Yverrbo Iway CATION 8T US 234.
 Yore 30.04 , her.

## MOOSE HEAD <br> The United States Tobacco Co, puts only the best leat in it's Tobaccos. <br> Be wise, save money, Smoke MOOSE HEAD, it lasts much longer.



 The Most Powerful Price Appeal that Any Store Could Make Appears in this Advertisement.

MEN! TUNE IN" ON THESE-UNDOUBTEDLY THE SENSATION of the

## 100 Extra Fine

 Men's SuitsToutd probably consider them rare value at $\$ 36.50$ or $\$ 39.50$, our regular price,
 er at.
Alt. excentionlly fine
Suits, everyone
fined

 silver or bue hairline
stripes
are particularly
 Altogether one of the best selections of fine e AERRTCA SUTTS at a very poplar
price. Never before have such fine sitis been COME! make us prove itt

# Great Broadcasting <br> Beginning to-morrow Friday, at 9.30 o'clock, sharp 

THIS EVENT WIL BE MARKED BY A SERIES OF
SALES-THE MOST AMBTIIOUS MERCHANDISING SALES-THE MOST AMBITIOUS MERCHANDISING
PROGRAMME WE OR ANYONE ELSE HAS EVER PROGRAMME WE OR ANYONE ELSE HAS EVER
ATIEMPTED! WATCH OUR ADS. IN DAILY PAPERS!

MEN! Record-Breaking Values in Suits - Friday 30 Smart up-to-date Suits, in reliable good-looking materials bought 30 at a big discount and offered to you as a "Broadcasting" Sale Feature.


## The Broadway's

"HIGH VOLTAGE" OFFERING! 200
Boys' Suits


Mothers will "receive" these with Joy! 500

$$
\Xi 94 c=
$$

Made of fine flannel in the Oliver Twist style, finished Made of fine fannei coloured braid and nicely tailored, in sizes 3 to 8 years; assorted colors of Grey, Brown, Fawn, etc.
Another defying Competition value.

The Whole Store is Ablaze With Bargains Like These--Join the Crowds--It Will Pay You Men's Hose Men's Ties Boys' Braces Men's Collarss Men's Caps Boys' Stray Hats $22 c=33 c=17 c^{=}=27 c=47 c^{=}=49 c^{=}=-$

| WELL WORTH "RECEIVIN"" |
| :---: |
| Choice of Our Entire Stock |
| of American |


| "CHARGED" WITH VALUE. <br> BOYS' WASH SUITS <br> Hundreds of fine wash- $\quad$ Why pay mote when able materials to fill your boy's summer needs with. | "FLASH" <br> BOYS' SERGE PANTS <br> Made of all-Wool Serge and fully lined. A great value. Values to \$3.25. |
| :---: | :---: |
| MEN'S DEPARTMENT 350 Men "OUX SREAKRR" <br> The most sensational offering in Men's Fine Stra sented, in many assorted shapes. Values to $\$ 3.50$. HATS. Come, get under one of these fine hats and bep | 's STRAW HATS <br> IATS at SUCH LOW PRICE. Every size is repreWe challenge any store in St. John's to show such fine repared for the Summer. |
| "A STORE FOR | VERYBODY!" |



## The Broadway's Great Broadcasting <br>  <br> Emphasizing The Broadway Store as an Institution of Trustworthy Service to St. John's.

> SALE STARTS
> Friday Morning
> AT 9.30. O'ClOCK!

"LISTEN IN" FOR THIS. Sale of Step-ins \& Bloomers

"TUNE IN" FOR THESE Bath Mats



 Navy and at few Biack

> The Broadway's Broadcasting Sale which starts FRIDAY, at 9.30 a.m., has absorbed thousands of dollars worth of manufacturers' and wholesalers' overstocks in a way which will bring about the greatest values we've ever been able to present our customers with. Shelves, counters and racks are teeming with fresh, new merchandise, purchased especially for this Sale under the mosi favorable circumstances as regards price. These will be offered day by day in a most unusual series of Feature Sales.

## THURSDAY'S "LOUD SPEAKER"

# Over 500 Luxurious COATS 

11
VALUES TO $\$ 19.50$
VALUES TO $\$ 29.50$
 and priced hanf sand more than half lees than the Americien modedest hat




FINEST FABRICS-




STYLES OF THE HOUR-
"Announcing" a Sensational Offering 600 Dresses



## SALE START: Friday Morning

 AT 9.30 O'ClOCK! "AUDIBLE" TO WOMEN WHO SAVE! SALE OF BLOUSES

> "BROADCASTING" Sale OF Children's Organdie DRESSES

$\$ 5.00$ and $\$ 5.50$


MILLINERY DEPARTMENT'S "OVERTURE"





## THE BROADWAY HOUSE OF FASHION <br> "A STORE FOR EVERYBODY!"

NOW WE "TRANSMIT" A MAKER'S CLEARANCE OF 1000 New "Any Hour" Summer Notaio Dresses 1.79 툰․ 2.69 Crepes and Anderson's Ginghams; also some Striped Broadcloths have been made
up in styles that are ready for outings, shoppping or homewear. Models too many
for
 round square or V necks and Orewexide colliars and cunts. Come and see them for
yourself. They are in Tan, Blre, Mave, Pink, Green, Red, Black and White; sizes
34 to 44 . 300 Fine Skirts 304 1.94 wisizis 3.19
and




Ladies' ! New English Wool Jersey SUITS
Beautiful new all Wool Jersey 16.50 Suits. $A$ ATravelerss Samples
just arrived from England; all

17.80 | $\substack{\text { just artived from England; } \\ \text { sizes, every Slit dififerent. .. } \\ 18.98 \\ \hline}$ |
| :--- |

TWO FEATURES THAT WILL ATTRACT CITY-WIDE ATTENTION!
Girls Ensemble Suits and Coats NEW! JUST OPENED Girls! Ages 8 to 15 years, En-
semble Suits-Dress and Coat to semble Suits-Dress and Coat to
match, of splendid Tweeds, all
new shades new shades. A practical and
dressy garment for home or dressy garn
street wear

Corsets
 Petticoats White Cotton Petticoats, nicely 59 C trimmed and embroidered. J9C

## WE LEAD--OTHERS FOLLOW---YOU ALWAYS BUY IT HERE FOR LESS!

## SPECIALS

Scaris $-{ }^{-} 1.98$
Silk Jersey Slips
Finest quality Jersey Silk Slips.
All sizes all shades, nicely finish-

Lingette Slips -- 1.30 Lingette Bloomers - 69 e
Silk Jersey Petticoats
Worth $\$ 4.00$. Finest quality .. .. . $\$ 2.75$
Ensemble SUITS
New Ensemble Suits just opened. Now 25.00 that the warm weather is here, you and positively need your ensemble for $\mathbf{3 0 . 0 0}$
street wear. The ideal Summer Suit

Youths' First Long Pants Suits
with one and two pairs of trousers. First Lons
 Engilish $h$ models s.ind swager Student Suits, su-
premely tailored. 9.98, 12.98, 14.50, 17.80 up to 24.00

Boys' Blue Sailor Suils 5.98 up to 8.50

Boys' Novelty Sports Suils 2.98, 3.98, 4.98, 5.98

Men's Pants Special | All sizes 3 to 7 . Splendid Work. |
| :--- |
| ing Trouser. Values to $\$ 3.00$. |
| 1.89 |



## Be "IN" On This Sale's Great Savings!!

Choose from the Largest and Most Complete Stocks in St. John's! five low Price groups:

Savings of 5.00 to $\mathbf{1 5 . 0 0}$
Volume 'Business and Small Individual Profits-These are the dominant reasons for our Lower Prices, and incidentally the GREATEST CLOTHING BUSINESS IN NEWFOUNDLAND !

Worsteds, Cassimeres, Cheviots, Diagonals, English
Weaves, Collegiate Models, Conservative Models
"With a Blue Serge Suit, a man is always well dressed." The most complete range of BLUE SERGE SUITS-Blue Suits that stay Blue-or your money cheerfully refunded. Serge Suits \$17, 22, 27, 35, 40, 45, 50

| Stout | OUT TH |
| :---: | :---: |
| Men! | MENS ${ }^{\text {a }}$ |
| Stin | COATS ${ }_{\substack { \text { che } \\ \begin{subarray}{c}{18.50{ \text { che } \\ \begin{subarray} { c } { 1 8 . 5 0 } } \\{18.75}\end{subarray}}$ |

## LONDON, NEW YORK AND PARIS ASSOCIATION OF FASHION

LOOK! MOTHERS! WHAT THEBOYS' DEPARTMENT HAS FOR YOU! 800
Boys' WashSuits
 $\begin{aligned} & \text { better } \\ & \text { kind. }\end{aligned} \quad$ will cost 50
per cent. mora BUY YOUR BOYS SUMMER NEEDS AND SAVE!
Small Boys' Khaki Play Suits


## Men's Shirts

## Negligee

 Fine Percalesand Madras; fine Two Shirts and Madras; fine
Dress Shirts, Dress shirts,
all sizes from
14 to 17 No Mail, Phone
or C.O.D. Order
Shop early! 14 to 17 .

## MOTHERS! JUST LOOK! EXTRAORDINARY VALUES! <br>  <br> CLOTHING!

A wonderful array of New Spring and Summer Boys' 1 \& 2 Pants Suits
Some with straight knee pants; others Knicker $\begin{array}{llll}7^{.98} & 9.98 & 12^{.98} & 14^{.50}\end{array}$ 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 other store.

## The Deeated sulp.

 short while the smack mas close to
 Showing the Greatest Values on the Street --In New Summer Goods at Special Sale Prices, for FRIDAY, SATURDAY \& MONDAY.

## FIVE BIG SPECIALS

## IN WVINDOVV HANGINGS

WHITE LACE CURTAINS two big values $\$ 1.49$ and $\$ 1.79$ Pair.

500 YARDS
OF WHITE and CREAM SCRIM 17c. Yard.

CURTAIN NETS TWO SPECIALS.
36 inch White 46 inch Cream The Yard 29c. The Yard 48 c .

|  |  | $\begin{aligned} & 2 \text { Yards } \\ & \text { WDE } \end{aligned}$ |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| ENGLINH |  | WIDE |  |  |  |

## SUPERIOR VALUES <br> Men's Hats \& Caps

Men's Eastern Maritime and
Cooper Brand Caps.
Prices .. ... . $\$ 1.15$ to $\$ 3.60$ each

MEN'S STRAWS
Extra light weight and easy fitting. $\$ 1.49$ to $\$ 2.75$ each

## Warm Weather Togs For Boys

Smartly Trimmed Linen Suits for little Boys to fit from 2 to 6 yearsRanging. . .. .. .. $\$ 1.15$ to $\$ 1.98$ each BOYS LINEN HATS
In assorted colours. Priced for this Sale BOYS' TWEED HATS, extra good value BOYS' TWEED CAPS, from

## New

Hosiery Values
LADIES' BLACK \& TAN HOSE A Marshall Special

LADIES' MARL HOSE in Black and Fawn mixtures.

LADIES' BLACK SILK HOSE Extra Special
. .49c. pair

## ENGLISH WALL PAPERS <br> $\$ 1.50$ Pie

## Ladies' Handkerchiefs




## Millinery Department

This Department with its fully qualified and talented workers, is at all times at your ser-
vice with suggestions for a made-to-order Hat that will reflect individuality and distinction, at
lowest prices possible, at usual high standard

## SHOWROOM

LADIES' FINE SUMMER VESTS. CHILD'S and MISSES' VESTS
$\qquad$
 Tor ockion thares been toul piak:
 ment



Dress Goods

GINGHAMS \& CHAMBRAYS For this Sale 19c. yard
AT WEEK-END PRICES

## COTTON SERGES

In assorted shades.
A Big offer.
26c. and 31c. yard

Special Values, from
LADIES' GINGHAM DRESSES
LADIES' SLLK KNITTED SCARFS
LADIES' SUMMER SWEATERS
LADIES' SILK OVER-BLOUSES

## Mlawhide Onos

.25 c . to 45 c . each. . $\$ 1.35$ each. $\$ 1.55$ to $\$ 6.00$ each. $\$ 3.80$ to $\$ 10.00$ each $\$ 3.00$ to $\$ 8.50$ each

New
Glove Values
LADIES' WHITE FABRIC Exceptional value .. .. .. .. .. .. .. 29 c . pair LADIES' COL'D. SUEDE GAUNTLETS In Fawn, Grey, Brown, Taupe, etc., with fancy trimmed wrists. Our Prices, 55c. to $\$ 1.25$ pair CHILDREN'S GLOVES In fine Suede finish. Shades of Fawn, Grey
and White .. ...... .. .. .. . . . . .25c. pair

CANADIAN WALL PAPERS 17c. to 22c. Piece
Yound

## Goods

COLOURED LINENS Long Lengths.
white shirtings Large Pieces.
plain \& Fancy sateens COL'd. Fleece calico TURKISH TOWELS
blay calico, percales, FLETTES, ETC.


## New Goods To-Day, <br> June 26th

SYLMAR RIPE OLIVES-702. Botlles. BAKER'S PREMIER CHOCOLATEKELLOGG'S COOKED BRAN -
 SANITARIUM COOKED BRANKELLOGG'S KRUMBLED BRAN-FRESH HATMBed
Iovers of This turty

| LOCAL TURNIPS LOCAL TURNIP TOPS LOCAL LETTUCE | TABLE PLUMS. FRESH TOMATOES CUCUMBERS |
| :---: | :---: |

## C. P. EAGAN



## 


India's Religious
and Social Problems AIPival of New Furness, Whlly LiPer Maiden Voyage of 5 1-2 Days


Urge Aholition of the Postof Governor General $\left.\right|_{\text {Hes }} ^{\text {Ren }}$



## Nivi

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MILIEY'S mióconsers 1.49
 $\qquad$

| LADIES SUMMER BLOOMERS |
| :---: |
| $45 \mathrm{E} \quad$in Pink and White. <br> Garment $\ldots . . . . . . . . . . . . . . . . . . . ~$ |


| MISSES' <br> Summer VESTS <br> in fine Jersey rib. Garment $\qquad$ |
| :---: |
|  |  |
|  |  |


vo alike in this lot.


## Ladies

## Ratine Suits

2 PIECES
In Rose, Saxe, Canary, Mauve, Emerald and
Fawn. Cool wear for Summer days.
Correct Dress for Summer vacations. Ideal for pienics and 3.49
tiondoor sport wear .......


## LADIES FINE JERSEY RIB Wests Wing Sleeve

LADIES'
Summer VESTS 19 c

## \&S. MILLEY, Limited $\$$

Natw
Cream SERGE Sport SKIRTS 2.49




(Not Tinned Inside)
No. $8 \$ 1.75$ No. $7 \$ 1.65$

Wm. J. Clouston 187 Water St. 0000000000000000000000006


An Unseen Companion
 $=5=4=5$
Stafford's Prescription A


 used as to its merits, we can recommend it to any
suffere of IIdigestion if it faiss to give you any
relief we REFUUD. YOU YOUR MONEY. FOR SALE EVERYWHERE.
TRIAL SIZE
.30c.
FAMILY SIZE ..n .an .................. 60 c .
DR. F, STAFFORD \& SON Chemists \& Druggiets.


 $\$ 2,000$ FOR ONLY $\$ 10.00$
U.S. FIDEUTY \& GUARANTY CO



## Open-to-All <br> SNAPSHOT COUPETITION

Five Prizes offered for the Best Snaps taken from
Jume 22nd to July 22nd
The Kodak Store is offering Five Prizes
First Prize .. ..... . $\$ 10.00$ Gold Piece
Second Prize . . . . . $\$ 5.00$ Gold Piece
Third, Fourth \& Fifth Priz
3 No. 2 Box Brownies.


 purchase ion


TOOTONS, The Kodak Store

## 100000010000000000000000002000000000 <br> Strang's

THE SHOP ON THE CORNER
Ladies' and Gentlemen's Tailoring and Furnishings
YOU ALL KNOW OF OUR UNEXCELLED REPUTATION FOR MATERIAL AND FITTI In addition we would like you to call and inspect our ..... from 87.00 to 815.00 LADIES' GOLF HOLE Ladies' silk stockings
 CAPS-Very Latest $\begin{array}{ll}\text { Irom } & 8250 \\ \text { from } & 3.250 \\ \text { to } & 3.50 \\ 3.75\end{array}$ HATS-Felt Hats, Straw Hats and Bowler Hats -all latest. SHIRTS-English Broadclath (Genine) " "The Lincoln" Oxford, guaranteed fadeeses, 2 Soft Collars to match.
All Shirs
m TIES of Superior Makes only … .......from 81.50 to 2.50 Specializing the "NEW FELIDIAN TIE," Etc., Etc.

## Strang's <br> THE SHOP ON THE CORNER



ON naps 2nd

## BOWRING'S GROCERY DEPARTMENT

 "PHONE FOR FOOD" ITs The berter waf.RING 1870.


JUST ARRIVED
tore

## 罗|

- BOWRING'S DRAPERY DEPT.


| 58c. yard. <br> LIGHT CHECK RATINES <br> This week we are making a special display of ours. Don't miss this opportunity. They are al most as cheap as Gingham, are washable, and will Clearing at |  |
| :---: | :---: |
|  |  |
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|  |  |

## INDIAN HEAD COTTON

 Many women choosestais material who desirehard-wearin and pood washing hard-wearing and goo washing qualities . Home
hervers will find many uses or it Colours: Pink servers will find many uses for it. Colours: Pinks

Saxe, Fawn and White. | Saxe, rawn and |
| :--- |
| PRICE |
| White |

-Colors
55c. yard

## d

PAISLEY CREPES
We are now shersing seme very dainty paterens
and



summer weight velour coating Just-two pieees only of this beautiful material in Fawn and Light Grey. Very, finely woven, 48 inches wide.

## $\$ 3.90$ yard.

## LADIES' SLLK HOSE <br> Very special lot just opened.

Job Line, all colours .. . . . . . . . . . . . . . 50 c. pr.
Women's Art Silk Hose . . . . . . .
Brown Silk Hose, Check Patterns . . . .85c. pr. Brown Silk Hose, Check Patterns ... . .85c. pr Silk and Wool Hose .. :. ..90c. and $\$ 1.20$ pr.

## LADIES' COTTON and LISLE HOSE

Colored Cotton Heather Hose ..27c. \& 35c. pr. Black Summer weight Hose,35, 38, 45, 63c. pr. Black Lisle Hose .. .. . . . . . . . .90.. to $\$ 1.80$ pr.
Black Cashmere Hose .. .. . Black Cashmere Hose .. .......90c. to $\$ 1.80 \mathrm{pr}$.
Infants' Summer Socks, white, with coloured Infants' Summer Socks, white, with coloured
tops . ... .. .. . . . .............23c. \& 25 c. pr. tops . . . . . . . . . . . . . . . . . . 23c. \& 25 c . pr.
Children's Coloured Socks. . . . 27, 40 , 43c. pr.

INFANTS' RUBBER PANTS 30, 35, 38c. pair.

## BOWRING'S

HARDWARE DEPT.

## ENGLISH BABY CARRIAGES

Help along the Child Wolfare movement by giving baby all the fresh air and sunlight poosible. Those strongly built English Carriages offer you the best means of doing so. The welloffer you the best means of doing so. The well-
upholstered body, strong rubber tired wheels, reversible hood and leather lap screen make these carriages a delight to any mother.
$\$ 45.00 \$ 47.00 \quad \$ 50.00$ each


GENTS' ENGLISH BICYCLES
New Shipment $\$ 55.00$ ea.

Folding Camp Stretcher Folding Camp Chairs
Steel Frame Verandah Hammocks.. .8 .00 ea.
.1 .80 ea. Lammocks.
$6.00 \& 9.00$ ea.
... .2 .00 ea.

## BOVVRING BROTHERS, LTD.



Loosely Coupled titen bi join m. chatros.














000003000000000000000 Na SMALLWOOD'S SPECIALS!
MEN'S BOOTS $\$ 4.50$ pair
Leather Insoles. Black and Tan Leathers.


Also Men's Black and Tan Skuffer Shoes. Ideal Summer Shoe- $\$ 4.00$ pair

## F. SMALLWOOD <br> 218 \& 220 WATER STREET

 $30 v e r o c e 00000500000$
the evening telegram, st. Johns, newroundland, June 26 , 1325-18



## No Ground for Complaints



WHEN THE COFFEE IS MADE
WITH Lipton's Celebunted Essince Coffee \& Chicory



 Baly Carriages

 THE LIVERPOOL \& LONDON \& GLOBE INSURANCE COMPANY, LTD.
has the largest net fire surplus of any
COMPANY IN THE WORLD
and the security it offers is the very best that can be
purchased. Insist on getting the best. The price is
purchased. Insist on getting the best. The price is
the same as you pay for inferior srotetion This
Company's reputation for prompt and liberal settle
Company's reputation for prompt and liberal. settle-
ment of losses accounts in measure for the universal
demand for its policies.
BOWRING BROTHERS, LIMITED.


## Your Efficiencty

In all business affairs will be immeasurably enhanced if you are conscious that your clothes are absolutely correct. Tailo
vative American Tailor way
W. P. Shortall
the amezicax tamor.


DULEY'S WEDDING PRESENTS

PRESENTATION GIFTS.
 lass. Every piece is of the best material deeigns:
Cruets
Cruets, Marmalade
Fruits, Bows, Salad Bowls,
Sugar Dishes
Dishes
Butter Dish
Dish-; s. Cake Standse Dither , and ter Dise Salvers, reatese Entree Dishes, etc.
We invite you to call 'or write for
T. J. DULEY \& CO., LIMITED. The Reliable Jewellers \& Opticians, "GIFTS THAT LAST."


## MATCHLESS

The Paint of Quality
tans,ter

Susu Shipping Co., Ltd.

## FOGO MALL SERTVICE

Ther S.S. SUSU sails on Tuesday next, June 30th, Cataina, Port Union, Greenspond, Valleyfild,




CREATING A NEW STANDARD INFOUR CYLINDER CARS.

Announcing the new CHRYSLER FOLR


Fiurther partieulars will be published as


Marshall's Garage

has the same fine appearance as the six.

For Sale!
1 5-Passenger Overland Car

MODEL 85
In Running Order
Franklin's Agencies, Limited



Nild. Gevernment Railway


Red CrossLine
NEW YORK. HALIFAX. ST. JOHN'S
 FREIGHT SERVICE.
MONTREAL TO ST. JOHN'S. SAILINGS FOR JUNE.

$$
\begin{aligned}
& \text { S.S. "CEUTA" will leave Monteral June 20th, anc } \\
& \text { Chariotetown Jume } 24 \text { the for St. Johns, NAd. }
\end{aligned}
$$


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