ㅋ. The Euphing ©elegrant

## ATTENTION OF IMPORTERS and EXPORTERS!


 ot the zood strom the vesese Chis lause isembodied
TESSIER'S INSURANGE AGENGIES, Water Street.


## When you pay for TEA see that you get it. Many teas infuse quickly and produce a dark liquor simply because they are full of dust and broken leaf. <br> Red Label "SALADA"TEA

is winnowed free from all light leaves and then passes through four distinct vacuum cleaning processes before being packetted. No other tea is so clean-so fine-so fragrant.
LARGEST ANNUAL SALE CT ANY TEA IN NORTH AMERICA - ASK YCUR GROCER -

| THE PANGS <br> A COMPLICA | OF REMORSE ATED TANGLE. |  |
| :---: | :---: | :---: |
|  |  |  |
|  |  |  |
| ma |  |  |
|  |  |  |
| Dr Aoserote ana peeeribe |  |  |
| wner, wim |  |  |
|  |  |  |
| Rematy |  |  |
|  | Nata |  |
|  |  |  |
| Ration loker | \%om |  |
| Materemen |  |  |
|  |  | olin jeer |
|  |  | Coar vert |
|  | mem | Wo, tan |
| and miled |  |  |
| Temanas aray wid |  | Amot |
|  |  |  |
|  | mota | -rma |
|  |  |  |
| mes | coit ${ }^{\text {a }}$ atim |  |
|  |  |  |
| 27. | \%o, man imeases mita |  |
|  | Lumen coia or. Bromm | nome |
| Sumer | meeterse neas sir |  |
| Veme | sem |  |
| minutes nea ins heat | tmotmoteco |  |
|  |  |  |
| TO EXPECTANT |  |  |
|  |  |  |
| MOTHERS |  |  |
| From. Mre | cmen to |  |
|  | $t$ the |  |
|  |  |  |
|  |  |  |
|  |  |  |
| mimm | At |  |
|  | ying ill with the epidemic and tha |  |
|  | lodge. r. Bronwell was | MAVIS |
|  |  |  |
|  |  |  |
|  | 隹 | On boteritwil kee voe |
|  |  |  |
|  | was standing, with his hands in |  |




## Endicatildohnson Corpopation

OF NEW YORK

## Largest Shoe Makers 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 Leathers at very favourable prices, we now offer you these. Boots and Shoes for Men and Boys, at BARGAIN

## Smalivool's Big Shoe Sale!"

8
Endicott Johnson's Men's
Work Boots, with rubber heels. This is a Sewed
Boot with two heavy soles Boot with two heavy soles running from toe to heel Price only $\$ 3.50$ the Pair

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

 Hen's Fine Dress Boots,
in Black Kid and fine
Box Calf
4.00, , $8.50,55.00, \$ 5.5$ and 56.00 the Pair. $\quad \$ 6.00$ and $\$ 6.50$ the Pair


$$
\begin{aligned}
& \text { tohnson's Skuffer Shoes } \\
& \text { for Men. } \\
& \text { In Black and also } \\
& \text { Tan Leathers for } \\
& \text { only } \$ \$ 4.00 \\
& \hline
\end{aligned}
$$

This is a good fitting Low Rubber Heirel Shoe;
is flexible and makes walking a pleasure. Is The Shoe with the IronChrome 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


Endicott $\begin{gathered}\text { Johnson's } \\ \text { hen's Fine Dress Boots }\end{gathered}$ F
FOR COMFORT \& WEAR

Try a pair of Endicott John in Tan Calf and Soft | son |
| :---: |
| meo |

Severe And

Germany Arms C on Gern ernment
Victims solid leather soles. Price $\$ 3.10$ to $\$ 3.90$, according to size.


Endicott Johnson's Oxfords for Men $\$ 4.00,4.50,5.00,5.50,6.00,6.50$ the pair The largest manufacturuer of Men's Low, Shoos in the world, Crepe Soles? Yest. We have them for Men aLL HONEST FOOTWEAR AT LOWEST PRICES.

| 990 PAIRS WOMEN'S LOW SHOES ONLY $\qquad$ | 670 PAIRS WOMEN'S BOOTS ONLY . . . . . . . . . . . . . $\$ 1.98$ the pair |
| :---: | :---: |

## NO CHARGING

NO APPROBATION!


CONTINUING OUR GREAT

## BROADCASTING SALE!!

NOW, A 'GRECORD" PROGRAMME IOF TO-MOIPOW

| ters |
| :---: |
|  |  |
|  |  |

## "TUNE IN" FOR THESE. <br> Crepe Dressing Gowns


1.69

Swinging into it's Second Week, the "Peak" Week of the Sale. Look for "Broadcasting Sale" TicketsThey tell of Super-Values. Ask those who have bought during this Sale-they will tell you of the remarkable values-of the savings-of the wonderful merchandise offered. Come! See for yourself!

## "TTRIO" OF DRESS VALUES

 NEW FABRICS! SMART STYLES! LOW PRICES!A DRESS SALE planned to answer holiday needs. A "rush" order by wire to our buyer brought us hundreds of Dresses, just in time for this Sale.
The prices are so low that you can hardly believe such fine dresses sell at a price these three groups are placed at. Come, buy your Summer needs The priees are so low that you can hardl
duripg this Sale and save the difference.

"High Voltage" Offering

## Women's Coats and Suits

No need of "amplifiers" for women who are conversant with values here. There are hundreds of COATS and SUTTS in these groups which the materi-
al alone is worth more than the sale price. Don't overlook these Bargains. If you are in need of a Coat or Suit now is the time to buy, while these


| 60 Suits Women's <br> values <br> Pyjamas 2.97 |
| :---: |
|  |  |
|  |  |

Silk Princess Slips



\section*{Crepe-de-Chene} Overblouses Values to $\$ 6.50$ | all |
| :---: |
| suzas |
|  |




New Arrivals! New
Summer Hats The Summer Hats grow more fetching
every
doy. Now
models have Now
come to hand, they come to hand; the
talae an honoed
lace in our Millin
 ling. Small effects
destined for
and spaceful wids
and
 there newett revidel

Special!
100 Hats at 1.50

## "INTRODUCING" SOMETHING NEW IN <br> SDOTESNUTS

SAMPLE SHIPMENT




IF ITSS NEW
$12.94_{\substack{\text { ReaL } \\ \text { UPROTOARTET }}}^{\substack{\text { DATET }}}$
THE BROADWAY HOUSE OF FASHION "A Store for Everybody"

MOTHERS, "LISTEN IN" FOR THESE
Girls' Fine Ensemble Dresses
Dresses made of fine White Serge, box pleated, and Jacket of coloured Flannel, in he or sky Blue, one of
the smartest -ore demonstrating our price leadership.

| VALUES <br> TO <br> \$10.50 | 7.29 | sIzes <br> 6 to 12 <br> years. |
| :---: | :---: | :---: |



Kairbarks Raises


His Mem Pim, "Doin Q." full of Action


## THE BROADVVAY'S

## GREAT BROADCASTING SALE

Swings into its Second Week of Stupendous Selling!
mothers! fathers: "TuNe in" For these
2-Pants
Boys' Suits






If's a Sale Store-wide-Every Price on Every Article Smashed

## 500 MEN'S SUITS

$13^{3}$

## AT SENSATIONAL LOW PRICES

 MEN ! .Here's a Suit Sale that will make a sensation. In quantity, quality, in record-breaking values it outdoes il our prexious suceesests Fivery suit perfert in fit wormmanhip and dinish. Suits to fiftevery man nee Springs materialsisisustustest tositit the most particu lar man, such as One Button Sack, Two and Three Button Conservative, Collegian models with two pairs of Pants-Also many in the new English cut with wider Trousers. Come, see these Suits before you buy, and
$23^{30^{16}}$

Sale of Blue Serge Suits



Attention! Stout Men! We have just received a great assortment of Stout suits to fit you, no matter what size you take.

2.79
and
3.79
 Men's Pants
 $=3 \div$


Men's Fine Shirts Tiese are one of the finest STRIPED. of Shirts we've ever of-
fered at such a low price. Every Shirt is full sized and
with doble with double cuffs. Every Shirt
come packed in $1 / 4$ Dozen in each band crisp, as they
oregular $\$ 2.75$ value.
If you are in need
of a
ofee these.
sed Shirt, $\mathbf{1 . 9 3} \begin{aligned} & \text { Buy } \\ & \text { nueds } \\ & \text { nour } \\ & \text { Sale! }\end{aligned}$ Sale of Men's Pyjamas



T








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

## Over 600 Coals Divided up in the Following Groups:



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 Yerk and Paris Association of Fashion

Dress offering. 400 tricosiam DRESSES s598

All the newest styles and shades. Every size, including Stouts.

Girls' Ensemble Dresses.


English Sateen Petticsats 1.19

With pleated and embroidered flounces, all nice and required shades. These will make an instant appeal to
all practical women.

Little Girls' PANTY DRESSES. MIDDIES $==79 \mathrm{c}=-=69 \mathrm{c}$ London, New York and Paris Association of Fashion.

Girls'



Death to Flies
Insects of all Kinds
SAN-D-SPRAY
Milis CC C. Lid.
203 Water St.

## SAN - C-SPBAY

## 

WHAT IS
SAN-O-SPRAY





BASEMENTGirls' Summer Dresses. $1.39=1.69$ . Undoubtedly the greatest Blouse values that we have ever been in
a position to offer.

## SALE 500 SUMMER

 Waists.Now comes the greatest DRESS EVENT our Basement has launched this whole

Flowered Grepe--High Grade Linens-Ginghams--Volles-Muslins.

$\$ 1.79$| PLLENTY <br> of <br> EXTRA <br> SIZES. | 2.48THESE <br> ARE <br> UNBEATABLE <br> VALUES. |
| :---: | :---: |

Over 600 fresh , crisp, dainty, coot, brand new DRESSES-hundreds of styles, all shades. And, please remember, values such as these will not last long-So Shop Early.

# Dresses 



Girls' White Voile and Organdie Dresses.

Sale Boys' Khaki Play Suits, 79c
$-==$ max Just the thing for the lad at play.




\section*{Bowring's Grocery Dept. <br> "PHONE FOR FOOD" <br> moc the better way. RING 1870. <br> FAM-LY - ADE <br> emon \& Orange flavoúr <br> 85c. quart bottle. <br> lemon crystals 2-oz. Bottle, 18c. <br> 4-oz. Tin, 40c. <br> grape $\bar{J}$ Jice <br> Pint, 35. Quart, <br>  <br> | One Tube makes 35 glasses of delicious Syrup, with the |
| :---: |
| addition of water and sugar. |

35c. tulbe. <br> \begin{tabular}{|c|c|}

\hline montserrat lime juice $\$ 1.25$ quart bottle. \& | CORN ON COB |
| :--- |
| (Golden Bantam) | <br>

\hline roses lime juice cordial \& 45c. tin. <br>
\hline Pints, 50c. Quarts, 80c. KIA-ORA \& grape frut hearts 35c. tin. <br>
\hline \& Orange flav \& <br>
\hline
\end{tabular} <br> Ladies' Underskirls <br> We are now showing a big variety in SATEEN, Mo-

REEN, WHITE EMBROIDERED and SLEK <br> White Underskirts <br> 95c., $\$ 1.30, \$ 2.30$, <br> $\$ 3.00, \$ 3.10$ each <br> FLOWERED SATEEN UNDERSKIRTS. Fancy colours .. SHOT SILK UNDERSKIRTS. <br> Fancy fowered patterns

Plain coloure. ........ <br> | . 83.00 each |
| :--- |
| .8600 each | <br> McCalls' Magazine <br> for August, 10c. copy. <br> MeCalls' Patterns <br> Now on Sale at Our Pattern Counter. <br>  <br> Bowring's Hardware Dept. <br> THE DELCO Electric Plant <br> FOR OUT-OF-TOWN LIGHTING. <br> "DELCO LIGHT" consists of an air-cooled engine which will operate on gasoline or kerosene, directly connected to an

electric generator and switchboard, on which are the necessary controlling instruments. These are all enclosed in one unit and may be called the Generating Unit. <br> The second unit is the Storage Battery, consisting of sixteen glass or rubber jar cells for 32 volt equipment. The
engine is self-cranking, when the starting lever is held up electricity flows from the storage battery through the field coils and armature. This electric energy is conducted to
the incandescent lamps by means of copper wires to any position desired. <br> SThe hights do not, as a rule, require the entire output of the Generator, so the excess is taken up and stored by the
Storage Battery. When the engine stops the storage battery is used as the source of supply, after which it is necessary to ruin the engine again to re-charge the battery. It may only
be necessary to run the engine two or three times a week when used to light a residence, but when used in stores, or
where considerable current is used the engine has to be run more considerable current is used the engine has to be run
more frequently. It can be used to light your church, residence, barns, wharf, store or mill. The operation is simple, and the cost of running, very low. <br> We are Agents for the "Delco" Elèectric Plant, and we have of the Island. If you are interested, write us for descriptive give you any information you require. We will be pleased to <br>  <br> BOMVRING BROTHERS, LTD.}











xatw
tit $=0$
$\pm=2$



The use of inferior soap will damage your clothes, waste your money
and increase your work. and increase your work.
Rubbing or scrubbing without any soap will take away some dirt; by using inferior soap you can do better, but you can do best of all by using pure Sunlight Soap.
Don't spoil your clothes, waste your money and increase your work.
Use Sunlight Soap
Made by Lever Brothers, Soapmakers to His Majesty the King.

## 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 !


LÃDIES! This Sale is not a High Heel or Narrow yoe proposition. We have the styles and the heels and the sizes to fit you. Please note the prices-within the reach of every pocket-
LADIES' BLACK KID 1-STRAP SHOE, Rubber Heel, for -
LADIES' BLACK KD 2 -STRAP SHOE, Medium or Cuban He
LADIES' BLACK KDD 2-STRAP SHOE, Mebider or Ceel, foran Heel
LADIES' LADIES' ' LACK KID, FANCY SALY STRAP,
LADIES' TAN KID, LACE, Cuban or Low Heel
LADIES' PATENT LEATHER 2 -STRAP SHOE, Dow or Medium Hee
LADIES FANCY PATENT LEATHER, 1STRAP and 2 -BUTTON Also, 52 Styles of FANCY PATENT LEATHER and KID Cut. Out Si
Styles too numerous to mention. See our Display Window for up-to-the-minute SHOES at Low Prices. LADIES' GREY SUEDE SHOES, for
$\$ 2.65$ the Pair.
LADIES' BROWN SUEDE SHOES, for . . . . . . . . . . . . . .................... $\$ 3.75$ the Pair. MENS TAN BOOTS! All the new shades, for ...... $\$ 3.99, \$ 4.50,85.00,55.50$ BOYS' $\begin{aligned} & \text { sooTTS Oh, } \\ & \text { with Rubber Heys. }\end{aligned}$ Bave you seen our new ones, with the Oak Soles, Black and Tan Leather, fitted
F. Smallwood's Shoe Stores water Street
$\longrightarrow$
 Was she guilty beccuse she accepted d a man's help at the cost of-? The "BER DANGEROUS PATH," a Picture with a moral of every day. FAREWELL APPEARANGE OF JIMMY JOHNSONS COLORED
TROUPE.

NEXT WEEK:-THE PICTURE REVELATION Flaming Youth With Colleen Moore.
200000000001000000000000000310000000000


Dr. F. Stafford \& Son,
Sole Agents and Distributors for Newfoundland.








Guest Ivory
99\%\% Pure
As frin a as sap can be
Crgersolt
Cream Cheese








S.S. Lake Como

Just arrived and now landing a fresh cargo of
Scotch Household

"The Best Ever".
Jualiy Aeroplane Price Submarine Book your Orders now

PHONE NOS. 189, 1200, 1985.
A. HARVEY \& © 0.

Limited




## EVER STRIVING TO DO OUR UTMOST in "Broadcasting" the Best Bargain News of the week-Patrons have come to expect-" GREAT THINGS" from this Store. TO-DAY'S BARGAIN ACQUIREMENTS <br> Adequately Express Our Greatness.  

## Friday, Sat. and Monday.


'Indian Head' Linens, Ete思




 ת ALF HHOES



EXTRA SPECIAL

## 



DRESS VALUES figure conspicuously for the week-end.









| NIGITGOWNS | "Princess" Slips | Girls' Underpants |
| :---: | :---: | :---: |
| cemem |  |  |
|  |  |  |
|  |  | c. |
| , yma |  | d |
| 108 |  | , pur |

MEN'S SUITINGS.




Suitable Suits BO IN Suitably Priced.









English Enamel Boilers

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




## English

 Enamel SaucepansDouble Dipped Double Weight
 59c. 74c. 85c.

House Furnishing Specials.




## HOSIERY SPECIALS!



## - JSe Kirkman's BORAX SOAP

## Your Hands Will Be Gratetul

## 

## Browning's new soda crackr called

 "CRISBIT"Is the finest Soda made. "THE TASTE WILL TELL See the name "CRISBIT" on every Bisceuit:

G. Browning \& Son, Limited

| Quebec Southern Power Corp., <br> $61 / 2$ P.C. 1st MORTGAGE BONDS, DUE 1945. |  |
| :---: | :---: |
|  |  |
|  | (1) |
| Sex | 1 SURT \& LAWRENCE, |
| BERNARD D. PARSONS |  |
| InyEstment broker. |  |
| 1731 | Fort-Six Years in the Service |


$\underbrace{\frac{\text { TOWER'S WATERPROOF SUITS }}{}}$




## SILVERWARE <br> Specially ordered for Wedding Gifts.

 Prices Right-See Our Window.S. E. GARLAND





## BUTTER

## CHEESE:

Our advices from Montreal state that mar kets have advanced owing to heavy exports to kets have advanced owing to heavy exports
Great Britain, and higher prices on these com-
modities in the early future are not at all modities
unlikely.
We were fortunate in securing a limited quantity of these great food essentials previous to the recent advance in prices, and are prepar ed to sell and deliver them promptly ex. S.S of profit.
"GILT EDGE" BUTTER is put up in 28 and 56 lb . Boxes, and is positively the highest grade
Cumber

CHEESE, CHARLOTTETOWN (June make) is packed,

Large 70-lb. Boxes.
$\frac{\text { Twin 35-lb. Boxes, average. }}{\text { GET OUR PRICES. }}$
'Phone 393. Queen St.

*00000003000000000000000
Does Your Husband Look Seedy ?
 him with a Collar that suits him, tie him up with a
stylish Bow or String Te, and crown him whithe of
our latest and stylish Caps. Then helll look ike a lover
dress economically and weld
ust visit one of our Stores and get our prices.
Spurrell the Tailor, Sond dor Smples and mesesuring formait you livo jut of town.
200000000000000000000000000


