
the evening telegram, ST, johnss, newroundland, August 4, 1924



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

|  |  | GLOVES! <br> Silk Gloves in all shades and sizese Long al $69 \mathrm{C}^{\circ}$ <br>  | LADIES FLANNELETTE NIGHTGOWNS! <br>  |
| :---: | :---: | :---: | :---: |

SUMMER DRESSES
at Prices You Cannot Resist
Gingham House and Porre
Dreseses in all
shadese of

Voile Dresses for the Stouts

The Summer Dress
Sensation
50 of the frest English
Gingham, guaranteed fast
fast

breidered Swiss Organdie;
every dress stamped by the
makers to ensure satisfac-
tory wear ...............

## ANOTHER WONDERFUL OFFERING

Charming Silk Dresses put on Sale for the first time



## Special Clearance of Costumes

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

Models! $14 \begin{aligned} & \text { and Scoteh Tweeds } \\ & \text { in Greys and Tans! }\end{aligned}$

Children's GINGHAM DRESSES


HATS!




| New Arrivals! <br> All Shades. <br> The Biggest Selection in the City <br> to choose from. <br> - 3.98 |
| :---: |
|  |  |
|  |  |

## Sweater Sale

 Extraordinary ! PULL OVERS! TUXEDOS! 1.48 $\begin{array}{ll}\text { TUXEDOS! } & 2.48 \\ \text { CARDIGANS! } & 3.48\end{array}$ SIDE TIES! In fact every style for 3.48 Sport Wear !3.98

Special Sale of Children's
Organdie Dresses

 White, Pink, Purple, and combinations $\mathbf{1 . 3 9}, 7$ to $12,1.89$

| Fine Linen CAMISOLES With Lace Insertion and Lace White |  |  |  | MISSES' STRAW HATS in colours of Ref and Blue, bons for tor |
| :---: | :---: | :---: | :---: | :---: |

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

Boys' 1 \& 2 Pants Suits Ages 8 to 17 vearr very Suit reduced to prices which ought to inter-
est every mother and father in St. John's!

| Values up to $\$ 8.50$ <br> for | Values up to $\$ 11.00$ |
| :---: | :---: |
| for |  |
| Values up to $\$ 12 \mathrm{~m}$. | Values up to $\$ 15.00$ |
| for | for |
| 0 | 4 |


| Boys' <br> Play Suits in Tan and Blue Drill. Values up to $\$ 1.25$ for | Men's Fine Negligee Shirts: Values up to $\$ 2.25$ fon \$1.29. |
| :---: | :---: |
| Boys Pants in Heavy Tweed. | Men's <br> Working Pants |
| Ages 8 to 17 yrs . Values up to $\$ 2.25$ for | Heavy Tweed Pants, Values up to $\$ 2.50$ for |
| \$1.19. | - \$1.48 |

"IT PAYS TO SHOP" AT

Table Scarves in White Linen, embroidered with coloured Silk and Lace Edgings. Values up to $\$ 2.25$ for 890

| Men's Working Shirts | $\begin{gathered} \text { Boys' }^{\prime} \\ \text { Straw Hats } \end{gathered}$ |
| :---: | :---: |
| in Blue Chambrays; fast colors. Values up to $\$ 1.75$ for | All sizes, Black, Brown \& White Straws, Values up to $\$ 2.25$ for |
| Boys' Pants | Men |
| in Khaki Drill. | Silk Fibre Hose |
| Just the thing for Summer wear | $\begin{aligned} & \text { in all shades. } \\ & \text { Values up to } \end{aligned}$ |
| Ages 8 to 17. | \$1.00 for |
| 98c. | 39 c . |

MEN! You Can Save 5.00 to 10.00

By buying of these Suits during this Sale.

| Values up to $\$ 16.50$ for $\$ 9.98$. | Materials | Values up to |
| :---: | :---: | :---: |
|  |  | \$25.00 for |
|  | Tweeds. | \$16.98 |
|  | Herringbones. |  |
| Values up to |  | Values up to |
| \$12.98 | Sizes | $\$ 27.50$ for <br> $\$ 1898$ |
|  | to fit |  |
| Values up to | Man |  |
| \$22.50 for | and | \$35.00 for |
| 4.98 | Mang: |  |

OF
FASHION


\&isw


Fresh Fruil \& Vegelables
x. S.S. ROSALIND

PLUMS. PLUMS.
PEARS. GRAPE FRUIT. LARGE CALIFORNIA ORANGES. GRAVENSTEIN TABLE APPLES. BANANAS.
fRESH TOMATOES. LOCAL TOMATOES NEW \& OLD POTATOES SMALL RIBS OF PORK. HOCKS. C. P. EAGAN

TWO STORES DUCKWORTH STREET \& QUEENS ROAD. The White

Bay Properties


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Your obeififent serrant



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## All Roads Lead To The STAR MOVIE To-Night

## You Were Somewhere in Earl Haig Week-Then Don't Miss Yourself in The Pictures.

MR. CARUSO will Sing MACUSHLA, and at the scene of the UNVEILING OF THE MONUMENT he will Sing THE ROSARY

|  | SOON-."The Hunchback of Notre Dame" |
| :---: | :---: |
|  | Admiscion |








tale H. J. Crowe,
Royol Hotel,
St. John







GER 2 ald stores
GERALD S. DOYLE,








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## Regatta Specials!

## Values Supreme





Bargains from All Departments at Exceptionally Low Prices, combined with extraordinary quality, beckon to the thrifty buying public of St. John's Take Advantageof this Enormous Saving Opportunity


## Toilet

 NecessitiesTALCUM POWDER
Reg. 18c. \& 35c. Sale, 15c. \& Reg. a 18 c .
TOOTH BRUSHES
Reg. 24 c . .. .. . . . . Sale 21c. Reg. 24c. .. .. ........ Sale
SHAVING BRUSHES Reg. 46 c . NALL BRUSHES Reg. 15c. .. .t ....... Reg. 18c. PERFUME
Reg. 1.00 box
.Sale 15c.

## Skirts,

Blouses, etc.
COLD. SILK STREET SKIRTS COLD. SILK S. . . . . . .Sale 2.68 BLK. \& NAVYSİK POPLÍN Reg. $9.50 \ldots$............
NAVY SITK BLOUSES Reg. 8.50 ... .. .. .. . Sale 3.5 Reg. 50c. CHAIN GIRDLES Reg. 50c. ................ Reg. 1.00 . . . . . .. .. .. . . Sale 90 c
Boots and
Shoes MISSES WHITE STRAP SHOES MSSE WHITE LACE BOOT Reg. 2.70 .. .. . . . Sale 2.10 WO'S. WHITE LACE OXFORD Reg. 3.00 . . . . . . Sale 2.40 WO'S. WHITE LACE BOOTS
Reg. 3.60 . ..... . Sele 2.85 INFANIS' SOFT SOLE WHITE Reg. 1.00 BOOTS CLEARING LINE OF DOROTHY Reg. 7.00 to 12.00. Sale 4.49 to 5.49


## Readyinades

> Straw Hats, Shirts, etc.


Regular Price 4.60 Sale Price - 4.20 Fcy. Check Silk Sport Hose ... | specia |
| :---: |
| Sale |
| Sale | White Cotton Hose White Lisle Hose

White Silk Hose Coloured Sik Coloured Silk Black Silk

Black Silk Bk. \& Cold Lece $\quad$| 1.50 | 1.29 |
| :--- | :--- | Blk. \& Col'd. Lace Front, 1.50 80c,

Child's White Hose .....23c. 19c. Child's, White Hose
Misses' White Hose Misses' White Hose $\quad .26 \mathrm{c} .22 \mathrm{c}$.
Childs Fcy. Top Soks.
Child's Sport Socks, $3 / 4 . .1 .10$. 93 c . Child's Sport Socks, 3. 1.10 99c.
Child's Chame \& Grey Hose
45 c 37 c.

## LADIES' <br> Ready-to-Wear and Trimmed HATS

 One-Third Ot Regular PriceAll these Hats are this season's styles

## Infants' Bonnets, Lavm .. . 20c. 17c.

 Infants' Bonnets, Silk .. .. 1.20 1.10infants' Bonnets, Suk ...... 2.001 .78
Child's Silk \& Straw Hats , 1.451 .25
Child's Sill \& Straw Hats , 1.60. 1.30
Ladies Slip-on Sweaters .... 2.201 .97 Ladies' Slip-on Sweaters . . . . 2.002 .5 Ladies' Pätch Coat Sireaters, 5.004 .47 Misses' White Maslin Dresses, 4.00 2.00


## Invictus

Men's B $\quad . \quad$ Special 10.49
Men's Box Calf Special 6.19

How to Judge Tobacco This The The the pideme

 Natmon


Jumpers, Petticoats, etc.

WILLS should be Kept in a Safe Place

A wil aboud bikent Nint inke fherf
 and Themontra hotd in afeeceping

montreal trust COMPANY



LONDON MIRECTORY



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At THE NICKEL To-Day.


From Start To Finish
This spectacular melodrama will hold you. As a stage play "The Green Goddess" was a
triumph for years triumph for years.
Now it has been $m$
est fllms in history. DISTINCIVE PICTURES CORPORATION Ghe GR हुN GODDESS

 NOTE: Owing to the length of this production we advise patrons to attend
performnance- -7.15 Starp.
Night Admission, 30c.--Malinees as usual


## Ner AreFour Specials

 My Annual Regatta Sale SLEK KNIT TIES-Just the thing to wear without Vest. IEN'S GENUINE COW HIDE BELTS-Real Leather Regular $\$ 1.00$MEN'S PRESIDENT GARTERSWide web, Ivory trimmings MEN'S SOX -4 Pairs for ..... GET IN EARLY AND DONT BE LEFI

Yours for Quality and Service,
Kramga

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Just Folks.



LUX
Lux is pure soap in flakes；Lux is made and guaranteed by LEVER BROTHERS，Ltd．，Soap Makers by appointmont to HIS MAJESTY KING GEORGE THE FIFTH．

Lever＇s Five Thousand Dollars Guarantee of abso lute purity，is your security，that Lux is positively the best quallity of soap flakes or chips．You can depend on Lux

Lux won＇t shrink woolons．Lux cannot damage the finest materials．Lux is safe．Don＇t experiment with inferior soap，chips or flakes．Buy Lux in sealed packets

Altho Lux is intended for washing woolens，silks and other expensive materials，it＇s so pure that thousands of people use it for shampoos and in the bath．

Don＇t use injurious chemicals for washing expen sive clothing，use Lux，the only preparation of lts kind sold under a five thousand dollar guarantee．


We Build CLOTHES to fit your Figure from your own selection of style and pabric，gying your
MAXIMUM VALUE at MINIMUM PRICE proving to yourn
hand．ationece suit

W．P．SHORTALL


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Stock Market News

早要年






GEAR \＆CO．，Ltd． 340 WATER STREE LEATHER By CY HINGERFO By CY HUNGERFORD



## mine feotuss Papre- <br> GREAT SHOWING of LADIES <br> SUMMER HOSE

## HENRY BLAIR'S

Loadies' Black, White and assorted shades Summer Hose, at 35c. and 45c. per pair
Ladies' Special Liste finish
 Ladies Superior assorted Marl! Cotton Hose
 Le, peries pair. Marl Mixture Hose, perfect Seamless,
Ler
 Ladies' Extra, Quality Artificial Silk Hose, Black
 foot.
The Best Vaise yon can Buy. Only 81.75 pair..$~$
HENRY BLAIR
THE HOUSE OF GOOD VALUE FOR LADIES'
-TM


Independent Tobacco Company, Limited, ST. JOHNS.

 Belting is
"CAMEL Haire" Beurnc REDDAWAY © company, MANCHESTER



BECOME A USER TO-DAY! Other Reddaway Producess are:
FRE HOSE.
sUCTIO ARE Bose steam hose.
ubber belting.

WM. HEAP \& Co., Ltd. PHoNE 1830 .
forty-Five Years, in the Service of the Public-The Evening Telegram


## Laugh and Grow Fat

is an old Axiom.
We advise the usa of a Good Tonic and we know of no better than BRICK'S TASTELESS.


 You can purchase a. atote of this exeselent
tonic at neary e erer ysore in the country. Price $\$ 1.20$ per bottle.
Dr. Stafford \& Son



100 Packages Nova Scotia green cabbace.
BURT \& LAWRENCE \&




 LISTEN! \$35 for Forty Cents
 ONLY TWENTY DOLLARS wiich is only ty cents per porecteent for such splendid To date, clams paid tobut stoo,000.000. U. S. Fidelity \& guaranty co. ,


EXPERT ADVICE!


calt, and see me.
GYRIL J. GAHILL,
YOUR BOOTS THIS MORNING?

## 1

## "NUGCE' BOOT POLISH

"SSTANYYL"


 THE STANDARD MFG CO LMITED.



