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 THE "PEOPLE'S PAPAR"-FORTY SIX YEARS IN THE SERVICE OF THE PUBGIC-IS A LIVE DAILY IN A BUSY CENTRE-STUDY MTS NEWSY ADVERTISING.
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FOURTEEN PAGES.

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OR
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## BOIL Can you improve a Lin a few drops of SA PERRINS SAUCE

LORD MORDEN'S DAUGHTER THE TRAGEDY OF THE CEDARS.


the evening telegram, St. John's, newroundiand, april 27 , 1925-2


MENS LOW SHOES
 Special .. .. .. .. .. .. .. $\$ 4.50$ Same style fin Black ... $m$ an $\$ 4.50$
MEN'S DRESS SHOES
 $\$ 4.50, \$ 5.00, \$ 5.50, \$ 6.00$, $\$ 6.75$
MEN'S BOOTS
 $\$ 4.20, \$ 4.50, \$ 5.00$ the Pair 0

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Anxiety in Britain Over American Films


Some Amazing Values in Low Priced Footwear!
Parker \& Monroe, the thined

black cal
Choosing is made easy as the styles are many, Won-
derful money saving opportunities for your Spring
Footwear
Boys' Bargain Boots
Mahogany, Blucher style, with rubber heels attached,
strong and durable-
SPECIAL!

LITTLE GENTS' BOOTS

| $\$ 2.00$ |
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LADIES'


LADIES' GREY SUEDE SHOES
$\$ 3.00, \$ 3.50, \$ 4.00$
LADIES
MAHOG. STRAP SHOES

$\$ 3.00, \$ 3.50$
LADIES'
PATENT STRAP SHOES cutorut side,
sizes.
$\$ 2.85$
special
a







The change to the bottle




 Hint in estiontrut by
 VIROI
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LIPTONS Table Jellies



## SALE STARTS TO-MORROW AT 9 A.M.



## OUR SEMI-ANNUAL

## The Broadiva Houss of Fastion

SALE STARTS TO-MORROW AT 9 A.M

## peerless sale of MEN'S HOSE

 Extra fine Men's Mercerised Hose, in colors of White, Grey,Brown, Black, Navy, ett. Every ${ }^{\text {pair perfect }} \begin{aligned} & \text { On Sale for }\end{aligned}$ 32c. a Pair
peerless sale of MEN'S SHIRTS A wonderful value. Some of \$300, but on accourt of being
Sightly faded they are slightly faded they are going out
at only

94c: each.
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Peerless Price of 11c. a Pair.
peerless sale of MENS HOSE

Good strong Cotton Hose with
double tread sole all colors and sizes. Every, pair
worth at least 3 Bec. On Sale for only

19c. a Par.

## peerless sale o

 MENS TIESNovelty Knit Ties made in con-
trasting shades of Grey, Navy, Brown, Sand etc. Ties which formerly sold in the U.S.
to $\$ 2.00$. Peerless Price. 34.
peerless sale of MEN'S and BOYS' ODD SHIRTS \& DRAWERS Just a few dozen Summer weight up to \$1.25. We are going to 33c. garment
peerless sale of MEN'S
SEMI-SOFT COLLARS Evory well-known make is in Cof dozens of Men's Semi-Soft Coliars, the kind you have been
payig 40 and
and
45.. each for. 28c. each.

Men's Suili Sensation ofSt, John's!
The Peerless Suit Sale Should Read $\$ 20,000$ Suit Stock Sacrificed our own stocks. Everything is re-priced. We are determine. to make this Peerless Quality, Style and Reliability-: $s$ remarkabiy ow priced is'what you will find here.
MEN: YOUR SUIT IS HERE at Greater Savings Than Ever



The Outstanding Values of the Year Men's Top Coats and Raglans

## Fine English materials maade up in the

 Fine English materials matade up in theU.S.A., give these Top Coacts a very fine
appearance, and also good wear to the purchaser. Never before, and never is
long time, have such fine Top Coats and long time, have such fine Top Coats and
Raglans been offered in St. John's at such low prices. If you are in meed of a new, smart Top Coat or a Navy Blue or Fawn Raglan, now is the time to bry it and save!


Peerless Offering of Men's Raincoats
Here's another proof of what the Peerless Sale can do when it comesto greater vilues
than ever. Fine guarantee. Waterproof
Reincoast made un in Fawm or Dark than ever. Fine guaranteed Waterproof
Raincoats made un in Fanm or Dork
Tweeds. Just the kind you need for this
This. Tweeds. Just the kind you need for this
time of the year, offered to you at the low
price of rb $10<0$ A FEATURE IN OUR GREAT PEERLESS SALE! Rove'dis Pantesuits MOTHERS! FATHERS! and all who buy for boys! This SALE
cries out with greater values than ever. Your dollar doubles in cries out with greater values than ever. Your dollar doubles in
value if you buy your boy one of these fine Suits. They are smart Yalue ii you buy your boy one of these fine Suits. They are smart
in style, made of finest Wool fabrics. Patterns and colors the
 of over 300 of these fine Suits just arriving in time for this Sale
including hundreds of our own, make this the outstanding Sale of

Single Knicker
Pants saits.



## Boys' Suilts

For Boys of 3 to 8 years. Here's anther ill mothers come to THE BROADWAY when they need a little Suit for their boys: This lot
consists of well tailored Suits of good strong Tweeds which mothers will eagerly purchase at
this low price. They are all attractively trimmed in contrasting colors and have emblems
sleeves. Values to $\$ 3.75$ for
$\$ 2.21$

## PEERLESS SALE OF <br> Men's Hats

Well known makes. Made of
fine quality Felt these Hats re fine quality Felt these Hats re-
present the very newest shapes present the very newest shapes
and colors. Some are silk lined, others unlined. Every Hat priced at a lower price than ever
before for such quality Hats. ALL SIZES
$\$ 2.48 \quad \$ 3.19$
$\$ 4.19 \quad \$ 4.98$
Men's Shirts
This Sale is planned to demonThis sale is planned o that THE
strate forcibly the fact the
BROADWAY values excel BROADWAY values excel at
any price. This is a Store for
all people any price. This is a
all people, and when men de-
mand better Shirts we have them at a saving which mean dollars to every man purchasing
one of these fine Shirts one of these fine Mhirts.
Silk Striped Madras and fine
Cord

| Values to $\$ 3.00$ for |
| :---: |
| $\$ 1.93$ |
| ALL SIZES. |


| PEERLESS SALE OF MENS WORKING SHIRTS | PEERLESS SALE OF MEN'S | PEERLESS SALE OF CHILDREN'S PLAY OVERALS |  |
| :---: | :---: | :---: | :---: |
| ette, the kind you can wash and they always look good. Our Peerless Sale brings it to you at a price as cheap as the ordinary cotton work shirt. Values to $\$ 1.60$. On Sale for <br> $\mathbf{\$ 1 . 0 9}$, all sizes. | Made of good strong Striped Cotton Tweed. These pants satisfaction. All sizes included in this lot. Values to $\$ 2.98$. Our Peerless Sale Price is $\$ 1.94$ Pair | With the Summer at hand every mother should provide he child with one of these. They are made of good strong Khak Cloth, nicely piped with re Values to $\$ 1.00$. On Sale for <br> 56c. ${ }^{\text {Pair }}$ | ed in this Sale of Me binations. Every pair w and finished. Values to On Sale for <br> $\$ 2.69$ all sizes. |

# The Broadway House of Fashion <br> STORE FOR EVERYBODY!' 

NEW SPRING COATS
VALUES UP TO $\$ 35.00$-IN FOUR GROUPS


Judge this Sale from any angle-you will find it a marvellous event, bringing to you the very latest creations-exceptional Peerless values at such low prices as $\$ 9.44$ to $\$ 22.88$
monevs and misess 1.93 NEWEST COLORS OF THE SEA-SON-Rosewood, Blond, Plaids,
Stripes, Lipstick Red, Jade, Sand,
Navy, Grey, Blark.
 8.38 EACH GROUP-AT THE
LOW PRICES-AT THE
BIG $\forall$ ARIETIES.


## Newnest Dresses

values! values! peerless values that will amaze all ST. JOHNS!

9.66
 the year-the whole country talks about them. Can you wonder then why we expect thousands of thrifty shoppei
for this Peerless Event for this Peerless Event!
$\qquad$ WOMEN'S-Sizes.
MISSESSOUTS_
 RICH MATERIALS: Peach Bloom, Flat Crepe, Novelty 44 The season's newest colorsSilks, New Prints, Georgettes, Rich
Satins, Bengalines, Satin Canton, Satins, Bengalines, Satin Canton,
Canton Crepe and Combinations of
Beautiful Silks.
 are copies of very expensive models, that is why we expect this to
be a marvellous Peerless Value. Buy one or more now, while prices are the lowest

## Real Blouse Values:

 ${ }^{1}$ SELING Evet of iveratien


OUR SEM-ANUAL PEERLESS SALE!

Peerless Values! Peerless Stocks! Every Department Shouts Peerless with LOW PRICES! TSALE STARTS TO-MORROV AT 9 A. M. SHARP! Right at the Beginning of the Season Comes Your Greatest Opportunity to Save! Now is Your Chance! Don't Miss it!

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Extra! -- SKIRTS -- Savinǵs!
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## Peerless COSTUME Sale!

THE MOST AMAZING PRICE SLASHING SALE EVER WITNESSED! Thousands of thoughtful buyers in need of a Costume will visit our Store for the sav
ings offered them during this Great Sale. Right at the beginning of the season we have hundreds of Costumes in the newest Spring creations, at savings which will amaze
you. Prices slashed regardless of what every Costume is worth. A showing that an completely what is authoritative and new for Spring.

## BOX MODELS!

 This group consists ofbeautiful Check materials
in in a semi- Boyish style, in
colors of Fawn, Grey and others; also many Navy
and Black Serge, Trico-
tine

## TAILORED MODELS!

This group include many | $\begin{array}{l}\text { This group includes many } \\ \text { styles in' Tweeds, Serges, }\end{array}$ | $\begin{array}{l}\text { This group consists of one } \\ \text { of the finest lot of strictly }\end{array}$ |
| :--- | :--- | styles in Tweeds, , Serges, tailored long Costumes in Tricotie, Poret

a great variety of styles $\quad \begin{aligned} & \text { Black and Navy, Poire } \\ & \text { Twill and Tricotine, every }\end{aligned}$ and colors. Buy your Cos- one lined with Crepe de and colors. Buy your Cos
tume now, and Save!
$14.88 \quad 22.66$
Values to $\$ 18.50$
Values to $\$ 25.00$
Values to $\$ 34.50$

Peerless MILLINERY Values
NEW! SPECIALLY PURCHASED! JUST RECEIVED!

- RIBBON HATS - HARR HATS -CREPE HATS - FELT HATS - SATIN HATS - STRAW hats - COMBINATION HATS - CUTE TURBANS - OFF-THE-FACE
-DROP STYLES SMALL \& LARGE SHAPES.
$2^{22}$ -ROSEWOOD -INDIAN ORANGE - THISTLLEDEW $2.38 \begin{aligned} & \text { - CONCH SHELL } \\ & \text {-BLUEAL WOOD }\end{aligned}$ 0 - SEASIDE again the greatest millinery values obtainable The modeles so beautiful, the shapes so new and smant, the colors so charmingly chic
- they radiate their own worth. They yistintuty indicate that these are value to

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Coats and Dresses
3.64







## DRESS WELL and SUCCEED <br> style at its best--they're all herea

 the very latest ideas.

| NECKWEAR <br> From our extensive displays selection becomes a simple matter. Our prices in Fancy Neckwear range from <br>  <br> Knitted . . . .23c. 95c. to 4.60 <br> Bows with Bands, Stud or <br> Wire fasteners; also <br> Batwing styles. <br> English and American <br> 27c. 45 c. 60 c. 80 c. to 2.40 |
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| - GLOVES |  |
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| Grey Fabric, 1.25, 1.60, 2.00 |  |
| Chamo | Fabric . .1.25, 2.00 |
| Grey Suede ..3.50, 4.50, 5.60 |  |
| Chamois Suede 3.60, 4.00 |  |
| Grey and White Silk . .2.20Tan Dressed Kid . 3.60 , 4.50 |  |
|  |  |
| Grey and Brown SuedeSilk lined . . . . . . 6.60 pair |  |
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| BELTS <br> Brown \& Black Rubber, 22c. Leather . . $40,50,70$ c. to 1.30 Live Leather .. ..1.50, 2.50 |  |
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| SPECIAL <br> Men's Natural Medium Weight Vests Long and short sleeves Just right for between Only .. . . . 89c. gar. |
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COMFEDERATION LIFE ASBOGIATION




 er Brook Mill Will Commence Op erating in June.---Official Opening Scheduled for August.

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the evening telegram. st. Johns, ney yuunuqand, april 27, Hze\%-8
Contributions to Our Great


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| :---: | :---: | :---: |
| LADIES' \& MISSES' |
| JERSEY BLOOMERS |
| Made of fine Pink Jersey, |
| every pair worth double. |
| To-morrow 29c. pair |$|$


| PEERLESS VALUE |
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| CHILDREN'S |
| UNDERWEAR |
| Fine Jersey Vests and under |
| Pants for children; every |
| garment worth up to 60c. |
| On Sale |
| To-morrow 27c. Gar. |$|$


OUR ALARM CLOCK RINGS TO-MORROW AT 9 A.M. WITH PHENOMENAL VALUES !

## THE BROADWAY HOUSE of FASHION






The Most Powerful
wryisini $A$ Arlie Marks Players "THE LURE"

A PLAY YOU'LL NEVER FORGET. SEATS SELLING AT HUTTONS tinees W

Children under 14 NOT ADMITTED. AND WEDNESDAY "Where the River Shannon Flows." , .

A GREAT VAUDEVILLE PROGRAMME 5-BIG ACTS-5 with the Great Andrews,
Magician \& Handcuff King


Why, of Course If you want GOOD Clothes go to a GOOD Tailor.
Ther is where you get oood material, good fit and
Clothes that look a if they were made for You, and
not not for the other fellow. Yes, of course. They were
The Ready-towear!
made for the one who buys them, very seldom for the one who fits them.
But be careful and go to a good tailor. It's cheaper and better.
SPURRLL'S are good, reliable tailors, and you
make no mistake in going there. Spurrell the Tailor 'Spurrell the Tailor Send for Samples and measuring forms if you

 Skipper Brand Stainless Cutlery
S. Hibbert \& Son, limited.
 Newfoundland.

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## Vegetables, efc.

Due Monday'forenoon ex. S.S. "Rosalind" and selling at lowest market prices for prompt NEW FLORIDA CABBAGEP. E. I. TURNIPS-( 100 lb. Sacks.) CALIFORNIA NAVEL ORANGESCAIIFORN 4 wive (asorrae coumts) (Boxes, 138 Count.

SPECIAL-One hundred and fifty Brls. (150) FINE GRAIN AM. GRANULATED SUGAR

Two hundred and fifty Sacks (250) FINE GRAIN AM. GRANULATED SUGAR

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With every purchase at either of our stores, we With every purchase at either of our stores, we
give a coupon ticket-ONE CENT ON EYERY give a coupon thorTH. After you have col-
TEN CENTS WORTH
lected sufficient, bring them in and you can get lected sufficient, bring them in and you can get
either of the PREMIUMS that we are giving away.
We have just received a large stock of
PREMIUMS and they can be seen in either our Theatre Hill or Water Street Drug Store win-
dow. None of the PREMIUMS are very high dow. None of the Pre have to
priced, soyou will not
tickets before you can get one
We have Pocket Knives, Collapsible Cups, Measuring Spoons, Soap Boxes, Caster Sets,
Jelly Moulds, Toys, Rubber Balls, Cigarette Jelly Moulds, Toys, Rubber Balls, Cigarett Beads, Face Cloths, Iron Holders, Hot Plate
Mats, Tape Measures, Thimbles, Needles, Mats, Tape Measures, Thimbles, Bandeaus, Can Openers, Egg Slicers,
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## DONT FORGET

you are not paying any more for your goods at
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household article FREE!

Or. F. Stafford \& Son,
CHEMISTS \& DRUGGIST
Theatre Hill and Water Street


Forty-Six Years in the Service of
the Public-The Evening Telegnan

THE EVENING TELEGRAM. ST. JOHN'S. NEWFOUNDLAND, APRIL 27, 1925-12


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Regular Steamer Sailings from Montreal muRRA TRANSPORT CO.,LTD.




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CLAIM CHEQUE FOR $\$ 255.15$


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TEE PEOPLES PAPER-
Don't Say Paper, Say "EVENING TELEGRAM."
.Tower's Waterproof Suits should be a part of your outert They aro mado for you, - the men who 3 wear them overy day. Romm, comfort ablo and thoroggh

 ACADIA ENGINES!

ALWAYS DEPENDABLE We carta a large assostment of Enyine Acessor, Acadia Gas Engines, Limited. st. JohNs.
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| PERCALES | GINGHAMS |
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Wholesale Dry Goods Co.,

 Freight Service Montreal to St John's
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For Freisht apses, Ratee. etc., apply to
CANADA STEAMSHP LINES, LMMTED, Mccial Street, Montieal, or
GARVEB \& Company livizd, 00010000000000000000000000
W.ALLSEND COAL! NOW LANDING.
the brest you can possibly buy W. H. HYNES.


Red raw raspy throats

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\section*{FOMMamint

## FOMMamint <br> Wall Papers <br> RANGING IN PRICE fRom 13c. A ROLL UP TO $\$ 1.80$ Our Papers at $\$ 1.80$ are as good as anyone TEMPLETONS <br> 321 Water Street

##  <br> Morey's Coal is GoodCoal.



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NEW SODA CRACKER CALLED
"CRISBIT"
is the finest Soda made. "THE TASTE WILL TELL.

## G. Browning \& Son,

Limited

## "THE LATEST!"

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


## TO YOLNG MEN!

This is specially addressed to the young men who are following the trend of style especially as regards trousers. If you want the bell bottom trousers, with or without cuff, here is the . place to get them; we àre making and have made recently some splendid examples of this style. This also applies to the straight hanging English trousers hanging free from the hips to the cuff; with plenty of room at knees and bottom.

## Cohno Maumidek <br> PAILOR LUQHIER USTOHNS,N.F.

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Norwegian Producls Co
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