 THE＂PEOPLE＇S PAPZR＂－FORTY SIX YEARS IN THE SERVICE OF THE PUBLIC－IS A LIVE DAILY IN A BUSY CENTRE－STUDY ITS NEWSY ADVERTISING．

Sixteen pages SCRIPTION RATES： The Feurntig ©elegram

| Solume xLVII． | S6．00 PER YEAR． | ST．JOHNS ，NEWFOUNDLAND．WEDNESDAY，APRLL 29,1925 | PRICE：TWO CENTS． |  | NUMBER 96. |
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| FOR A FREE SAMPLE OF |  |  |  |  |  |
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 बाबालावानकाव N\＆TD． NSURANCE TED． LIMITED， nd．
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the evening telegram, st. Johns, newfoundiand, Apail $29,1325-2$

| LORD MORDEN'S DAUGHTER the tragedy ${ }^{-0}$ O THE CEDARS. |
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| Sound Refreshing Sleep A Cup of $\qquad$ |  |
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Power that defies waves and weather

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## EVEREADY Radio Batteries

Eveready Radio onateries answe every regariement of the ereieiv.
ing set. Made


## EVCREAD Flashlights

 You shoulta always have arriliant powerfil Eveready Flashlightin your home, automobie and motor boat. in your home, automotie and motor boat.
Alweys inisit upon Eveready U Unit Coll Bateriese, too

NATIONAL Marufacured by CO., IN
30 Fast 4 2nd Street

here is an' Eveready Radio Battery for every radio ,
Clarity-Volume-Distance

People Increasing
Who Speak English


Fords Telephone, Telegraph and for many, many
other uses

'The
'The
Atom"
demmerinte
Syan man
and mirax, in inemented inito
T want you to witness my marriase smiled Locksiloy, "and to assist me to-
diy, utyouren on otherwise engaged
in obtaining a a pocial licene. The day, it you are not otherwise
in obtaining a special licen
creergyman will be ready.
(T) (To be continued.)
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THE EVENING TELEGRAM, ST. JOHNS, NEWFOUNDI AND, APRLL 29, 1925-3

heome Tax Reduced in Britain and Gold Standard Restored

## Explorers Report Desperate Conditions

 With Exhuberance by Monarchists.32 Killed in Mexican Election Conflict.

8 Thomas Meighan in "Homeward Bound"
Peter B. Kyne's Greatest Sea Drama
MAJESTIC TO-DAY
DRAMATIC, THRILLING, WITH POWERFUL CAST

ADMISSION 20 cents.

Coming--Adams and Cheney, Musical Artistes, from Keiths Theatre, Boston.









WALLSEND COAL!
NOW LANDING.
the best you can possibly buy
W. H. HYNES.

## FREIGHT!

Regular Steamer Sailings from Montreal
MURRAY TRANSPORT CO., LTDD.


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##  <br> 

Big Advance in Bread $\begin{gathered}\text { Prices Not Justified } \\ \end{gathered}$


## 

## PEERLESS Sale

Which Starts T0-DAY at 9 a.m. Sharp
with values you never dreamed of seeing at this time of the YEAR! WITH MORE SAVINGS FOR THE entire family! with a greater demonstration of values than ever !

355 newest styles all the newest materials, newest colors, newest trimmings, newest
fashiow notes

## 800 Dresses

S 8.75 DRESSESE 5.5 .68 $\$ 10.00$ DRESSES at 5.68 $\$ 13.50$ DRESSES at 7.83 \$17.50 DRESSES at 7.83

Women's Misses' Stouts


## DRESSES

THE COLORS:

## Grey-Fawn

 Grey-FawnNavy-Black
Wood-Rose Wood-Rose
Rust-Titan
Lipstick-Green Rust-Titan
Lipstick-Gre
Etc., Etc. Lipstick-Green
Etc., Etc. DRESSES in Canton Crepe-Poiret Twill-Fine Sergesmorrow! See the greatest Value-giving Sale start with the

TO-DAY, 9 TO 11 A. M. ONLY 59


OUR ALARM CLOCK RINGS TO-DAY AT 9 A.M. WITH PHÉNOMENAL
VALUES!

## THE BROADWAY HOUSE of FASHION

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New Novel
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Models-

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650,000 Pounds Bequest

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## peerless value <br> LADIES' SLIPPERS <br> In Leather, Felt and Cordu soles. Values to $\$ 1.50$. <br> To-day, 39c. pair

## peerless value <br> BABIES' ( <br> SILK BONNETS

Made of fine Silk or Crepe,
they represent the peak in they represent the peak in
value-giving. Values to 1.50

To-day, 49c. each

| PEERLESS value <br> LADIES' <br> NIGHTGOWNS <br> Fine Striped Flannelette Nightgowns, nieely made $\$ 1.75$. On Sale <br> To-day, for 79c. | peerless value <br> LADIES' <br> VOILE DRESSES <br> A regular $\$ 2.98$ Dress going on Sale for only <br> 99c. | peerless value <br> CHILDREN'S <br> PANTY DRESSES <br> These are the very best, made of fine mercerised Silk, ulso some to $\$ 1.50$ <br> To-day, 97c. each | peerless value LADIES' BLOUSES <br> Fine White Voile and Cotton Blouses, all sizes. Values to $\$ 1.25$. $\qquad$ To-day, 44e each |
| :---: | :---: | :---: | :---: |

To-day, 57c. pair
peerless value LADIES' PRINCESS SLIPS Fine Striped Lingette or
plaian Satine in all the new Spring colorss. The hene new you
atways paid $\$ 1.98$ for.
To-day, \$1.09 each

| $\|\mid$ |
| :---: |
| PEERLESS VALUE |
| CHILDREN'S |
| ROMPERS |
| Made of fine washable ma- |
| terials, in Pink and Blue. |
| Values to \$1.00. On Sale |
| To-day, for 69c. |

## PEERLESS VALUE TOWELS

 Extra size White Towels, with colouredtpa fine quality


## peerless value

 LADIES'
## DRESSING JACKETS

Made of fine Flannelette in Paisey colorings, extra good
value at $\$ 1.25$. On Sale
On Sale
To-day, for 54c. each
peerless value.
LADIES'
SILK SWEATERS
These come in Black and
Navy, some slightly damNavy, some sightly dam-
agad
Sale for
$\$ 1.39$


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HDont press him.


LADIES' \& MISSES'
JERSEY BLOOMERS
Hade of fine Pink derse
To-day, 29c. pair

COTTON HOSE In Black only. The grea To-day, 3 pairs for 20 c .

CHE EVENING TELEGRAM, ST. JOHNS, NEWFOUNDLAND, APRLL $29,1925-5$


Laties 'Artificial Silk Panel Hose
Tigh Spliced Ankles and F'eet.

BGuaranteed ' $A$ ' Quality British Make. We have them in shades
Putty, Nude, Pongee Putty, Nude, Ponge
White, Flesh, Beige, White, Flesh, Beige
Black, Flesh Pink, Shoe Grey, Sunburn, Silver, Niggerr,
Mastic, Fawn. only 75c. a Pair
W. R. GOOBIE
$\qquad$


$40=1$

## Canadian Pacific

 Freight Service Montreal to St. John's

| S.S. "AIREDALE" will leave Montreal, May 1st, and Charlottetown, May 4th, for St. Jolın's; Nfld. For Freight space, Rates, etc., apply to CANADA STEAMSHIP LIVES, IIMITED, McGill Street, Montreal, or HARVEY \& COMPANY, LIM ITED, St. John's, Nfld., Agents: |
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| complete agreement with the Rules; and in accordance with the bost tradiI extend to the Hon. Member an assurance that this House views with grave displeasure and emphatically repudiates any suggestions tnat tend to disparage him, or in any way reThe amendments made by the Leg. islative Council to the Pure Bred Animals Bill were concurred in. MR. SPEAKER announced Bill An Act to amend Chap Consolidated Statutes, entitled Age Pensions," had been returued | eight months as a detective. Mr. Cashin had talked about having no blood, but his blood was as good as any that ever flowed in the hon- ourable member's veins. Mr. Talke said the men of Burin had confidence in the Prime Minister and the Government, and are not worrying about the all, no tarif ever was, but we realize that the revenue must be found. He may not be an auditor like Major Cashin because he was fishing on the banks when Mr. Cazhin was attending college. He said that he was protect- | O <br> 3rexerserserers <br>  |  |
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Dadge Brothers
Tourinǵ Car

VAN HOUTEN'S COCO^
The Standard Cocoa of the World.
Pure, Soluble, Delicious.
Can be obtained at any first-class store.


THE EVENING TELLEGRAM, ST. JOHNS. NEWFOUNDLAND, APRIL 29, 1925-6

the evening telegram, st. johns, newfôundk and, april 29, 19zo-

## ars:


United Schools





## SUGAR!

## $\$ 1.38$ <br> Each

MUSSELS, ${ }^{\text {IN GLASS } . . . . . . .30 c . ~}{ }^{\text {PER Bot }}$

## MARMALADE-

Hartuers
CHIVERS
SALMON-


CAMPBELL'S
25 c.

## W.E. BEARNS

DUCKWORTH ST. ${ }^{\text {TW }}$ STORES: RLINS' CROSS

0202013002000202020002020 Crosskill's Fruit Syrups!


SYARUP OF LIMES
LMME JUCE
TRU FRUiT FLAVORS
E. R. A. CHAFE aprocit, i, ised
 Injured in Rome?

CLAIM CHEQUE FOR $\$ 255.15$
U.S. FIDELITY \& GUARANTY CO




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## The Broadrave Holuse of Fastion <br> A STORE FOR EVERYBODYY"

## PEERLESS IN QUALITY-PEERLESS IN STYLE AND VALUE! <br> NEW SPRING COATS

VALUES UP TO $\$ 35.00-$ IN FOUR GROUPS.
0.44 Judge this Sale from any angle-you will find it a marvellous event, bringing to you the very latest creations
womens and misses 93 newest colors of the seaSIZES up to 52 , in some of
these groups .. .. .. .... these groups
DRESSY MoDELS AND SPORTS
COATS-made up of such fine CoATS- made up of such fine
materials sas fine Suede, Donywave,
fine Velours, Poiret Twill, Woolly 18 38 you will marvel at 30 EACH GROUP-AT THE LOW PRICES-AT THE
BIG VARIETIES big varieties.
Every Coat in our Store reduced to bring the biggest Trade this
Store has ever been able to attract-we have had enormous
霛 Store has ever been able to
crowds attending our Sales bef

## peerless Gloves

Silk Gloves, in colors of White,
Grey and Black. Every pair
 54c. Pair.
Only 2 Pairs to a customer. peerless
Hosiery Fine Silk Hose, the kind you pay up to sizn for, in eolors of Black,
Cordovan and a few of other
onder shades. On Sale for

88c. Pair.

## peerless

Camisole
Made of good quality Silk and Made of good quality Silk and
Satin with lace etraps and yoke.
A 98c. value for 42c.
peerless

## Brassier

 values. VhLUES.These are the very newest models, the
knowishme everywhere as the finest
made made. They are made of fine

Satins and Jersey Silk. Values | Sotins and |
| :--- |
| to $\$ 175$ for |
| 89 |

## NewestDresses

Values! values! peerless values that whi. amaze all ST. JOHNS!

9.66Our Store is the scene of scores of sensational Sales throughout the year-the whole country talks about them. Can you wond then why we expect tho

All Sizes.
WOMENSISSES
STOUTS-
Sizes: 36 to $44-14$ to $18-17$Tunics, Stre $\$ 15.00$ to $\$ 32.50$ variet, straight Lines, Panels and
Trocks RICH MATERIALS: Peach Bloom, Flat Crepe, Novelty
Silks, New Prints, Georgettes, Rich Silks, New Prints, Qeorgettes, Rich
Satins, Bengalines, Satin Canton,
Canton Crepe and Combinations of Canton Crepe an
Beautiful Silks.

Blond, Cocoa, Penny, Pon
der Blue, Jade, Lipstick Re
These Dresses bring to you the very latest ideas. Many of them are copies of very expensive models, that is why we e
be a marvellous Peerless Value. $21^{19}$ prices are the lowest.

Real Blouse Valués!
A SELLING EVENT OF UNPARALLELED
VALUES-WONDERFUL VARIETIES-
GREAT SAVINS!
Tunics and Overblouses, the kind you are used
to paying dollars and cents above these Sale
prices. Wonderful quality Crepes, etc., beaded
or tucked models . . . . . . . . . . . . . . . .
OUR

## SEMI-ANNUAL PEERLESS SALE

Peerless Values! Peerless Stocks! Every Department Shouts Peerless with LOW PRICES! OSALE STARTS TO-DAY AT G A.M. SHARP! Right at the Beginning of the Season Comes Your Greatest Opportunity to Save! Now is Your Chance ! Don't Miss it!

Extra! -- SKIRTS -- Savinǵs!


## Peerless COSTUME Sale!

the most amazing price slashing sale ever witnessed:
Thousands of thoughtful buyers in need of a Costume will yisit our Store for the savings offered them during this Great Sale. Right at the beginning of the season we you. Prices slashed regardless of what every Costume is worth. $A$ showing that anBOX MODESI TALORED MODESI
BOX MODELS! This group consists of
beautiful Check materials in a semi- Boyish style, in Others a alao mannyy Nand
nd Black Serge, Trico tine and Poiree Twill

Values to $\$ 18.50$

TAILORED MODELS! BOYISH MODELS!
This group includes many of the finest lot of strictly Tricotine, Poiret Twill, in Black and Navy, Poiret agreat variety of styles
Twill and Tricotine, every
one lined with Crepe de tume now, and Save!

Values to $\$ 25.00$

## peerless

## Bloomer


 wholesale price $\$ 1.96$

|  |
| :---: |
|  |
| Corset On Sale From 9 to 10 a.m. Only. Hundreds of pairs in this lot, not one worth less than $\$ 1.50$, go on Sale for 74 c . pair. |

Peerless MILLINERY Values
NEW ! SPECIALLY PURCHASED! JUST RECEIVED!

## -RIBBON HATS

 - HAIR HATS-TAFETTA HATS
-CREPE HATS - CREPE HATS -FELT HATS - SATIN HATS - STRAW HATS - CUTE TURBANS - OFF-THE-FACE -DROP STYLES SMALL \& LARGE SHAPES.


AGAIN THE GREATEST MILLINERY VALUES OBTAINABLE! The models so beautiful, the shapes so new and smart, the colors so charmingly chic
-they radiate their own worth. They distinctly indicate that these are values to $\overline{\text {-they }}$ radiate their ow

Coats and Dresses
$3^{.64}$
THE DRESESES ${ }^{\text {Firs of }}$ to 14 yeare THE COATS:



PEERLESS SALE OF
Men's Ties


PEERLESS SALE OF
Boys' Suspenders
peerless sale of
School Bags
Good strong leather bund
School Bags. Every one worth


OUR SEMI-ANNUAL

## The Broadway House of Fastion

"A STORE FOR EVERYBODY"
SALE STARTS TO-DAY AT 9 A.M.

## perriess sale of MENS HOSE

 Men's Mererised , Naluest to 555 . 32c. a Pair.perrless sale of MENS SHIRTS

atome eachi.
peerless sale of mens garters


Peerless sale of MENS HOSE

19c. a Pair.
PEERLESS SALE OF MENS TIES
 34.

## Peerless sale of

ODD SHIRTS \& DRAWERS

33c. garment
Peerless sale of MENS
SEMI-SOFT COLLARS



28c. each.

Men's Suit Sensation of St, John's!
The Peerless Suit Sale Should Read $\$ 20,000$ Suit Stock Sacrificed
 Sale a memorable event to thousands of men who will take advantage of it. Suits of
Quality Style and Reliaibity
MEN! YOUR SUIT' IS HERE at Greater Savings Than Ever


Every Group Represents Your Greatest Opportunity to Save! COLORS;
Values to 35.00 Navy, Grey,
Pin Stripe,
Min

The Outstanding Values of the Year

## Men's Top Coats and Raglans

$=-2=44^{48} 18.97$ purchaser. Never bêore, and never is a
Iong time, have such fine Top Coats and Raglans been offered in St. John's at such low prices. If you are in need of a new, smart Top Coat or a Navy Blue or Fawn Raglan, now is the time to buy it and save!

Peerless Offering of
Men's Raincoats Here's another proof of what the Peerless Sale can do when it comes to greater values
than ever. Fine guaranted Waterprof
Raincoats made up in Fawn or Dark
Ther (1)

| PEERLESS SALE OF |
| :--- |
| For Boys of 3 to 8 years. |
| Heres another illustration why |
| mothers come to THE BROAD- |
| WAY when they need a little |
| Suit for their boys This lot |
| consists of well bailored Shits of |
| good strong Tweeds which |
| mothers will eagerly purchase at |
| this low price. They are all at- |
| tractively trimmed in contrast- |
| ing colors and have emblems on |
| sleeves, Values to $\$ 3.75$ for |
| S2.27 |
| \$ |


| PEERLESS SALE OF |  |
| :---: | :---: |
| Men's Hats |  |
| Well known makes. Made of fine quality Felt these Hats represent the very newest shapes and colors. Some are sik lined, priced at a lower price than ever before for such quality Hats. <br> $\dot{A} L L$ SIZES |  |
|  |  |
| \$2.48 | \$3.19 |
| \$4.19 |  |



A FEATURE IN OUR GREAT PEERLESS SALE! Boys"|\&2Pants-Suits MOTHERS! FATHERS! and all who buy for boys!. This SALE
cries out with greater values than ever. Your dollar doubles in cries out with greater values than ever. Your dollar doubles in
calue if you buy your boy one of these fine Suits. They are smart
in style, made of finest Wool fabrics. Patterns and colors the rery newest. Pants fully lined and taped. A special p purchase
of over 300 of these fine Suits just arriving in time for this Sale of over 300 of these fine Suits just arriving in time for this Sale,
including hundreds of our own, make this the outstanding Sale of
Boys' Clothes in years. V.
$\begin{gathered}\text { Single Knicker } \\ \text { Pants Suits. }\end{gathered}$$\quad \begin{aligned} & \text { 2 Pants Suits. }\end{aligned} \begin{gathered}\text { V Pants Suits } \\ \text { of the best kind. }\end{gathered}$

| pebrless sale of MENS WORKING SHIRTS | PEERLESS SALE OF MEN'S WORKING PANTS | PEERLESS SALE OF <br> CHILDRENS <br> PLAY OVERALLS |
| :---: | :---: | :---: |
| Made of good strong Flannelette, the kind you can wash and they always look good, our Peerless sale brings it to you at a price as cheap as the ordinary cotton work shirt. Values to cotton. work sale for $\$ 1.60$. On Sale $\$ 1.09$ all sizes. | Made of good strong Striped Cotro the war complat satisfaction. All sizes included Our Peerless Sale Price is $\text { I } \quad \$ 1.94 \text { Pair }$ | With the Summer at hand every mother should provide. Ther child with one of these. They are made of good strong red. Values to $\$ 1.00$. On Sale for <br> 56c. Pair |


| perrless sale of MENS COMBINATIONS |
| :---: |
| Well known brands are inclua- ed in this Sale of Men's Combinations. Every pair, well made On Sale for |
| \$2.69 all sizes. |


| PEERLESS SALE <br> BOYS' | EERLESS MEN'S |
| :---: | :---: |
| LONG TWEED PANTS |  |
| $\begin{aligned} & \text { Made of good strong Striped } \\ & \text { Coton Tweeds ; the ore well } \\ & \text { worth double the price. Buy Buy } \\ & \text { one of these and save your good } \\ & \text { ones. On Sale for } \end{aligned}$ | for less than wholesale prices; all sizes and colors, well made and finished. Values to $\$ 1.50$. On Sale for |
| 59c. Pair | 78c. each |

the evening thlegram, st. Johins, newfotindeand, April 29, 1025-10


Harbor Grace Notes


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## On Thursady evering a sacorid car





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SILVO



What Schools
Are Costing










When Bakeday Comes Depend on Carnation fault of your own

You want whole milk-you have only the skimmed milk lef after you took the cream from the top; you should have two just on the turn

Why take those risks. Insure with Carnation Milk Carnation is just pure, fresh milk, evaporated to richness, kept safe by sterilization. Nothing is added.
the natural water is taken away-all the food value left the natural water is taken away-all the food value left

## Get of 48 cans

Carnation Milk


The Label is Red and White

Carnation Milk Products Co., Limited, Aylmer, Ont.

Some Shopkeepers lose time, money and customers trying to sell inferior soap at a large profit, to women who want Sunlight Soap.

## Sensible Women Everywhera $\substack{\text { Know } \\ \text { that }}$ Sunlight Soap <br> is the Best, Purest and cheapest Soap

Stick to Sunlight and your Customers will stick to you


IHE EVENING TELEGRAM, ST. JOHNS. NEWFOUNDLAND, APRLL 29, 1925-12

SIDE TALKS.
a fresh shipment of Marven's White Lily Cake and Biscuils
triey sumery: Biait fome
 d. Rossiler

nompson MEUTROONE


THE GRANDETTE S165.
FIVE TUBES. MODEL V-50 WHY A NEUTRODYNE? The neutrodyne circuit was designed after the present type of radio stations was perfected.
That is why the neutrodyne circuit gives such ealistic reproduction: It was built to fit present-day radiocasting.

Dicks \& Co., Ltd.
$\rightarrow \infty$

| "IATCHLESS" OIL PAINTS <br> for interior decoration mean Sanitation, as they can <br> "MATCHLESS" ALUMINUM <br> and for your Piping. . <br> "BLACK DAZZLE." <br> Save the Surface. |
| :---: |
| The Standard Manuf'g Co., LMMTED |

 nus mith wide atirt belting: ald a nitle rrated onlon. cook green veretaile

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4 $\mathrm{m}^{\text {minnan }}$

Look Who is at the Star To-Nigh
THE GIRL WHO IS ALWAYS WELCOME-
Dorothy Dalton


The melo-dram
that She Couldn't
Miss Olivotti and Mr. Phelps Sing "FOLLOW THE SWALLOW." Olivottti Sings the Italiann Street Song from Naughty Mariette, and Dance
Ukelele Lady.
ALL ROADS NEXT WEEK LEAD TO RODOLPH VALENTINO "THE SAINTED DEVIL." SOME PICTURE, ACTING, SETTINGS COSTUMES.

Save the Babies Photographs. You'll




Tooton's "The Kodak Store

PERMISSION GRANTED
Nild. St. Andrew's Societt Offer as Prizes:
1st -One New 6-Cyl. Jewett Motor Car.
(1925 Model)
2nd-\$400 (Four Hundred Dollars) 3rd-\$200 (Two Hundred Dollars 4th - $\$ 100$ (One Hundred Dollars)

GRAND DRAWING
To Take Place on July 15th, 1925


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