



## The Broadway House of Fastion <br> "A STORE FOR EVERTBODY"

# PEERLESS IN QUALTTY-PEERLIESS IN STYLE AND VALUE! <br> NEW SPRING COATS <br> VALUES UP TO $\$ 35.00-\mathrm{N}$ F FOUR GROUPS. 

g. 44Judge this Sale from any angle-you will find it a marvellous event, bringing to you the very latest creations-exceptional Peerless values at such low prices as $\$ 9.44$ to $\$ 22.88$.

WOMENS AND MISSES SIZES up to 52 , in some of

4.93newest colors of the sea-SON-Rosewood, Blond, Plaids,
Stripes, Lipstick Red, Jade, Sand, Stripes, Lipstick Red,
Navy, Grey, Black.
these groups
DRESSI MODELS AND SPORTS COATS-made up of such fine materials as fine Suudede Downywave,
fine Vilours, Poiret
Plaids, Bengaline, etc. , etc. Woolly
 38 you whle marvel at LOW PRICES-AT THE very Coat in oirr Stoper big varieties.

Store has ever been able to attract-we have had enormous crowds attending our Sales before-but THIS SALE will bring even greater crowds than ever

## (- pebrless ( values.

 VALUES.Silik Gloves, in colors of White
Grey and Black. Every Geyy and Black, Every pair
perfoct. All sizes. Values to
$\$ 1.25$ for ${ }^{81.25}$ for 54 c . Pair. Only 2 Pairs to a customer. peerless ? Hosiery Fine Silk Hose the kind you pay
 Cordovan and a f few of other
shades. On Sale for 88c. Pair.
perrless (

## Camisole

 Made of good quality Silk and Satin with lace suairty straps and yoke. $\because \quad$ 42c.peerless

## Brassier

values. These are the very. newest models, the "Boyishmade" Brassier
known everywhere ant the finest made. They are made of fine
Satins and Jersey Silk, Values to $\$ 1.75$ for 89 c. ;

## NewestDresses

Values! Values! peerless values that will amaze all ST. JOHN'S!?
Our Store is the scene of scores of sensational Sales throughout the year-the whole country talks about them. Can you wonder then why we expect thousands of thrifty shoppers here to-day for this Peeiless Event!

RICH MATERIAL

Peach Bloom, Flat Crepe, Novelty -1 The season's newest colorsSilks, New Prints, Georgettes, Rich Satins, Bengalines, Satin Canton,
Canton Crepe and Combinations of Canton Crepe an
Beautiful Silks.
These Dresses bring to you the very latest ideas. Many of them
are copies of very expensive models, that is why we expect this to
be a marvellous Peerless Value. Buy one or more now, while be a marvellous Peerless Value. Buy one or more now, while prices are the lowest.

Real Blouse Values !


## OUR

## SERI-ANUAL PEERLESS SALE:

Peerless Values! Peerless Stocks! Every Department Shouts Peerless with Low PRICES! SALE NOVV IN PROGRESS
Right at the Beginning of the Season Comes Your Greatest Opportunity to Save! Now is Your Chance : Don't Miss it!

Extra! - SKIRTS - Savinǵs!
$3^{34}$

4 Savings. You save on every one you buy in this
Sale. Values to $\$ 7.90$....

## Peerless COSTUME Sale!

THE MÓST AMAZING PRICE SLASHING SALE EVER WITNESSED! Thousands of thoughtful buyers in need of a Costume will visit our Store for the savings offered them during this Great Sale. Right at the begining of the season we
have hundreds of Costumes in the newest Spring creations, at savings which will amaze have hundreds of Costumes in the newest Spring creations, at savings which will amaze
you. Prices slashed regardless of what every Costume is worth. A showing that anyou. Pries slashed regardless of what every Costume is worth.
swers completely what is authoritative and new for Spring.

BOX MODELS!
This group consists of
beautiful Check materials in a semi-Boevish material, in
in
colors of others; also many Navy and Back
tine aepree
and ailored models.
$\begin{array}{lll}9.74 & 14^{.88} & 22^{.66}\end{array}$
TAILORED MODELS! |
This group includes many styles in Tweeds, Serges, Tricotine, Poiret Twill, in a great variety of styles and colors. Buy your Co
tume now, and Save!

This group consists of of of the finest lot of strictly ilored long Costumes in vill and Tricotine, every one lined with Crepe de
Chine or Satin Chin
46.

Bloomer Jerrey Sikk Bluemers

 wholesale price $\$ 1.96$

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Peerless MILLINERY Values
NEW ! SPECIALLY PURCHASED! JUST RECEIVED!

| - RIBBON HATS <br> -TAFFETTA HATS <br> - CREPE HATS <br> - rel hats <br> - SATIN HATS <br> - COMBINATION HATS <br> -CUTE TURBANS <br> - OFF-THE-FACE <br> -DROP STYLES <br> SMALL \& LARGE SHAPES. |
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peerless sale or
Men's Ties Miely Knitted Ties, in all Placks
nnd assorted colors. Valles $45 .$.
11.


## Boys' Suspenders

Another illustration of what the
Peerless Sale means to every
隹

SIE NOW IN PROGRESS-


## School Bags

 Good strong leather boundSchool Bags Every one worth
\$1.25. Our Peerless Sale bring
it to you for .. . . . . . . . . . . . \$i. to you for

OUR SEMI-ANNUAL
-SALE NOW IN PROGRESS


A Sale Which is the Peer of Every Sale! No Greater Values Have Ever Been Offered Before-After--Anytime!
peerless sale of MEN'S HOSE
Extra, fine Men's Mercerised
Hose, in colors of White, Grey
 pair perfect. Values to 55 c
on Sale for 32c. a Pair.
peerless sale of MEN'S SHIRTS
A wonderful evalue. Some of
these
s.an
Shirts are worth up to 83.00 but on account of being
sightly faded they are going out a4c. each.
peerless sale of . MENS GARTERS
Good strong wide band elastic
Garters in.all colors. A regular
or
255. garter brought down to a
Peerless Price of 11c. a Pair.
peerless sale of MEN'S HOSE
Good strong Cotton Hose with
double tread sole and heel. , in double tread sole and heel, in
all color and sizes.
worth
wort least 30 p.
On Sair only $\quad$ 19c. a Pair.
peerless sale of MENS TIES
Novelty Knit Ties made in con-
trasting shades of Grey, Navy,
the
trasting shades of Gree, Nary,
Promen, Sand et. THes which
formery sold in the U.S.A. up
formerly sodd in the U. US. W.
to $\$ 2.00$.
Peerless Price
34c.
Peerless sale of
MEN'S and BOYS'

ODD SHIRTS \& DRAWERS
Justa few dozen Summer weight
Shirts and Drawers, some worth
up to s.2.5. We are going to
clear then
33c. garment
Peerless sale of, MENS
SEMI-SOFT COLLARS


payin, sco. and 45 . each for.
Oin Sule for only 28 c . cach.

Men's Suit Sensation o Sti, John's!
The Peerless Suit Sale Should Read
$\$ 20,000$ Suit Stock Sacrificed
our own stocks. Everything is re-priced at a Peerless Price. New purchases and our own stocks. Everything is repriced. We are determined to make this Peerless
Sale a memorable event to thousands of men who will take advantage of it. Suits of sale a memorable event to thousands of men who wiif trake advanate of will find here.
Quality, Style and Reliability-Suits remarkably low priced is what you will
MEN: YOUR SUIT IS HERE at Greater Savings Than Ever


Every Group Represents Your Greatest Opportanity to Save! COLORS:


The Outstanding Values of the Year Men's Top Coats and Raglans
 appearance, and also good wear to the
purchaser. Never before, and never is a purchaser. Never before, and never is a
long time, have such fine Top Coats and Raglans been offered in St. John's at such low prices. If you are in need of a new, smart Top Coat or a Navy Blue or Fawn Raglan, now is the time to buy it and save!
$24^{88}$

## Boys' Suits

| Here's another illustration why mothers come to THE BROADWay when they need a Suit for their boys: This lot consists of well tailored Suits of good strong Tweods which mothers will eagerly purchase at this iow price. They are all at tractively trimmed in contrasting colors and have emblems on sleeves. yalues to $\$ 3.75$ for $\qquad$ <br> $\$ 2.27$ ( |
| :---: |



| PGERLESS SALE OF MENS | PERELESS SALE OF MENS | PEERLESS SALE OF CHIIDRENS | pekrless sale or MENS |
| :---: | :---: | :---: | :---: |
| WORKING SHIRTS | WORKING PANTS | PLAY OVERALLS | COMBINATIONS |
| Made of god strong Flan | Made of good strons Striped | With the Summer at hand ev- | Well known brands are includ- |
| dita |  |  |  |
| Peerless saie brings it to you at |  |  |  |
|  |  | (laty | $\begin{aligned} & \text { and finished. Values to } \$ 4.75 \text {. } \\ & \text { On Sale for } \end{aligned}$ |
| \$1.09 aff sizes. | \$1.9 | 56 c . ${ }^{\text {P }}$ | \$2.69 ant sin |

Weli known makes, Made oz
fine quality Felt these Hats re-
fine quality Felt these Hats re-
present the very newest shaves present the very newest, shapes
and colors. Some are silk lined, and colors. Some are silk lined,
others unlined. Every Hat priced at a lower price than ever
before for such quality Hats. ALL SIZES
$\$ 2.48 \quad \$ 3.19$
$\$ 4.19 \quad \$ 4.98$
peerless sale of $?$
Men's shirts

- THE BETTER KIND This Sale is planned to demon-
strate forcibly the fact that THE strate forcibly the fact that excel at
BROADWAY values ext any price. This is a Store for
all people, and when men deall peiple, and when men de-
mand better Shirts we have
theas at a saving which mean mand better saving which mean
theat at a sers.
dolla:s. e ery man purchasing
one of these fine Shirts. Sill Striped Madras and fine Silk Striped Madras and fine
Cord Percales, with double cuffs. Values to $\$ 3.00$ for
$\$ 1.93$ ALL SIZES


## Peerless Offering of

## Men's Raincoats

Here's another proof of what the Peerless
Sale cando when it comes to greater values


A FEATURE IN OUR GREAT PEERLESS SALE! Boys'|\&2Pants-Suits MoTHERS! FATHERS 'and all who yuy for agy. This SALE
Mries out with greater values than ever. Your dollar doubles in
ent cries out with greater values than ever. Your dollar doubses in
value if you buy your boy one of these fine Suits. They are smart in style, made of finest Wool fabrics. Patterns and colors the
rery
rewest
Pants full rery newest Pants fully lined and taped. A special purchase
of over 3ot of these fun Suits just arivin in tipe for this Sale,
onnududing hundreds of our own, make this the outstanding gale of including hundreds of our own, make this the outstanding Sale of
Boys' Clothes in years.

| Iues to 99.50 | Values to $\$ 12.00$ | Values to \$15.50 |
| :---: | :---: | :---: |
| 6.77 | 8.44 | 10.38 |
| Single Knicker Pants Suits. | 2 Pants Suits. | 2 Pants Suits |



| pekrless sale of BOYS; | peerless sale of <br> MEN'S CAPS |
| :---: | :---: |
| LONG TWEED PANTS | Over |
| Made of good strong Striped | for less than wholesale prices; |
| Coto Tweds; they are weur | all sizes and colors, well made and finished. Values to 81.50. |
| one of these and save your good ones. On Sale for | and finithed. Values to s.5. On Sale for |
| 59c. Prir |  |


Weekly Meeting Mantin coovech.




 A Store Brimful of Values




## Rare Economising Opportunities for FRIDAY AND SATURDAY

Women Seeking New Springtime Apparel Will Find Values Aplenty in our Ready-to-Wear Section.


# Complete Change of Programme Star Movie To-day Heres the most gripping Love Story yet, screened. One filled with thrills from "McGuir eos the Mounted" 



Nothing Like These Results A Year Ago or Now








tui fume come con
Marshal's Garage



[^0]DoDGE
BRothers
Touring'
Car

Dependable


Klenzo Tooth Paste. The dank use of Klenzo and sparking -your sums
healthy and your breath
sw it A generous size tube
costs 3 SEe.
PETER O'MARA, THE DRUGGISt,
THE REAL
STORE.

## Easy Riding

Dodge Touring' Car


## Select Your Wall Papers NOW!

From our New Stock of Beautiful Designs from English, American and Canadian Markets.

For sitting, dining or generaî LVING ROOM, we are showing a wide
range of new designs and colourings.


For BEDROOMS, the selection is one worth
Prices range from as low as
10c. up to 20c, $30 \mathrm{c}, 40 \mathrm{c}, 50 \mathrm{c}, 60 \mathrm{c}$ a a Pie
For HALLS we show a good assortment of a tractive patterns at or CELLINGS and DROP CEIL Fain White, 7 TEL . Water Wave, Dot, te., 28 Cl . Anaglypta, 82.30 a Piece
OATMEAL PAPERS 30 inches wide, 15 yards lon Buff and Grey, at soc. a Piece.
Green, Red, Rose, Brown and Blue, at 85 c . a Piece















 Lecture at
Memorial School





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tried distinctive parapher
dimexingoberace
You cannot be too critical for
"CAPSTAN" the quality is there every time. Capstan Navy Cut Cigarettes always please-they are always perfect.

Good? Of course they're good--they're "Capstan!"



SPECIALS FOR THIS WEEK SEE OUR WINDOW. | Green Peas (S.O.S.)- |
| :---: | :--- |
| Green Peas (Dom.) -1 | String Beans (S.O.S.)String Beans (Dom.) $\begin{aligned} 28 \mathrm{c} . \text { tin }\end{aligned}$ Sugar Corn (Wiley's. tict $\underset{20 \mathrm{c} \text {. ti }}{28 \mathrm{c}}$ Sugar Corn (S.O.S.). ${ }^{20 \mathrm{c} . \operatorname{tin}}$

Corn On Cob
Asparagus
(Argo), 55 c. tin
NEW FRESH STOCK OF
MOIRS' CAKES
Just arrivea.. PLAIN, CHERRY and SULTANA

| LOWNEY'S |  |
| :--- | :--- |
| CHOCOLATES | COOKED MEATS | 1-1b. Fancy Box . . . 65 c. Fresh Bologna ..30c. lb $1 / 2-\mathrm{lib}$. Fancy Box .....35c. $\begin{aligned} & \text { Choice Table Butter }\end{aligned}$ Selt Bologna .....23c. lb. Essence Coffee Corn Beef Hash ..38c. tin

Corn Beef (1's) .22 c. tin arge Bottles ..

| LADIES' SILK HOSE |
| :--- |
| A very special lot now open. |
| Black, only.......5c.. pr. |
| Colored, big assortment, 65 c. |
| pair. |
| Check. pattern, Brown, only |
| 85. pair. |
| Silk \& Wool Hose, 90c. \& $\$ 1.20$ |

BOWRING BROTHERS, Limited.

| hat flowers A very choice lot of Wreaths Only McCALL'S MAGAZINE Get your copy at the Pattern Counter. Counter. | BOUDOIR CAPS <br>  Smart and Dressy, 45, 65, 90c . Nightie Night Cap Nets. Large mesh, with silk band for night wear, assorted colors colors . . . . . .25c. \& 40c. ea |
| :---: | :---: |



Ladies' Silk \& Wool Vests Very fine weave with Silk stripe, round and
beautifuily finished.
95c. $\$ 1.20,1.35, \$ 1.80$ ea.
Knickers to match .. $\$ 1.70 \mathrm{pr}$.

暍
and
an
LADIES' HANDKERCHIEFS White, H.S. .......10c. to 20c. ea White, with Colored Border-
13c. 15c. 20
Colored Silk Jazz Hkfs. ....25c. ea. Colored Crepe de Chene Hkfs. 45c. ea.


Ladies' Col'd. Suede Gauntlets, Fcy. Cuff, 95c. pr.

 Children's White Hats

Ladies' White Night Gowns Plain, Square neck .. .. $\$ 1.25$ Frilled, High neck .. .. $\$ 1.38$ Embroidery and Insertion, Square and $V$ neck, very fine quality, well finished, $\$ 2.45$ ea.

Hardware Dept.


Ranger Enquiry

Continued
Continued


 Join roperew weme




TGGENTS FOR McCLARY'S RANGES \& FURNACES.
Wm. J. Clouston, Limited, 30000000000000000000000003000000000 Don't say Paper, say 'EVENING TELEGRA


THE EVENING TELEGRAM. ST. JOHNS. NEWFOUNSH AND, MAY $1,1925-14$


Newfoundland Fisherman and Wife Observe 49th Wedding Anniversary iņ Westchester

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## Seed and Table

 Potatoes Turnips, etc.Due this morning, ex. S.S. "Dieuze": "DAKOTA REDS." "CAlicoes" "COBBLERS" SWEDE TURNPS TABLE BUTTER.

A few cascs Fancy Pack IOBSTERS just
Ex. S.S. Digby. to-day, May 1st: 20 Cases SEMONS
25 Cases SPANISH VAL. ORATVGES, 300's 50 Cases SPANPTI EGYPTIN ONIONA.

## C. P. EAGAN

## m

## 17.1.



Now Playing at The Nickel Theatre


A Cold Shower of Common Sense for a Generation Drunk with Jazz

"ADRIAN DASILVA"
Direct from the Rivel thearre, new York City.
OMING:-Cecil B. DeViiles's Big Super-Special-"TRIUMPH



Let Cuticura Soap
Keep Your Skin Fresh and Youthful and

sNoodLes

manmunsman Don't Say Paper, Say " EVENING TELEGRAM."

## LIPTONS Table Jellies


for
Quality, P.urity
mad Value. NONE BETTER

## TO YOUNG MEN!

This is specially addressed to the young men who are following the trend of style especially as regards trousers. If you want the bell bottom trousers, with or without cuff, here is the place to get them; we are making and have made recently some splendid examples of this style. This also applies to the straight hanging English trousers hanging free from the hips to the cuff; with plenty of room at knees and bottom.

## Gohngrlaunder 

## Why, of Course   made for the one who buys them, very seldem for the one who fits them But be careful and go to a good tailor. It's cheaper and better. SPURRELS'S are good. reiliable tailors, and you make no mistake in going there. Spurrell the Tailor Spurrell the Tailor ST. JOHN'S. grand falls. <br> Just Landed, ex. S.S. "Marie Néilson" 2.500 TONS <br> AMERICAN SCREENED LUNP COAL ter ton, sent home <br> CASHIN \& CO. Ltd.

DULEY'S
ELECTRIC TABLE LAMPS STANDARD READING LAMPS.


 Attractive wooden stand 6 . high with PRICE ONLY $\$ 35.00$. We finite inspection of these Lumps as
we fore ourure you will find one suitabole for
yout T. J. DULEY \& CO., Ltd.

The Reliable Jewellerr \& Opticians.
Water Street.

## Jane,tu,, 1 s

## Wall Papers

ranging in price from 13c. A ROLL UP TO $\$ 1.8 \overline{0}$. Our Papers at $\$ 1.80$ are as good as anyone ould desire

## TEXPLETONS

321 Water Streel

NORWEGIAN SARDINES
IN PURE Virgin olive oll.
Queen Maud and Polar X Packed. тне best in the worlo,
Norwegian Products Co.

VAN HOUTEN'S COCOA
The Standard Cocoa of the World.
Pure, Soluble, Delicious.
Can be obtained at any first-class store.


Ladies' Artificial Silk Panel Hose
High Spliced Ankles and Feet

1Guaranteed 'A' Quality British Make. Putty, Nude, Pongee, White, Flesh, Beige, lack, Flesh Pink, Shoe Grey, Sunburn, Silver, Nigger, Mastic, Fawn. 75c. a Pair KINDLY REMEMBER
W. R. GOOBIE
is just opp. Post Office


## "THE LATEST!"

We are now showing the latest patterns in surr
INGS, ovERCOATINGS, Vicunas and Serges FOR SUMMER WEAR, including London's Latest Novelty for the season "THE BASKET WEAVE." W. P. Shortall


Cudgel thy brains no more about it, but BUY, for
popular opinion has lon sine ming quality and superb ffinish of the famour Skipper Brand Stainless Cutlery
S. Hibbert \& Son, Limited.
and Sold by the leading Hardware Stores
sent8.1y.eod Newfoundland.




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