 -

VOLUME XLVII. S6.00 PER YEAR. ST. JOHNS, NEWFOUNDLAND, TUESDAY, JUNE 2,1925 . PRICE: TWO CENTS.

## PLAYING WITH FIRE

often leads to the firemen playing "on" the fire-that is the way accidental conflagrations frequently break out. Such accidents cannot always be avoided, but you can provide against the damage consequences by insuring in one of our Reliable Companies. The cost is very small, indeed, in comparison with the financial protection we give you. Come in and let us convince you
TESSIER'S INSURANCE AGENCIES, Water Street West.

## $A+x+a=3$

| Auction Sales : |  |
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| Dowden \& Edwards, |  |
| PEGPLES 3 |  |
| AUCTIONEERS |  |

auction. valuable freehold

##  <br> FOR SALE.

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## 4 New Milch Cows,

Holsteins.
3 General
Purpose Horses.
${ }^{20}$ Young Pigs. P. E. I. Potatoes.

## For Sale!

 WLLLAM BRENNAN.\section*{DANCE. <br> |  |
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| ARBOUR DAIY FESTIVAL <br>  WEDNESDAY AFTERNOON, JUNE 3rd. <br>  <br>  |
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NOTICE.



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## For Flavor <br> "SALADA"

Always fresh and pure. - Sold Always iresh and pure, - Sold

## LORD MORDEN'S DAUGHTER <br> the tragedy of the cedars.




Developing the Fullest Possibilities of the Four Mastiviz $=4=2$ mix





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## Marshall's Garage <br> Showroom: Prescott and Duckworth Streets. MAXWWELL


 Mr. Business Man-
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## In $\substack{\text { disable } \\ \text { sustai } \\ \text { as wel }}$

COULD \$50.00 BE BETTER SPENT?
U.S. FIDELITY \& GUARANTY
U.S. FIDELITY \& GUARANTY CO Ј. J. LACEY. NAd. General Agent.

## ENGINES

It has been decided to clear out OUR ENTIRE
STOCKS of neen and seondhand PALMER REGAL
FRASE
 placing your order elsenhiere inspect our stocks and
be convinced of the genuineness of our intentions.
We Franklin's Agencies, Lttd.

[^0]the Public-The Evening Telegram


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## Exquisite

Exquisite care in the
selection of leaf, its
selection of leaf, its
blending and its
manufacture $g$ ive
"Gems" their famous
quality.

Positively
None
Better

Are you saving Box Fronts?

## WHITE SHOE SALE

 SMALLWOOD'SThe best time for a Shoe Sale is when the people need Shoes.
or a Shoe Sale is when the peop
THAT TIME IS RIGHT NOW.
Women and Children's White Canvas Shoes

Child's White Canvas Boots
to 8 Price $\$ 1.10$ Child's 1-Strap 2-Button Canvas Shoes Child's Strap Sally Canvas Shoes (This is a very dainty Shoe). Sizes to 10 Price $\$ 1.95$ Misses' Strap Silly Con Canvas Sho Misses' Strap Sally Canvas Shoe Women's 1-Strap 2-Button Canvas Shoes
Women's 1-Strap Sally Canvas Shoes Women's 2 -Strap Sally Canvas Shoes Women's White Canvas Laced Shoes ABOUT 900 PAIRS IN THE LOT-SECURE YOUR SIZE TO Price $\$ 2.50$ ABOUT 900 PAIRS IN THE LOT-SECURE YOUR SIZE TO-DAY

## MEN'S BOOTS



## F.Smallwood's

## Shoe Stores

218 and 220 WATER STRE


# A ${ }^{5} 30,000.00$ - <br> BANKRUPT SALE PRICES 

This fpoch-Making Sale
COMMENCES ON THURSDAY, JUNE 4th
AT NINE O'CLOCK SHARP. DO NOT FAIL TO ATTEND!

THE FAIR ${ }^{\text {Shases Sectacalat Bad Price-Bitherey. }}$ An event rare that they mate all or make all ower Sales look where electricity was fifty years ago. You have undoubtedly received big values before-But . . this Sale sounds ithe death knell of all past performances and starts a new era of unmatchable values

GET READY:
Line Up for the Opening Hour-9 a.m. Thursday

THIS SALE Will Arouse St. John's THE BIGGEST VALUES! THE FINEST QUALITIES AND THE GREATEST varieties ever offered, onsale Beginning Thursday Morning at Nine $0^{\circ}$ Clock. Men's \& Ladies' Clothing Prices Touch Bottom Here

OVER 8,000 HIGH CLASS SUITS, COATS, DRESSES, SKIRTS, HATS, ETC., FOR WOMEN-AND HUNDREDS OF SUITS, COATS AND PANTS FOR MEN ARE INVOLVED. THIS IS PROBABLY THE LARGEST AND MOST IMPORTANT PURCHASE OF FINE GARMENTS EVER MADE BY ONE RETAIL STORE IN THIS CITY. WE BOUGHT THEM at a FOURTH TO A HALF OFF, AND WE ARE TURNING THEM OVER TO OUR CUSTOMERS ON THE SAME BASIS
WE COULD HAVE MARKED aLL THESE PURCHASES AT REGULAR PR'CES AND CASHED IN ON THE SAVINGS WE MADE-bUT THAT IS NOT THE WAY OF THIS TORE. WE SELL AS WE BUY! AND SO WE ARE SHARING, NOT ALONE ALL THE SAVHGG ON THESE EARLY PURCHASES, BUT WE ARE SHARING PART OF OUR EEGULAR LOW PROFIT AS WELL. THUS EVERY FAMILY IN THE COUNTRY IS AFFORDED THE OPPORTUNITY TO SUPPLY IT'S NEEDS FOR THE ENTIRE SPRING AND SUMMER SEASON, AT PRICES CUSTOMARY ONLY AT THE END OF A SEASON. READ OPPOSITE PAGE

A MOST SPECTACULAR VALUEE. GIVING SALE!
 NEW TRIMMED HATS

Delightful shapes and shades for Summer-
Quite the last word in smartness. Hats for Misses. Hats for W,omen. Hats for Matr
Large Hats. Large Hats.
Small Hats. $2.95{ }_{\text {you se }}^{\text {When }}$ Small Hats.

Colors: you will agree Black, White, $.95{ }^{\text {with us that }}$ Indian Orange, Henna, Sand, Henna, sand

Crabapple, | Crabap |
| :--- |
| Nary. |

Sensational Ladies' DRESSSALE Not one Dress in this None to dealers. lot worth less than
$\$ 10.00$-quantity lim-
ited All sizes. ited. All sizes.

## Look!

Brand New DRESSES OF THE BETTER KIND.

Dresses worth $\$ 20.00 \$ 25.00 \$ 30.00$ and $\$ 35.00$, all at All one of a kind and 1 Ladies! This is the absolutely good value at double. made.
A MIRACLE DRESS SALE like this comes once in a great while Women who have not attended a Sale in years will come to this one

THIS EVENT WILL ESTABLISH A LADIES COAT SALE UNPRECE dented in the history of the retall stores of t he COUNTRY.


Over 400 Brand New Coats, the smartest styles of the season offered at prices not likely to be duplicated anywhere-at any time.

Coats Worth Coats Worth Coats Worth Coats Worth
Up to $\$ 20.00$ Up to $\$ 28.00$ Up to $\$ 38.00$ Up to $\$ 46.00$
$12.7515 .7525 .75 \quad 29: 80$
SIZES FOR MISSES-FOR WOMEN AND STOUT SIZES.
Make no mistake about this COAT SALE. Every Coat value in these Groups represents savings of 40 to 60 per cent. to you. See them! You be the Judge!

## 339 <br> WATER ST. 3 Doors West of. Bishop's Cove



## MEN! MEN! MEN! MEN! BIGGER-BETTER-GREATER Than Ever! The Greatest Slaughter of Men's, Youths' Boys' Clothing in the History of St. John's <br> Positively, without exception, the Greatest Sacrifice Ever Conceived or Attempted on High Grade Clothing. MEN: You MUST Attend this Sale!

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| Special! |
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| MEN'S |
| DRESS |
| SHIRTS |
| 99c |
| IAl Sizes |
| Values to s20. |

## PE PIC ONE and TWO MENS PAMNS SUITS

Values that Stand the Supreme Test of Close Comparison.

## Out They Go! Over 800 Men's BrandNewSuits

 To be Sold at 40 to 50c on the Dollar MEN! You Can Buy Two Suits for the Cost of One in This SaleMEN'S SUITS
WITH ONE AND TWO PAIRS OF PANTS. $\left.\begin{array}{llll}\begin{array}{l}\text { Suits } \\ \text { Sorth }\end{array} & \begin{array}{l}\text { Suits } \\ \text { up to } \\ \text { Worth }\end{array} & \begin{array}{l}\text { Suits Worth }\end{array} \\ \text { up to } \\ \$ 88.00\end{array}\right)$ $22^{.80} 26^{.50} 29.50$ Suits Worth
up to $\$ 99: 00$ 32.00 33

LOOK, MOTHERS! Boys' Two Pants Suits
 Make Sure You Have the Right Name \& Address--339 Water St.--THE FAIR Ladies' SUIT SALE "That will be the Talk of the Town"
THE MOST WONDERFUL COLLECTION OF BRAND NEW SUITS EVER EXHIBITED IN THIS

|  | al $\quad$ ON 18.95 |  |
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| Look, Men ! 400 New Spring Caps 49c |
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| 400 |  | A |
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| Ladies' | LADIES' | SNAP! |
| Skirts | Spont Flannel | Stout |
|  | DRESSES | Silk. |
|  | 7.98 | Dresses |
| 3.49 | $\begin{aligned} & \text { All the new Sum- } \\ & \text { mer shades and } \\ & \text { newest styles. } \end{aligned}$ | Dresses |
| Evers, yize, an new |  |  |
| pateres, wonder | to si4.0; all sizes. | ne Dress wort than $\$ 30.00$. |

The evening telegram, ST. JOhns, newfoundi and, JUNE. 2,1025 -

## ज5=  <br> S \& CO  <br> -O-SPRAY <br>  <br> PRAY FOR <br> PRAY F NSECTS. <br>  <br>  <br> CABLE

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Bricks
Tasteless
BRICKS TASTELESS will work wonders if you take
it according fo directions. It purifies the blood, it makes the weak strong, it is easily taken, produces no bad after effects, will give you a good appetite in
very short time. The one who takes it MUST EAT
Try a Bottle. Price $\$ 1.20$. Postage 20c. Extra.

| For Sale in the city at |  |
| :---: | :---: |
| Bowring Bros. | M. Connors. |
| Geo. Knowling's. | Steerss, Ltd. |
| A. W. Kennedy. | ${ }^{\text {O }}$ 'Mara's Drug Store. |
| Peter OMara. | R. G. MacDonald, Ltd. |
| F. Lukins. |  |

Or. F. Stafford \& Son, theatre hill and water st. west.


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|  | Dance in Aid of Orphans |
| Chairman, Rev. S. Bennett.Grand Falls-S. Bennett, | $\begin{aligned} & \text { The dance hed at the calety } \\ & \text { last night, under the direction } \end{aligned}$ |
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|  | Darcy, has never every number was encored again and again. During the interval supper |
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## Golden Pheasant TEA

RELIABLE AS ITS REPUTATION, gained, after half a century's service to the people of NewfoundFERGUSON, HOLNESS \& CO, LTD. J. B. Mitchell \& Son, Ltd.

Selling Agents for Newfoundland.
$\qquad$



## TO THE TRADE!

 Local Canned Rabbit. H. \& M. BISHOPForty-Six Years in the Service of
the Pablic-The Evening Telegram








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Some men are content with being covered,
no matter how cheap the appearance. $O$ others are particular ant to their arpeess and. maintain
 Caratully ylanned by cutters of experience, oft
tee and shaped under their charge followed by eed and shaped under their charge, followed by
expert workers who take a pride in their worl,


JOHN MAUNDER,
TAILOR \& CLOTHIER,
281-283 Duckworth Street.

## Your Efficiency

In all business affairs will be immeasurably enhanced if you are conscious that your clothes
are absolutely correct. Tailored in the conservative American Tailor way
W. P. Shortall


## IN The REALMS of SPORT




## Gigantic Bill at The Majestic To-Day!



THREE DAYS MORE ONLY to hear the greatest musical artistes that St. John's has heard in a generation.

## Januline logan

 The Houssof Youth Included in the cast are RichaGloria Grey and Vernon Steele. A sensational Photodrama with an intensely
strong love story of modern time. Special Matinee Wednesday and Saturday. 000000000000013000000000000000000000000000000300000000





 "Bringing Charm and,
Beauty to Every Woman"

man morus anme Don't Say Paper, Say "EVENING TELEGRAM."

## A LEADER Since 1837 \% KIRKMANS BORAX SOAP!

 At All Grocery StoresBrowning's NEW SODA CRACKER CALLED "CRISBIT" "THE TASTE WILL TELL See the name "CRISBIT" on every Biscuit. G. Browning \& Son,

Limited

DULEY'S ELECTRIC TABLE LAMPS STANDARD READING LAMPS.

 Patronss papricularly our
"STANDARD READING LAMP" Atrrective wooden otand $6^{60}$, high witi PRICE ONLY $\$ 35.00$. We finite ingpection of these Lamps as
wour
sout oume you will find one suitable for T. J. DULEY \& CO., Ltd. The Reliable Wateerelers Street. ${ }^{\text {Opticians }}$

A. Harvey \& Co., Ltd.


POPD'S $\begin{gathered}\text { Furniture. }\end{gathered}$
 3000600000000000000001 Best American Screened LUMP CDAT. $\$ 12.00$ per Ton. $\quad \$ 3.30$ per Quarter. Sent Hóme.
CASHIN \& CO. Ltd.

Florida Cabbago! Florida Cabbigo

## (CRATES)

 on the "Rosalind" due from New York Thursday forenoon, and are booking Orders for it at Lowest Prices for prompt delivery from steamer's Wharf on arrival.Get Our Quotations.
F. McNamara
'Phone 393. Queen St.


 Coastal Wharf, Wednestay. June 3rd, and Thursder
June 4th, from, 9 a.m. to 5 p.m.
bonavista bay steamship service. Bunvan's Cove has been made port of call from
Port Blantord wice a week. Freight accepted Mom
days and Thursdays. HUMBER SPECIAL TRAIN SERvice
 HUMBERMOUTH-BATTLE HARBOR STEAMSHI Meadows has been added as a port of call for S
HOME (Outward Only).


Nild. Government Railway. Nid Government Railway


Nild. Government Railway.


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[^0]:    Porty-Six Years in the Service of

[^1]:    WALLSEND COAL. ED RAIIS, FENCE POSTS, BIRCH JUNKS, SCANTLING WHARF SHORES. W. H. HYNES'

