fourteen pages．

## CONGRETE FOR PERMANENGE

## use oniy Canada Brand Cement itis Relable

## Sacks and Stoel Barrels．

BOWRINTG BFOTEIFRES，Timited，Stores Department

| Auction Sales ： | $\|$Auction Sales I <br> Prelininary |  | 8000000000000000000000000 GRAND DANCE \＆ | Opening Announcement | THE CONTINENTAL INSURANCE COMPANY | LosT－Yesterdy morning |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| THEPEGOLESV： | $\underset{\text { Preliminary }}{\text { Announcement }}$ |  |  | EAST END MEAT MARKET． I wish to notify my many friends，that on Saturday，the |  |  |
| AUCTIGNEERSS | grand Auctros． |  |  |  | Assry | LOST－On Monday after－ |
| AUCTION． |  | H．H．．Thomson，0．D． | ON THURSDAY，JULY 24th |  |  |  |
| High Class English | On Thursday，July 31st， |  | PROCEEDS IN AID OF GARDEN PARTY． c．C．C．Full Orchestra in Attendance．Refreshments |  |  |  |
| MR．WM．FREW， | A．A．ALCOCK \＆ CO ， | －Hot | $\begin{gathered} \text { ADMISSION } 50 \text { CENTS. } \\ \hline \text { So } \\ 0000000000000000000 \end{gathered}$ |  | Smita |  |
|  |  | Regatta Notic |  |  |  | and |
| Fridey Next，25th Inst．， |  |  | WANTEED |  | ， | WANTED－1 or 2 Gente |
|  | FOR SALE |  |  | tice |  |  |
|  | 1 Extra Good Holstein |  | MEN TO CUT PULPWOOD |  |  |  |
| 4 ramerece are con | ${ }_{1}^{\text {Cow，}}$ Cow to fot freshened． | $\begin{array}{r} \text { Dy } \\ \text { fuly } 23,3 \mathrm{~B} \\ \text { CHAS. J. } \end{array}$ | ＂Party contraci beais＂in the Grand Lake |  | or sale－ |  |
|  | 31st． | NOTICE． |  |  |  | and |
|  | 1 Youmg Heifer， 3 years |  | $\underset{\substack{\text { Paper } \\ \text { Lakt．}}}{\text { Co．，Ltd．，}}$ | ames | coud |  |
| ， | Old，to freshen September． | Club will |  |  | smat |  |
|  | WILliam brennan， |  |  |  | mus， | WANTED－To Rent，an |
|  | furs，Phone 1461． | Freme | Logging Contractors |  | For SuE That |  |
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|  | SHERIFF＇S SALE． | Snapshots Prohibite | LD．POWER \＆PAPER COMPANY， |  |  |  |
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|  |  |  |  |  |  | Help Wanted． |
|  | 为 |  | －HOUSE FOR SALE | 35C．per Joz． | 隹 | WANTED－A |
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|  | P．C．O＇Drisclll，Ltd， |  |  | days． |  | mata |
|  | P．C． | COURTNEY＇S |  | The |  | WANTED－Immediately， |
| cin ind | FOR SALE or TO LET． |  | deat | ey Nurseries， |  | $\frac{\text { anemen }}{\text { WANTED－Immediately }}$ |
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| \％ | and |  |  |  |  |  |
|  | and | REGATTA SUPPLIES． | S．S．YANKTO | The Bishop Taxi Service | For SALE | WANTED－A Airl wh |
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|  |  | chatem ne mor | YANKTON Boston，on | ${ }^{\text {a }}$ | FoR SALE－A Thorouphly | Wavind－Good Plain |
|  |  |  | SATURDAY，JULY 26th． |  |  | Wemen |
| P．C．O＇Driscoll，Ltd．， | ment has arre | 为 | Freight Bookings，ete，apply |  |  |  |
| CABBAGE I CABB |  |  | 0．，LID． | THE FLOWER SH | For SAIE | WANTED－A Young Lady |
|  |  |  |  |  |  |  |
|  | YOUR SUMMER SUIT． | Sons， |  |  | FOR SALE－ 1.5 Gallon <br>  |  |
| Nout boking oriers |  | trase $\quad$ mexico |  | Hy momo morn | TOLEE－A A Larestop and | ANTED－A Girl for |
| M．A．Bastow \＆Sons， | zen | VICTOR SAFIES． |  |  | Fixim |  |
| vapeer | ARCH PEET， |  | HE RAMSAY CO， | J．C．MCNELI， | OLet－ |  |
| \％reme |  |  |  |  |  |  |

THE EVENING TELEGRAM, ST. JOHNS, NEWFOUNDLIAND, JOLY $24,1924-2$

> At the Mouth of the Treacherous Pit Story of love, intrigue and revenge


THE EVVENING TELEGRAM, ST. JOHNS, NEWFOUNDLAND, JULY 24,1924 - 4


Begins To-Morrow with the Greatest Collection of Wanted Merchandise in the History of the Store
 NOW "ALL SET"-FOR OPENING DAY--FRIDAY!

SUMMER DRESSES
at Prices You Cannot Resist
Gingham House and Poren
Oreses in
in all shades of

Voile Dresses for the
Stouts

The Summer Dress
Sensation






## Special Clearance of Cositumes


 Sweater Sale
Extraordinary! PULL OVERS! 1.48
TUXEDOS! $\begin{array}{ll}\text { TUXEDOS! } & \mathbf{1 . 4 8} \\ \text { CARDIGANS! } & 2.48\end{array}$ SIDE TIES! $\quad 3.48$ In fact every style for 3.98
Sport Wear! Sport tear!
Special Sale of Children's Organdie Dresses
 broidered and trimmed. Colours are
White, Pink, Purple, and combinations
of assorted shades. Ages 2 to 6 .
$\mathbf{1 . 3 9 ,} 7$ to $12,1.89$


| sux cours $39^{c}$ only. Reg. value $\$ 1.25$ for |  |  |  | $\begin{aligned} & \text { MISSES' STRAW HATS } \\ & \text { in colours of Red and Blue, } \\ & \text { trimmed with coloured dibl } \\ & \text { bons. Values up to } \$ 2.50 \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: |



[^0]the evening telegram, st. johns, newfoundiland, july $24,1924-5$


the evening telegram, st, johns, newfoundland, jut e her


Thp Enpuing ©elegram


Thurssay, July 24, , 1924.
The Labrador
Klondike.
$\qquad$

## Special Announcement

# PRIZE WINNERS 

Haig Amateur Snapshot Competition

 5th Prize-No. 2A. Box Brownie-Won by Mr. R. G. Ash, Patrick Street. Coupon No.
6th Prize-No. 2 . ${ }^{\text {B. }}$. Brownie-Won by Mr Walter Wills, 94 Queen's Road. Coupon
No. 113. 7th Prize-No. OB. Brownie-Won by Miss M. Evans, Prescott Street, Coupon No. 16
8th Prize-Kodak Flash Sheet Holder-Won by Miss M. Soper, 32 Cabot Street. Coupon
No. 202. 10th Prize-Universal. Tripod Head-Won by Mrs. C. Parsons, 17 Victoria Street. Coupon Sonaminn

T00TON'S, The Kodak Store

## Half Price

Half Price

Reg. Price $\$ 2.40$ Year, Now $\$ 1.20$ Delivered Monthly at Our Pattern Counter Mailed to any Outport for \$1.68
The Royal Stores, Ltd.
Sole Agent for Butterick Patterns


you who did not take advantage of last year's special offer we wish to say and special Home Magazin icles on Etiquette, and specializes in better homes campaign. You will also
find very interesting short stories by well known authors, a splendid serial
C.L.B. Cadets the briade

## A HOST OF MIGHTY VALUES OFFERED DURING THIS JULY

# LEARANCE 

Make Your Life Insur ance Payable to The Eastern Trust Co


The Eastern Trust Co.


St. JOHN'S Grocery Stores Pickled Meats
at Lowest Prices. Bologna,
Sliced Tongue, 1b. .... 50
Sliced Corned Beef, 1b. . 24 Choice Ham Butt Pork,

Fat Back Pork,

W Spare Ribs, superChaple Strong Pickles \& Best Grade Canadian
Butter, lb. ........ 50 Selected Fresh Eggs. J. J. ST. JOHN. Duckworth St. \& \& Lead.

## 0-0

BREAD
Don't be Fooled



 East End Baking Co.

Fire Insurance
$\qquad$ Elezy deyit pays y Dividends in inour in.
creaned
Nense of Scourt Ansu whe amply forde zou THE HOME haRvey \& Co.,LTI) NOTICE. The have in fatak aloto fhiph
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Needed Notions Specially Priced


Furnishings for Men and Boys


## Picnic Goods

 at Lowest Prices







voile blouses


| Supreme Values in Summer Hosiery |  |
| :---: | :---: |
| Black Silk Stockings. <br>  |  |
| double the price asked. Friday and Saturday to clear 21 . |  |
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| Colorred İisiel Hose. ...... |  |
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| comet | Hex Hose |

## EXCEPTIONAL

 GLOVE VALUES

 Fabric Gauntestsom, chanato




New Wash Goods




Visit our stores
TO THE BENEFY
POCKET-BOOK

# REGATTA SALE 

STARTS FRIDAY, JULY 25th
This Great Mid-Summer Sale Reveals many Rare Values, which you will Appreciate. The Price Reductions, Whilst Remarkable, are Genuine, Thus Affording an Opportunity to Purchase Our Well-Known High-Grade Dependable Merchandise at Attractive Bargain Prices

| SPECIAL! <br> POUND TWEEDS. Just reecived fine grade English All marked at special regatta sale |
| :---: |
|  |  |




IMPORTANT NOTICE--Even this Full Page Advertisement does not permit us to record more than a fraction of the many Bargains offered. COME AND BE CONVINCED!

Our SHOWROOM Displays
offer many persuasive arguments to buy now:
Hundreds of Ladies Waists
89c, 1.98, 2.98, 3.98 and 4.98

| Ladies' Imitation Panama Hats. Regular Price $\$ 2.00$ REGATTA SALE PRICE <br> \$1.19 <br> Ladies' Bathing Suits. Regular Price $\$ 3.00-$ REGATtA SALE PRICE .. .. .. .. .. .. .. $\$ 1.49$ <br> Ladies' Brassiers. In Pink shade. Regular value 40c. SALE PRICE . . . . . . . . . . . . . . . . . . .. . . 23 c. <br> Ladies' Bathing Caps. Extra valueSALE PRICE |
| :---: |
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| SPECIAL SEERSUCKER CREPE Equally suitable for Dresses Underwear, Nightwear, etc. Reg Price 50c. per yard. SRICE: | Ladies', Misses' and Men's WHITE CANVAS FOOTWEAR <br> to be sold at Special Clearing Prices during REGATTA SALE! |
| :---: | :---: |
| MEN! You will appreaite the values we are offering in Boss' and Men's Wearing Appare <br> MENS TWEED SUITS. |  |
| $\begin{gathered} \text { SALE PRICE } \\ \$ 11.95 \end{gathered}$ | SA19 |
|  |  |
| Special Values <br> up to 8.7 .00 <br> SALE <br> $\$ 3.91$ RICE |  |
| GENTS' STRAW HATS. After aparticularly suceessful Season, we offer, for <br>  LOT 1 . Value 8.40 for <br> All others at SPECIAL SALE $\ddot{\text { PRICES. }}$ Boys' Straw Hats-Special Regatta Sale Price-49c |  |

Visit Our Mantle Room
and note the reductions on Beautiful, Seasonable Dresses, Coats.

| LADIES | LADIES' |
| :---: | :---: |
| Crepe-de-Chine DRESSES | SERGE DRESSES |
| Colors: Grey, Navy and | Colors: Black, Navy, Grey and |
| SALE ${ }_{\text {PRICE: }}$ | SALE PRICE : 4.49 |

## Special!

PLAIN and FANCY VOILE REMNANTS 38 inches wide. For Dresses, Curtans, etc. Colors: Dark Fancy,
Cream Maize, Orange, Pink, Violet, Emerald, etc. Long lengths. Less than half regular price
regatta sale price
.29c. ${ }^{\text {dd. }}$

## MAIL ORDERS <br> will receive our usual CAREFUL ATTENTION

SHOES of Service

Attractive Exhibits for Men
Three Specials in MEN'S PYJAMAS at attractive Prices during Regatta

| WIDE STRIPE. | COUNTRY CLUB. | WIDE STRIPE. |
| :---: | :---: | :---: |
| Regular Value $\$ 3.75$. <br> SALE PRICE: $\$ 2.95$ | CREAM <br> Fine grade Cotton with Silk Braiding. SALE PRICE: $\$ 3.98$. | $\begin{aligned} & \text { Regular Value } \\ & \$ 5.00 . \\ & \text { SALE PRICE: } \\ & \$ 4.25 \text {. } \end{aligned}$ |



Interesting Gleaning from Various Departments

| COLLARS. | TIES. |  |
| :---: | :---: | :---: |
| MEN'S <br> SEMISOFT. <br> Van Huesen Brand <br> Sale <br> Price: <br> P9c. <br> 29c. | WIDE-END SILK, ETC. Extra Special: 39c. | english briar Medium size. Extra Special: 24c. |
| BOYS' TWEED PANTS-Loose knee. Lined throughout. Sizes 3 to 8years. ....................................... . $\$ 1.59$ pair. |  |  |
| $\begin{gathered} \text { BLOUSES. } \\ \text { Values up. to } \\ \text { \$.75. } \\ \text { To Clear at } \\ 59 \mathrm{c} \text {. } \\ \hline \end{gathered}$ | CORSETS. Wonder Value, White and Pink. White and Pink. Sizes 20 to 29. Sale Price: $\$ 1.19$ | DRESSES. <br> All Wool Jersey <br> Many colors. $\$ 10.00$ values <br> Sale Price: <br> \$4.98 |



Rubber Belts

Men and Boys
SALE PRICE 24 .


LADIES! Here is a wonderful Shoe Bargain, such as has rarel EVERY PAIR IS IN PERFECT CONDITION !
The Styles are: Low, Medium and Spool Heels. We can supply all 3112,4 and $41 / 2$. Values up to $\$ 11.00$ per Pair; in Black and are $31 / 2,4$ and $41 / 2$. Values up to

- ALL MUST GO AT -
$\$ 2.99$ pair


GET YOUR SHARE OF THESE BARGAINS WHILE THEY LAST-


| PERFUMES-For the |  |
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| IS, fandsome Case, Favorite odors |  |
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OPPORTUNITY ONLY KNOCKS ONCE-DONT FAIL TO GRASP IT!


TOILET WATERS-For My Lady's Boadoir



TOILET SOAPS of Distinction.


 ETCETERAS OF NECESSITY

 Luxor Vano D. D.
Land
Manicure Sets


LOOK OVER THESE PRICES AND SAVE MONEY BY GETTING YOUR SHARE!


TOOTH BRUSHES-For Everybody.


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for pellerey MARITIME DRUG STORE ${ }^{\text {For ser serice }}$ frone 1335 MARITME DRUG STORL Phone 1358
G. W. V. A. Building, Water Street


## Youth's Handmaiden

YOUTH'S Hand- There is nothing so ment Assurance. Like contentment and finanall other things worth cial independence in having it is worth some old age. There is nothsacrifice to obtain. It ing so distressing as the is fickle because, if you do not cultivate it assiduously you may lose it, but it is very con-
stant to those who pay faithful tribute. And, when youth has lived its day the hand th makes happy and co tented the evening of
life is this wonderful life is this wonderful
benefit known as Enbenefit known as contrary condition.
The only way to insure a happy and financially independent old age is
to pay court to Youth's to pay court to Youth
Handmaiden while hope runs high and the blood courses like fire. Our booklet on Endow
ment Assurance ment Assurance will cer-
tainly interest you. Write tainly interest you. W
to-day for a free copy.

THE IMPERIAL LIFE ASSURANCE head office

Company of Canada J. A. MACKENZIE, Manager for Newfoundland, ST. JOHN'S 24x 2

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Words With Histories


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He sees himself as the husband



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## Cheaper Hosietry

Ladies' Black and Brovn'Cotton Hose, at 15c. Men's Black Cotton Half Hose, at 15c. pair. now cut to less than cost to take place of a

 Infarts, Fine Lisle Socks, in the celebrated
"Buster Brown" Brand.
 Colours: White, Black, Pink, Pale Blue, Infants' All-Wool English Cashmere Hose.
These are higher priced, but also sell larg Ladies' Imitation Silk Hose, Seconds. Only 25c. Ladies' Black Silk Hose, Seconds, in a rather
good quality. Only 45 c. pair. Ladies' Short Sleeve. White Cotton Vests-
with haced front. A big seller at 45c. ea For stout women, Price 55c each
Of course we can give Of course we can give you lower priced
Vests, but we only mention this one which
is a deading seller. HENBY BLAIR Cु)


TUMBLERS WITH THE "SAFEDGE."

We are now offering a new
tumbler in full 9 -oz. size in ${ }_{\text {two }}$

mbers are only
$\$ 1.50$ and $\$ 2.00$
per dozen, and are very mucn
better than the ordinary styles.
Why not try a half dozen?
T. J. DULEY \& CO, LTD. THE RELIABLE
WELERS \& OPTCIANS WATER STREET.

## ACCORDEONS!

New Shipment
Three or Fpur Stops $\$ 4.50, \$ 6, \$ 7, \$ 8$

CHAS. HUTTON
Home of Music

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## In the Realms of Sport



## YOU ARE SURE TO FIND

Many Items of Special Interest
below. These itemis combined with the remarkably low pri
and Monday, will make you realize more and more that

## It Pays to Shop at MARSHALL'S



## Embroideries and LACES

Edgings ............2c. to 15c: yd,


Pound Goods
Shirting
Calico
Cotton Crepe
Wool Tweeds
Cottón Khaki
Quilt Cottons

Striped Flanneiette-
Long Lengths 1.00 lb .


White Table Damask Cotton Tweeds
Blue Denim
White Fleece Calico Blay Fleece Calico Blay Calico .
Apron Ginghams
Shirt Regatta

## Holeoroof Hesiery and

Ladies' Lisle Holeproof ..1.30 Special 1.20
Ladies' Silk Holeproof ..1.80 Special 1.65
Ladies' Cotton Hose .....23c. Special 19c
Ladies' Fcy. Lace Front 1.50 Special 80c. Child's Fcy. Top Socks ..1.10 Special 99c. Gents' Mercerized Hose, 35c. Special 31c. Gents' Silk Holeproof . . . . 95c. Special 85c

## To-Day's Arivals!

Ex. S.S. "Lisgar County" from Charlottetown
and Montreal: FRESH EGGS (Firsts) CHARLOTTETOWN CHEESE (Twins). "GILT EDGE" BUTTER (28-lb. Boxes) P.E.I. POTATOES (90-lbs. each), WHITE OATS (4 Bushels each). BLACK OATS (4 Bushels each).
P.E.I. HAY (Small Bales).
P.E.I. STRAW (Small Bales),

And due on Monday:
"Digby" from Liverpool and "Sable Island" valencia silverper onions (Small)
LOOSE and PACKAGE DATES
LEMON CrySTALS, and
bologna sausage (Kegs 100-lbs. each).

## F. McNAMARA <br> Queen Street



The Royal Stores, Ltd.

## Lipton's Superior English Biscuits

 LIPTON'S DELICIOUS TABLE JELLIES LIPTON'S COFFEE ESSENCE

LIPTON'S GRAVY BROWNING
The Royal Stores, Ltd.

$\qquad$ $51 / 2$ Per Cent Bonds Due 1943 irice ox appitcatiox.

BERNARD D. PARSONS, Investment Broker, 30risidit

## LABRADORITE

| $\substack{\text { RINGS. } \\ \text { BROOCBS. }}$ | SLEEVE LINKS. |
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| TIEE PINs. |  |



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R. H. TRAPNELLL, Ltd. 10003000000000000000
Household Notes.



## WeMake andStakeOur Reputation on the Goodness of thats Sale




FOR ONE ENTIRE WVEEK MAKE THE MOST OF IT!


Economilze by ItII

| Whayerer toxiks have been ound to be | Now for T |
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| ${ }_{\text {cose }}^{\substack{\text { est } \\ \text { coid }}}$ | Children's \& Misses |
| Mout mut come and got fom popatitut | BATHING |
| in merthanise | SHOES |
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CARRY-ALLSfor Bathers
 pilow surs.


## WHITE SHOES

LADES White shos.
 Mixive bions.

Bows Boots.
 face paneis

## LACE PANELS

CLOVES

## In popular demand-now is the

 LADES Sime to buy them KitanHuge sale of Landies' Real Summertime Dresses
 Voile Wash Dresses Dresses Hax \$4.75 \$3.98

 CHILDRENS GIOVES.: ${ }^{2} 1.58$ ChiLidievisgiovi


Selected from Our
Notion Counter
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## Cushion Covers

## Little Items

Milady's Vacationtime
all the more pleasant

















mimproples papro- Don't say. Paper, Say "EVENING TELEGRAM." -rbad byeveryboo

## JULY 24, 1924.

## New Arrivals:

100 Bags Cracked Corn 600 Bags Corn Meal 100 Cases Sunlight Soap 300 Bags Whole Corn 100 Boxes Cheese 100 Cases Oranges 100 H. C. Rainbow Tea 500 Bags Bran
1000 Brls. Victor Flour 100 Cads. JUMBO T0BACCO
at lowest market prices

# GEO.NEAL <br> Beck's Cove 'Phone 264 <br> Limited. Water St. East. 'Phone 17 


$\square$
Smallwood's Big Shoe Sale 400 pairs White Canvas Fotwear Ladies' White Canvas Boots Pumps, buckle and strap Shoes JOB LOT por $\$ 1.50$ par par F. Smallwood

The Home of Good Shoes 218 and 220 Water Street " COAL:
HORTH SYDNEY SCREENED. BURNSIDE SCOTCH. cheapest on the market

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ANTHRACITE in the wor
you place your order now
ALL LOWEST PRICES.

## A. H. Murray \& Co. Ltd <br> Phone: 1867

ADVERTISE EN THE EVENING TELEGRAM.

8 Profit By Our Experience
 WATER STREET

Quantity Price Fair and Unfair-

 indeendent retailer.


 popularity of BABBITTs soap is bailt on fair
sales poilicies and real value to the consumer.

armour soas works John Rossiter

## "STANYL"








It is now time to leave off your Winter Weight. You can't go in your Jacket: so MAUNDER'S for yours. We have something sober and stylish and can also give you the "snappy" in Spring Overcoatings. If you want to fix up until you get your next Suit, we can match you with trousers or any other garment.



000000000000000000000 SPECIALS!
5-ql. Enamel Saucepan 88c. 13-in. White Enamel Basin 49c. StaonStovePolish 25 oms Kiwi Boot Polish 18 cents
14-qt. Enamel Mixing Pan 79c.
WM. J. CLOUSTON, Limited 184 Water Street 0000000000000002000000000

CLEAN UP
and KEEP CLEAN



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clean and shape hats.
Gents Suits Dry Cleaned-Hats Cleaned.
Ladies' Costumes Dry Cleaned-Suits Renovated.
Ladies' and Gents' Suits Dyed. Blue Serge rested Ladies' and Gents' Suits Dyed. Blue Serge restore
its original color.
D. J. FURLONG
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[^0]:    THE BROADWAY HOUSE OF FASHION

