# $=$ The Euening Celegram 

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## THE FIRE BRIGADES

vere kept busy last week attending to the several FIRES that occurred. In all probability they will also receive further calls this week. If so, you may be one of the unfortunate victims, in which rent a Fire Policy with one of the reliable Companies which we represent, would be a most appreciated possession. The cost of a Policy is trifling compared with the protection offered. Think it over TO-DAY, and, deciding in favour of the safe way, 'Phone

TESSIER'S INSURANCE AGENCIES, No. 244.



 This is the Eime of the year when weather conditions
are so changeable that you should be on the lookout
for your health. You should keep your system in a for your health. You should keep your system in
good healthy condition so as you avoid picking up the
various diseases that are prevelent. If you are not various diseases that are prevalent. If you are no
feeling up to the mark and need a good tonic you ca
take no better than

## Bricks Tasteless

BRICKS TASTELESS will work wonders if you take it according to directions. It purines en, poood, makes the weak strong, it is easily taken, produces no
bad after effects, will give you a god appetie in a
very short time. The one who takes it MUST EAT.

## Try a Bottle.

 Price \$1.20. Postage 20c. Extra.| Five |  |
| :---: | :---: |

Dr. F. Stafford \& Son, menme mut mat wames wat

Norp: - In Outports, It yon need a bottle of BrICrs
Tasteless, purchase from the store where you make your other
 $=2==2=2$

## TRY LANTIC SSUGAR <br> WE HAVE LANTIC BROWN SUGAR.

 Half cup sugar to 1 cup boiling water,makes a delicious syrup for Pancakes, uddings, etc.
LANTIC SUGAR IS AMAZINGLY GOOD.
ROYAL STORES, Limited.
OWER'S WATERPROOF SUITS should be a part of your outfit
A. H. Murray \& Co. Ltd.
$\xrightarrow{\square}$



Continuing To Draw Bigger Crowds Daily! Continuing To Give Great Values! OUR SEMI-ANNUAL


Only a Short Time Remains Before This Great Event Ends! Have You Shared in the Remarkatle Vilaes? If Not, Do So To-day, To-morrow or Any Day, While This Stupendous Sale Lasts. You Will Save \$ \$ \$ \$ with Every Purchase.

## Wool Costumes

 values to $\$ 12.50$


$$
5^{.76} \text { and } 7.88
$$

PEERLESS VALUE IN Infants Silk Coats

VALUES TO \$6.50
Made of fine Crepe and warmly lined, they represent the
very best in Infants Coats for Spring. Every coat nice ly made and embroidered They come in aH WHITR and
some in ROSE, two of the most popular shades for in-
fants of 6 months to $11 / 2$ years.

| BUY YOUR <br> bABY <br> ONE OF <br> THESE. |
| :--- |

Another Page of Wonder Values which Only a Sale Like This Can Bring Forth!

| S VALUE IN CORSETS | PEERLESS VALUE IN CAMISOLES | BRASSIERES | BATH TOWELS | Ladies' Handkerchiels |
| :---: | :---: | :---: | :---: | :---: |
|  |  | Find vauvs To st |  |  |
|  |  |  |  |  |

Our System of Selling for Cash Only eliminates for you extra charges which you otherwise have to pay for






Dresse
5.68
PLENTY FOR EVERYBODY! Plenty of Dresses-Plenty of Styles-Plenty of Colors-Plenty in every size for everybody!


## mexe

## Fine Skirts

Matur mex -5.98

 tanding Sale of fine Skirts..

HATS
 .38
 Hats for every Miss Hats for every Woman, Hats for every Matron-every col-

## pamases valua

Ladies' Bath Robes
 $=4= \pm= \pm 4.98$
 .47 You will see hundreds of Dressat will see hundreds of Dresses at a a plance-every imaginable
style, color and effect. Every deed Spring and Summer Style.
Close-fiting Tur-bans, draped $\quad .79$ Black and Whitecrowns,

Picture Hats.

This sensational pricing is the result of weeks. We have
securere just the Ehats of correct styling in order to make
this a reoord-breaking event for values on secured just the Hats of correct styling in order to make
this a reoord-breaking event for valuesCome! Choose Your Hat at The Broadway

## 

## Blounden




$1.27-1.98$
$2.98=38$
28


## THE BROADWAY HOUSE OF FASEION

## Costumes




## Better and Better





The Royal Garage, Agents,

cakNeL streer
ST. JOHNS, NFLD.

Your Car, Despite Your Care

 tifut car is a pile of junk,
If your car escapes, you may have wrecked
another car or somenes private property, and You another car or someone's private property, and
ARE RESPON STMLE.
Your legal liabity may make a pauper of yon.
PROTECTION for the price of a tire or two. U.S. FIDELTYY \& GUARANTY CO.




## Pillow Cases

 y $=\mathbf{5 z}=98 \mathrm{c}$ Jazz Scarves Fascinating combinations of color in extraheavy quality Silk. The fast word in
Scarves ..............................
Camisoles $=4=45=45$ \%

Crepe-de-Chene Step-ins mas=an 1.90
Boudoir Caps
=wawix 25 c
Waists and O'Blouses
 Over-Blouses
 Genuine English Broadcloth Over-Blouses

Beaded and Embroidered Crepe-de-Chenes
Alt bita

FIFTH WUEIUE STORE
Read every word of this 'ad'. There's not a single item listed that is'nt a real snap for somebody!

## Children's Dresses

Gingham Panty Dresses. Good fast color checks in great vari. 95c Embritered Organdies and
Voiles, fors Sunday or party wear ety; 4 to 8 years ..........

Children's Coats 6.90 -Stylish light weight Coats for Spring and
cool Summer days. Trimmed braid and
rows of stitchery. Soft all-Wool Tweeds and Coatings in a nice variety of colours Another Huge Glove Special These are marvelous values in Chamoisette and Pure Silk.
Made by famous Glove manufacturers. Broken sizes from 5 to $71 / 2$, in a large range of colors. Wrist, $3 / 4$ and elbow length.
45c 65c 95c

## Hand Bags

Beautiful quality Velvet and Moire. Silk in Black only. Fitted purse and mirr
$1^{05}$ Finished Navy Silk tassel

## Ladies' Dresses



## $\begin{array}{lllll}1.25 & 1.90 & 2.48 & 2.98\end{array}$

Jummer Crepes, Ratines, Linens and Muslins


## Serge and Tricotine Dresses



## Flannel Dresses


Marocains, Cantons, Charmeuse, Crepe-de-Chenes, etc. 9.98 Cinna, Fawn, Grey, Rust, Bisque, Navy and Black. Every approved model for the present season is here represented. Long and short sleeves, high and round necks. Circclars, Skirts, Drapes, Tunics, etc. A full range of sizes, including "Stouts"
14.48

## Stylish Summer Costumes


Also, a large range of Costumes

## Summiner Coats

$15.00,18.00,23.00,27.20 \mathrm{up}$ to 59.00 SEE TO-MORROW'S 'NEWS' FOR PARTICULARS OF GENTS' FURNISHINGS.
314 VVATER STREEFT, : ST. JOHNN'S


Does Your Customer Stop
When His Says : 500 Miles ?
T ENs of thousands of motorists have adopted The plan of haring Alenite lubrioation overy
500 Imiles it saves the bearings. outs repair bills and gives longer life to their cars.
Tens of thousands more motorists will be added Tens of thousands more motorists, wil
this year to the ereat Alemito. publio.
Will rou to ready to serve them : Will you bo ready to sorve them :

## A M, M以 Y

 carnke money and friends at the same time for -increasess dasoline and oil salos for service stations.-pays any live merchandisine man who toes itio BROWN-PUTNAM, Limited Dution and Peel Sta. - St. John, N.B. Diloz Marthme Dutrinoutors Jor Alemite Products
bellevilus






 Meanen, J. Tyndale, J. Cookk, .a. Buth
R. J. Haviland, A. King, D. Babcock.
Booked by Sable I.


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NOTICE.




## NICKEL ALL WEEK <br> This is the Programme for THE ORIGINALS

ORIGINAL DUMBELLS "STEPPING OUT"



## FOR SALE!

The following Articles for Immediate

## concatima Delivery -




FRANKLIN'S AGENCIES, Lid.






Try Lantic Brown Sugar
in your coffee some morning. It improves
LANTIC ICING IS ENTICING.
Use Lantic Brown Sugar in your nex
cake, and top it off with Lantic Ccing.
YOU'LL BE SURPRISED.
J. D. RYAN
M. MOREY \& CO., LTD. 000000000000000000000000



WHATEVER IS WORTH DOING IS WORTH DOING WELL.
THEREFORE, WHEN YOU ENTERTAIN-SERVE YOUR gUEsTS WITH

## Lantic Lump Sugarar asibe honomen as

YOUR GROCER SELLS LANTIC LUMPS IN 2 POUND SEALED PACKYGES, WHICH ARE DUST PROOF, GERM PROOF AND FL
YOUR GUESTS WILL APPRECIATE LANTIC LUMP SUGAR.
HAVE YOU TRIED LANTIC ICING SUGAR? YOUR GROCER SELLS Tin 1 POUND SEALED PACKAGES. LANTIC ICING IS UNUSUALLY GOOD.
ALL LANTIC SUGARS ARE OF SUPERIOR QUALITY. NOW THAT THE DUSTY WEATHER IS WITH US, YOU WILL DO WISELY TO SEALED, FLY PROOF, DUST PROOF PACKAGES.
SOME PEOPLE DON'T CARE WHAT KIND OF SUGAR THEY USE, BE T DIRTY OR CLEAN, THEY DON'T CARE. IF YOU'RE DIFFERENT,

## LANTIC SUGARS ${ }_{\text {paceataces }}^{\text {s.s. }}$

IF YOUR GROCER DOESNT SELL LANTIC, TRY ELSEWHERE

## WE ARE PROUD OF THE REPUTATION OUR <br> GOLDEN PHEASANT TEA

has gained among our customers. It is by far the most popular TEA in Newfoundland. It has been pleasing thousands of customers for the past fifty years. If YOU ave nof tried a pound, please do so on our recommendation

FERGUSON, HOLNESS \& CO., LTD. J. B. Mitchell \& Son,Ltd.

SELLING AGENTS.

| Arrivals From Banks | The schooner Florence E. has arwith 1,100 quts. of fish. | RUTH WLL be out of chair is 1 few days. $\qquad$ |
| :---: | :---: | :---: |
| The schooner Ornate, Capt. Rueben |  | "continued improvement" remains as |
| trom the Banks with 800 atis of inh, The schooner Russell has arrived | one at bedtime. Price 20c. at Mc- | dition, word has come from the hos. pital that the home run king will be |
| at English Harbour from the Banks |  |  |
| reports that the weather is good. | aduated dot errect | Within a tew days. Mrs.e. Ruth hopse |

Departments are now stocked with all the new seasons goods. Before buying elsewhere see our selection of Ladies' and Girls' Wearing Apparel, Boys' and Men's Clothing, Hosiery, House Furnishing and Wall Papers bought to the best advantage by our buyers in the American and British Markets.










Died at 115 Years at mer metued age of 115, Ho wasi



Nothing Like These Results A Year Ago or Now





 mill son




Marshall's Garage


## Thomas Meighan

 "WOMAN-PROOF"STORY IS DELIGHTFUL-The story of "Woman-Proof" tells of a will which pro vides that the four heirs to as many millions shall marry within five years of the death plays the role of one son who is deemed "woman-proof"' and the efforts of his sisters and brother to choose a mate form the basis of the many humorous situations in the
picture. picture.


## Adams and Cheney <br> CRAWFORD ADAMS, Violinist. <br> LOUIS C

in the $f$

## Special for the Holiday Season LEADING SPORTING STORE!



Cane Trout Rods, $1.80,2.40,3.00$ to 12.00 each. Steel Trout Rods, 2.25, 3.00, 4.50, 6.00, 6.50. Greenheart Rods, $3.00,5.00,6.50,10.50,13.00,15.00,20.00$, $22.00,25.00,30.00$ each. Trout and Salmon Lines, 5 c to 3.50 each. Trout and Salmon Casts, 20c to 2.50 . Trout and Salmon Flies in all the Leading Killers. Fishing Baskets, 2.25 to 5.50 each. Fishing Reels, 65 c to 6.50 each. Landing Nets, $2.25,2.50,2.75$ each. Mosquito Nels, 1.50 each.

## 



## beall savilig to-oday

## For The Cigarette Box Front Competition

For which we offer prizes to the value of $\$ 760.00$
To the Smokers sending in the highest number of Box Fronts from the following brands:

## Capstan Gems Player's Bellbuoy Virginia Anchor

Labels from GEM 50's, CAPSTAN 50's and PLAYER'S 50's will also be accepted. Each label will be counted as equal to five Box Fronts.

First Prize
sbit Marconiphone Six Tube Radio Set Complete Value $\$ 352.00$

## g4yT

Radiolia Regenollex Four Tube Radio Set Complete Value $\$ 185.00$

Third Prize

## Radiola IIIA Four Tube Radio Set Complete

 Value $\$ 105.00$
## 10 Cash Prizes of $\$ 10.00$ each

 5 Cash Prizes of $\$ 5.00$ eachImportant Conditions. Read Them Carefully.
(1) This Competition is given for the benefit of the smokers of the above
not for dealers in Box Fronts.
(2) All Box Fronts have the same value and must be tied up in bundides of of 100 . Backs
of packages will not be accepted. or packages will not be accepted
(3) All packages containing Box Fronts when sent in, must have the senders name and
addres, also number of Box Fronts en-

## Closing Date September 15th.

## OmporialJobaconc.

Shirriff's Jellies are Delicious
(6) Employees of the Company are disquali-
fied from taking part in this Competition.
(4) We will not be responsible for Box Fronts received in broken packages or without proper name and address.
(5) We reserve full right to reject any entry which does not comply with the above conditions.



## Potatoos! Potatoos! <br> In Stock and to Arrive: 1500 Hall-Bars P. .E.I. POTATOES

Special Price on Quantities


Canadian Cheese
Canadian Butter Canadian Eggs Prices Right


Lathrop and Fairbanks Morse Marine Engines

the best value in engines. In Stock: All Motor Boat Fittings. A. H. Murray \& Co., Ltd, sT. JoHNs.
 THE LIVERPOOL \& LONDON \& GLOBE INSURANCE COMPANY, LTD.

 has characterized it ier 8 y years, strong
progresive than
THAT IS IS WHY WE LEAD
BOWRING BROTHERS, LIMITED. agents for newfoundiand.

[^0]STOP LOOKING FOR THE BEST

## Icing Sugar

Here it is-LANTIC ICING SUGAR in 1 pound dust proof packages.

Bowring Bros., Ltd.

## No Grounds for Complaints  WHEN THE COFFE wITH Lititon's Celeburated Essence <br> Coffee \& Chicory

 Once you have used this ESSENCE you will always
use it oro hhive hhe price is lower than some, the
quality is the best. Ask your groeer for a Bottle of LIPTTONS COFFEE

00020203030500602000000 WE HAVE JUST RECEIVED A LARGE Baby Carriages
 <br> \section*{TO THE TRADE! <br> \section*{TO THE TRADE! <br> <br> Local Canned Rabbit.} <br> <br> Local Canned Rabbit.}
H. \& M. BISHOP

## Scratci FPod, Praciad Gorn, <br> etc., etc.

 Ex. S.S. "Airedale" and selling at our usual low rices for quick delivery SCRATCH FEED-( 100 lb . Sacks) CRACKED CORN-( 100 lb. Sacks) WHOLE CORN-( 100 lb . Sacks) BOLOGNA SAUSAGE-( 100 lb . Kegs) "SUNSHINE" MACARONI-Each 30-16 oz. Packages.

## F. McNamara

Phone 393. Queen St.

In Life or in Death
 CYRIL J. CAHILL MANAGER FOR NEEFOUNDLAND. CROWN LIFE insurance compan

##  <br> Morey's Coal is GoodCoal. <br> -

 Wholesale Dry GoodsMEN'S \& BOYS' CAPS,
BRACES, HOSIERY,
L. UNDERWEAR,
POUND GOODS \& REMNANTS.

Avalon Wholesale Dry Goods Company, Limited.
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[^0]:     NOW IN STOCK :
    
    
    

