and



Harbor Grace: Nates. mixatime yon
 EVER HELD IN THIS CITY

The entire eity will be stirred to a high pitch of excitement whien the news of this GREAT BROADCASTING SALE is spread over the City and

 Wein't there be a seramble! Push yaur way thraygh the crowds, Arouse yourself to the supperativene
will yeu have a like opportunity of saving money on wearing apparel of this, character and quality!
Doors Open Promptly 9.30 To-Morrow Mornif One real Bar wit is better than
a hundred
Poomises. Come

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## Hińs silis

"For every grape of life! It matters pot whether you want a high

 work purposes: we. can supply yuan re. quirements. at prices considerabby dower city. A personali inspection will convince
you of the truth of thisis statement. CoMM! Consimert Compare!

$7^{.98}$

Worsteds
9.98

## Values to 19.50

 Values to 22.00 12 HeringbaneSuripes 14.98 vime $16^{.98} 18.98$

## Girl Gets the Gate

for Puffing Fags ₹

 and the price




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## 

Our Great Price Reduction Sale of Women's Wearing Apparel Featuring the Newest

In Dresses Costumes and Coats Will Continue for Another Week For one week more we offer our complete stock of Wo
very considerable saving on your Spring and Summer Outfit.
These goods are absolutely new and comprise this season's newest Fashions. It always pays to buy at The Royal Stores, where prices are always the lowest-quality considered-and with the great reductions offered during this special sale, you are of fered incomparable values for every dollar expended.

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| :---: | :---: | :---: |
|  | SILK DRESSES | Satin Dresses |

## Beautiful Crepe-de-Chene Dresses

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## Smart Spring Costumes

 of Beauty and Eloquence

Satin Dresses

Women's Serge amd Gaberdine Dresses


WHO WILL
GET YOUR LIFE INSURANCE MONEX.

## Statstics prove that 90 , pe


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 Make Your Life Insurance Payable to The Eastern Trust Co.

 fands. Do it Now.
The Eastern Trust Co., Head offee Falifar, Noras Sontia Nad. Branche Piths Buitain
CHEVROLET








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| 0-0 <br> BREAD <br> Don't be Fooled $\qquad$ There's no need to be led to s not made of pure ingredients cientifically mixed and develop hrough. baked through and A Bakery such as our insures all these things. You needn't be ooled in using inferior bread. Bread, Raisin, French and Vienna Loaves. All exceptionally good quality. The East End Baking Co. (Our own bakers) |

INUPRD Ay in





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Spring and Summer Coats
Prices Glipped for Speedy Glearance

| ar Sprin | Polo Cloth Coats. |
| :---: | :---: |
| 8 n new | ty sport styles, the ideal |
|  | yor Soume recation. These come in Frawn |
|  | Plaid Polo Cloth Coats. |
| Spring Coats. <br> Colors of Traup, Grey, Faw, Beaver <br> Brown. Naty and Black, ifiserge, Gaberdinn | A splendid assortment, in pretty plaid fects, sport styles. <br> Special each |
|  <br>  | Children's Coats. Made of Gaberdine, |
| lack Silk Coats. | eed with braid and buttons. |
| Werve, Tafista and M | specill |
|  |  |
| Wool Wraps. |  |
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| In and |  |

## SILK and WOOL Marocain

## Ever Held in St. John's--

## A Monumental Sale Emphasizing Choice Stocks, Important Changes and Improvemen

During the past few months the "BROADWAY" Store has taken an important step forward. With the addition of another store, with bigger, more varied stocks of merchandise, new vistas of shoppla have been opened up. Transformations of some of our floors have been made, going on with the introduction of new departments and moving of others for greater effectiveness. Increasing efficer has come with every new move. To definitely record these changes and improvements in the public mind, we are "BROADCASTING" ourselves in this Sale. It's values are most extraordinary-prices finitely less than in any Store in St. John's-they must be, for this is the governing rule of the "BROADCASTING" Sale.

Sale Now at its Height with New Merchandise Added Daily at the Same Pric

| No | Corsets! Corsets! |
| :---: | :---: |
| $\begin{aligned} & \text { ORDERS } \\ & \text { ACCEPTED. } \end{aligned}$ |  |


| Hose! Hose! | Hose |
| :---: | :---: |
| LADIES' BLACK AND BROWN COTTON HOSE-ALL FIRST QUALITY. EASLLY WORTH 60c. A PAIR. (ONLÝ 2 PAIRS (on | ¢cpr. |

No MAll
orders
accepted.

## Bloomers <br> Ladies' and Misses' Bloomers. Worth 19 Cpr . up to 75c. a pair. On Sale for . . . . . <br> Table Cloths <br> Eavem 1.79

Children's Panitees
Silk Hose

- mama mai 39c

Hats! Hats! Hats!
$y^{2+5}=49 \mathrm{c}$ $=2$

## Flannelette

 Guimps\&Dresses Evisu 1,48| Dresses |  |  |
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## Towels! Towels!  - =

## Ladies'

Glingham Dresses


## Misses'

 Cotton Dresses

Children's Fancy Dresses = $=$ =ivis 48
Piano Scarfs and Sideboard Covers


## Summer Costumes

 Ladies' Summer Costumes in such finematerias as shantung Silks, and Franey
Lital Lustrins, etc., etce The skirt alone is $\quad$ IUU Lustrinas, etc., etc.

Girls'
Raincoats
C. O. D.'s

REFUNDS
OR



## THE BROADWAY HOUSE OF FASHION

 A Vord About This Gigantic Salehing Great Sale will be more than a Bargain- Civing event. It will be an event of great importance to the whole community. It will be a welcome help to the buying public. Thousands of homes are in niu Grea Sus such merchandise as this great Store and Sale will offer. When the people come here to-morrow, the demand is surie to be enormous, because the prices we have marked on our entire stock


If You Are Ever Going to Buy BUY NOW:

## Price

## sses

### 2.98

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Ladies' Shoes
Misses Boots and Shoes

Every pair of these fine Shoes are made up in fine leather, such as Calf Skin, Patent Leather, Suede, Gun Metal \& many others. Colors are Black, Tan, Brown, Grey andmany others, some have Leather Heels, others Rubber Heels.
VALUES UP TO \$6.00
dowt wart cone!

## 69.

We Guarantee That Every Pair is Worth Double and Triple the Price, or Your Money Refunded if Proven Otherwise.


FOR
A LIFETIME CHANCE!
buy now! or never!


## The Broadway House of Fastion

# An Extraordinary Purchase of 2200 PAIRS OF 

 Children's Boots and ShoesIncluding Hundreds of Pairs of Sandals and Scuffers


#### Abstract

Circumstances beyond the control of a firm in the U.S.A. forced them to turn over to us their entire stock of Boots and Shoes at prices you will be amazed when you see the quality of Merchandise. We have no long drawn out tale of woe to tell, neither is it necessary to offer any flimsy excuses: This entire stock has to be realized on, no matter how low the price has to be made. Out they must go ! And quick too! PRICES TORN TO SHREDS.

The Price Hatchet Swings with a Ruthless Slaughter !


Early Morning Trading is Advisable to Faoilitate the Serving of the Vast Growd

Don't Stop to ask how we do it. Gome! See for your. self. Stock must be sold

| Just Folks. |
| :---: |
| By EDCe R A Guss |



 Murphy's Good Things

Saving News from Murphy's $\mathbf{\$ 5 . 9 8}$ for Dresses worth $\$ 10.00$

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D. $=$ A pave to wait until Spring to wear!,
And this Sale proves that it is something And this sale proves that it is something
one doesn't have to wait until the season is advanced, to obtain at a moderate price!

Placed
300 D
Marked
ductory event.

Dance and Party Novelties! KNOWLING:S
HORNS, DANCE PROGRAMMES PENCLS, NCY COSTUMES and BIG HEADS FLAGS, MASKS, DOMINOES, fetti, rattles, KOZOO Wavers,
bLOWOUTS, Miniature caps, BLOWOUTS, MINIATURE CAPS,
CASTANETS, CIGAR HORNS. CASTANETS, CIGAR HORNS.

## G. KNOWLING, Ltd.



## TAXI IN A HURRY RING 2016 <br> Vev:= = viz $=2$ <br> peocococococococococococococoć  <br> GRAND DERBY SWEEPSTAKE

RACE RUN AT EPSOM JUNE 4 SWEEP DRAWN MAY 30th


|  <br> Church of England Orphanage. |
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## From the Firing Line


"CLOSE HARMONY"

"SING THEM AGAIN"
ance sings the story of the songs in moving pictures
with the words:

"LIGE CONNOLY" In
"THREE STRIKES
"TALL LIGHTS," a dandy Cameo Comedy.
Prot. Mclearthy \& Jack Cronan
in appropriate musical settings for the pictures-the latest
20c. Coming-That Wonderful Series of two reelers: "FIGHTING BLood." 20c.

The Story of a Girl Who Wanted to Be a Heartless Flirt

## at the Majestic to-day

THE DANGEROUS PARADISE
1 SELZNICE SPECIAL Featuring LOUISE HUFF
A feature you often wish for but so seldom see. THE CASTE:







## McShane \& Habel

VIOLIN AND SINGING ACT.
1.-"MY DREAM PIRIRL." Contralto-Violin Obligato. 2. TONLY A TINY GARDEN
3. ${ }^{\text {SOUVENIR-Drda. }}$
4.-POPULAR SELECTIONS.
"STAND UP AND SING FOR YOUR FATHER."
Violin and Contralto. Finale.










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## ROCKWOOD

NUT BARS, SWEST MIKK BARS ONE CENT BARS,
more hair guatity.
O. F. Preserves $\mathrm{C} C \mathrm{CE}$


## 

# Star Movie To-Day! <br> Opening Porformance of the 



Emerson Hough's Popular Novel:

Admisslont Matlinee as Usual. Night, 30 oents. 0000000000000000000000000031000000000000000000000000000000000





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What's the thing to do when you need new tires? Go from store to store look ing at price tags and signs? No-that's guessing at tire quality and courting
future grief on the road. The Goodrich Silvertown Cord insures quality and eliminates guessing. For sale at all the leading Garages and Tire Repair Shops. A size for every car
Bowring Brothers, Ltd., Agents

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## Job's Stores, Limited. headouarters

for marine engine suppuls-all new stock
K. W. Coils single and double cylinder, New York Coils, Jump Spark and Make-and-Break, Scheblar Carburettors and parts, Spark Plugs, Priming Cups, Gaso, Cocks Drain Cocks, Switches, High and Low Tension Wire, Batteries, Grease, Stuffing Boxes, bronze shafting, etc. Also Lubricating Oils on draught and tins
Job's Stores, Ltd. 1

## Spectacular Show at

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## LEADING SPORTING STORE

CANE TROUT RODS

## DS

2.75 to 12.00 ea .
2.50 to
6.00
ea. STEEL TROUT RODS . $\quad .2 .50$ to 6.00 ea TROUT and SALMON LINES$5 \mathrm{c} 5 \mathrm{c}, 10 \mathrm{c}, 12 \mathrm{c}, 17 \mathrm{c}$., 20 c . 50 c, to 5.00 TROUT and SALMON CASTS, . 15 c . to 3.00 ea .
TROUT and SALMON FLIES in all the leading kROIITr.
FISHING REELS

BATT HOOKS
BATT CANS
BAIT HOOKS ..
BAIT CANS
FISHING BASKE
PICNIC BASKETS
35c. to 75c. doz. WADERS, LANDING NETS, FLY BOOKS,
LEADER BOXES, POCKET FLASKS DRINKING MUGS, MOSQUITO NETSS, EXTRA ROD TOPS
Guaranteed all new stock at very low prices. Martin-Royal Stores Hardware Co., Litd.人" may2,si,


## Wonderful Showing

 Ladies' Suede Footwear

Ladies' Otter Ooze Mildred 3-Strap
Ladies' Dove Grey Ooze Luxor cro $\qquad$ . 811.00 pa Ladies' Log Cabin Ooze Joan 1-Strap $\quad \$ 10,50$ pair Ladies', Log Cabin Suede Saliy Strap . . . . . 88.00 pai Ladies' Log Cabin Suede 1-Strap, 2 Button $\$ 88.0$ pair
Ladies' Grey Suede 2-Strap, Buckle Ladies', Grey Suede 2 -Strap, Buckle, ... $\$ 3.80$ pair
Ladies, Brown Suede 2 2 Strap, Buckle $\$ 4.00$ pair
Ladies' Pat. wide Strap, 3 Button, Grey trimmed Low
Heel

> F. SMALLVVOOD

## THE HOME OF GOOD SHOES, 218 and 220 Water Street



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& \text { And fine complete novels } \\
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Price 55c.

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Krystol or Cut Glassware

## FOR WEDDING GIFTS?



Common Glassware

 The Royal Stiores, Ltd.

## Ma





Ladies and Gentlemen, secure a pair of this Solve Your Shoe Troubles In stock Ladies and Gentlemen's Black and
Tan Brogues; also Gentlemen's Black and Tan
F. SMALLWOOD,

THE HOME OF GOOD SHOES (2xr12.t18 \& 220 Water Street, St. John's.

人 The Bon Marche is Now Open Every Night





 Herrs Braes.
Zaner
Glusgan
 $\square-\quad . \quad$ eane Cotoon Treeds., soo re. $\xrightarrow{\text { ENGLSHF TWERDS; all cole }}$
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## Bon Marché CashStore




## WEDDING RINGS


R. H. TRAPNELL, Ltd.


## $8=$

Optical Repairs


 T. J. DULEY \& CO.LTD лewblers \& optians


Morey's Coal is Good Coal.
2000 Tons BEST N. S. COAL (Screened).
800 Tons BEST AMERICAN \& WELSH. 800 Tons BEST AMERICAN \& WELS
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