## FURTHER AUTOMOBILE ACCIDENTS

The number of Automobile Accidents, doing both injury to life and damage to property, is increasing daily. In many cases the auto owner cannot avoid these unfortunate occurrences, but whither to flame or not, he is invariably held responsible, and oiten called upon to pay large sums of money, far beyond the average man's ability. No owner, therefore, can afford to operate a car without the financia) backing of the Automo-
bile Policy. OUR Policy not only indemifies the Insured against loss from the liability imposed by law, but also provides for the Defence and all expenses of Court. The premium for this protection is but small. IISURE TO-DAY WITH TESSIER'S INSURANCE AGENCIES, WATER STREET.

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| motor car Saturday, July 4th, | SuburbanResidence |  |  |  |  | Emity |
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|  |  |  | "Is Some Little Bug Going to Get You Some Day"? ou believe it. |  |  | $=\mathrm{mzazm}$ |
|  |  |  |  |  |  |  |
|  |  | Regatta Committee. | Keen Safe with Fly-Tox |  |  |  |
| vTted To Purchase |  |  |  |  |  |  |
|  |  |  | $\begin{aligned} & \text { Kills 'em dead as a doornail. Keep a bottle in the } \\ & \text { house always and use it freely. Two sizes in stock, } 8 \\ & \text { and } 16 \text { oz. bottles. } \end{aligned}$ <br> and 16 oz . bottles. WHOLESALE \& RETAIL. | - |  |  |
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|  |  |  | W.\&eG. Rendell <br> WATER STREET Distributors. |  |  |  |
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|  |  |  | BERRIGAN, The lee King. |  |  |  |
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Rich goldien amber best describes the pure translucent appearance of Red Label "SATADA"TEA

This means the leaf is clean and fresh and that you
Salada has the largest sale of any tea in Canada and the Inited States

Ask Your Grocer




2,000-Year-Old Bread


Healthful - Delicious-Economical
KIA-ORA
LEMON SQUASH


Because it is really made from fresh Lemon juice and cane sugar: What can be bettor?

The economy of 24 to 30 glasses of Lemon Squash or Lemonade from one bottle is preparation is required.

KIA-ORA has many useek: Just add cold water and you have a delectable table beverage. Add sods water if a sparkling drink Is preferred. KAA-OHAN A. Amply good for
 Sold by allisood stores
$\qquad$ $=\mathrm{man}$
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KIELLEY'S DRUG STORE

SPECIALS:
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Water Street East

Dodge Brothers
Set New Rec





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Prescription

 bring it to
PETER O'MARA,
THE REXALL STORE

## REAL ESTATE.





 FRED J. ROIL \& CO


Bandits Dispersed

## Near Hong Kong by British Patrol Boals



## 24

How to Retain Fu! Tea-Flavor
t breakfast,lunch or "tea-time" a vecil brewed cup of your favorite tea served with Carnation Milk will be thoroughly enjoyed. To retain the full fine flavor of the tea, dilute Carnation Milk with three parts water. Carnation is just pure, fresh milk, evaporated to double richness, kept safe by sterilization. Conve-nient-get it from your grocer. Economical-it keeps indefinitely in the can and for several days when opened-none is wasted. Order several tall ( 16 oz .) cans or by the case of 48 cans.

## Bishop Clothes

## Wed to Style and Wear.

What satisfaction there is in long wear and no repair! Bishops give just that satisfaction.

As for STYLE! There's Smart Snappy Style in every Bishop made garment. Cut by Experts and Custom Tailored throughout under our personal supervision.

# Suits to Measure  

LOSEND FOR PATTERNS.
'Phone 250
P. O. Box 920

## BON MARCHE


THE CHEAPEST STORE IN TOWN!


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$\underbrace{200}_{\text {WATER STREET. STJOHNS }}$

## GERMAN BONDS:

Any one desiring to purchase German and Aus.
trian Seceritites may buy same at traty reauced
prices than recently advertised by foreimn firms.
BERNARD D. PARSONS

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\begin{aligned}
& \text { Phone } 1731 \\
& 12 \text { Muir Bidg. }
\end{aligned}
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## Carnation Milk <br> "From Contented Cows" The Labei is Red and White. <br> Carnation Milk Products Co, I/mileed, Aylmer, Ontario.

# The Broadway＇s Broadcasting SALE 

Emphasizing the Broadway Store as an Institution of Trustworthy Service to St．John＇s

## ＂Flash＂Tea Aprons 

FRIDAY，the fifth day of this Great Sale，brings further starting values．It is teeming with interest in fresh，new，late Spring and Sum－ mer 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．
＂Extra＂Towels


## FASHION HERSELF＂ANNOUNCES＂ <br> 100 Beautiful Silk Dresses

VALUES TO $\$ 35.00$ ．
The greatest Dress Values we have been able to The erreatest Dress Values we have been able to offer in a long time．Here
they areo－Oreo one hundred，＂relayed＂from our most reputable makers． You may choose with perfect confidence in their styles，workmanship and
foish．Most of them are samples worth double this＂BROADCASTING

75 New Wonderful COATS
$20^{\circ}$
GAY FASHIONABLE COLOURS
＇HIGHER VOLTAGE OFFERING
Women＇s silk HOSE



## ＂Top 0＇The Programme＂To－Morrow ！ <br> EnsembleSuits

$\$ 35.00$ To $\$ 39.50$ valuuss
Stlied after the most favaured modes of the ensem－

$\underset{\substack{\text { ASSORTED } \\ \text { SHADES．}}}{ } 25.98 \underset{\substack{\text { ASSORTED } \\ \text { SIZES．}}}{ }$
6.50 \＆ 8.00 Mid －season and Summer Styles


FOR＇AFTERNOON AND TNFORMAL DANCES．



## ＂AUDIBLE＂TO BUSY WOMEN！ <br> FINE SILK AND SATIN SKIRTS <br> VALUES To s9．00．





| Mothers ！＇Listen In＇on Thes Children＇s Wool CAPES <br> Beautiful all－Wool Capes for children of 4 to 10 broidered．A wonder broidere |
| :---: |
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The BROADWAY HOUSE of FASHON
＂A STORE FOR EVERYBODY＂
Pullover Suits


WHEN THE COUNTRY CALLS YOU DURING THE WARM WEATHER！ Jersey

Bionde，Chukker Brown，Green，Powder－Blue，Rust， Orchid， Br
of colors．
＂TRANSMITTED＂FROM FAMOUS DESIGNERS
Orchid，Brown，Cocoa，Navy，Black and combinations
＂Transmitting＂Direct to Mothers！ To－morrow Children＇s Day
 new clothes at out－0f－the－ordinary savings． A．Ages 8 t to 14 atis made ip

＂TUNE IN＂ON THESE FINE Children＇s Dresses

# BROADCASTING 

EXTRA＂SPECIAL＂

Men＇s Working SHIRTS   1.09

F FRIDAY makes delivery of a series of offerings entirely new to this sale－values almost surpassing belief．We have made our sale purchases with extreme care as to selections，suitabil－ ity 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 dur－ ing any sale．
son MHN！ The Greatest Value in Good Clothes awaits you in this store during this great Sale ＂Receive＂These Two Great Values in

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## ＂BROADCAST＂TO CLEAR ！ <br> Boys＇ <br> Waturroof COATS


 coat making it the most ideal outht for the
All guaranteed first quality and waterproof．

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5.94
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WELL WORTH＂RECEIVI
120 Boys SPRING SUITS Another instance of how our buying organization seeks
out＂plums＂for you！Made of all Wol Tweeds in and Light shar you！Madt Moate of all Wool Tweeds in in Nark
patch pockets and belt all around and Ponts．style
with

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＇Sleeping Suits，Autiodivers Gauntlets 

## men：＂Listen in＂on these great values in Men＇s <br> H1Re NHITIS <br> vaLues to 33.00


$1 \underset{\substack{\text { sirase } \\ \text { Sive } \\ \text { Ito } \\ \text { Band }}}{29}$

1.89
again

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

$=1.77$＝

MEN！BOYS！＂CHARGED WITH VALUE＂THESE：

## Fine

Men＇s and Boys＇CAPS
VALUES TO $\$ 2.75$


Don＇t let the lowness of these prices
mislead you，as there are Caps in these

two groups worth as high as | as we．75，but |
| :--- |
| values，we ang are offestablish a record in in them at these |

low prices．

Men＇s Sport Coat Sweaters

Sweater for out－of－
doors wear．Made of
all Wool in colors of of
Grey and Fawn，in all
The BROADWAY HOUSE of FASHION
＂A STORE FOR EVERYBODY！＂
＂Special＂Men＇s Garters


## Coro burate＂Trimmed＂

## 

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The evening tellegram, st. johivs, NEWFOUNDIAND, JULY 2, 1925-6

from the popular story by ethel m. dell.
 See this gripping story of a masterful man and an independent woman.
It will entertain you, thrill you and give you something to to think abouth



63 SIDES WILSONS LOCAL SMOKED BACON
rice 42c. by Side. 45c. Ib. 70 WILSON'S CHOICE PICNIC HAMS Just the thing for boifing. Price .....27c. ${ }^{\text {lb }}$. FINEST QUALITY BOILED HAM

## ,

## G. Knowing, Ltd.

## 'You Can't Cod Me'

 GENUINE FRENCH SPLITTING KNIVES35c. and 50c. EACH.
pectal price to jobbers.
W. \& G. Rendell

## TENDERS.



## 



# The ROYAL STORES 

## Annual June-July

 SALE OF WHITE
## Comes to an End on Saturday

Hundreds of people have expressed their approval of the splendid values obtainable during this great sale. If you have not yet taken this opportunity to secure your needs for summer and vacation wear, be advised-let nothing detain you from visiting this store Friday and Saturday.
everything white at sale prices.



| Bed <br> Linen <br> Values |
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Just Folks.

## $\sqrt{\left(\sum^{2}-3\right)}$ 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
$15^{.00} 20^{.00}$ $34^{.75} 29.80$

Worsteds, Cassimeres, Cheviots, Diagonals, English 35.00

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

## Stout Men!

 STOUT MENS SUITS Sizes 42 to 50. $\$ 19.50, \$ 25, \$ 35, \$ 39$ STOUT MEN'S TOP COATS \$18.50, \$25, \$30, \$35OUT THEY G0!
ALI MENS SPRING COATS
A large variety to choose from-roomy, com-
fortable Coats, that give a feeling and look of fortable Coats, that give a feeling and look of "just right." Reduced 30 to 50 for quiek clear14.50 18.75 23.00 26.00

## LONDON, NEW YORK AND PARIS ASSOCIATION OF FASHION

Lower Taxi Fares

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By EDCAR GUEST. ,omato an herib on mampy mo
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 Health of the Workers






I
 wis 1.79 but pori bors sumair nems AND SAVE!
Small Boys' Khaki Play Suits
 Men's Shirts

## Negligee

 Fine Percales -98c to a customer.No Mail, 'Phone
or C.0.D.Order
Shop early!
or
MOTHERS! JUST LOOK! EXTRAORDINARY VALUES! BOY' CLOTHING! A wonderful array of New Spring and Summer
Suits bought especially for this Sale. 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.



## BOWRING'S

HARDWARE DEPT.

70c. ${ }^{\text {tin- }}$
60 c . RED GOOSEBERRY GREEN GOOSEBERRY GREÉN PLUM RED PLUM GREENGAGE CHIVERS' Celebrated English Jams
in 2-POUND TINS.
New Shipment just arrived. STRAWBERRY


TAKE A
"LILY" PICNIC PACKAGE when you go in the country; contains Table Cloth, Napkins, Plates, Spoons, Cups, etc. . 45 c. per pkg.



PAINT UP and Keep on PAINTING!
until your house is finished inside and out. There is no

## BRANDRAMHENDERSONS

WHITE DRESS BOWS . . . . . . . 23c. 28c. 38c. each
must be seen to be appreciated. Al the season's mose stryplish sithades. are
shown in Flowing end and Knitted
then
 and White Dress Bows
COLOURED SILK TIES 25c. 45c. 65c. 90c. \$1.20, 81.30 each. COLD. SLL K KNITTED TIES Large assortment from
25c. up. BLACK SILK TIES BLACK SILK BOWS .

| MENS WHITE TENNIS SHOES |
| :--- |
| With Crepe Soles ............... 44.00 pair. | $\square$ TT

BROTHERS, LTD.


An Opportunity to Earn

## $375 \%$ PROFIT

ITALIAN GOVERNMENT 5\% BONDS $\star$ With an Attractive Interest Yield
 Montitan
































Arrived by Digby


## Do You Remember Manslaughtiter?

## It was timely and some

 Picture.It was about a question of the day.
Well then here is such another

## SEE IT BY ALL MEANS

## The Popular Star т т-...Rorow.









Conflict of Wills
Theme of Feature








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 Confaneration life.


Lord Beaverbrook to Visit Montreal


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Twenty Thousand Dollars worth of Goods to be sold at LESS THAN HALF PRICE. COMMENCING JULY 2nd-FOR ONE WEEK ONLY. This Sale will give you an opportunity for purchashing your goods for much less than you can buy elsewhere. COME EARLY!

| LADIES' STREET DRESSES in Gingham and Voiles, from $\$ 1.90 \text { up }$ | 'ADIES' BRASSIERES <br> 15. 2 for 25 c. |
| :---: | :---: |
| LADIES' PRINCESS SLIPS <br> Sateen. Colours: Pink, Lavender, Grey, White, Navy and Black. | SUMMER NIGHTGOWNS from $\$ 1.25$ to $\$ 1.50$ |
| LADIES' SUMMER UNDERWEAR | LADIES' SKIRTS <br> Baronet Satin, Black and White only |
| Fancy Crepes $\mathbf{\$ 1 . 5 0}$ | MISSES' and LADIES' SKIRTS in Serges and Crepes. $\begin{gathered}\text { Colours: } \\ \text { Black, }\end{gathered} \$ 4.50$ Grey, Brick, Navy and |
| LADIES' SUMMER UNDERWEAR |  |
| with Straps 15 c . each. 2 for 25c. | HATS! HATS: HATS: |
| MISSES AND LADIES OVER-BLOUSES with Peter Pan Collar and Cuffs, in Organdie and Broadcloth. Colours: White and Cream, from $\$ 1.25$ up to $\$ 2.00$ | SPORT and SUMMER DRESS HATS from $\$ 2.90$ to $\$ 6.50$ |

All Our Party Dresses in Canton Crepes, Crepe-de-Chenes and Serges; Costumes and Spring Coats are Reduced accordingly

## In Our Men's Department <br> ONE HUNDRED MEN'S TWEED SUITS <br> with Fancy Buckle.



NAVY BLUE SERGE SUITS
from $\$ 16.50$ up to $\$ 23.50$ No. 1 Quality.

## MEN'S PANTS

English Iweeds, from $\$ 1.90$ up to $\$ 3.90$
MENS OVERALLS


MENS RAIN COATS
Regular Price, 88.00 Sale Price
MEN'S SUMMER SOX
Colour: Khaki. Only 15 c pair. 2 pairs for 25 c . sox-Assorted Colours, 20 c . pair. 3 pairs for 50 c .

MEN'S SUMMER BALBRIGGAN IINDERWEAR 60c. Garment.

in Fawn and Grey. Very latest style and best of quality. Regular $\$ 3.50$ Sale Price .. .. .. . . . . . . . . . . . .. . $\$ 2.20$ PROMIT ATTENTION GIVEN TO ALL MALL ORDERS. If C.O.D. FOR THIS SALE ACCEPTED!

## 252 WATER ST.

 Opposite Dicks \& Co.



## IN The REALMS of SPORT















## Senstiona Sale! Down Go Prices to Bed Rock! Misses, Women's and Stouts

 COAT Clearance!!Over 600 Coats Divided up in the Following Groups:

| Coats sold | Coats sold | Coats sold | Coats sold | Coats sold | Coats sold |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: |
| up to 11.50 | up to 17.00 | up to 24.00 | up to 30.00 | up to 40.00 | up to 50.00 |

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7^{\prime \prime} 10^{\prime} 14^{\prime \prime} 2427
$$ up to 24.00 up to 30.00 up to $\mathbf{4 0 . 0 0}$ up to 50.00

## up to 11.50 up to 17.00

 A Supreme-Style-Quality and Value Event that will not be Repeated again this Season The Crowds That Throng Our Store Tell The Story !This is an exceptional opportunity and one you cannot afford to miss. Here is an array of Coats with sufficient models-colors and fabrics to please every woman who desires to purchase one at TREMENDOUS SAVINGS!

## London, New York and Paris Association of Fashion

Guaranter Mand   





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GLórious JULY-Away to the Seaside for frollo and fun, sohool daye are over and vacation begun. JULY CONFIRMS THE GREATNESS OF THIS STORE

## FOR ITS GONSISTENT VALUES




## FRIDAY, SAT. and MONDAY

Remarkably Fine

## BAGGAGE SALE!!

Trunks! Suit Cases! Grips!
Great opportunities to buy pieces Respectable LUGGAGE Savingly
 Grips! Grips! Grips!四


$\qquad$ 19 c
TRUNKS. 79 C
 and


Wardrobe
Trunks
 Tin TINNE TRUNSS.


 GRips To CLEAR
 SUIT CASES
 $\$ 54.50 \quad 1.95,2.65,4.55,7.39,8.59$

## Road Material










## -

## Cleared for Labrador

Ans.




 Unemis tamarat trom

Forget-Me-Not Sale
 T: $=$

| Use |
| :---: |
| Kirkman's |
| BORAX |
| SOAP. |
| Your Hands will be |
| Grateful |

HIRING
For Picnics and Garden Parties of
China, Glass \& Cutlery Good Quality.
S. 0. STEELE \& SONS, LId.
 marsing Watern

| INSURANCE CO, LTD. |  |
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| BOWRING BROTHERS, LIMITED |  |
|  |  |

## Browning's new soda cracker called "CRISBIT" <br> is the finest Soda made. See the name "CRISBIT" on every Biscuit <br> G. Browning \& Son,




Cadiz Salt!
In Store and Afloat, and S.S. "Saima" with 3,100 Tons
COAL!
SCREENED NORTH SYDNEY-cannot deliver until SCOTCH BURNSIDE
WELSH ANTHRACITE-Best Anthracite obtainable. . 12.0 A. H. Murray \& Co. Ltd.


## "Reliable", PIG JOWLS

