



## The Broadway's Broadcasting SALE

Emphasizing the Broadway Store as an Institution of Trustworthy Service to St. John's
 Saturday the sixth day of this Great Sale, brings further startling values. It is teeming with interest in fresh, new, late Spring and Summer merchandise, purchased under the most favourable circumstances as regards selection and price. Those conversant with values will be first to appreciate the offerings on these pages.


Here's the "Loul Spaaker," Saturidy--460 Coloritul Trimmed HATS, 4.75

FASHION HERSELF "ANNOUNCES"
100 Beaufifu nilk Diesices
VALUES TO \$ $\$$ f5.00.



FOR AFTERNOON AND INFORMAL DANCES.


## "TRANSMITTED" FROM FAMOUS DESIGNERS

7 New Noncavidicuara
(ONE OF A KIND)


AUDIBLE" TO BUSY WOMEN!

## FINE SILK AND SATIN SKIRTS

VALUES TO $\$ 9.00$




Mothers! Listen In' on These. Children's Wool CAPES


HIGHER VOLTAGE' OFFERING
Women's Silk HOSE
"True in" on thes rict sili, stockings,

"Top 0' The Programme" To-Morrow!

## Encembas audse

### 835.00 To 839.50 valubs.



Assorted
sEADES.
25.98
assorted
sIzs.
WHEN THE COUNTRY CALLS YOU DURING THE WARM WEATHER!
Jersey Pullover Suits
$\qquad$

The BROADWAY HOUSE of FASHION
"A STORE FOR EVERYBODY"


| "Transmitting" Direct to Mothers! |
| :---: |
| To-morrow | Children'sDay

 COATS $6^{2}=6$ Childrenn's HaTs

"TUNE IN" ON THESE FINE Children's Dresses



## NOW ON! OUR GREAT

# BROADCASTING 

EXTRA "SPECIAL"
Men's Working SHIRTS


TI Saturday makes delivery of a series of offerings entirely new to this sale-values almost surpassing belief. We thave made our sale purchases with extreme care as to selections, suitability and seasonability. You may shop during this Sale with full confidence as to the reliability of the goods and of the lowest prices ever quoted during any sale. way 19 cts.

MEN! The Greatest Value in Good Clothes awaits you in this store during this great Sale
"Receive" These Two Great Values in

## MENS SPRIIIG SUITS <br>  

## "BRoancast to clear :

## Boys'

## Waterproof COATS

Don't miss this ropsing clean-up salel Heavy Rubber
Coating son strongest Cambirs, Coats with high turn-
up collars. Regular "Sou'wester". Hats to match each up collars. Regular "Sou'wester" Hats to match each
coat, making tit the most idealoutat for the reainy weather.
All guaranteed frst quality and waterproof.

$$
\begin{aligned}
& \text { Al guaranteed first quality and waterproof. } \\
& \text { 5 } 5.94 \text { 푼 }
\end{aligned}
$$

WELL WORTH "RECEIVING"

## 120 BOYs'

 SPRING SUITS Another instance of how our buying organization seeksout tplums for yout Made of ail Wool Tweeds in
ond out "plums" for youl Made of ail Loo tweeds ind
and Light shades with Coats made in Norfolk styls with
patch pockets and belt all around and Pants fully lined.

$$
9.84
$$

Values
to
$\$ 16.50$

Look at these Values if Savings means anything to you-Take advantage of these Specials at new Low Prices Boys' Golf Hose/Men's Linen Collars Boys' Slegping Suits Auto DriversGauntlets vaivers to stop


जixn: "usten ine on thise great values in Men's Hine Nitics

values to ss.op


10 clorer, workmanstip and satifaction.


BOYS! "TUNE IN" FOR THESE Boys' Single COATS Co

$$
\begin{gathered}
\text { Vatese } \\
\text { stoo } \\
\text { stoo }
\end{gathered}
$$

men! boys! "Charged with value" these
Fine
Men's and Boys' CAPS



|  |
| :---: |
|  |  |


THO BRDADWMY IDISE OF FADINH
"Special" Men's Garters
"A STORE FOR EVERYBODY!"






## EndicottJohnson Corporation OF NEW YORK!

## Largest Shoe Makes in the World!

 OUTPUT: 138,000 PAIRS OF SHOES DAILY !Having purchased a large number of Men's Fine Boots and Shoes; also Men's Tan Calf Heavy Sole Work
Boots, together with 1,000 Pairs of Boys' and Youths' Fine Solid Leather Boots in Black and also Tan LeaBoots, together with 1,000 Pairs of Boys and Youths' Fine Solid Leather Boots in Black and also an Lea-
thers at very favourable prices, we now offer you these Boots and Shoes for Men and Boys, at BARGAIN thers at
PRICES!

## Smaluodi's Sig Shoe Sde!!



EndicottiJohnson's Men's Work Boots, with rubber heels. This is a Sewed
Boot with two heavy soles running from toe to heel Price only $\$ 3.50$ the Pair

Smallwood's Grain Leather Pegged Boots Only $\$ 2.80$ the Pair.






Endicott Johnson' Men's Fine Dress Boots,

in Tan Calf and Soft fine Tan Kid Leathers | and $\$ 6.00$ the Pair. | $\$ 6.00$ and $\$ 6.50$ the Pair |
| :--- | :--- | BE COOL! Endicott Johnson's Skuffer Shoes

$$
\begin{aligned}
& \text { for Men. } \\
& \text { In Black and also } \\
& \text { Tan Leathers for } \\
& \text { only } \\
& \$ 4.00
\end{aligned}
$$

This is a good fitting Low Rubber Heel Sh is flexible and makes walking a pleasure. Is
iused extensively by used extensively by motorists.
The Shoe with the Iron Chrome Sole! ENDICOTT JOHNSONS BOYS' BOOTS-The Boot with the Meat in it!
In Box Calf, Black Kid and Tan Calf, all fitted with rubber heels and good In Box Calf, Balack Kid and Tan Calf, all fitted with rubbe
solid leather soles. Price $\$ 3.40$ to $\$ 3.95$, according to size.


FOR COMFORT \& WEAR FOR COMFORT \& WEAR
Try a pair of Endicott JohnTry a pair of Endicott John-
son's Fine Black Kid Romeos, flexible sole and rubber heels; also in soft Dark

$$
\begin{aligned}
& \text { Tan Vici Kid. All one pric } \\
& \$ 3.75 \text { the Pair. }
\end{aligned}
$$



Endicott Johnson's Oxfords for Men $\$ 4.00,4.50,5.00,5.50,6.00,6.50$ the pair
The largest manufacture of Men's Low Shoes in the worlid Crepe Soles? Yes! We have them for Men, all honest footwear at lowest prices.

| SPECIAL! |  |
| :---: | :---: |
| 990 PAIRS WOMENS LOW SHOES | EXTRA SPECIAL! <br> 670 PAIRS WOMEN'S BOOTS <br> ONLY . . . . . . . . . . . . . $\$ 1.98$ <br> ONe pair |

No CHARGING!
NO APPROBATION!

##  <br> 218 WATER STREET. <br> \section*{}

Canton Escape
$\left.\right|_{\substack{\text { tortan } \\ \text { on-ar }\\}}$


 net Metbounvo Troc Commonveatr
 those in the conntro tato



## The Romance of

## Good Values <br> BOYS' WEAR

BOYS' WHITE
flannelette short pants Sizes to fit 4 to 17 years.

## Special $98{ }^{\mathrm{c}} \mathrm{pr}$. PRICE <br> STRAW HATS-Boater Style.

Special . . . . . . . . . . . . . . . . . . . . 59 c. and 1.30 each.

BATHING SUITS-Sizes 28 to 34 inch.

- Navy trimmed White.

BALBRIGGAN COMBINATIONS-
Sizes 34 to 44. Short sleeve and knee length ... 70c. Suit
WHITE FLANNELETTE SHIRTS-
Sizes $111 \frac{1}{2}$ to 14 inch neck
1.35 to 2.40

AND EVERYTHING REQUISITE FOR SUMMER WEAR.


## Westclox



A Westclox for your pocket


#### Abstract

A westclox watch in All Westclox are sturdily your pocket makes a constructed to stand hard good companion for the wear. They all keep good Were. Pocket Bend time and run for a long home. Pocket Ben and Glo- time. You can pick a WestBen match minutes with clox by the name on the Big Ben, Baby Ben and the dial, and the orange, buft other members of the West- and black tag tied to the clox family. . ring


WESTERV CLOCK COMPANY, LA SALLE, ILINOIS, U.S.A. A.

## 





## West of the Water Tower

Starring May McAvoy, Geo. Fawcett, Glen Hunter, Ernest Torrence.

## To-day at the Majestic

Doesn't side-step the truth in its revelation of what goes on in a small town. Made
from the novel that brought storms of praise from readers, clergymen and newspapers everywhere.
Recognized as the Big Picture Sensation of the year. A picturization of the most Recognized as theil of recent years. A pulsing story of reckless love and its con-
widely discussed nover
sequences. Wonderful Values! 4,000 Pairs : Four Thousand Pairs!! 4,000 Pairs Ladies' Low Shoes SMALLWOOD'S BIG SHOE SALE!'
the best time for a shoe sale is when the people need shoes - that TIME IS RIGHT NOW !


LADIES! This Sale is not a High Heel or Narrow Toe proposition. We have the styles and the heels and the sizes to fit you. Please note the prices-within the reach of every pocket-


## Munson Steamship Lines

 ST. JOHNS, N.F.-HALIFAX-BOSTON Fast Pasesenger nad freight Sericice S. S. "MUNEASTERN"| From Boston | ${ }_{\text {il }}{ }^{\text {a }}$ St |
| :---: | :---: |
| July 3rd | .. . July 8th |
| July 15th | July 20th |
| July 25th | July 30th |

A. E. HICKMAN, CO., LTD.
nime


Ladies' black kid 1-STRAP SHOE, Rubber Heel, for
LADIES' BLACK KID 2 -STRAP SHOE, Medium or Cuban Hee
LADIES' BLACK KID, FANCY SALLY STRAP, Medium Heel
LADIES' TAN KID, LACE, Cuban or Low Heel
LADIES' PATENT LEATHER 2 -STRAP SHOE, Low or Medium Hee
LADIES' FANCY PATENT LEATHER, 1-STRAP and 2 . Also, 52 Style of FANCY PATENT LEATHER and KID -

## $\xrightarrow{\begin{array}{c}\text { F. Smallwood's Shoe Stores } \\ \text { water street }\end{array}}$ <br> F. Smallwood's Shoe Stores

Styles too numerous to mention. See our Display Windoy for up-to-the-minute SHOES at Low Prices. LADIES' GREY SUEDE SHOES, for
MEN'S BOOTS: 900 Pairs of MEN'S FINE KID BOOTS at Price. ............ . $\$ 3.75$ the Pair. MEN'S TAN BOOTS? All the new shades, for .. .. . . . . . $\$$. BOYS' BOOTS! Oh, Boys! Have you seen our new ones, with the Oak Soles, Black and Tan Leather, fitted
with Rubber Heels. $\$ 2.20$ the Pair. . $\$ 2.95$ the Pair. $\$ 2.95$ the Pair. $\$ 3.00$ the Pair. $\$ 3.50$ the Pair. $\$ 3.75$ the Pair.
Shoes! Footwear! Shoes! Slaughter SALE
BangGo Prices. Buy Here! Now Save!

| $\begin{gathered} \text { BOYS' GOODYEAR WELT } \\ \text { BOOTS . . .. .. ... } \$ 1.98 \\ \text { formerly } \$ 3.00 \end{gathered}$ | MEN'S TAN SUNDAY BOOT Now . . . . . . . . . . . . . $\$ 3.90$ | WORK BOOTS-Pegged and sewed. Special $\qquad$ $\$ 2.65$ |
| :---: | :---: | :---: |
| LADIES' BROWN LACE OXFORDS .. .. .. .. .. $\$ 1.98$ | LADIES'BROWN 1 \& 2 STRAP SHOES .. .. .. .. .. $\$ 1.95$ | LADIES' TAN CREPE SOLED OXFORDS. Special |
| Worth $\$ 2.50$ | Medium rubber heel and toe. | LADIES' PATENT LEATHER |
|  | OUR MOTTO:SMALL PROFIT. LARGE TURN-OVER. | Fancy cut outs, Cuban heel, medium toe $\qquad$ $\$ 3.39$ |
| Try the <br> "BOSTON" <br> first for <br> FOOTWEAR <br> Wholesale and Retail. | HE-MAN-VALUE! <br> Men's $\$ 7.50$ <br> TAN WELTED DRESS BOOT <br> Excellent quality <br> Now $\qquad$ $\$ 5.50$ | Buy your FOOTWEAR at the "BOSTON" and be assured of SATISFACTION. |
| LADIES GREY, WELTED BUCKSKIN SANDAL-Two Buckle .............. $\$ 3.50$ | MISSES STRAP SHOES <br> in Blue, Black and Patent. <br> Sale Price .. .. .. .. .. $\$ 1.79$ | LADIES' SHOES of the latest Tan shade, in Strap, Cleo-tie and Laced Brogue style- |

## The Boston Shoe Store Opp. Dicks \& Co. 246 Water Street

 $0 \times 00000000000000000000000000000 \times 000000000000000000000 \times 0$Our Dumb Animals


 Vests 25 cts

|  |
| :---: |
|  |  |


|  |  |
| :---: | :---: |
|  |  |

Livis sumarar momems $45 \mathrm{C} \underset{\substack{\text { in Pin } \\ \text { Garment }}}{ }$

## MISSES' <br> Summer VESTS



BOYS' SAILOR BLOUSES In Middy style and elastic at waist; assorted prices.

SHOP AT MILLEY'S


| SPORT HATS FOR VACATION WEAR COOL AND COMFORTABLE. |  |
| :---: | :---: |
| LADIES |  |
| FELT | PANAMA |
| SPORT SPORT |  |
| HATS HATS |  |
| 1.79 |  |
| CHILDREN'S |  |
| Straw Hats |  |
|  |  |
| Good servicable | 79 cts |
| CHILDRENS SILK CRIN |  |
| FIETS 1.49 |  |
|  |  |
| CHILDREN'S |  |
| Millinery |  |
| A style show of Hats in a wonderful assortment oistraws, newest shapes; also a full rangeLittle Boys Sailor Hats |  |

BOYS' LINEN HATS 35 cts




Dramatization by Gerald C. Duffy.
from the popular story by ethel m. dell.
Fate snatched her from the arms of a husband whom she did not love, and just as
suddenly brought him back into her life again! sudane bris gripping story of a masterful man and an independent woman.
It will entertain you, thrill you and give you something to think about. EXTRA ADDED ATTRACTION.
PATHE NEWS "MAN ABOUT TOWN"

MONDAY:-Agnes Ayres in "HER MARKET VALUE." The London Stage Success, by
Alfred Nordstrom.






EROSS-WORD PUZZLE






Sinf: Roor Pant bognt fom

Healthy kiddies never
tire of the happy Kellogg flavor! Oh, mother, it's good! They'll eat Kellogg's day after day.
 Criep fate hana a furorothrill for all. sarvo with malk or romem fret or preeerved fruit too. No

## all rataurant

## Relelogios

сомпимен
Makethis compaison!



## BATHING SUITS

For the Whole Family LADIES', MEN'S, BOYS', GIRLS'

LADIES' BATHING SUITS. Navy, trimmed White, with Skirt, 36 to $42 \ldots .$.
Black, trimmed Orange and Red, Skirt, 34 to 40 Black, trimmed Orange and Red, Skirt, 3
Black, trimmed White, Skirt, 38 and 40 .

Ladies' bathing shoes.
Canvas Bathing Boots, Laced
1.40 suit
.2 .00 suit
.2 .00 suit
.3 .50 suit
99c. pair
All Rubber Bathing Shoes
ladies' bathing caps. Assorted shades, Tam shape
Diving Caps, Tight fitting

MISSES' BAT Navy, trimmed White, Skirt 26 to $34 \ldots . .$. men's bathing suits. Sizes 34 to 4t 4. Nary and Black trimmed
with White and Red $. .1 .20,1.65,1.80$ suit boys' Bathing suits. BOYS BATHING SUTS.
Sizes 26 to 34 inch. Navy, assorted olour
rimmed ...........80. 1.60 , 1.80 suit


## MARSHALL'S-where the Bargains come fom

Additional Lines of New Goods have been brought forward for this Sale, in order to make an extensive showing for Our Sale Days, Friday, Saturday and Monday.

\section*{| Dress |
| :---: |
| Goods |
| Gon | Hundreds of yards of <br> Ginglianis Chambrays}



## Warners Rust:-Proof Corsets

 Rust, Break or Tear. BROCADED BRASSIERS Wonder Yalue Pink only. $\quad .45$ c. and 55 c , pr.

LADIES
ART SILK VESTS
\& STEP-INS
vESTS ....... $\$ 1.80$ ea.
STEP-INS . . $\quad . . . \$ 2.40$ ea.


NATURAL SHANTUN $\$ 1.10$ and $\$ 1.35$ yard. COL'D. SHANTUNG JAP SILKS
$\$ 1.80 \mathrm{yd}$. MERVE SILKS $\$ 2.20$ to $\$ 3.00$ yard TAFFETTAS $\$ 3.00 \mathrm{yd}$. SILK CANTON CREPE
$\$ 2.20$ to $\$ 3.10$ yard. $\$ 2.20$ to $\$ 3.10$ yard. FANCY CANTON $\$ 1.90$ yard.
Splendid Pound Goods

## Shirtings, Linens, Percales, Plain and Fancy Sateens,

 Plain and Fancy SateensBlay and Fleece Calis Towels, Flettes, etc.
PRICES RIGHT.

Priced for this Sale $\$ 3.00$ to $\$ 10.00$ each


BIG BARGAINS in Women's Misses' and Children's WHITE CANVAS FOOTWEAR

Floor Canvas and Linoleum<br>

## Boys' Linen Suits

In assorted colours and fancy trimmings. Just
the right quality suits for present warm weather

| In assorted colours and fancy trimmings. Just the right quality suits for present warm weather | With the present warm weather, everyone needs a Straw-and we are showing the very newest at |
| :---: | :---: |
| OUR PRICES | SPECIAL SALE PRICES. |
| 75 and $\$ 2.00$ | 9149 to |



SCRIMS

## in WHITE and CREAM marked for this Sale 17c. 20c. and 24 c . yd.

 WHITE CURTAINPOLES
feet long .....17c. each SASH RODS 7c. and 10c. each. SPRING BLINDS First qualities. In Cream and Green, fittings ( 1 included. Plain ...........90c. ea
HEARTH RUGS
In various gradeś, showing
many new and attractive patterns. Our prices for
$\begin{array}{lll}\$ 1.50 & \$ 1.80 & \$ 2.55\end{array}$ $\$ 3.30$ up to $\$ 8.00$ ea


## Charming Ladies Trathasy mee Three movers ton

 Maribly mois There movers ton
## MENS UNDERWEAR

## Fine balbriga Extra quality

Only 72c. Garment

## SPECIAL

VAUIE RUNNERS



| U. S. |
| :---: |
| Un-Surpassed |
| Marine |
| Flake Cut |
| TOBACCO |
| For Pipe and |
| Cigarettes. |
| J. J. ROSSITER. |

## No Ground for Complaints



WHEN THE COFFEE IS MADE
WITH Lipton's Calbinated Essencer

Coffee \& Chicory

 Ask your grocer for a Botile of LIPTON'S COFFEE
ESSENCE to-day.

Tower's Waterproof Suits should be a part of your outpit They are made for you,-the men who wear them every day. Roomy, comfort.
able and thoroughly oiled to give you servicable wear.
TOWERTS A. J. TOWER CO


| 500000000000000000000000 |  |
| :---: | :---: |
|  | $0000000000000000000000000{ }^{2}$ |
| Best American Screened LUMP COAL. | GERMAN BONDS! |
| Sent Home. |  |
| CASFIN \& CO. Ltd. |  |
| Phone lout | BERNARD D. PARSONS |
| 2000006000000000000000000 | , |
|  |  |



## Mosquitol

An thout preation firide nie of WE RECOMMEND IT WE GUARANTEE IT because we have tried it out and found it the
best we have ever used. It does not dry off becase we have ever used. It does not dry off
guickly as most Mosquito Preparations do. Quick as
When you visit the country or go on a Trouting
Excursion take a bottle of MosquitoL and you need have no fear of mosquitoes troubling you need

## Two Sizes

20 and 30 c per bottle For sale in Outports at most general stores,
and in the City at

Dr. E. Stafford \& Son,
triatre mut at watre st. wbis

| 0000000030020000000020000 <br> Does Your Husband Look Seedy? <br> Put him inside one of our $\$ 1.50$ Negligee Shirts, collar <br> him with a Collar that suits him, tie him up with a <br> our latest and stylish Caps. Then he'll look like a lover <br> again. <br> DRESS ECONOMICALLY AND WELL: <br> Just visit one of our Stores and get our prices. <br> Spurrell the Tailor, <br> 365 Water St. Grand Falls. 240 Duckworth St. <br> Send for Samples and measuring forms if you live of town. $\qquad$ <br> WE HAVE JUST RECEIVED A LARGE AND <br> Baby Carriages <br> Let your baby be as happy as a lark, cosey and snug, smiling up at you from the soft comforts of our Beau- tiful Carriages. <br> POPE'S Furniture Show Rooms Wholesale \& Retail WALDEGRAVE AND GEORGE STS., ST. JOHN'S. $\qquad$ <br> GERMAN BONDS! <br> Any one desiring to purchase German and Austrian Securities, may buy same at greatly reduced prices than recently advertised by foreign firms. prices than recently advertised Particulars on application. <br> BERNARD D. PARSONS INVESTMENT BROKER. |
| :---: |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |



In all business affairs will be immeasurably enhanced if you are conscious that your clothes vative American Tallor way, vative American Tailor way,
W. P. Shortall

 For Sale !
1 5-Passenger Overland Car MODEL 85 In Running Order
Franklin's Agencies. Limited

E

Some men are content with being covered,
no matter how cheap the appearance. Others no mater how cheap the appearance. Others
are particular as to their dress, and maintain
the highest standards in material, cut and finish. From the selection of your material to the fin-
ist - garment it has our careful supervision iss- garment it has our careful supervision.
Careilly planned by cutters of experience, fit.
ted and shaped under their charge, followed by expert workersu who take a pride in their work,
these are the combinations of the garments at these are the combinations of the garments at
MAUNDER'S New goods continually ar-
riving. Samples, style sheets and self-measur riving. Samples, style sheets and self-measur-
ing cards sent to your address.
JOIIN MAUNDER, TALOR \& CLOTHIER,


