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## LORD MORDEN'S DAUGHTER THE TRAGEDY OF THE CEDARS.















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The New Baby
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## VIROL



## The Call of Spring

 Spring Blood Purifer Staftorls Mandrake Bitters These Bitters are purely vegetable, and a won derful strengthener and purifier of the blood.If you want to get rid of that tired feeling, and have lots of energy, we adrise you to get bottle, and before you are finished the bottie pect.

PRICE 50c. PER BOTTLE.
Dr. F. Stafford \& Son,



CROSS-WORD PUZZLE

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GERALD S. DOYLE, Distributor

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TO YOUNG MEV:
${ }^{2}$, who are following the trend of style especially tom trousers, with or without cuff, here is the place to get them; we are making and hav made recently some splendid examples of this English trousers hanging free from the hips to the cuff; with plenty of room at knees and bottom.

## Gotironcaunt THEY SAY Cashll ${ }^{\text {S COAL }}$

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## THE BEST COAL



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| Star Movie | British Teachers to |
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## ENGINES <br> PALMER, REGAL and VICTORY  The Palmer has given excellent service and fish- emmen speak luody in praise of its power, dependabilOUR PRICES ARE RIGHT. <br> Franklin's Agencies, Lto.

 hesident John Lewis of U.M.W. at Glace
Bay---The St. Lawrence Will be Ready Bay---The St. Lawrence Will be Ready
for Navigation by Friday---Briand Asked to Form a Ministry.

## $\left.\begin{gathered}1 \\ 0 \\ 0 \\ 8\end{gathered} \right\rvert\,$

## FIRING THE OPENING SALUTE TO SPRING! *

## Coats <br> NEW, SMART, PRICED FOR SPRING OPENING.

Coats of every description-made with side flare, fur trimmed, or the slim, straight line with just enough fur at the bottom to suggest a flare. Such favoured materials as Twill Bloom, Newella Rep Bloom, Charmeen, Bengaline and Kasha are only a few of the wonderful materials these new Spring Coats are made of-The color range is remarkable! There is Poudre Blue, Wigwam, Chili, Rust, Apricot, Beige and every other rich shade you have admired
$17^{*} 27^{3 \prime} 45^{\prime \prime}$
Several other groups priced at prices you will at once see, as amazingly low once you see the styles-materials-workmanship.
$12^{* \prime 2} 21^{1 "} 35^{\prime \prime}$ Sizes: Misses' 15-20-Women's $36-44$-Stouts $421 / 2-541 / 2$

## The BROADWAY

"A STORE FOR EVERYBODY."

Spring is here! Everybody welcomes the new atmosphere. To-morrow we are starting it off with the greatest values with which a new season has ever been started. On this page you will find the most wonderful values to choose your Spring attire from-cutting our regular profits in half in order to arouse our readers to a full realization of the money-saving opportunities that await them in our Store.

Beautiful Spring Dresses AN OFFERING DECIDEDLY OUT OF THE ORDINARY. Seldom indeed have so many Dresses been assembled into a few groups to sell at such low prices-but searect
ing the markets we collected beautiful Spring Dresses at marked savinge, so that. we can make our first
 Lovely shades of land Brown, Rose, Lanvin

19 Green, Powder
Blue, Red, Or
 chid, Black, Na-
vy, and every
other shade the
new season has new sea
adopted.
SPECIAL ATTENTION TO STOUTS-In every group you will find a most complete range of sizes

## New Spring Millinery

## Fäshionable women who want smartest Mi1-

 linery modes at economical prices, will find these groups most interesting. Here you willfind Hats created by the most briliant modistes. Hats that are decidedly the vogue for 1925. A beautiful flower here-a charming bit of lace there-or a wonderful jewelled ornament-each lending a distinct chic to the hat it adorns.
Surely you will find just the hat to Surely you will find just the hat to accompany
your new Spring Costume in this vast array your new Spring Costume in this vast array,
Our HATS have been the talk of the town! Have you seen them? If not don't miss themthey are wonderful-that's what every one tells us when they see them!
3.754 .505 .50

Every conceivable style and colour you will find in these groups.

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450
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| BLOOMERS. <br> Made of fine gloved Silk Jersey, with elastic waist and knee. Regular value $\$ 3.50$ er $\$ 2.48$ | PRINCESS SLIPS. <br> Fine heavy Silk Slips in all colours, with contrasting coloured flounces. Values to $\$ 5.50$. Our Price, $\$ 3.98$ | GLOVES. <br> A fine assortment to choose your Silk Gloves from; all wanted shades; every pair reduced for this sale. Prices, range from 79 c. to $\$ 1.29$ | STEP-INS. <br> These are absolutely the finest your money can buy. Developed of heavy radium silk, nicely hemstitched and embroidered. Values to $\$ 6.50$ for $\$ 4.98$. All colours. | HOSIERY. <br> A nice selection to choose from in colours to match your Spring outfit. <br> 69c. to $\$ 1.39$ | HAND BAGS. <br> Just received a small ship-ment-just in time for our Spring opening. $\$ 1.98 \text { to } \$ 3.50$ | CAMISOLES. <br> Heavy Silk Camisoles; also some in Satin, in colors of Pink, Navy and Black only. A $\$ 1.25$ value. On Sale for |
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## OPENING DISPLAY OF NEW

## Blouses

Wonderful ranges of new Spring Blouses in Blaurs, Puisley and mand, Green, Powder shades. Blue, Greatifully beaded or tucked, with long or short
sleeves-Blouses which brighten up your Spring sleeves-Blouses which brighten up your Sprit
outfit to the limit. Prices range at-
$\begin{array}{lll}3.77 & 4.98 & 5.98\end{array}$ 6.75
other groups to choose from, at $1.69 \quad 2.39$

Girls' Coats

kges 8 to 14 years.

Girls' Dresses

N
ges 8 to 14 years.

For our Spring opening we have gathered a selection of Coats where mothers will find a real pleasure to choose her little girl's Spring Coagt. All priced at our low profit selling motto

Beautiful little frocks for he young lady of 8 to 14 ears, in straight lines or in ensemble effects. Materials and colours to suit every
Miss at prices which put this Store once more to the fore in value giving
8.98

Girls' New Hats

Beautiful models developed in fine Felts-Silk and Felt-Silk and Straw-Felt and Strawin Sport and Dress models, all popular price
2.94

## Costumes

For our Spring Opening Display we show a mar-
vellous selection of Costumes, innumerabl vellous selection of Costumes, innumerable
models, fabrics and colors. A visit to our Store models,
will unfold to you the beauties of the Spring
season's most authentic styles. THREE GROUPS AT POPULAR PRICES
 $35^{\circ 00}$

Bargain Basement Golden Opportunities to Save on Every Purchase

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| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | 79c each |  | 84c |
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| $8 \& 7.9$ | 9.88 | 11.98 | 1.79 | (eac pair |  |

Our merchandising methods are the same to-day as they have been since we first open--
ed. No extravagant boasts in our advertis-ing-the truth, the whole truth and nothing but the truth. Consequently, we believe
you will secure the most for your dollar in Service, in Quality, in Value, at THE BROADWAY, as we will not knowingly be
ndersold
MEN ! Here is a Half Page of Real Values! Buy Your Spring Needs Now:

Men's Caps<br>


 Men's Garters Values $t$ o 30 . 14c pair

| Boys' Strong Knicker Pants |
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Men's Working Shirts


| $\text { GREAT } \underset{\text { in New }}{\mathbf{V}}$ |  |
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| pring Suits \& Top Coats |  |
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Boys'
Golf Hose
 worsted yarn, made with fancy turnover tops; assort--
ed colors. Values to $\$ 1.25$

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The Top Coats


 14.50 to 35.00 1.39

Boys' Sleeping Suits


 1.39

Men's
Suspenders


39c

## The Broaoway

Men's Semi-Soft Collars In assorted shapes. Sizes,
14 to $161 / 2$. Every one perfect, no job lots. Regular - 25 BOYS! YOUR NEW $\underset{\text { WITH Two pair panis }}{\text { SPRING SUIT }}$ 25c Suit Cases


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& \text { Tell Iother of this Sale. She will be amazed at the savings on }
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\text { in onlt the wanted shades. See these before you byyy your Boy's } \\
\text { Suit! }
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Sale of Men's Pants

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3.98
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Boys' Rubber Coats


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ALWAYS DEPENDABLE.
 Acadia Gas Engines, Limited. 000000000000000000000000







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The Best Price-Reductions We Have Ever Offered at Our


## Bed Spreads

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## Curtains



## This Full Page permits us to Advertise only a Portion of the many Bargain Offerings.

UNQUESTIONED VALUES from every section of our Dry Goods Department--savings so notable that
merely to quote the price cannot convey the advantages--for, with every selection is the unmistakable asset of QUALITY, which makes reduction in prices in our store so unfailingly worth while. Careful attention given to all PHONE and MAIL ORDERS.

LADIES' SCARVES
Picture these White Scarves as be.
ions, then note the low prices.
Artificial Sllk, fringed .....49c. ea.
Iee Wool, fringed ..........85c. ea.

| Artifcial Silk, fringed .....90c. ea |
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| reitted Silk fringed |





SPECIAL!
19c. ${ }^{\text {anch }}$


CANVAS BOOTS
SPECIAL!

HOT DISH PAD
SPECIAL


MAJESTIC THEATRE, Monday \& Tuesday
GRAND EASTER REOPENING THE ARIZONA EXPRESS

Starring Pauline Starke and Chas. Jones. Also, A BIG NEWS REEL FEATURE COMING NEXT WEEK--The Super-Special Feature--"MARY QUEEEN OF SCOTS THREE-PIECE ORCHESTRA--Piano, Violin, Effects, etc, 800000000000000000000000000000000000000000000000000000000000050


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When you sell LANTIC SUGAR in pack
ages, you are saved the trouble of weighing you lose no weight, you save paper
and you know what profit you get.


East End Baking Company

"MATCHLESS" OIL PAINTS为 "MATCHLESS" ALUMINUM "BLACK DAZZIE.

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## Neptune Sails



on Second Trip
,



Star Hall



To Adjust Fire Loss


THE EVENING TELEGRAM, BT. JOBNS, NEWFOUNDIAND, APRL $13,1925-11$


# PARKER \& MONROE, Ltdd, show then Exceptional Values in NEVV FOOTVVEAR 

## ga ITER

 That Will Appeal to Every Member of the Family
## Ladies' Walking Shoes



Fashion Proclaims Straps for Dress Wear we have them:
LADIES' PATENT SHOES- 1 -Strap, medium Rubber adies' Patent strap, fancy cut out; rubber ther styles in Fancy Kid and Patnet Footwear, comprising the newest Strap effects and modes of Fash-
ion, ranging at $\$ 3.50, \mathbf{3 . 7 5 , 4 . 0 0}, 4.50,5.00$

| Boys' |
| :---: |
| Boot Bargains |
| BOYS' Strong, Knockabout Boots-Blucher style, pegsed sole. Sizes 9 to ${ }^{13} \$ 2.50, \$ 2.75$ the pair |
|  |
| BOYS BOX CALF BOOTS-Blucher style, rubber heels attached. All solid leather. <br>  |
|  <br> boys mahogany blucher boots-Good look' <br> ing and wearable. Sizes 9 to 13 ..n....... $\$ 3.50$ |
|  |  |
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| SUEDE POLISH, in all shades, stick form, easy to use Special Price $\qquad$ 20c. BOOT-DYE-Black and Brown. Special Price .. BLACK SUEDE DYE $\qquad$ 30c. |
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Our EASTER FOOTWEAR Comprises a Very Interesting Choice of Styles and Models

Newest, Smartest and most suitable styles for Business, Street, Sport and Dress wear. Many of our Easter

## Ladies' Suede Footwear

real super-values selected for YOUR APPROVAL


 Ladies fawn suibde shoss- Fancey yut out gatarer,

 SEE THESE INDUCEMENTS AND BE CONVINCED!

 Men's Brogues , matan


$\square$

Men's New Spring Oxfords


Girls'
Easter Shoes

 $\begin{array}{llllll}\text { Sizes } & 9 \text { to } & 111 / 2 & \ldots & \$ 1.95 \\ \text { Sizes } & 12 \text { to } & 2 & \cdots & \cdots 2.25\end{array}$
many other attractive offerINGSINFOOTWEAR FOR THE KIDDIES

| GIRLS' BOOTS. |  |
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| 11 to $2 . . . .58 .50$ |  |
| LS' BROWN BOOTS | FO |
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| 610 10. 82.50 | button, \$1.10, \$1.20 the |
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| seial -1 | 20, \$1.40, |


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At the Majestic


N. F. of L. Elects

Provisional Officers

PARKER \& MONRON, Ltd., Shoe Me



ATTRACTION EXTRAORDINARY. PRINCESS ABDI HAMID
The Woman with Thousand Eyes
SCOTTY ALLISON
The Scotch Soubrette
in Song and Dance.

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Breaking Up the Home

This is how a man feels when he is suffering from
INDIGESTION, but why feel this way when you can
Stafford's Prescription A

 Trial Size, 30c. Family Size, 60c.

Dr. E. Stafiford \& Son


## Easter Specials

SUNKIST LEMONS-(300's) SUNKIST ORANGES-(176's-216's) WINESAP APPLES. NEW GREEN CABBAGE-(Hampers). MARVEN'S WHITE LILY CAKE SCHRAFFTS CHOCOLATES. PINEAPPLE CUBES PACKAGE DATES-

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## NORWEGIAN SARDINES <br> Queen Maud and Polar X Packed. the bust is tre woul. <br> Norwegian Products Co . 

Cadbury's Bournville COCOA

The Most economical and best Cocoa on the market. BAIRD \& CO., Ltd. Agents for
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A Furnished and Heated Office, with Safe and Typewriter. Also Storage and Sample Rooms. H. \& M. BISHOP

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| Our Fire Insurance Message to the Uninsured. <br> We want to reach through our various local advertising mediums all those property owners who are not insured against loss or damage by fire. Consider- ing our position in the insurance field (on top), and the ing our position inilies we have for handling this line of business, we feel confident that the above message will not go unheeded. $\qquad$ <br> BOWRING BROTHERS LIMITED. <br> Agents for the Liverpool \& London \& Globe |

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 BEST WELSH ANTHRACITE- $\$ 20$.BEST AMERICAN ANTHRACITE SCOTCH BURNSIDE-

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