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## \section*{A MERRY XMAS} <br> 橎 <br> is Heartily Extended to All Purchasers of Central Union, Worker \& Moose Head Tobaccos




The Imprisoned Heiress
The Spectre of Egremont.









| Those Poor Rich$\square$ |
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UNUT
Three Flowers Toilet Specialties
 three sweet and To gratify the pre vailing feminine desire for individuality in per fume, a complete line of Toilet Specialties possessing the Three Flowers odor has been produced.
The lingering exquisite charm of this de ightful scent has, from the first, made these RICHARD HUDNUT Beauty Aids the pop ular choice of fastidious women the country over. Women take

pride, also, in display ing the attractive frosted bottles and crystalline containers on their dainty dress ing tables.

Uncla.mad Letters List G.P. 0



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Former Premier of Albania Regains His Position By Force of Arms.

With the Boxers Throughout 1924.

## STOP That COUGH <br> AND CURE THAT COLD! <br> Stafororl's Phoratone Cough Cure

 At this time of the yeari it is very yard to avoid ollds. but the minute you feel yon have taken colld is the
## PHORATONE


for Sale everywhere.
Price-35c \& 60c per bottle Postage, 10c extrà.
(In Outports, buy from your Dealer and save the postage)

## DR.F:STAFFORD\&SON <br> Chemists \& DRUGGISTS, ST. JOHNS.




Increasing Dividends
 CYRIL J. CAHLL Mincier foxiditicily CROWN LIFE INSURANCE COMPANY

the evening telegram, st. Johns, newfoundland, december 29, 1924-4


THE EVENING TELEGRAM, ST. JOHN'S, NEWFOUNDLAND, DECEMBER 29, 1924-5


Silk Overblouses
0 98c $\begin{array}{cc}\substack{\text { of Waists we he have ever of- } \\ \text { fered. Would make an ideal }} & 5.98\end{array}$

## London, New York and Paris Ass'n of Fashion

Women's and Misses'
Sweaters Wool Jerseys, Brushed Wool Jacquettee Knitted Vests.
$\begin{array}{lll}1.98 & 3.98 & 5.9\end{array}$

# THOUSANDS OF WINTER COATS Placed on Saleat Most Drastic Reductions Ever Known 

400 of the Nicest Hats we have shown this seasols 3.88


## Fur Coats

AII FUR COATS specially priced for this week.
Gorgeous Coats made to sell for twice the price asked. Gorgeous Coats made to sell for twice the price asked. plain, others richly fur trimmed.

Coats for Women, Juniors, Misses \& Stout Women
This is an opportunity of opportunities--don't miss it.

$$
\begin{array}{l|l}
12.98 & 17.50
\end{array}
$$

Buys actual 17.00 Coats Buys actual 20.00 Coats Featuring fine styles in Velours-also Sport; Stripes,
Plaids and Plain materials; Tailored styles, too handsomels lined; in sizes for juniors, Misses and Women
-at $\$ 12.98$ somely lined

- at $\$ 12.98$


### 22.50

## Buys actual 33.00 Coats

Buys actual 37.00 Coats

Buys actual 24.00 Goats
Buys actual 28.00 Coats
You will be amazed at what values you get in LADIES,
COATS at \$17.50. Plenty of Fashionable Velours, Fur Collared Models and Plain styles, all handsomely

### 25.00

Buys actual 39.00 Goats Buys actual 45.00 Coats

## Mothers!

Look at These
Girls' Coats
Busy Mothers will find here every need- 8 ed Coat requirement. Polaires, Stripes up to Overplaids, Polo Coats, mostly fur- 11.93
trimmed. Sizes 8 to 16 years.
Juniors \& Girls' Coats 4.08

New Year Gift Suggestions FUR CHOKERS
SLLK PRINCESS S닐
SLLK PETTICOATS
BOUDOIR CAPS
NEW WINTER SKiRTS . . 3.90 up to $\$ 5$

## MEN!

A Special Offering of Wonderful Silk-Lined, Plaid Back

## OVERCOATS

At reductions of fully 40 per cent., this SPECIAL SALE brings a SAVING that will be instantly appreciated by hundreds of men. If you need that NEW OVERCOATCome in-Share in the BIGGEST SAVINGS OF THE yEar.

PRICES NOW AT
$12^{.50} 18^{.80} 24^{.00}$ 33.00 $u p$

## All Dresses REDUCED

THE FACT IS CLEAR:-We are going after the BIGGEST DRESS BUSINESS in our career. Values
unbeatable are in these six groups--

| $3.98$ | $0.98$ | $10-98$ |
| :---: | :---: | :---: |
| It will certainly pay you to come early for these Silk and Cloth Dresses. They will surely leave our racks in a hurry. | Dresses originally priced at $\$ 12.00$. Poiret Twills, Serges. Price does not cover cost of material. | Not a Dress in this lot but is worth double. COME EARLY |
| $14.98$ | $20.00$ | $27.00$ |
| Fine Canton Crepes, Lustrous Flat Crepes, Satins. Values up to $\$ 20.00$. Misses, Women's ard extra sizes. | Poiret Twills, Canton Crepes, Taffettas, Roshanara Crepes, worth up to $\$ 30.00$. Women's Misses and extra sizes. | Buys Dresses up to $\$ 37.50$, and they are simply beyond descirption for beauty. New Satins, Laces, Taffettas. All sizes up to 52 inches. |

## BOYS!

Boys' Overcoats and 1 \& 2 Pants - Suits
 6.50 $\quad 9.95 \quad 12.95$

Store-wide Special Values, beginniing to-day. Mothers
will appreciate the BIG SAVINGS this Department nor offers for their boys. All the wanted styles and materias in OVERCOATS and SUITS, and all wonderful garmentid

Small Boys' Suits \& Overcoats

Ages 3 to 8 years. Splendid little fellows
SUITS and OVERCOATS-all snappy little
1.98 up to 5.98


| Have you tried whipping JELL-O? <br> If not, try this. Cherry Whip. <br> Dissolve a package of Cherry Jell-O in a pint of ng, whip to consistency of whipped cream. Pile with whipped cream or custard sauce. To whip Jell-O successfully, use a Ladd or large. When Jell-O has become cold and is still old water and whip until Jell-O is of consistency <br> Save your empties. |
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Nild. Wins Curling Battle in Glorious Struggle






## Big Price Reductions!

## Ladies' Coats

## velour cloth

Fawn, Brown, Navy, Black and Grey.
Last Week's Prices 1.00 to $90.00 \quad 27.50$ , Brown and Tan.







 SPECIAL PRICES
16.80 to 72.00
22.00
blocked bolvia
Last Week's Prices SPECIAL PRICES

### 16.80 to $43.20 \quad 28.00$ to 125.00


"The Purple Highway" madge henvedy stars in fe
dre at the majestic theatre.

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\begin{aligned}
& \text { TWEED COATS } \\
& \text { Fawn, Grey and Brown, Stripes and Plaids. } \\
& \text { Last Week's Prices...........13.80 to } 96.00 \\
& \text { SPECIAL PRICES ....... . . } 11.00 \text { to } 76.80
\end{aligned}
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6.15 to 16.80
4.40 to 9.80 6.25 to 14.40 8.50 to 14.40 8.50 to 19.20

## 

 Dr. Phr hkip
By ends
calendorita

Business Man


## 03200320300000000000001 <br> Account Books 1925 <br> LEDGERS and JOURNALS Demy and Foolscap Sizes. CASH BOOKS, DAY BOOKs COLUMNAR BOOKS. LOOSE LEAF LEDGERS and SHEETS COLLINS \& LETTS' POCKET and <br> Dicks \&Co.Ltd.

BOOKSELLERS and STATIONERS

 MOIRS' CAKE Sultana, Fruit, Cherry and Plain Pound Cake by
he pound. Sultana and a llain Pound Cake, in TURKEYS, GEESE and CHICKEN. Resh fruit of the finest quality SEE OUR DISPLAY.

## C. P. Eagan TWO STORES

 DUCKWORTH STREET \& QUEEN'S ROAD. $0000000 x p 00000000000000$BUCKTROUT'S DARVEL BAY CIGARS


## BUCKTROUT'S CEBANALLOS

 baceo of which they are largely composed $\begin{aligned} & \text { Boxes } \\ & 25 \text { and } 50 \text {. } 0 \text { ther brand }\end{aligned}$ from \$10.50 per hundred. LIPTONS CAKES- 1 -lb. Tins Almond, Fruit, Genoa, oxford-55c. Tin
$\qquad$ .


Just Folks.









 French Papers Bitter on Stand Taken by Britain



## NEW STOCK!

Galvanized Bar Iron Galvanized Washers Galvanized Ship Spikes $41-2$ to10 inch JOB'S STORES, ,ua.

## CASINO THEATRE T

A Treat in Beauteous Entertainment "Marshall's Beauty Revue" In the Brilliant Musical Comedy "FUN IN A CABARET"
 and Linnch, Somedians; Homer Reobers, , aritene; Tom Delay, Tenor; Free And a Bevy of Pretly Girils.

Big. Production in Preparation for New Year's Day. Seats on sale at the theatre.
Night Admission: Reservec Seats, 50 and 75 ce. Balcony, 35 c . Parguete, 25 c.
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Limited
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Water St. East.
Water St. West.
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> Patent Galvanized Boat Nails



## SplendidShowing HIS WEEE

Men's PureWool Hali Hose

shambock brand, ribbed and platin

## Henry Blair's.

Quality, Value and Prices Cannot be Beatenc
Men's 'Pire, Wool Ribbed Half Hose, in Heather mix.
tures, Lovat and Camel or Black. . 60 c. per pair

 Ten's Pure Wool Ribbed Half Hose, assortede Heather
mixtures Men's Pure Woil Ribbed Half Hose, assorted
and Greather
Grey mixtures
.. Men's Pure Wool Ribbed Half Hose, assoroted fancy
 Men's Pure Wool Plain Half Hose, assorted Heather


HENRY BLAIR.

## Money

Well Spent!

When your festivities are forgotten, one of MAUNDER'S OVERCOATS will remind you that your money was well spent. We have them (not from Mitchell's Gardens) but from the best English Woóllen Houses. The choicest range yet shown; no two alike. SAMPLES SUBMITTED



Are you hungry for candy?


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 25 p.c. Reduction ! Plate Glass rates of insurance are decreased
one quarter of last year's rates. This Company one quarter of last year's rates. This Company issues an up-to-date Plate Glass Policy and it's record for prompt payment of all claims is
known over the whole continent
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TO OUR PATRONS and FRIENDS Sincerely indeed do we wish you a Merry Xmas
and a Bright and Prosperous New Year. W. P. SHORTALL,
 232 We take this opportunity of thanking our many
customers and friends for past favors, and wish them one and af

A Merry Xmas
and a
Bright \& Prosperous New Year

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'Phones
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GEAR \& CO.. Limited

Anthracite Coal.
A VERY SUPERIOR GRADE OF WELSH ANTHRACITE. W. H. HYNES.

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## FRED J.

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## Baird

W. E. ${ }^{\text {P }}$

## Realest



