$\qquad$

# SCPIPTION PATES. - The Evening Telegram  <br> \$6.00 PER YEAR ST. JOHNS, NEWFOUNDLAND, TUESDAY, AUGUST 12, 1924. <br> "GONGRETE FOR PERMANENGE" 

use only Canada Brand Cement it Reliable
Sacks and Steel Barrels. BOWFING BROIFIEFHRS, Iimited, Stores Department

the evening telegram，st．johnss，newroundland，August 12，1924－2


DR．CHASETS OINTMMEANT
GERALD S DOTLE Distrid

## At the Mouth of the Treacherous Pit STORY OF LOVE，INTRIGUE AND REVENGE ＂Wis mother speaks as butrongty，ha sald，aloud．       <br>  <br> $\qquad$ <br> $\qquad$  <br> $\qquad$ <br>  <br>  <br>  <br>  <br>  <br>  <br>  <br> evirys. <br>  <br>  <br>  <br> 包为 <br> Natain <br>  <br> $\left\{\begin{array}{l}\text { 友 }\end{array}\right.$ <br> You can have the new

 fashionably smooth arrangement
$=5=8$ BCK ACHED
prosococosocosox PARKER＇S ${ }^{\text {SHO }}$ SHirips

## MID－SUMMER Footwear Specials



Folks who appreciate Good Footwear －Better Footwear－the Best of Footwear －come here to be shod．

## Men＇s Boots



Men＇s

## Low

Shoes








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

## Children＇s Canvas Skuffer

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



Is mater PARKER \＆MONROE Ltd．



LADIES＇WHITE CANVA FOOTWEAR．


 LADEES＇BLACK KID SHOES． $\$ 2.25 \$ 2.50 \quad \$ 2.75 \$ 3.00$



 $\begin{array}{lll}\$ 3.50 & \$ 4.25 & \$ 5.00\end{array}$

Ladies＇suede footwear





## HERE IT IS!--The Master-Stroke of Our Many Years in Business.

We appreciate that it is YOU--the People of St. John's and vicinity--who are largely responsible for our wonderful growth and substantial success. We extend our thanks to the thousands of our loyal customers--and further, extend an invitation to STILL MORE THOUSANDS OF NEW CUSTOMERS, that we may acquaint them with the methods responsible for our Phenomenal Success.

|  | B | SaLe |  |  |
| :---: | :---: | :---: | :---: | :---: |
| ssiers | Bloomers | 100 |  | Dre |
| 12 c | $\mathrm{y}^{2}=49 \mathrm{c}$ |  | Wasts |  |

## SALE Stout Women's Apparel

Slenderizing Coats for large women. All the new
shades, including Black. Sizes 44 to 56 .

## $12.50 \$ 18 \$ 24 \$ 26$ SLENDER LINE

Dresses for Stouts The'new Dress modes for stout women. All materials, $\$ 9$ up to $\$ 30$ New! New! New! HATS-HATS
A Sensational Purchase of over 800 New Hats-
secured at unheard-of- concessions Regular
$\$ 3.38$ and
$\$ 4.98$
Values The newest Summer models-Styles suitable for all
ceasions for all Costumes and all tastes. For Misses occasions for all Costu
Women and Matrons.

200 Regular 5.98 Hats at $\mathbf{3 . 0 0}$ 200 Regular 4.98 Hats at 2.00


WOMEN! Choice of the House--

## $A 1$ COATS RESTINS fundreds opened and on display For the first time! NEW CUSTOMERS To THIS STORE.


you can afford a sut and coat when bargains like YOU CAN AFFORD A SUIT AND COAT WHEN BARGAINS LIKE THESE ARE AVALLABLE
EVERY GARMENT' BEING OFFERED AT A SAVING OF NOT LESS THAN 30 TO 50 PER CENT EVERY SIZE-EVERY MATERIAL. ALL SALES FINAL.

The Biggest Dress Event Ever Held Here!


VALUES UP TO \$25.00. NEW PRINTS. | Women's, Mis |
| :--- |
| ( | NEW ROSHANARAS. NEW CANTONS. NEW GEORGETTES. Comparè these Dresses with

others offered at double. NEW CANTON CREPES.
NEW CREPE BACK SATINS

## 900

NewWaists Overblouses $2^{38} 3^{38} 4^{58}$ Every imaginable new style new shades and sizes
All wanted materials

Women's Skirls Pleated Roshanara Crepe Moo-
els-all the new shades 5 all sizes 5.98 and 7.98 New Baronette Satin Skirls white and BLACK.
5.98 and 7.98

NEW TWEED SKIRTS, 5.98

PRINCESS SLIPS
Heavy Silk Jersey - Knifé,Pleate ed flounces, in beautiful two5.98

PETTICOATS
Heavy Silk Jersey; all shades, 3.98

Another Sensation! 2000 New
SUMMER DRESSES
Released by a well-known maker of best quality Summer Street Dresses, to us at prices that
launich our Greatest Summer Dress Sale.
 3.98, 4.98, 5.98, 6.98

## NEW CUSTOMERS!

We have been months in planning this big celebration with an aim to set new selling records. Loads of new Spring and Summer goods are here--every floor and every department is ready! This Sale is a buying opportunity of unusual mon-ey-saving importance to you, and WE ARE EMPHATIC IN OUR STATEMENT THAT THE BARGAINS OFFERED WILL BE OF THE VERY BEST.


A Sale that will Cause a Riot in our Men's Dept. SALE 1000 Men's Top Shirts


Fancy Soft Shirts, good quality Percale or Cord Madras. Full assortment of patterns to choose from. NOT JOBS', but regular stock, sizes 14 to 17. You will buy your season's requirements when you see these.

LOOK, MOTHERS ! 600 Boys' Blouse Shirts

Values up to 1.30


MEN.$\xrightarrow{\text { THURSDAY wifREATEST }}$ Search the City and You'll Find Our Values Unequalled. 450 NEW SUITS
That formerly sold up to 34.00 , in a big variety of Fine Patterns. MEN! We feature a SPECIAL LOT of WONDERFUL SUITS at a price-\$21.95-that will take your breath away. This is one of those Value-giving Demonstrations that will make every St. John's Man respond who appreciates what it means to save on good clothing.
MEN! Think What You Save---You Can't Beat It.
1,500 Boys' Suits
AT SAVIINGS OF OVER 30 PER CENT.
WE HAVE JUST MADE THE MOST SPECTACULAR BOYS' SUIT PURCHASE OF OUR CAREEROVER 1,500 BOYS' SUITS BOUGHT AT TREMENDOUS SAVINGS- AND NOW OFFERED TO YOU.
CHOOSE FROM LARGER SELECTIONS AND LOWEST PRICES. AGES: 9 TO 18 YEARS. $5.75 \quad 7.80 \quad 1.98 \quad 10.98$ ALL WITH TWO PAIRS OF PANTS. Small Boys' Suits Best Wash Suits . . 1.65 \& $1.98 \mid$ Boys' Tuic Suits Boys' Wash Suits . . . . 89e $\quad$ Boys' Best Navy Sailors. . 5.98 Boys' Serge Suits . . . . 2.98 Boys' Tweéd Suils . . . . 3.98

## Bargain Basement Specials!

## 150

Ladies' Velour Coats $4^{48}$

## Skirts

 $5-50 \mathrm{c}$
## Guimps

$-1=98 c$
Rubberette Coats
… $6^{.98}$

Ladies' House Dresses 1.29

Finest Quality, Ginghams

## Middy Blouses

Cotton Middies; all shades and sizes 49 IF EVER YOU ATTENDED A SALE IN YOUR

LIFE, YOU WLL ATTEND THIS ONE.

the evening teligrak, St. jofins, newroundiand, Aucust 12, 1924


In the Realms of Sport


## FRESH FRUTT!

FRESH TOMATOES. NEW POTATOES. LARGE ORANGES. EXTRA FANCY GRAPE FRUIT BLUE PLUMS.
GRAVENSTEIN APPLES. P. E. I. POTATOES-Good Old Stock IOCAL TOMATOES. NEW SALT CODFISH.
C.P.EAGAN DUCKYORTH STREET \& QUEEN'S ROAD.


Breaking Up The Home!
 You can hardly blame this man for what he io doing,
as he is eviddnyly suffering from an attack of Iodiges
tion. It would be much cheaper for him to purchase

## Stafford's

 Prescription Amoud getandily helid this man, and iny ont oner who


 toin t will cure

30 Cents
or large bottice (about the 50 Cents

## Dr. Stafiord \& Son


$\qquad$ an
Mid


THE EVENING TELEGRAM, ST, JOBNS, NEWFOUNDLAND, AUGUST 12, 1924


## Grat Showing OF MENS Summer Half Hose

HENRY BLAIR＇S



 cisimimity



## HENRY BLAIR

Raxized

，
SIDE TALKS
by nath cmema



 Sin
是






The Kodak Store－Water Street Phone 131

100000000000000000000000







##  <br> 




## 






## 



$\qquad$


Fuel Economy
in the Body












．

$\qquad$

## ＂A Royal Divorce＂ Magnificent Production






## New Material


 STEER＇S
Values You Cannot Afford to Miss fill

## HOSIERY BARGAIN

Women＇s Black Cotton Hose
19c．
Fine Lisle Thread Hose
in Cordovan shade
55c．
High Grade Hose
For Misses and Boys，fine and heavy
makes．Regular 50c．value for
$24 c$.
Wash Ginghams
19c． 28 c． 35 c． 40 c．


MARINE and STATIONARY．Two and Four Cycle－ 3 to 80 H．P． Equipped for Gasolene or Kerosene．
WC Carry a large quantity of Engine Accessories at all times，therefore for want of spare parts． We alsc stock Schooners＇Heaving and Hoisting Equipments and Ac－
cesooris．Circular SWws，Rubber Belting，Batteries，Grease，Lubricating Oil，
and Pumps of every descrittion
Acadia Gas Engines，Ltd． aracose000000000000000000003030000000000

## STEERS，LIMITED <br> 是 <br> Acadia Engines．

Fancy Colored Kimona Crepe
40c．yard．

Heavy Ribbed English Silk Hose

\＄1．40 pair．

## SUIT CASES

\＄1．95，\＄2．65，\＄3．10

| Printed Jute Hearth Rugs |
| :--- |
| 68c．78c．$\$ 1.10, \$ 1.30$ |

New Corsets
\＄1．30，\＄1．50，\＄1．75，\＄2．25．
\＄2．85，\＄3．25，\＄3．75．
Special $\begin{gathered}\text { Pink Corset } \\ \$ 1.50 \text { pair }\end{gathered}, ~$
Bathing Caps
Ladies＇Sweaters
Tuxedo style with belt，all wool，
ne make，in Camel，Pearl，Navy and
$\$ 6.50$
Silko Wool Jacquettes riental
$\$ 2.68$

Don＇t Say Paper，Say＂Evening Telegram．＂


тів froplas papar- Don't say Paper, Say "EVENING TELEGRAM."
-READ by Evertb

## Potatoes, Cabbage,

 Oranges, Apples.To arrive Thursday, 14th inst., ex "Rosalind,"
100 barrels New Potatoes 50 barrels Green Cabbage 100 boxes Gravenstein Apples 50 cases California Oranges

Just in per "Sachem," 100 cases
Val. Onions, 4's \& 5's

## GEO.NEAL <br> Bexs con Limene <br> Beck's Cove 'Phone 264 <br> - - Water St. Ea



"STANYL"
=-c.






SPECIAL!
vien movin mair morss mia - 59 c .
A SESATIONAL OFFER
A SENSATIONAL OFFER
BonMarché
WATER STREET



## AnotherShipment LIPTONS GOODS UST RECEIVED BY

 Bowring Bros., Ltd. LPTONS HIGH CLASS ENGLISH BISCUITSAt Prices mach Lower than other English Biscuits. LIPTONS HIGH CLASS SCOTCH SHORT BREAD

LIPTONS DELCIOUS CREAM CARAMEIS



Bowring Bros., Ltd.

Due Augus 14th

## ONE CARLOAD BOX APPLLS

## Gravensteins

Book Your Order Early.

## J. J. Rossiter.



Independent Tobacco Company, Limited, st. Johvs.

## 

Corona Portable Typewriter

## Over

Half-a-Million in Use

DICKS \& CO., LTD. CO0000000000000000000000000

## EXPERT ADVICE!


 CALLL AND SEE ME.

## GYRIL J. GAHILL,

CROWN LIFE INSURANCE COMPANX.

Nild. Government Railway.

$$
\begin{aligned}
& \text { S.S. PORTIA- SOUTH COAST STEAMSHIP } \\
& \text { SERVICE. }
\end{aligned}
$$ Passengers leaving St. John's on 8.45 a.m. train Thursday, August 14th, will make connection with S.S. PORTIA at Argentia

gentia to Port aux Basques.

## NORTHERN STEAMSHIP SERVICE-

 S.S. PROSPERO will sail from St. John's, 10 a.m.to-morrow Wednesday. Freight for ports of call on the above route, as advertised in Directory, and extra
ports, namely: Hooping Hr., Williamsport, Canada Hr,
St. Julian's, Ship Cove, accepted 'at Dock Shed, St. Julian's, Ship Cove, accepted at Dock Shed,
day, 9 a.m. to 5 p.m. and up to noon on Tuesday

Nild. Government Railway.



Hard Wearing Made by a Firm of World-wide Reputation for Excellence \& Uniformity of Quality.
JOB'SSTORES,Ltd
-m Agents.

