"A Jolly Fine Smoke.<br>Obtainable at All Dealers.




## 品


SHEETS
For Any Binder BINDERS

For Any Sheets
IJ. Stabb \& Co. DICKS CO., \& LTD.
OR SALE or TO LET




## 

## 둔



The Heir to Beecham Park
THE EVENING TELEGRAM, ST. JOHNS. NEWFOUNDLAND, FEBRUARY 12, 1925-2




























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(To be continued)



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THE EVENING TELEGRAM, ST, JOHNS, NEWFOUNDLAND, FEBRUARY 12, 1925-3



## What Advertising in

 Thr Eurniny Trlagrant
## Can Accomplish

Next to being able to deliver the goods, advertising in The Evening Telegram is the most important thing to you, Mr. Merchant.

During the month of Octoßer, 1924, a Manufacturing Firm, of this city, advertised, through the daily papers, for a name for a new product which they intend ed placing on the market.
Out of 4000 replies received nearly 60 per cent. were on coupons cut from The Evening Telegram, the remaining 40 per per cent. being from the other daily papers.
"Need more be said?"

You may have the finest goods in the world, but unless you take steps to let the buying public know, your sales must be very disappointing.

The Evening Telegram is read in practically every home in the Island.

\section*{ <br> as six <br> | T. |
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| 7 and 8 |
| $, 61 / 2,7$ | <br> 7 and 8 <br> 0001 pers}

A Super-Special! 500 Boys' Flannel Suits


Wonderful values, ideal for under Overcoat, in the house, or early Spring wear; every Suit easily worth
from $\$ 3.00$ to $\$ 4.00$. Most mothers will buy two and from $\$ 3.00$ t
even more.

LONDON, NEW YORK \& PARIS ASSOCIATION OF FASHION


Greater Savings
Than Ever Before
 mo chased. All sizes. A manufacturer, preparing for his Spring business,
closed out his stock of Winter Clothing stock a fras-
tion of its worth Remem-
ber, early selection is adber, early selection is ad- event of the year.
vised.
FINAL--All Remaining Men's Overcoats Reduced One-Half

Men's Khaki Flannel Shirts

Men's Separate Vests
Ma.adyan sid inswivin 1.98
Men's Separate Coats Yibe wit sitivem 5.98

The authentic styles, the wanted materials, the preferred Fur
trimmings. In a word, these are the best Coat values women have trimmings. In a
seen this year.

SPECIAL-100 Misses' and Women's Coats-Without Fur Collars, in Polaires,
Blocked materials, in Grey, Fawn, etc. Blocked materials,
Values up to $\$ 30.00$.
THE MOST COMPLETE, MOST DIVERSIFIED, THE most Carefully selected collection of


For Women and Misses -- at --
Phenomenal Reductions


SPECIALS!

## Children's Check Gingham Dresses

 $5=49 \mathrm{c}$

House Dresses


Handy Aprons Anc Camisoles of Dark Navy Silk, best
quality .............
Boudoir Caps - - 15c

TERRIFIC PRICE CUTTING RESULTS IN UNHEARD OF VALUES!

## 300

 DRESSES - OF THE FINER GRADES -Taken right from the heart of regular stocks_-given drastic price
cutting that results in unheard of values. All wanted materials, cutt ting that results in unheard of values.
all wanted styles for day and evening wee
12
98
$26^{\circ}$

## Stout In Twills, silks, were up to

 Women's


Misses'

Women's


Stouls
the evening telegram. st. Johns, newfoundland, february 12, 1925-

©hp Euving Uelegrain




## Dermott to Lecture on Fortune Bay

A Movement
to Encourağe
Encourage
Agriculture

The action taten by the Mins



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and

D-DAPS MESSAGES. Farmers Discuss

## The Greatest Mystery Play of All Times At The Nickel To-Day

 EXTRA ADDED ATTRACTION:

| PATHE NEWS (World Events in Pictures) | Screaming Two-Act MACK SENNETT COMEDY |
| :---: | :---: |
| ADMISSION: NIGHT, 30c. AFTERNOON, 10 \& 20c. |  |
| COMING:-"THE DARK SWAN," adapted from Ernest Pascal's celebrated Novel. <br>  |  |

## THURSDAY, FRIDAY and SATURDAY Wednesday and Saturiay <br> $\qquad$

Curtain 8.30 Sharp.

## ARLIE MARKS PLAYERS "MOTHERS IRISH ROSE"

A Companion Play to "Abies Irish Rose." A Play that you will feel beteer
for having seen.


## SATURDAY MATINEE-General Admision: Adults

NOTE:-TTickets ordered over 'Phone and not paid for, must be called for by
8 p.m, after which they will be sold.

## eek Protection From <br> Any Further Claims





## 29th ANNUAL FEBRUARY SALE!

## NEVV BARGAINS FOR THE THIRD WVEEK!



SPECCILS From the Heary Section Eiderdown.







LEATHER GOODS at Sale Prices

 | Lesint cours |
| :--- |
| Suit cases. |

 VI Cladstone Bags.


##  <br>  <br> DNL ON: <br>  <br>  <br>  <br>  <br>  <br>  <br>  <br>  <br>  <br> 




##  <br> Bin <br> Annie Laurie



## Mail

## Orders

 A Charming Collection of

## Cotton and Linen Dress Goods

 Ginghams. Silk Mustins






Men's and Boys' Clothing
rreatly Reduced


$$
\begin{array}{ll}
\text { A splenids opportunity to secure a smart sult and overcoat for Springs } \\
\text { Men's Tweed Suits. } & \text { Men's Serge Suits. }
\end{array}
$$




Crepe-de-Chene
 The Royal Stores, Ltd.

# Making A CornerFamous <br> Some corners are famous because of the number of people passing them, but "THE 

## The Broadway <br> House of Fashion

BROADWAY'S" Corner, at WATER and ADELAIDE STREETS, is becoming famous because of the number of people who stop there. Women, Men and even Children do not stop here out of curiosity-they come to the "BROADWAY" because of the good styles, the fair treatment and the good values. Join the thousands of our customers who today buy at no other Store

The Broadway House of Fashion
: : Because No Other Store Offers What The "bROADVVAY"9 Does

## Special Values for 10 Days Only

## Sale of Ladies' Dresses <br> New, up-to-the-minute Styles, in Canton Crepe, Silks, and many other colours. A great variety of smart and up-to-date tailored models 9.96 to 35.00

Women's
Sweaters
Choose from the largest range
in the City. No matter how in the City. No matter how
particular one may be, we have
$1.98 \quad 2.89$
$3.98 \quad 4.98$
Greater Savings can not be had than these Groups represent.
Ladies' \& Misses Underwear


## Complete Clearance of All


A Clearance that knows no
costs, that disregards profit
in so bold a manner, is cer-
tain to crowd THE BROAD-
WAY with hundreds of new

| Materials: | Every Sample Coat <br> REDUCED. <br> Everyone or our customers know already how low our merchandise is priced, a nd when we an- | Styles: |
| :---: | :---: | :---: |
| Velours, Suedines, | - | Wrappy Styles |
| Polaires, Bolivias, | - ${ }_{\text {sur }}$ sured that they | Straight Lines. |
| Teddy Cloths, | er savings than any Store can offer. | Side Ties and |
|  |  | Other Smart Effects. |

## Millinery Clearance

OUR ENTIRE STOCK-NO RESERVE! HATS OF A HIGH CLASS MANUFACTUREPRICED TO SELL AT
YOUR CHOICE FOR-
MISSES HATS.
MATRONS' HATS. DRESS HATS
all one price- $\$ 3.50$


Materials includePANNE VEEVETS. SILK VELVETS. COMBINATION FELTS and others.

> WE SELL DEPENDABLE MERCHANDISE AT LOW PRICES-FOR CASH ONLY.
> THE BROADWAY HOUSE OF FASHION

Final Clearance
Men's Suits and Overcoats
Prices many Dollars below to-day's actual Manufacturers' Cost !
Men's Overcoats Reg. $\$ 24.00 \quad$ Reg. $\$ 26.00$ Reg. $\$ 30.00$ NOW NOW NOW

|  |  |  |
| :---: | :---: | :---: |
| Reg. \$35.00 | Reg. $\$ 40.00$ | Reg. \$47.00 |
| NOW | NOW | Now |
|  |  |  |

Men's Suits
We have secured the entire stock of MEN'S SUITS from a manufacturer at a tremendous price conces-
sion that enables us to offer Suits of all types in a termendous variety of models and patterns, that include
all that is new and seasonable for present wear and all that is new and seasonable for present wear and
later-at the following prices, actually 50 p.c. off the
12.98 14.98 16.98 22.0027.0035.00

| MEN'S | BOYS' |
| :---: | :---: |
| WINTER CAPS <br> Formerly sold to $\$ 2.25$ <br> NOW | SUITS \& OVERCOATS |
| $\$ 1.29$ |  |

## on

## "SALADA" <br> TEA

Truly delightful Superb flavor Deliciously fresh Finest of all teas

SIDE TALKS. By Ruth Cameron.
$=$



TRENENDOLS REDICTIONS MENS Ciothilig  KNOWLING
Representing one of the greatest reductions yet made in our large Store on Men's Furnishings, and which we cannot but think will completely clear them out.
Tweed Overcoats

 411.98 14.50

|  |  |
| :---: | :---: |
|  |  |

TWEED SUITS

 $\begin{array}{cccc} \\ \text { Bottom, side and } \\ \text { Regular } & \text { Regular } & \text { Regular } & \text { Regular }\end{array}$ $\begin{array}{cccc}11.50 & 14.50 & 16.50 & { }^{24.60} \\ \text { SALE } & \text { SALE } & \text { SALE } & \text { SALE }\end{array}$ $8.95 \quad 9.95 \quad 12.40 \quad 18.00$ LEATHERETTE COATS


MEN'S SWEATER COATS


|  | 83 |
| :---: | :---: |
| \% |  |
| \% wim |  |

MENS HALF HOSE

 $25 \quad 32 \quad 58$
mens braces

$5=5$ MEN'S UNDERWEAR
MENS WOOL UNDERWEAR

 sale price
sale price
1.15


## MEN'S SHIRTS


KHAKI WINCEY SHIRTS


## MEN'S KHAKI LINEN SHIRTS

 MEN'S GREY STRIPED FLETTE SHIRTS



MEN'S HEAVY BLUE STRIPED SERGE SHIRTS moth Coliars attached. only thre of tour of each size. Regular 2.50.

MEN'S STRIPED REGATTA SHIRTS
 NEN'S PYJAMAS

sale price 1.65 small quantity left. Regular 95c. special ........................... 45 .
 MEN'S KHAKI BACKFOLD CAPS A small quantity , cleariva price ... .................. 47
mENS FLEECE LINED UNDERWEAR


MENS TWEED HATS
PRICE .............. 49,89
 (...... she price 95

Regular 3.000 .5 .25
Regular $3.25 . \ldots$
Regular 5.50
MEN'S VELOUR HATS
In shates of Grey, Brown, Navy, Havana, Fawn and Green-- . sule price
2.19 MENS CAPS 2.49
 regular 1.75. sale price ..................
and

## MARGATME Most Popular Store for Values, showing a Top Days, FRIDAY, SATURDAY and MONDAY.






the evening telegram. st. Johiss, newfoundland, february 12, 1925-14


## TRAVELLERS' <br> SAMPLES

## .


We have reeently opened upa shipmeitit of high-grad. Men's Footwear . 5.79 All sizes - In a wide variety of styles.


\section*{





## esterday to 25 years in Altanta pen ntiary

## esterday to 25 years in Altanta pen ntiary


Majestic Theatre To-Day! "Kentucky Days"

## DUSTIN FARNUM

n which a new Trail is blazed into the Human Heart on the Trail
en West. John Lynch's Thrilling Story in Pictures.
COMEDY
"Arabias Last Alarm"
Jacobson \& Evans "The Perfect Day," "What You're Going, To Do When Their Ain't No Jazz,"

"Prescription for the Blues." "Honest and Truly," | "Prescription for the Blues." "Honest and Truly." |  |
| :---: | :---: |
| $\begin{array}{c}\text { Big Special Matinee } \\ \text { SATURDAY AFTERNOON N } \\ \text { for the Children. }\end{array}$ | NEXT WEEK: |


SMALLWOOD'S BIG 3!


SPECIAL Sealers' Boot SEALERS! Try a pair of our Special Red Chrome Ton g u e Wellington
Boots. Light, Might \& Durable:
F. Smallwood, tho tameor

SOLE AGENT FOR HAIG RUBBERS IN NFLD.


FISHREMEN:-Buy Smallw
$\xrightarrow[\text { Bоот. }]{ }$ s all Solid Leather Hand

Vork Boots

" HAIG" The newest and best Rubber Boot on the market

F. SMaIIWOOd, he home of shoes

OUTSTANDING VALUES--IPrices Sure Do Get a Wallop Here! c COME! SEE! SHARE!

## in the innumerable Economies Outlined

 for this remarkable Underselling Erent. ACKNOWLEDGED-GOOD from Every Angle During Our February Sale, We offer our regular line of Men's $\$ 27.00$ Overcoats


Important RE-PRICINGS from the House Furnishing Section vur =







Charming WHITE MARCELLA QUILTS - =iviz $\$ 5.39$







## GEOVES



## CAMBRICETTE see this line

 $26 c$ yard以上25 54
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Don't Miss These
TWO VALUES
in
BOYS' SUITS
SPECIAL: New Values, BOYS' SUITS
 Eidizitisio


| Pound Towels <br>  |  |
| :---: | :---: |
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 Ans




Naymanaiaw wiverwesiz


## Alarm <br> Clocks



## Girls'

Boots


## BLOUSES

JUMPERS

tme rooms raprea- Don't say Paper, Say "EVENING TELEGRAM."

## More Vilk Better Milk

That's the verdict of the milkmen who supply their cows with
"Diamond" Gluten Meal
You can buy it in Wholesale quantities from
GEO.NEAL Limitad $\underset{\substack{\text { Beck's Cove } \\ \text { Phone 264 }}}{\ldots} \quad \begin{gathered}\text { Water St. East, } \\ \text { Phone } 17\end{gathered}$

"SPECIAL" EX. S.S. SACHEM FROM LIVERPOOL
 W. P. SHORTALL,



Germs lurk in cracks and crevices "STANYL" Is Your Safeguard

Stocked by Messrs. Royal Stores, Ltd., Bowring Bros., Ltd., Walter Gosse (Plymouth Road) and other dealers.

WANTED TO BUY
Newfoundland Govermment Bonds All Issues.
Prices on Application.
BERNARD D. PARSONS,
Phone 1731. 12 Muir Bidg.

FINANCIAL STATEMENT.



 Total Claims Paid Since 1896 - $8116,462,397$.
U.S. FIDELITY \& GUARANTY CO.


## A GOOD TONIC

 and a wonderfil medicine for anyone who feels thatthey need some good TTNCI and BULEER to keep

## Brick's Tastelass

If vou are losing weight, feel tired, no energy, have no
appetite, feel cold and shivery, you certainly need a ToNIC, and we earnestily recommend you to try' ${ }^{2}$
bottle of BRICKS TASTELESS. It does its work bottle of BRI.
every time.

\section*{You can purchase a bottle for $\$ 1.20$ at all general

tores in every outport, and in the city at either of the ollowing stores <br> | Wiseman \& Haw | w. |
| :---: | :---: |
| ${ }_{\text {G }}^{\text {G. Knowring Bros. }}$ | J. J. Kielley. |
| ${ }_{\text {O M Maras }}$ | R. G. MacDona |
| A. W. | Peter O'Mara. |
|  |  |

## Dr. F. Statiord \& Son <br> 



## Nitrate

 of Soda!Rather early in the season to talk of this FERTLIZER, but as we have made arrange ments for our usual Spring Importations we are anxious to let our customers know it-and as usual our prices will be as LOW as the LOWEST on this commodity on arrival.
We are booking orders NOW to arrive with this guarantee.
N.B.-We have a limited quantity of Litera ture (Pamphlets) on the economical and intelligent use of "NITRATE" which may be had from us FREE on application.

## F. McNamara

'Phone 393. Queen St.

In Life or in Death
 CYRIL J. CAHILL
 CROWN LIFE
insurance company



| LADIES' Ready-to-Wear WINTER HATS | LAD |
| :---: | :---: |
|  | CORSETS |
|  | Good qua |
| Now less than Half Price. | est Prices |
|  | Prices fromi |
| Only 1.50.1.90 ana | 1.25 p |
| 2.25 each | BA |
| MENS TWEED WINTER CAPS |  |
|  | WOOL SCAR |
| bod Values at | for men and |
| $\begin{gathered} 1.25,1.45,1.75 \\ \text { and } 2.25 \text { each. } \end{gathered}$ | Every colour neces. sary represented here. |
| Splendid selection of <br> Boys' Winter Caps of all kinds. | Full Siz Price Only |
|  |  |
| $11$ |  |

GET IT AT GEAR'S NEVER-SLIP ICE-CREEPERS
and be prepared againat nasty fals, and maybe es
broken Iimb. We fasten them on for you. Renembet
GEAR \& C0., Limited
'Phone 404 340 Water Street

Forty-Six Years in the Service of

