

the evening telegram, ST. Johns, newfoundiand, June 3 , $1925-3$


# A <br>  Sil Cou AT 

## BANKRUPT SALE PRICES

## This Epoch-Making Sale

COMMENCES ON THURSDAY, JUNE 4th

AT NINE O'CLOCK SHARP.
DO NOT FAIL TO ATTEND!
 rare that they make all other Sales. look where electricity was fifty years ago. You have undoubtedly received big values before-But . . this Sale soiuds the death knell of all past performances and starts a new era of unmatchable values

## GET READY!

Line Up for the Opening Hour-9 a.m. Thursday

THIS SALE Will
Arouse St. John's
THE BIGGEST VALUES! THE FINEST QUALITIES AND THE GREATEST VARIETIES EVER OFFERED, ON SALE Beginning Thursday Morning AT NINE O'CLOCK.

Men's \& Ladies' Clothing Prices Touch Bottom Here
OVER 8,000 HIGH CLASS SUITS, COATS, DRESSES, SKIRTS, HATS, ETC., FOR WOMEN-AND HUNDREDS OF SUITS, COATS AND PANTS FOR MEN ARE INVOLVED. THIS IS PROBABLY THE LARGEST AND MOST IMPORTANT PURCHASE OF FINE GARMENTS EVER MADE BY ONE RETAIL STORE IN THIS CITY. WE BOUGHT THEM at a FOURTH TO a half Off, and WE are turning them OVEr to OUR Customers On THE SAME Basis
WE COULD HAVE MARKED ALL THESE PURCHASES AT REGULAR PRICES AND CASHED IN ON THE SAVINGS WE MADE-BUT THAT IS NOT THE WAY OF THIS TORE. WE SELL AS WE BUY! AND SO WE ARE SHARING, NOT ALONE ALL THE SAVINGS ON THESE EARLY PURCHASES, BUT WE ARE SHARING PART OF OUR «EGULAR LOW PROFIT AS WELL. THUS EVERY FAMILY IN THE COUNTRY IS AFFORDED THE OPPORTUNITY TO SUPPLY IT'S NEEDS FOR THE ENTIRE SPRING and summer season, at prices customary only at the end of a season. read opposire page

| MOST |
| :--- |
| SPECTACULAR VALUE- |
| Delightful shapes and shades for Summer- <br> Quite the last word in smartnes. <br> Hats for Misses. <br> Hats for Women. <br> Hats for Matrons <br> Large Hats. <br> Small Hats. <br> Colors: <br> Black, White, <br> Indian Orange, <br> Henna, Sand, <br> Crabapple, <br> Navy, |

## 339

## VVATER ST.

 3 Doors West of Bishop's Cove
## Sensational Ladies' DRESSSALE Not one Dress in this lot worth less than lot worth less than $\$ 10.00$-quantity lim-$=-3.98$

## Look!

## Brand New

 DRESSES OF THE BETTER KIND.Dresses worth $\$ 20.00$ \$25.00 $\$ 30.00$ and $\$ 35.00$, all at All one of a kind and 1 Ladies! This is the absolutely good value
16.05 Ladies! This is the
most extraordinary most extraordinary
Dress purchase ever made.

## at double.

 ence in a great while.A MIRACLE DRESS SALE like this comes once in a great while.
Women who have not attended a Sale in years will come to this one -

THIS EVENT WILL ESTABLISH A LADIES' COAT SALE UNPRECEdented in the history of the retail stores of t he COUNTRY.


Over 400 Brand New Coats, the smartest styles of the season offered at prices not likely to be duplicated anywhere-at any time.
Coats Worth Coats Worth Coats Worth Coats Worth Up to $\$ 20.00$ Up to $\$ 28.00$ Up to $\$ 38.00$ Up to $\$ 46.00$

## $12^{25} 15^{75} 25^{75} 29^{.80}$

## SIZES FOR MISSES-FOR WOMEN AND STOUT SIZES.

Make no mistake about this COAT SALE. Every Coat value in these Group:s represents savings of 40 to 60 per cent. to you. See them! You be the Judge !

\title{

MEN! MEN! MEN! MEN! BIGGER-BETTER-GREATER Than Ever! The Greatest Slaughter of Men's, Youths' Boys' Clothing in the History of St. John's <br> Positively, without exception, the Greatest Sacrifice Ever Conceived or

Attempted on High Grade Clothing. MEN: You MUST Attend this Sale! <br> | MENS SUITS |  |
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|  |  |
| $10^{.95} 13.5016^{.80}$ |  |
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| 19.70 |  |
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| Special! | Emara speal! |
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| DRESS | New hats |
| SHIRTS | 2.19 |
|  |  | <br>  <br> Values that Stand the Supreme Test of Close Comparison. Over 800 Men's BrandNewS Suits To be Sold at 40 to 50 c on the Dollar MEN! You Can Buy Two Suits for the Cost of One in This Sale

## Out They Go!

## Out They Go!

 <br> LOOK, MOTHERS ! Boys' Two Pants Suits Ages 8 to 17 years. The extra pair means double wear.This is the greatest value of the year Every Suit in
the lot worth
O.9.
 <br> 
}

Make Sure You Have the Right Name \& Address-339 Water St.--THE FAIR Ladies' SUIT SALE "That will be the Talk of the Town"

THE MOST WONDERFUL COLLECTION OF BRAND NEW SUITS EVER EXHIBITED IN THIS City, AND AT



| Look, Men ! <br> Spring Caps |
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| Ladies, Skirts | LADIES | (tant $\begin{gathered}\text { supt } \\ \text { Stout } \\ \text { Women's }\end{gathered}$ |
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## WHITE SHOE SALE SMALLWOOD'S

The best time for a Shoe Sale is when the people need Shoes that time is right now
Women and Children's White Canvas Shoes

Child's White Canvas Boots.................... 3 to 8 Price $\$ 1.10$ Child's 1 -Strap 2 -Button Canvas Shoes ...... . Sizes 6 to 10 Price $\$ 1.55$ Child's Strap Sally Canras Shoes ...........izes. 6 to 10 Price $\$ 1.95$ Misses' 1-Strap 2-Button Canvas Shoes Misses' Strap Sally Canvas Shoe .....
Women's 1-Strap 2-Button Canvas Shoes Women's 1 -Strap 2 -Button Canvas Shoes
Women's 1 -Strap Sally Canvas Shoes Women's 1-Strap Sally Canvas Shoes Women's 2-Strap Sally Canvas Shoes
Women's. White Canvas Laced Shoes Women's. White Canvas Laced Shoes ...... . Sizes
about 900 Pairs in the lot-SECURE yot

## MEN'S BOOTS






Just Folks.



Gigantic Bill at The Majissic To-Dan Adams and Chenara

THREE DAYS MORE ONLY to hear the greatest musical artistes that S John's has heard in a generation.
Jaqualine Logan

## -

 The Houssof Youtit Included in the cast are Richard TravergGloria Grey and Vernon Steele. A sensational Photodrama with
strong love story of modern time. Special Matinee Wednesday and Saturday.

# Your Necessity Our Opportunity 

The NECESSARY Means for Serving and Satisfying YOU and OURSELVES IS AT HAND.

## SUITS <br> TO MEASURE AT

## $\$ 25.00 \quad \$ 30.00 \quad \$ 35.00$

Scotch Tweeds, Indigo Serges, Choice Worsteds. Fit and Finish Guaranteed.


Sir Esme Howard
Speaks on British Debt
 It is a great honor to be in
THE EVENING TELEGRAM. ST, JOHN'S. NEWFOUNDLAND, JUNE $3,1925-10$



Minis the time of the year when weather conditlons


Bricks Tasteless
griccs TASTELESS will work wonders if you take
it according to directions. It purifies the blood, it 1 according to directions.
makes the weak strong, it is aurifies the blood, it
nit

Try a Bottle. Price $\$ 1.20$. Postage 20c. Extra.


## Or. F. Stafford \& Son,

theatre hill and water st. west.
$\qquad$


Why, of Course
In fou want Goon clothes got to a good Tailor.
There is where you get good material, good fit and
Colthes that look as it they were made for You, and
 One who fits them. . But be careful and go to a good tailor. It's cheaper and better.
SPR RRMLS are good, reliable tailose, and your
make no mistake in going there. Spurrell the Tailor Spurrell the Tailor Send for Samples and measuring forms if you livo


## Fads and Fashions

he "Call to Action" Manifesto and a Church Crisis




NOW PLAYING AT THE NICKEL ELINOR GLYNP

## "HIS HOUR"

AN ELINOR GLYN PRODUCTION
Adapted to the screen by the author from her own thrilling novel.
THURSDAY:-GLORIA SWANSON in her greatest picture, "THE HUMMING BIR
NEXT MONDAY:-The Extraordinary Attraction-"CHARLIE'S AUNT" with Syd. Chaplin (this season's biggest Comedy) - 9 Reels. A Riot of Fun.

PARKER \& MONROE
Timely Offerings in Seasonable
FOOTWEAR
EVERY TTEM MENTIONED REPRESENTS A MONEY-SAVING EVENT IN ITSELF.


| MISSES' BARGAIN | SNEAKERS | MINVS |
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| In Black Kid, Mary Jane strap, rubber heels; sizes $111 / 2$ to 2 . A | $\begin{aligned} & \text { Childs } \\ & 5 \text { to } 10 \text {. } 90 \text { e. } \end{aligned}$ | Brown shades, point Blucher style, shapes veryone, all sizes. |
|  | fisses'- | Special Prices: $\$ 4.50,5.00,5.50,6.00 \text { up }$ |
| snap while they last. <br> Special Price the Pair . $\$ 1.75$ | Yout |  |
|  | me | O1 VALUES |
| LADIES' SHOES | Women's- | Men's Mahogany shade Boots, Bluchar style, all solid leathor |
| Mahogany sháde, medium heels and toe, very dressy, lace style; Sizes 3 to 6 . | en's | Blucher style, all solid leather, rubber heels. Special Prices: |
|  |  | \$5.00 |
| Sizes 3 to 6. Special Price .. . . . . . $\$ 2$ | $\text { Leather soles; size } 5 \text { to } 10 \text {. . . . . . . . . } \$ 1.25$ | $\$ 5.50, \$ 6.00, \$ 6.75$ |
| Other styles in lace and strap designs at | SKUFFER SHOES | ants' patent |
| $75 \cdot 3.00,3.30,3.50$ | Strong and durable, extension sole; 5 to $2 \cdots \cdots 1.35$ | \$1.20, \$1.40, \$1.50 |

## Parker \& Monroe, nestiliche

Fads and Fashions A A smart got coat of gray suede is may serve as a brastiore

## No Ground for Complaints <br>  <br> WHEN THE COFFEE IS MADE wITH Litton's Celebratated Essence


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Your Favourite Auther
 Other books by jeffriry farnol.


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## S. E. GARLAND

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0000000000300000000000 REDUCED PRICES Acadia Marine Engines
SIZES 3 H.P. and 4 H.P. ONLY. On account of being overstocked in three and
four horse power Marine Engines, we have four horse power Marine Engines, we have
decided to reduce the price on these Engines decided to reduce the price on these Engines
until July 1st, 1925, after which date they will be sold at the regular price.
Fishermen requiring new three and four horse power Marine Engines, with complete
equipments, should communicate with us immeequipmen
diately.
Acadia Gas Engines, Limited 600000000060000000006000000

## VAN HOUTEN'S COCOA

 GOLD Label - BROWN LabEL Two flavors for differem palates. Pure - Soluble - Delicious. ALL GOOD-CLASS STORES SELL IT.
## ENGINES <br>   INGLY ATTRACTVE to all FISHERMEN. Before placion your order elsewhere insect our stoks and be convinced of the genuineness of our intentions. We carry a well assorted stock of parts. New parts not held can be promptly secured. Franklin's Agencies, Ltd. n w. Rricer, Liminam.



## SLATTERY'S

Wholesale Dry Goods Co., LIMITED



000000000000000000000000000 FURNESS LINE.
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Hiviness wirt \& coin limited,


Morey's Coal is GoodCoal.

The Choicest Fruils and Vegetables


EXTRA FANCY SUNKIST ORANGES RIPE BANANAS, RIPE PINEAPPLE,
CUCUMBERSS RIPE TOMATOES FRESH RHUBARB, LETTUCE, CABBAGE,

PARSNIPS, CARROTS, TURNIPS. \begin{tabular}{l|l}
PARSNIPS, CARROTS, TURNIPS. <br>
\hline LARGE \& EXTRA FANCY <br>
SWEET SEVILLE \& TABLE APPLES

 

SWEET SEVILLE \& TABLE APPLES <br>
ORANGES \& WVinesaps" <br>
35c. per Doz. \& LEMONS <br>
\& GRAPE FRUIT. <br>
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W. E. BEARNS



Music for the Summer IN COTTAGE and CAMP.

## Gramophones

$\begin{array}{lll}\$ 15.00 & \$ 20.00 & \$ 25.0\end{array}$
The Portable Pixie
THE WEMBLEY WONDER-S22.50 UKULELES \$10.00
Swanee Whistles 65c. 70c. 52.25 \$5.00 MOUTH ORGANS and ACCORDEONS At all prices.
Charles Hutton.
get it at gear's.
LEATHER
A NO. 1 TRIMMED STOCK. Get your share of this while it lasts. AT OUR USUAL LOW PRICES.

GEAR \& CO., Ltd.,



Passenger Fares




 necuan to chn and malas on steamet St. John's to Grand Fails, and return
St. John's to Corner Brook, and return St. John's to North Sydney, and return ROUND TRIP ON STEAMERS "PROSPERO,"
"PORTIA" and "GLENCOE" includi" Meals and Berth .

Nild. Government Railway.

## Red Cross Line

 NEW York. Halifax. st. johns


[^0]:    LET NOTHING KEEP YOU AWAY! LET NOTHING KEEP YOU AWAY!
    Make no mistake. This will be the
    most amazing and spectacular out-
    pouring of high-class merchandise
    within the memory of the oldest

