
| HOUSE OI FASHIOR |</table-markdown></div> <br> CONTINUING OUR 

WITH NEW MERCHANDISE ADDED DAILY AT PRICES THAT HAVE MADE THIS STORE THE SUPREME VALUE-GIVING STORE IN ST. JOHNS. VISIT OUR STORES DAILY AND CONVINCE YOURSELF WHY EVERYBODY TALKS ABOUT OUR UNMATCHABLE VALUES!

| CHILDREN'S ROMPERS! <br> Made up of fine Pink and Blue Chambray and nicely piped with White Binding. Ages 299 | PILLOW CASES! <br> Made up in fine White Linen. Just the kind <br> the thrifty housewife wishes to have. Size 4549 | GLOVES! <br> Silk Gloves-in all shades and sizes. Long el- $69 \mathrm{C}^{2}$ bow or short 2-fastener Gloves. Every pair 98 C | LADIES' FLANNELETTE NIGHTGOWNS! <br>  |
| :---: | :---: | :---: | :---: |

SUMMER DRESSES
at Prices You Cannot Resist Gingham House and Poreh

Dresses in all shades of | Dresses in. all shades of |
| :--- |
| Checks Sise |
| Values up to $\$ 2.50$ to tor $48 . .1 .39$ |

Voile Dresses for the Stouts

The Summer Dress Sensation
 bridered Swiss Organdie;
every dress stamped by the

makers to ensure | every dress stamped by the |
| :--- |
| marker to ensure satisfac- |
| tory wear .. |

## ANOTHER WONDERFUL OFFERING

Charming Silk Dresses put on Sale for the first time A special effort of ours to make this the Dress Sensation of the Season has made available to you this splendid selection. The ma-
terials and the price will convince you that they are worth inspecting and the Dresses will sell themselves. $\begin{array}{cccccccc}\begin{array}{c}\text { Canton Crepes. } \\ \text { Satin Fanes. } \\ \text { Cantons. }\end{array} & 5.98 & \begin{array}{c}\text { Taffettas! } \\ \text { Tricoplaids! }\end{array} & 7.98 & \begin{array}{c}\text { Satins! } \\ \text { Georgettes! } \\ \text { Etc. }\end{array} & 9.98 & \text { All Ste. }\end{array}$

## Special Clearance of Costumes

Every Lidght Colored Costume in our stock must be cleared regardless of cost, during this extraordinary Sale. In every, group your
will find Costumes sold previously at doubble the Sale Prices. If you are in need of one, now is the time and this is the Store to get
it from. Taiiored Models!



Sweater Sale Extraordinary! PULL OVERS! TUXEDOS! CARDIGANS! SIDE TIES! In fact every style for Sport Wear!
Special Sale of Children's
Organdie Dresses
MOTHERS! Dress your little girlse
with one of these cool Summer Dresses. Every one of these aren nicely em-
broidered and trimmed. Colours are
Whiter Whitered Pink, Prurpmed, and comburs are are
of assorted shades., Ages 2 to 6 . 1.39, 7 to 12, 1.89

| Children'S |
| :---: |
| GINGHAM DRESSES |
| In assorted shades. Ages |
| 2 to 6 years. A good $\$ 1.25$ |
| value for ... |

Fine Linen CAMISOLES
With Lace Insertion and
Lace Straps. Pink and
White

$|$| GUIMPS |
| :---: |
| in fine washable materials |
| and nicely trimmed with |
| White edgings and pockets |,


| SKIRTS ite and Cream Serge sizes, Values up to $\$ 275$ | UNDERSKIRTS <br> Made up in the finest White Lawn with Lace to match and coloured ribbon drawn through |
| :---: | :---: |



## What Our Men's and Boys' Department Offers You in This Great Clearance Sale

 Ages 8 to 17 years. Every Suit reduced to prices which ought to, inter
est every mother and father in St St John's. Values up to $\$ 8.50 \quad$ Values up to $\$ 11.0$ $5.78 \quad 7.28$ Values up to 812 :n Values up to $\$ 15.00$ $8.48 \quad 10.48$

| Men's <br> Cotton Hose <br> Black, Brown and Grey <br> 14. | Boys' <br> Play Suits in Tan and Blue Drill-Values up to $\$ 1.25$ for | Men's Fine <br> Negligee Shirts <br> Values up to <br> $\$ 2.25$ for <br> $\$ 1.29$. |
| :---: | :---: | :---: |
|  | Boys Pants <br> in Heavy Tweed. <br> Ages 8 to 17 yrs . <br> Values up to <br> $\$ 2.25$ for <br> 5119 | Men's <br> Working Pants <br> Heavy Tweed Pants. Values up to $\$ 2.50$ for <br> $\$ 1.48$ |


|  |
| :---: |
| Boys Pants in Khaki Drill Just the thin for Summer wea Ages 18 to 17. 98c. |


"IT PAYS TO SHOP" AT
( <
 Chapaper Hosiery
Ladies' Black and Brown Cotton Hose, at 15c.
pair. Marr.ack Coton Half Hose, at 15c. pair.
Men's Blan's Superior Quality White Cotton Hose Children's Superior Quality White Cotton Hose
now cut to less than cost to take place of a
 39c.
Infants
"Bine Lisle Socks, in the celebrated "Buster Brown
Sizes 4 inch to $71 / 2$ Ond.
Sily
Sizes 8 inc. pair.
inch to $91 / 2$.
Only 30 . pair. Sizes 4 inch to 91 On Ony 25c. pair.
Colours: White, Black, Pink, pair. Pale Blue, Infants' All-Wool'English Cashmere Hose.
These are higher priced, but also sell largeLadies' Imitation Silk Hose, Seconds. Only 25c.
pair. Ladies' Black Silk Hose, Seconds, in a rather
good quality. Only 45c. pair. good quality. Only 45c. pair. Vests-
Ladies' Short Sleeve White Cotton Vith laced front. A big seller at 45c. each.
wither For stout women. Price 55c each.
Of course we can give you lower priced
Vests, but we only mention this one which HENRY BLAIR


Anthracite WVELSH
 Our Prices on Anthracite are the lowest.

## A. H. Murray \& Co. Ltd

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| Arrived by S.S. Silvia 100 Packages Nova Scolia |
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he evening telegram, st. johns, newroundiand, JULY 31, 1924 . ${ }^{5}$



## THE EVENING TELEGRAM，ST．JOhNs，NEWFOUNODAND，JUTY S， 1284

## GREAT PRE－REEATTA SALE of Summer Merchandise FRIDAY，SATURDAY，MONDAY \＆TUESDAY

prices；thus providing timely economy opportunities to prepare for Regatta Day and the many weeks of fine weather Don＇t Fail To Take Advantage of This Event．

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## SPORT SHOES <br> Greatly Reduced

 UNUSUAL HOSIERY VALUES $=2=$ andith in mixime misum aman wan
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 Men＇s Oxfords．
 Tennis Oxfords．
 Women＇s Tennis Shoes
 Canvas Oxfords．

Women＇s Canvas Shoes．
 Women＇s Canvas Shoee．




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## Pretty Dresses

| Pretty Dresses at Sale Prices |  |
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| Gingham an |  |
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| \＄5．20 each． Sale price $\$ 4.25$ |  |
| Underskirts．Camisoles． |  |
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## Smallwares <br> 

Clearance of SUMMER MILLINERY




Half Price

Women＇s Underwear Sport Hair Nets


Holiday Wear for Men

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## The Royal Stores，Ltd．



Very Special Values in BLOUSES \＆SWEATERS
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 Shanturs Stirt Wiats
 Wool Jackettes．


 Women，Seater Coats．



## Stationery



TO－DAY＇S MESSAGES．
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BY COMION OONSENT．
PETRRBORO，OMt





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Personal


Meserat Lsman，Calvert，H．Sawe





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In the Realms of Sport

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| country.-The Trotter and Pac- |  |
| er.-It may be interesting to New- foundland horsemen, to know that the gentleman referred to above is also |  |
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|  |  |
| 2.08 8-4. This youngster, by name "The Great Axworthy," was a Blue Ribbon winner at Prince Edward Is- |  |
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| вiple shoortwe. |  |
| An Anstralian's Great Record-2n Consecutive Buil's-Eyes. The great rifle carnival at Bisley |  |
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| In a team match, 8 a sids, between the North London Club, the Cana- |  |
|  |  |
| conditions ( 7 shots per man at 200,500 , and 600 yards $)$, J. Shearim, amember of the Australian team, crea- |  |
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| $\begin{aligned} & \text { eyes with all these, two at } 200 \text { yards } \\ & \text { and one each at the other ranges, so } \\ & \text { that he had } 25 \text { consecutive bull's- } \\ & \text { eves. } \end{aligned}$ |  |
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| Keyte (Victoria) 100, G. Bryans (Queensland) 100, and G. B. Addison, |  |
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| Champioiship and Gold Medal: Col.- Sergt. Westcott, 707. Winner of the |  |
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| Soldiers Cup: Marine Ashby, Ports- mouth H.Q. |  |
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DRESSES
In a multitude of styles and shades, slated for immediate

## CLEARANCE

Every one of them this year's importation, this year's own particular styling in Voiles, Muslins and kindred materials, light and dark patterns, some plain, others fancy. EXTRAORDINARY VALUES.

## SPECIALLY RE-PRICED

LADIES
TUSCAN STRAW HATS


## HALF

PRICE
REGATTA


New Pota' es, New Turrinss,

## We are now booking orders, deliver

or the above mentioned Vegetables at extreme
1 y low prices; also california Gravenstein

## F. McNamara, Queen Street <br> Phone 3 .

New Cabagage,

THURSDAY
APPLES
at prices that will make you buy.
Provides Laughs
$\qquad$ min
$\qquad$
and
Hit ORANGES




## THE KODAK

Developing and Printing Service

Gives you finished prin 24 hours, without fail.

24 hours, without fall.
When you're of for a pienic, or on your holidays, take your camera with you to "smap" the goo ee, and send your films to us for development
our special apparatus ensures you the best possible results from your films. Our reputatio make a special feature

## rOOTON'S

THE KODAK STORE
09 Water Street. 'Phone 131

HAY!
JUST ARRIVED ex. S.S. "LISGAR COUNTY" 182 SMALL BALES OF P.E.I. GOVERN MENT INSPECTED HAY. selling at a very low figure, ex. wharf. I.B. Clift
COMMERCIAL CHAMBERS,
WATER STREET.

Laugh and Grow Fat
is an old Axiom.
We advise the use of a Good Tonic and we know of no better than BRICK'S TASTELESS. Bricks Sastiles is is and worfur nerve onnic
and bibod builder that Her for
 condition.

Price $\$ 1.20$ per bottle.
Dr. Stafford \& Son


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 an
## RACINE CORD TIRES

 are the Best Value Your Money Can Buy
## All Sizes in Stock

 JOB'S STORES, tut

## - Monanan <br> 


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German Imports Serious Handicap to Our Industry





## CONCEPTION BAY SERVICE

 S. Y. "PAWNEE"| Carbonear | Grace | Bell Island | Portugal Cove |
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| Mon. Wed. PrH | Tree. Thar. Sata | Dalls | Dalis |
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By CY HUNGERFORD


nmpromsprime Don't say Paper, Say "EVENING TELEGRAM,"

## APPLES, CABBAGE ORANGES.

Thursday ex Rosalind: 75 Boxes Gravensteins, 150's. 100 Brls. Green Cabbage. 100 Cases California Oranges. Price and
Quality Right.
'Phone 264.

## GEOMNEME Limited.

Beck's Cove
'Phone 264
Water St. East.

Quantity Price Fair and Unfair--
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New York armour soap works Chicago. John Rossiter


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    THESTANDARD MFG, CO. LIMITED. 2. Johmp, newfounduak.

