

Indispensable both as a seasoning for the Kitchen and － SAUCE

A QUEEN UNCROWNED
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## The Broadway House of Fashion

## Dresses, Coais, Costumes, Hats, Blouses, Accessories

 TO-MORROV AND FOLLOWVING DAYSdown the autumn trail come the mannequins of fashion. the mode has said her say -mingling the grace of old spain and france with modern youth's verve and dash. she's shortened the sikirts-but to heighten the hats. hesttated, too, between reed-like straightness ând sllhouttes-a flare below the knee. fixed on a thousand variants of smart simplicity

## Coat "Entries"

IN FASHION'S RACE.
 gorgeous linimg Rich hre the materialstuxurions the

 Navy, etc., etc. Enig
bred" air-in "noisy
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PRIĆE RANGE FROM

### 11.98 to 65.00

Now, as first leaves fall, Fashion Week at "THE BROADWAY" reveals the mode authentic. Out of our many years of Fashion experience we have chosen signed models from the clever adoptions of New York. Depend on it-they'll be continued successes as well as Fashion leaders


## All New York is Wearing

 The New Costume The one fashion featured unanimously at all New Yorkopenings. It's the aristocrat of the mode-with its touchopenings. It's the aristocrat of the mode-with its touch-
es of fur-its long six-eights Coat lined with the dress es of fur-its iong six-eights Coat lined with the dres
material. Such a versatile affair, too; trim enough for
travelling and rich enough for receptions. The New Fall Fashions also presents plain tailored Costumes in such rich materials as: Broad Cloth, Velour, Tricotine, Poiret
Twill, with beautiful dress linings and Canton crepe. Every costume interlined. Colors are: B
etc. PRICES RANGE FROM

### 19.50 to 45.00

## HATS

of originality in Hundreds of them have arrived. Their loveliness, their daring, their originality is Autumn Velvets amazing, and yet there is not a bizarre hat among them. Lyons Velvet and Panne and Silks.

Velvete te the favoured fabrics, plain or ocmbined with corded silks, etce Trimming
are
FROM

### 3.75 to 8.50

| Again the TUNIC-- <br> This Time in BLOUSES <br> Their long, slim lines are magical-transforming, Autumn Skirts into Autumn "ensembles." Some have embroidery, others Paris loves. There's a new note, too, in shorter overblouses for Suits-they are one mass of tiny pleats or graceful with jabots. PRICES RANGE,FROM $4.48 \text { to } 7.98$ |
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SKIRTS
Your wardrobe would not be complete for
the New Season without one of these love the New eason watiout one of hese love-
ly Skirts. Be it a plain Plaid Sport Skirt
or a pleated Skirt with or a pleated Skirt with coloured silk be
tween pleats. Prunellas, Wool Plaids, or Serges etct., as.
sorted shades and sizes. PRICES RANGE
3.98 to 6.98

SWEATERS
Coat and Sleeveless $S$ Sweaters in one of the
rreatest displays of colors for Fall.
They are very uspetal for college or business ghirls.
are
 low cut front. The colors are delightful)
White, Grev, Sand, Navy, Mauve, Canary
and Black.
Sizes
36
to and Biack, Size
RANGE FROM
1.98 to 5.98

During Alterations Now Going on in our Gent's Dept. Please Use Entrance Through Our Ladies Store zex

| Men's Furnishings | Men-0ur Fall Suits \& Overcoats | - | Men's Pants |
| :---: | :---: | :---: | :---: |
|  | have arrived bringing with them new and graceful lines in variations of patterns to suit everyone's taste. Young man's 2 Pants Suits are included. <br> Young Men's Models-Conservative Models-Stout Men's Models. | Mothers! and those who buy for children-Our store has always been known for great values in Boys' apparel. Our large assortments have always made selections easy. For this Fall with greater space now being added, we are prepared to serve you more than ever with far greater values. | Whether you want an ordinary pair of Working Pants or a pair to match your coat, we have them in all sizes. Prices range from 1.98 to $6.50^{-}$ |
|  |  |  | Boys' Pants, 98 c. to 1.39 <br> Boys' Velvet Hats80 c . and $\$ 1.00$ <br> Men's Felt Hats- |
|  | tures, Herringbones, etc., etc., in such splendid colors of Grey, Navy Brown and Mixtures. Every Suit priced at our low standard prices. <br> 12.98 to 42.00 <br> one or 3 piece belts and raglan or set-in sleeve; they look very smart. PRICES RANGE FROM 19.50 to 42.50 |  | in assorted shades for all wear. $\$ 2.98 \text { to } \$ 6.50$ <br> Collars- <br> in soft and linen. 25 c . and 30 c . |

[^0]Biard Champion Pref ted Wiath Warren Cup

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he 9 Ma Commandment
at Majestic To-Night

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Thousands of fishermen constantly smoke Anchor Tobacco, because they know the quality never changes. Every pipeful is good to the last puff.
"Anchor your pipe to a good smoke." Better quality at the price is unattainable. amparaboma

St. JOHN'S
Grocery Stores
Flour, very best grade,
stone
Tea, very good, lb.
Sugar, Gran, 1b. .. ..45c Sugar, Gran. lb. .. . .811/2c.
Butter, Best Creamey, 1 b 34 c . Raisins, Sultana, lb 15. Currants, cleaned, lb. . 12 c. Currants, cleane, lo. ... 15 c . Biscuits, Sodas, lb. .....15c. Beans, Pea, lb. . Peas, Green, large, Ib. ...10c. Milk, Pet, tin Potatoes, new, gal. .. .. 15 c . Beef, very choice, lb. ..13c. Pork, finest family, lb. . 16 c . Trngue, lunch, lb. - . . 50 c .
Beef, cooked, lb... .25 c . Beef, cooked, lb.
Onions, new, lb.

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Expresses Appreciation







A Foolhardy Feat






THE EVENDGG TELEGRAM, ST. JOFITS, NEWFGUNDPAND, SEPTEMBER 22 , g224-


## THE "FIFTH AVENUE" STORE Commences Its First EARLY FALL SALE



With the Largest and Best Stock of Ladies' and Men's Wear it has ever carried!! Look at the Wonderful Bargains quoted below, and--COME EAREY

Ladies' Skirts
500 came in on the Rosalind, in all new colors and and plain tailored effectsSERGE
2.40 3.00 4.90

Ti.91 and 7.81 All sizes up to 48 ingh waist.

Fall Fashions in DRESSES

Deserving of your most careful attention is this attractive selection, which includes 500 Handsome Canton and Georgette Dresses in all shades and styles. These Dresses are reduced to much below COST PRICE! | Serge | Tricotine | Canton Crepe | Georgette and |
| :---: | :---: | :---: | :---: |
|  |  |  |  | Dresses Dresses Silk Canton Crepe

 $2.30 \quad 3.90 \quad$ Delightful Fall HATS $5^{\text {in Velvet, Crepe, Felt, ect., all new shapes and colors }} \mathbf{5}^{.90}$

Ladies' Costumes
Matrons' and Misses' Costumes for Fall wear on all occasions. Fine Suiting Serge, and Poiret Twill, in Navy, Fawn, Nigger and Black. All sizes, including


The Newest and Best FALL STYLES Just Opened in

| Sweater Coats All pure Wool: Large variety of colors and sizes | Ladies Corsets Extra quality Coutil; 4 fasteners. All sizes..... | Come Early for these Special Bargains Wool Scarves $\$ 1.25{ }^{\circ}$ \$1.98 | Camisoles Dainty Pink Georgette Crepe. 45c \& 98c | Turkish <br> Towels Per Pair 40e \& 60c | Cashmerette Gloves White, Grey and Black Per Pair 19e |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Sweater Coats Very strongly made in heavy weight Worsted. All colors .............. | Silk Sweaters $\left\lvert\, \begin{aligned} & \text { Great value in very heavy } \\ & \text { fibre silk of excellent } \\ & \text { quality } \ldots \ldots \ldots \ldots \ldots \end{aligned}\right.$ |  | Children's Slip-0n SWEATERS and WOOL CAPS to match 1.98 | Ladies' Breeches Good Quality Tweed 1.98 | $\begin{aligned} & \text { Tricolettte } \\ & \text { Waists } \\ & 1.49 \& 2.90 \end{aligned}$ |

"SNAPPY" SNAPS IN OUR GENT'S FURNISHING DEPT.

## Men's <br> Raglans <br> Real good-looking, good-wearing Raglans, in Navy and Mid-Fawn, guaranteed Storm and Rain-proof Men's Suits

HIOII

Stylish and very good wearing Tweeds, finest all-Wool English Serges, in all new mixtures and plain colors.
14.90 up to 55.00

## Overcoats

The pick of the Fall Styles in very smart weaves and
shades. New effects in Homespuns, Cheviots and other vercoatings.
$16.00_{\text {up to }} 29.00$ from $5.90_{\text {up }}$ THE "FIFTH AVENUE" STORE, 314 Water Street

## Final Notice

In connection with our
Box Front Competition

All packages containing Box Fronts must be sent in to the office of the Imperial Tobacco Co. (Nfid.) Ltd., Flavin Street, not later than 6 p.m.
Tuesday, Sept. 30th.
Box Fronts received after the above date and time WILL NOT be given consideration under any ircumstances.

## Remember

One more week only in which to save Box Fronts
mponeryozena

Smallwood's Big Sale of Schoal Eoots! High Grade SCHOOLSHOES Boys' and Girls' Bools Lowest Prices.




 SPECIAL: BOYS' STRONG SCHOOL BOOTS Double wear in each pair, for $\$ 4.50$
F. Smallwood,


IT TAKES THE "AKING" OUT OF BAKING! (TDSDRDHI
Don't Say Paper; Say "Evening Telegram.

Dr. Grenfell to
Have Radio

At The Star Movie To-Day
The Story of -The Forgetfing

## seven sets for tikr sIox.



 Wife - Missionary - Lover, and The Island of Beauty.

Never a Triangle Drama as strange-Still as true to human nature as this. Did they cheat the Clergy in their Marriage Vow? See this production. And see a Story of Married Life in all its phases.

## Exta! Exta! Extra!

The Famous
"Larry" Semon
IN A RIOT.
The Supreme Musical Trio- MISSES RYAN and MORRIS, and MR. J. CRONAN, in Classy, Selections.
They alone are worth the admission-20c.
The Sureme alone are worth the admission-20c,
COMING: -OPola Negri, in "THE CHEAT; Mary Pickford, in "DOROTHY VERNON OF HADDON HALL"
and " Jackie Coogan, in "CIRCUS DAYS."







 Pearline for easy wash






















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English and French Manufacturers' Samples GIRLS' and MISSES' COATS
For School-Time and Regular Wear. Up-to-the-minute Styles, materials of Rich Velours Naps, Tweeds, etc.

MILLEY'S

## Important Notice

in connection with "OUR OWN" BREAD
-Our customers will please note, that on and after September 22nd, each Loaf of Bread delivered from our Bakery will be tagged

## 'Our Own'

"THE SIGN OF GOOD BREAD" $"$ - in every slice of every loaf you find an extra
relish-a flavour all its own-wholesome and nutritious.
DONT ask for a Loaf. Say a Loaf of Bread
The East End Baking Co.
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SIDE TALKS

The Screens:Most Magnificent Triumph











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Fresh Frut Jiuices Make the Mosi Delicious and Healihful Drinks.

## KIA- ORA ORANGE SQUASH

unexcelled for its rich and most
leasant ffavour of fresh orange juice, Tequalled for health-giving qualities yuice and cane sugrar; no bererage
can be more wholesome or more can be
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 Orange Squash, just as much as the
elders, because it is rich in vitamine eitarly, weceuses ity is trith in ritamines,
strength.

Mrake a point of ordering KIA-ORA range Squash from your grocer; void disappoointment.

For sale at all good stores in large and small bottles

42 Thaers:
JIA.ORA LTD., BLACKYRIARS, LONDON, S.E.


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## Jimy Murphy

Was Killed in Smas
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## NEW ARRIVALS!

PICKLING TOMATOES Firm selected Green stock, not bruised or
Windfalls; Bushel crates or by the lb. 8 c. SELECTED RIPE TOMATOESSmall and Large CRABAPPLES-By the Gallon. GRAVENSTEIN APPLES-In Barrels. 100 Cases CAMPBELL'S SOUPS. FRESH CELERY.
PEARS-In half Brls. and by the Dozen. Fancy No. 1 Stock.

## C.P.EAGAN <br> two Stores

DUCKWORTH STREET \& QUEENS ROAD.

## Ladies SUEDE FOOTWEAR FOR AUTUMN 1924.



## 

 for nothing, until you see the Shoes.

We aiso have a range of new FALL SUEDE oxFoRDS, at 86.50, $86.75,88.00$ up to
s10.00 per pair, in many handeme designs.
F. SMALLW00D, Ladies' Department the home of good shoes 218 and 220 Water Street.

## New Stock

Axes, Pickaxes, Shingling Hatchets, Cross Cut Saws, sxe Handles, Lanterns, KItchen Pumps, Galvanized Buckets, Shot.

## JOB'S STORES, tue.

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fhe evening telegram, sr. Johins, newfoundiand, september 22, 1924-12

## Skipper Brand Cutlery

 still standanding the Test of Time after over, a hundredyears of competition, clearly indicates its unimpeachyears of competition, ct
able Quality and Worth
Always Ask for Skipper Brand when Buying
Stainless Cutlery, etc.

## NEW SUITINGS

## in light colours and weights for Summer wear.

A splendid variety to select from. Samples submitted to you- on receipt of postal.

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Incomparable-Acclaimed THE BEST:
RIILIAN GISH


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## The

Valley Nurseries,


Anthracite COAL! vow landice American Anthracite
$\square$
H. J.Stabb \& Co.


Patrons are asked to come early-Twelve Wonderful Big Acts.
MATINEES: CHILDREN, 10c. ADULTS, 20 c . NIGHT, 30 c .
AT THE NICKEL

DUTCH BULBS.
Unclaimed Letters List G.P.
Best Quality Daffodils, Tulips, Hyacinths, Freesia and Mixed Gladioli.


LONDON DIRECTORY







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Broaking Up The Home!


Stafford's Prescription A
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Dr. Stafford \& Son
THEATRE HILL

"HAlG"
TheNew Rubber Boot
Men and Boys.
All Live Rubber.
Wholesale Price list on Request
F. Smallwood, hine fone on 218 \& 220 Water St.
Sole Agents for "Haig" Rubbers in Nild.


A REQUEST TO MOTORISTS Ahan for kive consmbzamox.



 a driver may be, it it is usually impossible not tar raise
dust and sometimes it it imposible to prevent splash-
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personal request to Motorist generall not to use the
Southside Sout bside Road on Sunday, Holiday and Half Hoilday
afternoons, thereby affording the many people in th




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## In the Realms of Sport



You see her on Broadway-the pretty, jazz-struck girl, good but only human, hiding something under her gayety,
Yount lee her real story, in this heart-t-heart drama by the
author of "Humoresque." With Colleen Moore, James MorYuthor of "Humoresgue
rison, and Eddie Phillip. MAJESTIC TO-NIGHT HOU SHAL'T NOT! BROADWAY-what does it ', to the pretty girl who works hard all day and finds her pleasures when the gay lights
winkle? The author of Humoresue? has put into this
tory ali that made "Humorescue" sreat. she wanted was a good time. Did she get
SEE THIS REMARKABLE SCREEN FEATURE.

## STEER'S, Limited. Grand Opening New Fall Merchandise

Incomparable Values.

New Autumn Millinery, Very Latest $\begin{gathered}\text { Models. }\end{gathered}$
New Fall Coats, from $\$ 14.00$ up.
BLOUSES-Attractive Styles in Tricosham and Crepe-Knit, etc.

## FANCY HOSIERY.

New English Marl Hose, in fancy mixed shades.
39c. 60 c . 75 c . and 88 c .
Sivin and Wool Hosier, ,yin blick and White mixed,
$\$ 1.20$ per Pair.

## TABLE DAMASK BARGAIN.

About 500 yards, pure White, Satin finish, in
lengths of $11 / 2$ to $31 / 2$ yards. Bargain lengths of $11 / 2$ to $31 / 2$ yards. Bargain price 65c. yard.

Bedspreads by the Pound.
Wint satin and crochen all p peretet soode

## STEERS, Limited





New Shipment Lipton's Groceries

## Steer's Litd.

Lipton's Celebrated English Biscuits.
Marie, Abert. Tea, Digestive, Water, orange
Creams. Tennis Chocolate, Assorted Creams, etc., etc. Creams, Tennis Chocolate, Assorted Creams, etc., etc.
Lipton's Arrowroot Biscuits and Lipton's Cakes in 1-hb. tins.
Lipton's Delicious Table Jellies, in 1 -pt. tablets Lipton's' Table Jellies bear, an exceedingly high
reputation for Quality and Flavour. None Better! Lipton's Scotch Orane Marmalade in in 1-1b. Glass Jars.
Give this a trial on your breakfast table. Lipton's Raspberry Jam, in 1-1b. Giass Jars. Lipton's Raspberry Jam, in 1-lb. Giass Jars.
Lipton's Essence of Coffee and Chicory, in 5-oz. bottles. Lipton's Famous Cream Caramels, in $1 / 4$-l-o. ting
Lipton's Butter Scotch-"'The Real Stuff." As we import this very popular SWeetmeat in large air-tight tins, we can guarantee the quality, and fresh-
ness of it, and as it is imported in bulk our price for

## Steer's, Ltd.

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A Speedy Settlement.
 The Largest Number of Policy-holders in Nfld. QUEEN INSURANCE COMPANY GREAT AMERICAN INSURANCE CO'Y. GEO. H. HALLEEY, LIMITED, Agents.
 00300000000000000000000000 Ex S. S. "ROSALIND," DUE THURSDAY 70 cases ORANGES-Counts $216-282$.
50
half barrels PEARS. 50 half barrels PEARS.
BURT \& LA WRRENCE

Don't Say Paper, Say the Evening Telegram,


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T. J. DULEY \& CO, LTD. the reliable jewellers \& optcians water street.

## $\therefore$ <br> cerner <br> this is our bargain week to you for <br> Shirts and Caps

and we are showing most exclusive lines with altrazt-
ive prices. For a short time we are giving a 15 per
cent. reduction on above lines, and consequently yout can buy a good Shirt or Cap from us from $\$ 1.25$ up,
See our Striped and Plain Blue English Broad Cloth
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buy your
SCHOOL BOOKS
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SCHOOL SUPPLIES
from
S. E. GARLAND

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furnishes complete protection up to $\$ 20.00$ weekly for any injury that may befall you, at
home, at work, in the street, anywhere and everywhere.
IT INCLUDES 81,000 FOR ACCIDENTAL DEATH: Who would be without t
for such a small cost?
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MARMALADE CUTTERS!

We have just reecived
A SMALL SHIPMENT
English-Made Marmalade Cutters

Wm. J. Clouston, Ltd.
PRONE 99
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## Cadbury's Bournville COCOA

The most ecomomical and best Cocoa on the market. BAIRD \& CO., Ltd., Agentsfor
CADBURY BROS., Limited., Bournville, England



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340 WATER ST.
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W. P. SHORTALL,
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GET IT AT GEAR'S
Trimmed
SOLE LEATHER
A No. 1 STOCK.
Call, Write, or Wire Your Oraer. US ambin






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