VOLUME XLVI. $\$ 6.00$ PER YEAR. ST. JOHNS, NEWFOUNDLAND, FRIDAY, FEBRUARY 22, 1924. $\%$ PRICE: TWO CENIS.

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## New Spring

## BLOUSES

So Fresh and New! So Stylish! Just the thing to freshen up your $\$ 0,48$
Wardrobe, one of these lovely Wardrobe, one of these lovely
Crepe De Chine or Tricosham Waists. Many with long or short sloeves and very well firished. Plain colors and attractive color combinations, A splen-
did assortment of sizes-includdid assortment of sizes
ing plenty of stout sizes.

## LONDON, NEW YORK \& PARIS ASSOCIATION OF FASHION

## New Merchandise Bought for Cash

Our Buyers were sent into the markets with instructions to Buy for Cash quantities of New Merchandise of our Quality and Style Standard-at Prices that would give the people of St. John's UNPRECEDENTED SAVINGS. The first AVALANCHE of SUPER-BARGAINS is now ready. New Specials every day- on New Spring Merchandise-showing savings that will not be possible when the season actually begins!

## Important

 Out-of-Towi Patrons: Mail Orders Acceppled
## NEI SPRIIIG STOOHIS



Polo and Tweed SAMPLECOATS SAMPLE SHIPMENT ONLỲ OF FINE
Pelaire and Sports Tweed Coals
embracing all the new lines of the Spring Season-and warm enough $\$ 13.98$ \% \$20.00 - As there are a very limited number, early inspection is advised. JACQUETTES on shoor coats
now so popular-and so smart and practical for Spring wear. They are splendidly tailored of Beige-Brown, Grey or Loam-All one-of-a-kind
Samples.

## New SPRING Sample HATS

A MARVELLOUS COLLECTION-
EXPRESSING THE LAST WORD FOR SPRING! he newest and most exclusive of Spring Millinery is here for your choosing. Two Hundred Hats, mostly one of a kind. The assortment is so diversified, offering such
an unusual selection of the most authentic Millinery for an unusual selection of the most authentic Milinnery for
all occasions, that you will marvel at the opportunity of all occasions, that you will marvel at the opportunity of
Saving so substantially on the Seasor's Millinery Needs. EARLY ATTENDANCE MEANS UNUSUAL CHOICE. SHOP EARLY!

We are Ready with Our Firist Bily Salle New Spring DRESSES

And because of the special Concessions granted us by Manufacturers, who were anxious to push early Spring Dress Business, we can offer to

Prices range as Low as $\$ 5.98$


New Spring Samples in Tweed Suits
12 Samples only, and everyone well worth your inspection.

## Skirts

$\$ 3.98$
new Spring materials and
shades-all sizes, including to
up shades-all sizes, including $\$ 7.98$
Stouts .. .. .......... $\$ 7.9$

Fine Knitted
Suits $=5=510^{88}$

## WOMEN!! Drastic Garment Clean-Up!

 If Youcan use a winter coat or sut, you can now buy tr at 40 To 60 cents on the dollar-we are Every WVinter Suit At 40 to 60 c Every WVinter Coat on the siMEN! Any OVERCOAT in the Store --ALL OUR GOOD MAKIES INCLUDED-At 40 to 60 C on the Dollar. Lucky are the Men who now need a Winter Coat --for here are values impossible at any other time of the year



## Ociecty, Mration of <br>  ARY 25th, <br> Local <br>  <br>  <br> MERCHANTS.


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## Everything a Man, Woman or Child Can Want

in wearing apparel can be obtained at Specially Reduced Prices during this Sale



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Carpet, Hearth Rugs and
Floor Goverings

 Carpet squares Mohair Door Mats.









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## Dainty Costumes

 Greatly Reduced


CENTS.

## THIE <br> "FIIFTH A VFNUTF" STORE

 OPENS FOR BUSINESS TO-MORROWV!With new management--newly enlarged and equipped Store, and--NEW GOODS I!! Such a wonderful showing of Ladies' Wear has NEVER BEFORE BEEN OFFERED IN ST. JOHN'S AT SUCH A TREMENDOUS LOW FIGURE, Just glance at the two ONE-HOUR SPECIALS listed below, THESE ARE ONLY TWO ITEMS OUT OF HUNDREDS.

## ONE HOUR SALE SPECIAL 10 to 11 a.m. <br> ${ }^{5}$ DOZEN SAMPLE DRESSES-This $\$ \$ .98$ Spring's Models, in Tricotine. All sizes

In our GENT'S FURNISHING Department MEN'S SUITS-BOYS' SUITS--PANTS New Weaves SPRING COATS New Styles

ONE HOUR SALE SPECIAL 3 to 4 p.m.
24 CREPE DE CHINE DRESSES-
Summer styles, in soft tones with Sulimet patterns
dela

 59 only Ladies' Waists and Over Blouses ${ }^{\text {Pasise, C. Ce chine, Shantumg \&vole }} 9{ }^{\circ} \mathrm{C}$.

s.15
 Spring Costumes and Hats wataterorapputituarem Reception and Evening Gowns

 By Ruth Cameron.


The Choice of Experienca
For 36 years housewives of experience
have depended upon Pet Milk have depended upon Pet Milk for their
daily supply of milk and cream. They have daily supply of milk and cream. They have
found its rich quality always the samealways pure-always swees. They know the convenience of keeping plenty of
sweet milk in the sweet milk in the paitry to use when they
want it. They know the economy of using want it. They know the economy o? using
Pet, for one pint diluted equals swo pints of extra rich milk or three pints of ordinary cooking milk. They find Por mord
satisfactory than milkin the ordinary formper You also will find it most satisfactory in ' every way. Try it and bo convinced. Get the Pet Recipe Book-free, Pet Milk Company (Originatore of the
Evaporated Milk Industry), General Evaporated Milk indus
Offices, St. Lonis, Mo.



## See To-Nighti's Banner Stow at Star Movie

## The Plantation Trio in Irlsh Selectlons

 ver popular WILLIAM DUNCAN and EDITH JOHNSON, in
## 'Playing it Wild'

Vitagraph Blue Ribbon Feature-7 Parts
A gripping drama of hard-fisted men of the West, where a gun speaks the only anguage they know. A "BILL" DUNCAN KNOCKOUT.

## 'PLUNDER' <br> MONDAY-The Motion Picture's Supreme Achievement

## 'The Eternal Struggle' <br> in TEN PARTS.

Also, MR. FOSTER in his Masterpiece, "The Bells of the Lighthouse." The usuar worg Matinee To-morrow.

## OUR BIG DRIVE NOW IN FULL SWING MUST is MASTER NOW <br>  ODDS AND ENDS MUST GO Now or Never See our Window Display

 Also Big Attractions in our DRY GOODS DEPT. American Boot \& Shoe Store 10 and 14 New Gower StreetSUGARS: Barrels and 100 lb . bag 2 and 5 lb . cartons,
11 lo cartons Confectio
Brown in 1 lb cartons


## HARVEY \& CO., Limited <br> chmo

## NEW ARRIVALS

Ingot Tin
Sheet Lead. Sheet Zinc
Bar Copper. Sheet Copper Tinplates
Raw and Boiled Linseed Oil
Octagon Steel. Cold RolledSteel Key Steel

Job's Stores, Ltd.


## SEE OUR NEW ARRIVAIS Gent's ...w Hats.

Very Latest Shapes, as now worn.
Shades: Fawn. Light and Dark Grey, Green and Beaver.
Prices 2.35, 2.60, 2.75, 3.00 and 4.00 each. Also the Popular "WOODROW" HAT 7.50 and 8.00 each.
Gent's Velour Hats. Canadian Manufacture, all new shades and smart styles 8.50 A SPLENDID LINE
Gent's Tweed Caps.
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DRAKES and MOIR' CAKES. APPLES in Gallon Tins -65 c
The Disoriminating Housekeoper Knows the Boneff of Having KITCHEN UTENSILS of Best Quality.

losiery and Glove Values
that we feel confident cannot be beaten. We have been devoling special attention to these Departments and they are now in better shape than ever before. We are listing only a few of the many SPECIA you.
Ladies' Black and Tan Hosiery,
Reg. 23c. Now 19c. pr.
Res.

Ladies' Wool Gaúntlets, Colored Ladies' Suede Gauntlets Ladies' Suede Gauntlets Gents' Lined Kid Gloves Gents' Lined Suede Gloves Gents' Wool Gloves Gents' Wool Gloves Boys' Wool Gloves
. From 85c. to 1.25 pr , Reg. 1.45 Now 1.30 pr . Reg. 2.20 Now 1.97 pr. Reg. 3.60 Now 3.17 pr. Reg. 3.30 Now 2.97 pr . Reg. 65c. Now 58c. pr. Reg. 75c. Now 64c. pr. Reg. 45 c. Now 37 c . pr.

## Mantalle Bros



Child's and Misses' Wool Gloves .....
 Child's Kid Mitts, Line

## Our Readymade Department 

CAN TELL




## JUST IN

KNITTING
wools
15c ball



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## Some Swell CAPS <br> Just to hand

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## Now Arrivals I

 CURTAIN LACES $= \pm=0$ $=2$ ㅃum \%ixiza 5Rare, Rioh Looking, Beautifit Silk Hangings
 Home Linens, etc.


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 smap value THE NEWEST DRESSES


 $\$ 12.75$

# Don't say Paper, Say "EVENING TELEGRAM." 



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## Notice to.

 SEALIRS AND FISHERMEN Lower Prices Leatherishing Boots. Fishing Boots.


Double Wear in each pair. F. SMALLWOOD

LATEST FICTION:







> S. E. GARLAND

Leading Bookseller \& Stationer, $177 \cdot 9$ Water Street.

## SPRING FASHION BOOK

Simplicity and the Straight Line emphasized in the new Spring Styles.

PICTORIAL LEADS.
Hundreds of Patterns to select from.

## CHAS. HUMION

222 Water Streot.


## SUTTINGS and OVERCOATS!

We have still a large selection of suitings and overcoatings for your inspection. Our style booklets for Spring and Summer 1924 to hand. Expert work on ladies' and gentlemen's breeches. They certainly look classy when made from our Bedford cord and corduroys. You need a pair for ski-ing and snow-shoeing.

dowfing Brothers, Limited, FIRE NSURANCE DEPT:




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| WELSH |
| ANTHRACITE |
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| A. . muratas co. |

Starling Dress Boods Salo

## BON MARCHE

## All our Dress Goods to be sold out to make for new goods to arrive by Digby.




## Nild. Goverument Railwaj. NOTICE!

 S. GLENCOE-SOUTH HOAS


 -SS ARGTLE-PLXCENTL Baxs



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R. H. WEBSTERE, Acting General As


