


## The Countess



## SHOPKEEPERS

The surest way to annoy a customer is to ack her to buy some other Soap, when she wants Sunlight Soap.
When a woman asks for Sunlight Soap, it thows that The is an intelligent woman, who wants value for her money.
When you alk such a woman to buy someother soap, it shows that you consider she doesn't lnow what she wants.
When you tell a sensible woman that some other soap is as good as Sunlight, she knows you are not telling the whole truth,
Naturally when she lnows you are trying to fool her, she has a poor opinion of your judgment and veracity.
You cannot fool any woman regarding Sunlight Soap. Every woman knows Sun light Soap to be purest and best.
This is why selling Sunlight Soap is the easiest thing any shopkeeper hás to do. Every wise shopkeeper knows this.
Every now and then shopkeepers are asked to huy soap, -said to be as good as Sunlight Soap.
Evenfically such soap has to bevold at a loss, and the loss is always made by the shopteeper: The soap agent gets his money, the shopkeeper is the goat.
When next you are asked to buy such a soap, ask the agent, -"Will it sell as well as Suilight Soap?"
Soap which won't sell as well as Sunlight Soap isn't as good as Sunlight, it won't pay for its keep.
Don'tlet any slick soap agent load you upwith soap which will stick to your shelves and lose money on you.
STICK TO SUNLIGHT AND YOU WONT BE STUCK.
Have yod fried Small Sunlight Soap? A case contains 200 handy cakes. Small Sunlight retails for 5 cents per cake.

## BEAVER BOARD

Beaver Board is better than plaster for walls and ceilings, because Beaver Board cannot crack, nor fall.
About seven dollars worth of Beaver Board will cover the ceiling of your dining room or parlor.
Beaver Board is better than pitch pine or v jointed boards, because, Beaver Board shows no seams.
When your ceilings are done with Beaver Board, no dust can come down on your furniture
Beaver Board is water-proofed and sized, ready for the application of paint or calcimine.
To get genuine Beaver Board, look for the board with the Red Beaver Brand on the border.
Beaver Board may be had 48 inches wide and in lengths of 7,8,9,10, and 12 feet. Beaver Board costs only 5 cents per square foot.
Beaver Board is best for bungalows and best for bath rooms. Beaver Board is cheap enough for your kitchen and artistic enough for your parlor.
COLIN CAMPBELL, Ltd.

RRESH FRUIT
Ex S. S. Silvia
CELERY.
SWEET JUICY FLORIDA ORANGES. CALIFORNA ORANGE grape fruit.
extra fancy table apples. FRESH TOMATOES.
bananas.
NEW SAR DATES ...
NEW HALLOWER DATES
NEW TUNIS DATES.
. 13c. lb.
. 16c. lb.
25c. pkg.
25c. pkg.
.20 c . pkg.

## C. P. EAGAN <br> TWO STORES

 TH STREET \& QUEEN'S ROAD.
## i.S. Commander of World Flight Sate

litish and French Premiers to Meet on May 19----Soviet Delegates in Berlin Re-
leased--Alberta Liquor Act in Operation.



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## London Letter












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[^0]DONT MISS THE POPULAR STAR TO-NIGHT.

## paramount pictures features the famous <br> Japanese Earthquake <br> SEE THIS WONDERFUL DESTRUCTION TO LIFE AND PR OPERTY.

"WHAT WIVES WANT"
A most timely production in Six Parts, featuring ETHEL GREY TERRY, NLES WELSH, RAMSAY WALLACE and
Mr. Reill Sings: "SHE MAY WRITE ME, SHE MAY 'PHONE ME, BUT PDP LIKE HER TO RADIO ME." Miss Pleasants will Play: "MOTHER MACHREE."


## SIDE TALKS <br> By Ruth Cameron.

the lost friend.



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You MUST Buy
Your Clothing in This Store!
Thousands of Garments to choose from. Every known material, pattern and style Every size, no matter what your build and Prices consistent with Quality-The lowest in the icty.
MEN'S 1 and 2
PANTS SUITS endless selections
\$11.50, \$22, \$34
\$14.80, \$26, \$39
\$17.50, \$29, \$45

CROWDS! CROWDS! CROWDS! It seems as if every economical family in the city has been waiting for this event to buy in the height of the Spring Season Merchandibe at extraordinary savings. Hundreds of new bargain offerings featured to demionstrate our supreme values.

## The Garment Sale of the Year SOATS - SUITS-DRESSES

We have been very fortunate because conditions in the market favored us-and we are now in a position to give the Women of St. John's a demonstration of value-giving that will open their eyes!'Styles and sizes for Women, Misses' and Stylish Stouts.

| Values up to $\$ 15.00$ | Values up to \$20.00 | Values up to $\$ 28.00$ | - Values up to \$35.00 |
| :---: | :---: | :---: | :---: |
| Coats | codes | Coats | Coats |
| Slils . $\quad 8^{.98}$ | Suits $12^{.98}$ | Sulits $16^{.80}$ | Suits $25.00$ |
| Dresses | Dresses | Dresses | DPESSES |

Values up to $\$ 40.00$
Coats
Dresses
SHIts


Mothers! Buy your son's clothing frou the Biggest variety in the largest Boon Department in St. John's.
Mothers! Why waste time looking arown when fou can buy your son's clothes this Store and choose from the largesta sortments-and big savings.

## BOYS' 2

 PANTS SUITS $6^{.98} 8.98 \quad 10^{.98}$ Boys' High-GradeSuits 12.98, 14.98, 16.98small boys suts. BOYS' WASH SUITS BOYS' SALLOR SUITS Boys' NOVELTY SUITS, 53.58 up 1056 .4. (2) $\begin{gathered}\text { Choose from } \\ \text { THE LARGEST } \\ \text { Selection of Childereis } \\ \text { Wear in St. Joms's } \\ \text { AT THE LWEES } \\ \text { Possible Prices }\end{gathered}$

## Remarkable Sale of Women's and Misses' New Millinery

 trom Now York. New Trimmed Hats for Dress Ocoasions New Trimmed Hats for Sports Deeasions New Trimmed Hats for Business Wear New Hats for Matrons, Women and Misses Now Transparent Hatr Brait Hats Now Canton Grepe and Taffeta Hats New Leghorn and Taffeta Combinaions REAL SAVINGS OF $\$ 270 \$ 5$ I


These are not Sale Hats-nor are they Hats usually found in Sales. They are exclusive, the smartest, brightest, cleverest styles of the season. Pokes, Mushrooms, large brimmed Hats, Garden Hats, Off-the-face Hats and new flowered and lace trimmed Hats-in all the newest season's shades. There are Hats for every type of Woman, Matron and Miss. All sold at extraordinary savings.



## THE EVENING TELECRAM <br> THE EVENiNG TELEGRAM, LIMTED, PROPRIEBORS.

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## The Public Aroused



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Administration
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## Monster Meeting in the Casino Acclaim Monroe as Leader

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More Exposures Made.


## Our Great Price Reduction Sale of Women's Wearing Apparel

Featuring the Newiest
 Costumes and Coats Will Continue for Another Week.

For one week more we offer our complete stock of Women's Dresses, Costumes and Spring Coats at prices that will mean a very considerable saving on your Spring and Summer Outfit.

These goods are absolutely new and comprise this season's newest Fashions. It always pays to buy at The Royal Stores,
re prices are always the lowest-quality considered-and with the great reductions offered during this where prices are always the lowest-quality considered
fered incomparable values for every dollar expended.

## Silk Dresses. silik iffecses. Satin Dresses.

Taffetta Silk Dresses. $\quad \begin{gathered}\text { Colors of ores, Amond, Nary, Fawn, Saxe and Bliack: }\end{gathered}$



Beautiful Crepe-de-Chene Dresses.





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only-Tanpe
special each
1 only- Tan.


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-West Coast Fishery



 Here and There.







SYMPATHY
Fase the fatius's sprr
Wreathe delivered of pomply.

Valley Nurseries, Ltd.


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 the Royal Stores ua











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Commencing Tuesday, 13th May, at 9 a.m. sharp
We guarantee to save you many $\$ \$ \$ \$$ on your Clothing purchases. All you have to do is to come to this live Store, where real Bargains are the rule ra. ther than the exception, and Quality is not sacrificed for Price. Our cash buying and our willingness to sell for a lesser profit than other Stores receive, enables us to SAVE YOU UP TO 50 P.C.


Never before in the history of St. John's, were COATS offered at such a ridiculously low price. Really, the linings in some of these Coats are worth more than $\$ 2.29$. Be sure to come on time

2nd FLOOR

## Coats, $\$ 9.98,12.75$ and up

Here's a "Height-of-the-Season" Sale-now when you really want these New Coats, we're doing something unusual-offering you fresh Spring and Summer Coats at end-of-the-Season Prices. These are all the very newest. They come in Polaires, Camelaires, Velours, Suedine, Bolivia and Normandy. Straight belt less Coats, tie-side effects, novelty sleeves etc., etc. Don't delay! Don't hesitate!! Come and be convinced

## PREMIER GARMENT CO. <br> 341 Water Street, 2 Doors East of the Crescent Theatre

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## Children's Hats

From 9-12 a.m. Only 39c

## NOW HERE'S A BARGAIN: Waists


 $\mathbf{\$ 1 . 6 9}$
These will be on sale all day until they are all disposed of.

Women's \& Misses' Washable Dresses In the most delicately lovely Pastel shades. New Styles!
New Colourings! New Low Prices! New Ginghams and
Voiles! Dresses that will be delightfully cool and dainty for the hottest $t$ ummer days and 0.98

EVERY SUIT IN OUR STOCK MARKED DOWN FOR A GREAT BARGAIN.

## Suit Sale

MOST OF THESE SUITS HAVE BEEN IN STOCK ONLY A FEW DAYS-BUT OUT THEY GO

| COATS | COATS | STYLES | F PRICE | ALL SIZES |
| :---: | :---: | :---: | :---: | :---: |
| SHORT | LONG | AND | TO FIT | FOR |
| AND | FOR | EVERY | MISSES AND |  |
| BOYISH. | FEMININE. | EVERY | FOMEUEN. | PURSE. |

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For those Men and Women who have never purchased here, we have made this opportunity to become acquainted - a Sale of exceptional, exclusive Clothing at lower prices than ordinary clothes
Seasonable Merchandise! Special Purchases!! Tremendous Values!!! aLL SALES FINAL. BRING YOUR FRIENDS.

## MEN'S AND BOYS

## Ladies' and Children's HATS

Never before have we sold so many Hats in a single season, but-never before could we offer such stunning Hats at prices so far below- other stores. All our Hats now are to be sold at gre reductions in order to make room for a new shipment. Take advant
portunity. Children's from 69 c. up to $\$ 2.98$. Ladies' from $\$ 1.49$ up.

All-Wool Suits in new Spring models. Grey, Brown and Tan mixtures, Hairlines, Navy Serges, etc. Boys from $\$ 3.60$ up. Men's-very special, $\$ 9.90$ up.



Young Tradesman
Missing
$A$ yoong lad named $O T$ Tole , servin






He evening telegram, ST. Joins. newroundland, May 12, 1924-10


An Economical Motor Car $\mathrm{S}_{\text {petrol and oil used are truly astounding. }}^{\text {OME }}$. $S_{\text {petrol and oil used are truly astounding. }}$ However, it is not only economical on petrol and oil, but also on spares and repair charges, as it is infrequent that one needs to concern oneself
in regard to repairs. The Jewett engineers have so constructed the Jewett motor car, as to need little or no concern outside of the ordinary care that one gives a running machine. This is an advantage that the
Jewett has over other cars in its class. Jewett has over other cars in its chas, Jewett drivers are enthusiastic. They get years of service from the
Jewett. This is what the firm of Jewett claims for their motor car and what 110,000 drivers know.



 JOSEPH COCKER, p.o. Box 1985, ST. JOHN's.



Advertise in "The Evening Telegram."

New Revelations

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Co..

| Women Police NEW YORK, May 2. - (Canadian |  |
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| April day there was a new officer in charge of tramic at 42 nd St, and Lexington Avenue: "A slim, bronzed fig |  |
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| ure in high boots, a dark blue coat reaching to the knees and a trim |  |
| $\begin{aligned} & \text { worn the Order of the British Em- } \\ & \text { pire." This was Commandant Mary } \end{aligned}$ |  |
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| s. Allen, head of the London Police men. Speaking of the latter to | ${ }_{\text {den }}^{\text {Rana }}$ |
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| of a woman police officer prevents many crimes, and prevention of crime, |  |
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| DANDRUFF <br> week removes dandruff an stops hair from falling out. |  |
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## What the Red and White Label <br> Means to the Modern Housewife

 $I^{T \text { means real economy. }}$ Tarnation keepon- non is


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Carnation is just pure fresid mill, evapoonted to Ibbel the toonsexite cantrust
 Caration Recipe Book is s splendid oollection




## Children's Hats

Thiiteon Dozen Childs Straw Hats; Big Assortment of Styles and Shades Your pick for only 90c. each
Mall Orders Personally Attended to


ALEX SCOTTT | open Every Night |
| :---: |
| $\boldsymbol{i}$ Now Gowersit |




The Popularity of a Ford Touring Car

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is awell established fact, Over Nine Million. Fords are in use today. The best Cars for Newfoundland roads are Fords. Touring Cars, $\$ 800.00$ with self-starter, delivered St. John's. Terms if required.

| $\substack{\text { Genuine Sivad Parts } \\ \text { For Sale Here }}$ |
| :---: |
| Dodd's Garage, |
| catherine street. |

 Canadian Failures

Best Grade Flowr 58c. Stone.

Choicest Cut Rib Pork 22c.1b.
Very Choice Beef 12c.lb. Spare Ribs 13c.lb. Potatoes 14c. Gallon. Small Green Cabbage.
J. J. ST. JOHN.

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The evening thíbgikaim, st, johns, NEWFoundl and, MAY 12, 1924-12

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## LEATHER!

 FISHERMEN! Nothing wears better than REMEMBER! One pair of Smallwood's Handmade Botst will laots the vandage, will outwer at least age, will outwear at least
three pairs of the best rubber
boots on the market to-day,
 Boot can do.
SMALLWOOD'S! Smallwood's BOOTS are


Lower Prices on Hand-made B00TS
Tongue Boots, Wellington Boots, High and Low
$3 / 4$ Boots; Mer s , Boys and Youths solid Leather Mail Orders receive prompt attention.

## F. Smallwood, 

 $3{ }^{\text {martil }} \quad 218$ Water Street, St. John's.

Forty-Five Years in the Service of the Public-The Evening Telegram.

## "Emancipated"

 Women in New Zealand $:$

Spring is upon us as is the Annual House-Clean.





Finer Underwear Combiialions Janty Soft Felts


 -rm Shirts
 \$1.19, 1.75 . $\$ 2.50, \$ 2.75, \$ 3.00^{\mathrm{w}}$


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& \text { Gloves } \\
& \text { rumageores } \\
& \text { 82.50' } 52.75
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## Pyjamas


 $\begin{array}{lll}\$ 4.25 & \$ 4.40 \\ \$ 4.80\end{array}$ . Braces



Soft Collars
GORGEOUS NECKWEAR






Janty Soft Felts
 mainu s.00, 57.00, s.ant \$4.50, $56.00,58.50,511.00$ Shirts gy

 Garters.

> Fine Socks
 49c. 65c. 95c. s1.20 51.30 51.70 Nu zemes mow My mexsfut



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 THE HOME OF GOOD SHOES
$218 \& 220$ Water Street, St. John's. G000000000000000000000000000



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The Bon Marche is Now
Open Every Night







Bon Marché CashStore
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Special for One Week Only BEDSTEAD, SPRING \& MATTRESS


Morey's Coal is Good Coal April 25th.
2000 Tons BEST N. S. COAL (Screened).

800 Tons BEST AMERICAN \& WELSH 800 Tons BEST ARERICA \% NELS 11,000 Hids. BEST CADIZ SALT. Phones: $\quad$| Offee |
| :---: |
| Yard 1426 |

M. MOREY \& CO., Ltd.

## AT THE STGN OF

 THE GREEN LABEL


 Price 75 c. each. By Mail, 80 c. each.
S. E. GARLAND
Nild. Government Railway,
Week-End Excursions-Season 1924.


ONE WAY FRST Class Fare, good going on reguiar trains of Saturay, aly
Hz on regular tring of Monday following.
BAY STEAMSHIP SERRICE-FREIGHT Nomice Unty further notice freight will be accepted tox


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00000000100000000010 STEAMSHIP "SPES"






RED CROSS LINE!
NEW YORK. HALIFA
probable sallings for may Grom Ner Yorth From st. Joment

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 Agentes,
T. JOHN's,
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Canadian
NATIONAL Rallwars

TORONTO
TO-DETROIT CHICAGO.
tinterl by mational lives
 Direot conngection from Haltax or "OCEAN LIMITED."
R. H. WEBSTER, General Agent.

## S. S. CEUTA

Will leave Montreal direct for St. John's sbout ' MAY 10th
For freight rates, apply WALFORD SHIPPING CO, LTD.

Agents, Montreal.
A. II. MURRAY \& CO., Limileh agents, st. johins.


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