


## FRESH FRUIT. Novr 1924 Crop Onions, ele. firs (T New seasons vegetables NEW EGYPTIAN ONIINS.

## Oplical Repairs

T. J. DULEY \& CO. LTD.

JEWELLERS \& OPTICIANS.

## Spring

 Overcaatings!It is now time to leave off your Wint er Weight. You can't go in your Jackirt: 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 cinn match you with trousers or any other garment.


Furness Line Sailings.

Furmess, Withy \& Co.e Limited

Severe Earthquake Shocks
Felt in Derbyshire
U.S. Destroyer Squadron to be Employed Against Rum Runners---Cambridge Victory Unexpected and Decisive--U. S. Fliers off for Prince Rupert.


## London, New York \& Paris Association of Fashion

## All Roads Lead to the Greatest Economy Event in the History of the Country- <br> OUR

London, New York \& Pavis Association of Fashion

## 6TH AIINIITRSARY SAILE

AN EPOCH-MAKING EVENT! :: THE SALE WITH A PUNCH! Be sure and attend this SALE, no matter how bad the weather may be! And COME PREPARED to find the VALUES OF YOUR LIFE, for you'll get much more than you're looking for! Remember, that all the NEWEST SPRING more tran youre thoking fartion Centres of the world is on display for, your choosing-at unbeatable Low Prices.


MORE THAN A SALE :: A CELEBRATION!
OUR SIXTH ANNIVERSARY SALE is a Feasti of Values Unparalleled in Store-Keeping Annals-YOU are cordially invited
TO COME - TH SHARE - - TO PRON IT

## SIXTH ANNIVERSARY

 SAFFAOBM$\mathrm{W}^{\mathrm{E}}$ firmive believe that never

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Nearly 1000 Daringly Smart, New Spring Coats and Sports Coals
are featured in these groups, their distinctiveness of style, their rich quality, their
superior tailoring is recognizable at the first glance-all the New Models. Styles and superior tailoring is recognizable at the first glance-all the New Models, Styles and
Colourings-in fact we could not begin to describe the fine Cloths from which they are made; all Silk lined-and selling for as lowas $\$ 9.98$ !
Exclusive one-of-a-kindCoats
Masterly designed COATS, in the most luxurious CLOTHS-
Replicas of Exclusive Models. Here are COATS that will inReplicas of Exclusive Models. Here are COATS that will in stantly appeal to those women who wish to be truly "Different"

『 $4=5$
Anniversary Sale of
NHTW SDRTNG SJJTN

Here is your opportunity
to Buy your NEW SUTT $\$ 5.98$ at a remarkable saving :
Grat: Special Purchases,
possible only because of
our tremendous buying $\$ 9000$
power - enables us to
bring these super values
to St. John's City Women.
bUY YOUR EASTER $\$$ ? 000
sut now: And SAve O
MONEY
SIZES FOR MISSES, WOMEN \& STOUT SIZES

Marvelous $\$ 95000$
Suits
Tailored Suits, Costume
Suits, Sports Suits, Fancy
Suits, Boyish Suits-in 19.00 fact a collection of possibly be improved for diversity of selection. 0 OO Spring shades of Tan,
Grey, Check, Stripes, Na vy and Black

100
Spring Coats $\$ 5.98$ easily worth $\$ 10.00$. All sizes
for Misses and Wom

1000 Children's Rompers , man in 21c
natcorrui saik: 1000 Polly Prim Aprons 29c
More than an Apron; Bet-
ter than a House Dress ter than a House Dress,
Worn by over fifteen million Worn by over fifteen million
women throughout the U.S. women throughous the
A. Madity of finest
Checked Ginghams, lace trimmings, etc. All'sizes-
worth fully $\$ 1.00$.
SPECIAI. 94 New Spring Suits $\$ 8.98$


SALE of DRESSES Nearly 1500 New Dresses Involved !!
 with the GREA
dising "Scoop, this ANNIVERSARY DRESS SALE, and the underpricing is the
greatest in our history. Come early, regardless of weather-You need a new Dgess greatest in
for Easter.
$87^{.88} 510^{98} 516^{50} s 20^{.10} s 27^{10}$

| THE COLORS : |  | SIZES for EVERYOR |
| :---: | :---: | :---: |
| Blacks, Navys, Greys, | Crepes, | MISSES |
| ns, | es, | 16, 18, 2 |
| -and all the other newest shades. | Twills, Taffettas, | WOMEN'S SIZES |

Dresses Distinctive-All One-oif-a-Kinal!


Again Demonstrating Our Millinery Leadership!

\section*{A sala 10 on oring 1 ATG} | Hats for Misses ...... 2 |
| :--- | :--- |
| Hats for Women ..... | Hats for the Bobbed Hair 98

Girls IF ITS NEW IT'S HERE. 98 ne Pote Modes,
clos-fting and upp
ten 7.98 IFITSHRER ITS NEW. 0.98 are so fashionable and becoming. OffHats all
trimmings.
BUY YOUR HAT IN THAS SALE AND SAVEI JERSEY KNIT DRESSES, SWEATERS, AND JACQUETTES--SALE SUPREME! JERSEY KNIT | SLIP-ON | JACQUETTES. DRESSES. SWEATERS. Your wardrobe is not co Just opened a splendid as- The widest assortment of plete without one of thesesortment Jersey Knic Dress-
es. All sizes Spring sweater wear all the new shades. Wo
es. $\$ 8.98$
$\$ 11.98$

Boys' Best Underwear - 49c Girls' Under Garments - 49e Men's Suspenders - . 18e Men's Caps

LONDON, NEW YORR \& PARIS ASSOCIATION OF FASHION

400 Boys' Braces, 12c Boys' Separate Pants, 98c Boys' best Felt Hats, - 50c

# GTH ANNVERSARYSale! 

Girls' Wear Specials

Big Girls' Blue Serge
SailorDresses


## Girls' Wash Dresses



A Feature That Will Altract City Wide AttentionGirls' Coats and Dresses An event that Mothers will long remember the coats THE COMS
 for Spring, of Polaires and over-
plaids in new shades such as Tan,
Rose, Blue; all the new styles. Moth-
estal models, plain and trim-
med, and are splendid for school, best ers who appreciate real bargains will
come early for thes. \$3.58, 7.50, 12.98 $\$ 2.98$ up to 5.98

## GIRLS' HATS

- mincme

Straw Cloths-Large, Small and Medium styles. Both
mothers and girls will like these.
$\$ 1.49$ up to $\$ 3.50$
GIRLS' RUBBERETTE COATS


SFECIAL FOR THIS SALE! Wonderful Selection and Values
Spring Blouses




Look, Mothers! 500 Bys. Wast silits $\$ 1.65$ Ages 2 to 8.
This is good news to mothers. Just at the time when thoughts turn to Wash Suits for the youngsters, this Store makes pos-
sible this SALE! BUY TWO SUITS AT THE USUAL PRICE OF ONE!
Styles: Middy Suits, Oliver Twist, French
niady, sailo
Small Boys Wear
Boys' Blue Serge Sailor Suits. . 5.98
Boys' Sailor and Middy Wool Suits.
Boys' Wool Knit Sut . . . . 4.50
Boys' Blue Sailor Spring Coats, 6.98

## Men's \& Boys' Sale

Record Savings on Men's and Boys' New Spring Apparel!
Sensational new purchases have been made for this Sale. Achievements extraordinary. Prices down to wholesale
and less. The new arrivals have brought our stocks up to the highest point for both value-giving and variety. At and less. The new arrivals have brought our stocks up to the highest point for both value-giving and variety. At a glance you'll realize why this store is recognized as apparel headquarters
boys. Values like these now on sale cannot even be approached elsewhere.

## Men's $1 \& 2$ Pants Suits and Top Coats

Guaranteed Savings of $\$ 10$ to $\$ 15$ for Anniversary Sale!

| Up to $\$ 16$ | Up to $\$ 22$ | Up to $\$ 30$ | Up to $\$ 38$ | Up to $\$ 45$ | Up to $\$ 60$ |
| :--- | :--- | :--- | :--- | :--- | :--- | Suits \& Spring Suits \& Spring Suits \& Spring Suits \& Spring Suits \& Spring Suits \& Spring

Coats Coats Coats Coats 11.98 16.5022.0029.0035.0043.00

## Here are some of the interesting features-

Hundreds of Suits in new two-tone Check and Velour effects, A large assortment of various color Grey Suits in
light, dark and medium. Suits in new Blues and Heather shades, in Scotch mixtures in loose easy fitting models. light, dark and medium. Suits in new Blues and Heather shades, in Scotch mixtures in loose easy fitting models
Saits for young men, men, and the stout sized men. Spring Coats in dark, medium and light Greys; all perfect fitting.

Men's
Blue Raglans Guaranteed, values at $\$ 35.000 .97 .50$
"Cravente"
anteed fast cocessed.
Gaur-all sizes.
Men's
$\$ 15.00$
Raincoats
9.98

Over 2000 Pairs of Men's Separate Pants
Mer's and Youg Mers' Patb- 83.50 at Men's and Young Men's Pants- $\$ 4.50$ at Men's and Young Men's Pants- $\$ 8.00$ at
1.98 2.98 5.98

Men's
Separate
Coats
4.98

SALE-Up to $\$ 10.95$ Spring Skirts





Mothers, Just Look!
extraordinary values in Boys' Clothing A wonderful array of New Spring Surts
for the boys . Buaght especialy for this Boys' 1 and 2 Pants Suits Ages 8 to 18 years $6^{.98} g^{.98} 12^{.98} 14^{.98}$

Bona fide and wonderful values! All you have to do is to come in and see for yourself that this Store has the best values-
Greater and Better varieties than any Greater and
other store.
Boys' sprivg coats
New Swagger Tweeds for the big and little
boys-Just the right weight for Spring and $6.98: 14.98$

| The evening telegram, st, johns, newfoundland, APRIL 7, 1924-6 |
| :---: | :---: | :---: | :---: | :---: | :---: |

©hw Eurning đrlegram

The Fundamental
Principle.











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# The Broadway House of Fashion CREAT EXPANSION SALE 

 STARTS FRIDAY. Watch Daily Papers for Details and Exact Date of Opening 2anEarly next week, we will stage a marvellous masterpiece in the great theatre of successful merchandising, when the purchasing public of St. John's will be given a practical demonstration of our ability to give values such as has never before been brought before your notice.

## When We say Sale--We Mean Sale

 and the decisive price-slashing which will take place during OUR GREAT EXPANSION SALE will be so extensive in opportunities and comprehensive in character, that all will simply be com-
## To Enthrall Your Attention

As stated in our first announcement, made earlier in the week, Our Buyers have scoured the American markets in order to prepare for this SALE, the most irresistible arrfy of real values even gathered under one roof in this city.

## The Keystone of Our Success-

is -the faith and good-will of the General Public- THIS WE VALUEABOVE ALL ELSE- and when we invite you to participate in A SALE OF UNPRECEDENTED VALUES, we feel that
you can depend upon ust to substantiate our claim that this great EXPANSION SALE will be

## Even Better Than The Best:

## The Broadway House of Tashion

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| London Letter (By. PANTON HOUSE for the Cane than Breses |  |  |  | SIDE T <br> By Ruth | ALKS. <br> Cameron. |
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| 700 to-day. The water | The arst |  |  |  |  |





## FAMILY FOOTWEAR

At Tremendous Savings

## For Men! For Women! For Cliidren!



 THE SHOE MER



## 30000000000000000000000 HAYSEED!

Ex S. S. Digby from Boston OUR USUAL SPRING SUPPLY of high grade

## HAYSEED

Put up in Sacks of 120 lbs. each and selling at Lowest Márket Price
F. McNamara PHONE 393 QUEEN STREET
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## W. J. MURPHY, Rawlins' Cross.

 'PHONE 587.NO. 1 SALMON - 82.20 doz.; 22c. tin. SILVERDALE TOMA 1-1b. Tins Tomatoes 12 c . CORN ON THE COB-40. tin. PINEAPPLE CUBES-25c. T-lb. Tins TONGUE-45c. PRUNES (Gliced to Ouality)-12c. lib. APRICOTS (Fancy)-18c. lb. ATRICOWBERRIES-50c. tin CRANBERRIES-60c. gallon. FRESH TOMATOES- 40c. Ib.
SPECIAL-FLOUR 58 . Stone NEW LAID EGGS-50c. dozen

## W. J. MURPHY

RAWLINE' CROSS.


Because a Camel grows hair it doesn't follow that all
"CAMEL HAIR" BELTING
CAMEL HAIR" BELTING is made only by
F. REDDAWAY \& COMPANY, MANCHESTER.

A total of over $100,000,000$ Feet of this Belting has been manufactured. It has been shipped to every
port in the Seven Seas, and not one failure recorded

BECOME A USER TO-DAY! Other Reddaway Products are:
CAMEL" FIRE HOSE. SUCTION HOSE AIR hose WATER HOSE.

- steam hose
"CAMELATA" belting. RubBER belting.

MW. HEAP \& Co., Ltd. PHONE 1830.

AGENTS for NFLD


## USE THESE High grade tobaccos

## SAILOR'S PRIDE

PLUG SMOKING.
MOONSHINE
PLUG CHEWING.
U. S. MARINE

A NEW FLAKE CUT TOBACCO For Pipe or Cigarette.
ASK FOR THEM.

## John Rossiter,

## Now in stock:

## 



BURT \& LAWRENCE

A REMINDER
In addition to Health and Ac
we also write protection for WORKMENS COMPENSATION BURGLARY
AUTOMOBLE.
Prompt and generous settlement of ail losses and
$\$ 38,000,000$ to do it with. Over $\$ 97,000,000$ paid in
26 years. U.S. FIDELTTY \& GUARANTY COY. J. J. Lacky, nfld. general agems.


## Our Winter Stock!

 7000 TONSBest Screened North Sydney Coal and 3000 TONS
Best Welsh and American Anthracite Coal HAS ARRIVED
M. MOREY \& CO., Ltd.

## Shollac! Shellac!

DON'T USE SUBSTITUTES.

## "MATCHLESS"



Keep the Kiddies Nourished by giving them a slice of WALSH'S SWEET BREAD Made solely by THE CENTRAL BAKERY, Central Street

## NOW OFFERING!

 PREFERENCE SEDABES-PAR VALUE

 to 900 telephones-
AT PRESERT it serves
A 600 telephones serves
And linksup over 50 towns a
setilements on the Avalon

 profits, eventually receiving a considerably large
dividend than 7 p...
AVALON PREFERENCE SHAREHOLDERS DIVIDENDS ARE TAX EXEMPT! or particulars, apply to the Company's Offic
TELEPHONE BUILDING, ST. JOHNS

## BON MARCHE. <br> New Goods to arrive wated a long time for our announcing that cases after cases have been openeded- and the joy of our assistants when they saw the goods speaks well for the success of our buyer's efforts to <br> LOWER THAN EVER PRICES <br> EMBROIDERIES:-You must come and see these. Everything from the daintiest narrow edging to the very wide fl HANDKERCHIEFS:-Every kind from the children's small school one at 3c. each to the daintiest Ladies' Silk and Crepe-de-Chene ,at 15 c . and 25 c . each. <br> than ever with Cotton Hose, at ate place. in all coltors to the best Silk Gents', Ladies 'and Children's -we can do them at

Bon Marché CashStore


## We are now delvering the

## BEST COAL

$\$ 12.50$ per Ton.
 Also, North Sydney (Sereened) $\$ 13.50$ per Ton. Anthracile Coal-all sizes.
A. H. MURRAY \& CO., Limiled,

Cal onace phome 1 Ber:

Forty-Five Years in the Service of the Public-The Evening Telegran

Nild. Government Railway.

OPERATING:-Train Service, Casatal Stam Yart.
Travel and Stip your Freithh Nia
SOUTH COAST STEAMSHIP SERVICE.
 GLENCOE at Argentai for usual ports of teil Argentia to Port aux Basques.

Nild. Government Railway,

RED CROSS LINE!

\section*{NEW TORK. HALIFAX. ST. JOHN} PROBABLE SAILINGS FOR APRIL: Prom Neim Yorle. | Aprll |
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 Roon-trip tlickets issued at special rates with slx monte
ap-over privileges. winter passage rates effective.
Bombing \& Company, 17 Batters a. s. campbell \& Coneral Agents Parver \& $\mathrm{CO}_{n}$, ITT
halifax, ns.
Agents,


Farquhar Steamship Company
S. S. "SPES"
Leaves Boston March 31st, and Hal' pril 3rd, direct for St. John's
For freight space, etc., apply to
farquhar steamship company, LTD. Halifax, N.S.


PanadAY NaTDNAL BATMAN
FROM COAST TO COAST.
tratel by fational hives 9 ALL stei tran
"OCEAT Limuten" (Daily). "Maritive Express"
"CONTINENTAL LIMITED"

R. H. WEBSTER, General Agent.

Accordeons,
Mouthorgans.
Accordeons: $\$ 4.50, \$ 6.00, \$ 7.00$
$\$ 8.25$. Another shipment
New Echo Mouthorgans, the favo ites.
CHAS. HUTTION
222 Water Street.

