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VOLURE XLVI.

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WILL GIVE YOU EVERY SATISFACTION, THAT'S WHY WE SELL IT-GEORGE NEAL, LTD.

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THE ETENING TBLEGRAM, ST. JOHNS, NEWFOUNDDAND, SEPTEMBER 19, 192I-2


THE BROADWAY HOUSE OF FASHION
Announcing our First Showing
NEW


Trimmings:
FEATHERS Dipped in Gold.

RIBBONS
two-toned or self colored.

BUCKLES
of Marcasite.
GAY ORNAMENTS.

FEATHER
MOUNTS
and
many other Novelites.

Hats for a New Season -- Dashing or Demure :The Fall tailleur or street frock could find no more chic complee usually seen in high.priced Hats, ontrives them. Small brims,


A Comprehensive Assortment of Felt, Velour and Velvet Hats-The Hat of Importance.

An "all star cast" of the Latest Hats! Every one in these groups or Shopping Hats-Meadowbrook and Catalinas-and soft Eng-
lish Felts in a fascinating assortment of new colors-new shapes -and new ideas for trimmings-and every one most reasonably priced
HATS FOR BOBBED HEADS-MATRON AND MISS

COME ! See the New Modes-Choose from a Great Variety. "It Pays to Shop" at 2swx


## THE BROADWAY HOUSE OF FASHION

Colors:
Black vies with Brilliant hues. BERRY RED. RED-BROWNS BEIGE. POWDER NAVY BLUES. EMPIRE SHUTTER GREEN. GREY
CRABAPPLE Etc., Etc.

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The most ecomomical and best Cocoa on the market BAIRD \& CO., Líd., Agentsfor

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Bournville, England


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Your Health Depend Upon Your Teeth.





J. J.STRANG LADIES' \& GENTS' TALLO
Corne: Water \& Prescot Sis
antzood,te St. JOHNN'S
St. JOHN
Grocery Stores
Flour, very best grade,
stone.. stone $\cdot \cdot$
Tea, very good, 1 lb . Sugar, Gran. lb, Butter, Best Creamey
Raisins, Sultana, lb Raisins, Sultana, 1, li
Currants, cleaned, 1 . Currants, cleane,
Biscuits, Pilots, lb Biscuits, Sodas, Peas, Green, large, il Milk, Pet, , in .. Beef, very choice, Ib Beef, very choice, lo.
Pork, finest family, lb. Tongue, lunch, lb. Beef, cooked, lb. Onions. new, lb.
'J. J. ST. JOHNe
Duckworth St. \& LeMarchail

DUTCH BULBS.
Best Quality Daffodils, Tulips, Hyacinths, Freesia and Mixed Gladioli

THE EVENING TELEGRAM, ST. JOHN', NEWFOUNDLAND, SEPTEMBER 19, 1924-5


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## 


The Year's Greatest Picture "There is nothing on the stage this season, nor compare with 'The White Sister'" Dale, N.Y. American.
"Lillian Gish reaches the very highest points
in action, charm and delightful

"HAIG"
TheNew Rubber Boot
Men and Boys. All Live Rubber.
Wholesale Price List on Request.
F. Smallwood, toond fineos

218 \& 220 Water St.
Sole Agents for "Haig" Rubbers in Nild.
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## "Matchless"

ThePaintof OMulitiy
Practical Painters choose "MATCHLESS" because it works easily, covers well, and saves time.
Property Owners ask for it because it is durabie and lasts so long that it sares money.
= SAVE FROM DECAY =
IN THE "MATCHLESS" WAY.
The Standard Manufacturing Co., Ltd.

## BLANKETS! BLANKETS


The early Buyers from our New Shipment of English Wool Blankets will have the advantage of choosing from a line not often offered at such exceptional GOOD VALUE.

## Our ENGLISH WOOL BLANKETS

are Light and Fluffy, yet Extra Warm. Prices: 6.20, 7.60, 12.30, 13.50, 14.00, $14.50,15.00$ \& 16.50 pr. White Marcella Bed Spreads



Now At The STAR MOVIE
First National Attractions
Katherine MacDonald "A Beautiful Liar,"
in
No movie patron has not read or heard of this beautiful actres. geous costumes.
JOE ROCK in "NYMPHS \& NUISANCES"
The Supreme Musical Trio: MISSES 'RYAN and MORRIS, and MR. J. CRONAN, in all new selections.
Coming:-Leatrice Joy in "Marriage Cheal" and Jacki Coogan in "Circus Days." First National Attractions.

| THE SCENES | Found Store <br> Last night | strates | Shippi |
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| Theme | M.G. Band, Victoria P |  |  |
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|  | (weather permitting). |  |  |
| them are the members of the Cabinetand the City Council, and also of-ficial represemtatives of other gov- |  |  |  |
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| ficial representatives of other gov- ernments and organizations. So to the funeral of Captain Whitty |  |  |  |
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| East Bound Express left Rails <br>  |  |  |  |
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|  |  |  | for the best is the $m$ economical in the |
| The east bound express which lertPort aux Basques Wednesday morn-ing, comprised of two, engines andnine cars met with a derailment at 3p.m. yesterday e.t the 204 th mile, four |  |  |  |
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| result did not reach the city until 12.50 to-day. The accident occured on |  |  |  |
| 12.50 to-day. The accident occured on a fairly level part of the road. The |  |  | THREE FLOWER <br> TALCUM |
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|  | W. REEVES | der |  |
|  | For Crockeryware, Etc. |  |  |
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## THE "FIFTH AVENUE" Commences Its First EARLY FALL SALE

With the Largest and Best Stock of Ladies' and Men's Wear it has ever carried !! Look at the Wonderful Bargains quoted below, and-wCOME EAREX

## Ladies' Skirts

500 came in on the Rosalind, in all new colors and SERGE
$2.90 \quad 3.90 \quad 4.90$
Satin-Stripe Crepe, French Crepe, Canton Crepe and
6.90 and 7.80

All sizes up to 48 inch waist.

## Fall Fashions in DRESSES

Deserving of your most careful attention is this attractive selection, which includes 500 Handsome Canton and Georgette Dresses in all shades and styles. These Dresses are reduced to muich below COST PRICE!


Ladies' Costumes
Matrons' and Misses' Costumes for Fall wear on all Matrons and Misses Costumes for Fall wear on all
occasions. Fine Suiting Serge, and Poiret Twill, in occasions. Fine Suiting Serge, and Poiret Twill, in
Navy, Fawn, Nigger and Black. All sizes, including "Stouts."


The Newest and Best FALL STYLES Just Opened in

| Sweater Coats <br>  | Ladies' Corsets Extra qualit Coullis a tastenera an an tiese.... | Come Early for these Special Bargains <br> Ladies' Waists |  | Turkish Towels 40 c \& 60 c |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Sweater Coats | Silk Sweaters | , | $\begin{aligned} & \text { Children's Slip-0n } \\ & \text { SWEATERS } \end{aligned}$ | Ladies' Breeches | Tricolettte Waists |
|  |  | $1 C^{\text {wilig the }} 500$ | 1.98 | $\begin{aligned} & \text { Good Qualitit Twed } \\ & \hline 1.98 \end{aligned}$ | $1.49 \& 2.90$ |

"SNAPPY" SNAPS IN OUR GENT'S FURNISHING DEPT.

Men's
Raglans
Reai good-looking, good-wearing Raglans, in Navy and
Mid-Fawn, guaranteed Storm and Rain-proof.
Handsomely tailored and well made.

Men's

## Suits

Stylish and very good wearing Tweeds, finest all-Wool English Serges, in all new mixtures and plain colors.
All stock sizes.
14.90 uр to 55.0016 .00 uр то 29.00

## Overcoats

The pick of the Fall Styles in very smart weàves and

Boy's Suits
These splendid wearing Tweed and Worsted Suits are going out at tremendous
to get your Boy's Suit
from 5.90 up
THE "FIFTH AVENUE" STORE, 312 Water Street









## A New Thrill-A Real Sensation-AT THE NICKEL! PLASTIGRAMS <br> "The Kingdom Within" RUSSELL SIMPSON, PAULINE STARKE and GASTON GLASS. *

 Six Second Smith-Current Chapier of the Great Fighting Blood Series NOTE:-Coloured Glasses will be supplied Patrons to view "Plastigrams", ne Achievement, "THE WHITE SISTER," starring Lillian Gish-12 BigA GREAT TRIBUTE TO A GREAT ARTISTE BY A GREAT CRITIC:


## and

For 135 Years the Favourite Soap of Ladies and Gentiemen.
BEST FOR BABIES.

Investment in Wasps

Repairing or Remodelling this Fall? The Free Beaver Plan Book Will Help You $\mathrm{A}^{\mathrm{TE}}$ or rom pomanning to renee wracked vall or or ceilinge? T build



 on any Baver Wail Board job
Find Out About Vulcanite Roofing
 \& A A L L B O A R D B A Beaver Eorder
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## Ladies'

 SUEDE FOOTWEAR FOR AUTUMN 1924.


CORDELLA THE MAGNIFICENT"


Clara Kimball Young MAJESTIC THEATRE TO-DAY A PHOTO.PLAY OF WHITE BLACKMAIL.


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Know Your Car
Whes the cletch sticks.

## not to bally worn, they plates are facedi othervisise new plates will have to obe or <br> 

Better Wives

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& \text { and Mothers }
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and





## Strategy Wins

Autograph From
Rudyard Kipling

## DURING ALTERATIONS

Now going on in

## Our Men's Department

Please use Entrance thro

# OurLadiesDepartment 

## THE <br> BROADWAY HOUSE OF FASHION

# Fall <br> FOOTWEAR 

Now being opened up at

## Knowling's Shoe Stores

Men, Women and Children

## 

 The Best Value at Any Stated PriceMen's Laced Boots
, Brow 2.95 to 9.80 MENS OXFORD SHOES. MEN'S PATENT LEATHER SHOES. MEN'S KID HOUSE SLIPPERS MEN'S BEDROOM SLIPPERS.

Girls' High \& Low Boots laced shoes. Black and Brown

Women's Laced Boots

Black and Brown 3.20 to 7.50

LADIES' OXFORD SHOES.
LADIES' STRAPPED SHOES,
LADIES', EVENING SHOES
LADIES' BLACK and WHITE SATIN SHOES.
All Colours in Felt and Fawn Suede
Boys' Laced Boots
McKay sewn, Goodyear welted Pegged and Nailed.
To suit every fool

Boys' Laced Shoes
Black Kid and Brown Calf. Rüber Heels.

WOOL SOLES, ALL SIZES, MEN'S WOMEN'S AND CHILDREN'S.
UBBER SOLES AND HEELS; CREPE RUB BER SOLES.
MILITARY SOLES AND HEELS, LIGHT AND STOUT WEIGHT.
Mail Orders Receive Prompt

I WANT MY COMPLETE STOCK of Men's Negligee Shirts cleared out before my Fall purchases
arrive, and in consequence am going to sacrifice every Shirt of my arrive, and The Shirts are all of neat design and super-excellent quality, such
as are only to be found at St. John's leading Men's Wear Shop. Here are the Prices:-
5 Dozen. Regular \$2.50
.Now \$2.25
5 Dozen. Regular $\$ 3.00$
.Now \$2.40
5 Dozen. Regular \$3.50 . . . . . . Now \$2.80

$$
\text { and a few sizes } 151 / 2,161 / 2 \text { and } 17 \text {, at } \$ 1.50
$$

These will not last long, so get your's now.
Yours for quality and service,

WWestclox


Honest time and a sure call $\mathrm{T}_{\text {de man who whan }}^{\mathrm{HE}}$ whe good time they keep.clock cet time all day as well as as atchesaswel ast he clocks.
awaken him in the morn-
The alarm clocks all sound awaken him in the morn-, The alarm clocks all sound
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Ioidid enough to wake the of the clock he buys. 'soundests sleepers. Ask your Westlox are famous for clock dealer for Westclox.


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## SIDE TALKS.

By Rath Cameron.
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Pearline for easy wash ${ }^{\text {TNSHO}}$


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SURPRISING VALUES!

## Ladies' Boots

Black and Brown, Louis |Black Gun Metal Blucher ${ }^{\text {Black and Brown. Medium }}$ and Spool Heels. All sizes. $\begin{aligned} & \text { and Bal styles. Medium } \\ & \text { heels and round toes. }\end{aligned}$

| 1.65 | 1.98 | 2.25 |
| :--- | :--- | :--- |

## Ladies' Sweaters

An abundance for selection, some smart styles, and all worth very
muich more than these prices:
$1.25,1.65,1.95,2.25,2.75,3.25$

## Boys' Sweater Coats

$u$ metm $75 \mathrm{c}, 1.25,1.50,1.55,1.65$

## Men's Sweater Coats


1.55, 1.65, 1.75, 2.50, 2.75, 3.30

Boys' Sweaters
$65 \mathrm{c}, 75 \mathrm{c}$

## 

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THE EVENING TELEGRAM. ST. JOHNS. NEWFOUNDL AND, SEPTEMBER $19,1924-14$


Baby Week







What's happening in your mouth? Nothing goes on in your moctic Tooth Soursh Poopesh't tive saw-tooth-pointed incisis and cranny inven every nook
to-getate to-get-alluacks of back teeth
are scrubbed are scrubbed cle che
large end tuft. curious abo-phy-lac-tic is that makes teeth decay. It hunts him up and chases
him out. That is what prevents decay and gives your teeth that look of beauty,
that comes with white,
strong, and healthw teeth. AT ALL Dं DEALERS. Tenoed S. Aayl


Prophulactic Tooth Brush Alongs Sold in the Yellow Bot


## NEW ARRIVALS!

PICKLING TOMATOES Firm -selected Green stock, not bruised or SELECTED RIPE TOMATOESSmall and Large. CRABAPPLES-By the Gallon. GRAVENSTEIN APPLES-In Barrels. 100 Cases CAMPBELL'S SOUPS. FRESH: CELERY.
PEARS-In half Brls. and by the Dozen Fancy No. 1 Stock.
C.P.EAGAN

TWO STORES DUCKWORTH STREET \& QUEENS ROAD.

Cardinal Mercier
Expresses Belief



People everywhere are giving up Floor Canvas and are buying Congoleum Art Rugs. There are many good reasons for this. Here are some of them:-

1st-Congoleum Art Rugs are more fashionable, more refined, more stylish, they look better and wear better.

2nd-Congoleum Art Rugs are without seams, no joints in the middle of your room to catch dust and to eventually become shabby.

3rd-No cutting or matching necessary, therefore no waste. No tacking to be done, the Rugs lie flat and can be taken up easily at house cleaning time, therefore they are more healthy.

4th-Their charming patterns and colors display the good taste of the "woman of the house." Congoleum Art Rugs are really beautiful.

5th-Their low price, about quarter the cost of a carpet square, though they are better than carpet, in so far as they are dustproof, waterproof and insect proof.

You really should see Congoleum Art Rugs. Come in when you are down town and let us show them to you!

Congoleum Art Rugs are sold under a Gold Seal guarantee, which means "umless they refunded."
Look for the Gold Seal on each Rug. CONGOLLUM PRICES: Art Rug 9 ft . by 12 ft . $\$ 18.00$


We also have Runners ior your hallways or for covering up the bad spots in any of your rooms-
Runners 9 ft. by 18 in. . . Only $\$ 1.95$ 9 ft . by 3 ft. 4.50 9 ft . by $41 / 2 \mathrm{ft} . . . . . . . . . .6 .75$
Congoleum Rugs and Runners are highest quality. Don't confuse them with low grade canvas or felt floor coverings. Look for the Gold Seal on every genuine Congoleum Rug and Runner.
OUTPORT CUSTOMERS!-Ask us for a copy of "Modern Rugs for Modern Homes"-it's Free!

WRITE NOW. DONTT WAIT.

## BOWRING BROS., Ltd., St. John's, Newfoundland

DAYS MESSAGES Msfins maxan Hernixal
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## BAIRD'SSUPER-SPECIALS forFRIDAY,SAT.\&MONDAY



 A 1


Lipton's Groceries Steer's Ltd.

Lipton's Celebrated English Biscuits. Marie, Albert, Tea, Digestive, Water, Orange
Creams, Tennis Choocolate, Assorted Creams, etc.e.etc.
Lipton's Arrowroot Biscuits and Lipion's Cakes in Liptons, Ahrowroot Biscuits and Lipion's
1 1b.
Lins.
Lipton's Delicious Table Jellies, in 1-pt. tablets Lipton's Delicious Table Jellies, in 1 1-pt. tablets
Lipton's Table J Jllies bear an exceedingly high .
reputation for Quality and Flavour. None Better! Lipton's Sotch Orange Marmalade, in 1.-1b. Glass Sars.
Give this a trial on your breakfast table. Lipton's Raspberry Jam, in 1-1b. Glass Jars. Lipton's Essence of Coffee and Chicory, in 5 -oz. bottles, Lipton's Famous Cream Caramels, in $1 / 4 /-1 \mathrm{~b}$.
Lipton's Butter Scotch—"The Real ' . 4 , Lipton's Butter Scotch—"The Real' Stuff."
As we import this very As we import this very popular Sweetmeat in large
air-tight tins, we an guarantee the quatity and fresh.
ness of it and as it is is inported in bult our price for
same is very moderate.

## Steer's, Ltd.

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COAL! If you want the BEST order our
WELSH ANTHRACITE. All who used it last year say it is the best thes Screened North Sydney. Burnside Scotch. A. H. Murray \& Co., Ltd. becrs core

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First Books, Studio Pieces, Theory Books, Trinity College Music,

The Celebrated Century \& McKinley: 15 Cent. Editions.

## CHARLES HUTTON

The Reliable Piano and Organ House.

Forty-Five Years in the Service of the Public-The Evening Telegram.





Because a Camel grows hair it doesn't follow that an ald
" CAMEL HAIR" BELTING
"CAMEL HAIR" BELTING
is made only by
F. REDDAWAY \& COMPANY, MANCHESTER

A total of over $100,000,000$ Feet of this Belting has been manufactured. It has been shipped to every
port in the Seven Seas, and not one failure recorded

BECOME A USER TO-DAY!
Other Reddaway Products are:
"CAMEL" FIRE HOSE. SUCTION HOSE.
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WATER HOSE. AIR HOSE
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Nild. Government Railway. पep
 NOTICE!
AST BOSTON, MASS.-HALIFAX, N.S.-ST.
JOHNS, NFLD. - NORTH SYDNEY, N.S. Steel Steamship "SABLE I", will


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## CAADDIAN TORONTO NatIOMAT TO-DETROIT Ralluars CHICAGO.


mee reocraina limitrb.
R. H. WESSTER, General Agent.
 Oui Stock for the Coming Winter: BEST North symenist scr men in
 Bearre pour rempremenens now.
M. Morey \& Co., Ltd.





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    Ex S. S. "ROSALIND," DUE THURSDAY
    70 cases oranges-counts $216-282$.
    half barrels PEARS.
    50 barrels APPLES-Eally.
    50 boxes Apples.
    BURT \& LAWRENCE
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