and



## BROADCASTING SALE!!

 NOW, A "RECORD" PROGRAMME for TO-MORIOW| $\begin{aligned} & \text { Sweaters } \\ & \hline 10.5 \end{aligned}$ |
| :---: |
|  |  |
|  |  |


| Tres wren mese |
| :---: |
| Dressirg |
| Gowns |

 nicely
value.
vin

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!

6'TRIO" OF DRESS VALUES 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 sol ow that you can hardly beieieve such fine dresses sell at a price these three groups are placed at. Come, buy your Summer needs The prices are so oow that you caf naray
during 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 SUITS 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 12.44

60 Suits VVomen's Pyjanas

${ }^{\text {nunirs }}$ Made of fine washable Flanrie1 and nicely finished with

silk, make these attractive two-piece Pyjamas a
wonder value.

Silk Princess Slips 3.


## Crepe-de-Chene

Overblouses
Values to $\$ 6.50$
ALL
szzes
4.219




New Arrivals:
New

## Summer Hats

## The Summen Hats grow more fetching

 Grow summen Hatsgrow more fetching
every day.
New
models
have
just models have just
come to hand; they
take an honored
and
 $\sum^{\text {ary }}$
 $\pm 4$,

Special!

## 100 Hats at 1.50

## Sports sults






## THE BROADWAY HOUSE OF FASHION

"A Store for Everybody"
vothers, "LISTEN IN" FOR THESE.
Girls' Fine Ensemble Dresses

Jresses made of fine White Serge, box pleated, and
Jack Flannel, in Red or Sky blue, one of the smartest Summer outfits for your little girl, on a
more demenstratino our price leadership.
$\begin{array}{ccc}\begin{array}{c}\text { values } \\ \text { TO } \\ \$ 10.50\end{array} & .29 & \begin{array}{c}\text { Sizes } \\ 6 \text { to } 12 \\ \end{array} \\ & & \text { years. }\end{array}$


Royai Welcome Given

## THE BROADVVAY'S

## GREAT BROADCASTING SALE

Swings into its Second Week of Stupendous Selling!
mothers! fathers: - yune an for these

## 2-Pants

 Boys' Suits
## 1ELU, YEY!  

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

## 500

|  |  |
| :---: | :---: |
| caps bor |  |


| JUST ARRIVED! |
| :--- |
| A complete assortment |
| of New American Suits |
| in a great variety of |
| colours and styles. |

JUST ARRIVED! A complete assortment of New American Suits in a great variety of colours and styles.
BOYS' BRACES

Good strong full elastic | Braces, made ilie eadds, |
| :--- |
| worth 50 c . 0 Sole Sale for | - 17c. pair.

BOY's SUITS

Ages 3 to 8 years | Mhato of inie er rannen in in |
| :---: |
| The Oliver Twist style; | the Oliver Twist style;

assorted shades.

Reg | assored shades. Reg. |
| :--- |
| value 82.25 . On Sale for | 94 c . MENS GARTERS Double Grip. Good elastic Garter with

double grip.
$A$ dooble gipip. A regular
d5c. value.

34c

## more valuest more savings! sale of <br> Juvenile Suits

Made of good strong durable all Wool Tweeds with/ the are savings of $\$ 3.00$ and $\$ 4.00$ on every Suit you buy during this Sale. So don't miss this chance to buy your
little of Boys' Suits have already been sold since this Sale
$8^{.49}$

VALUES TO $\$ 14.50$
values to VaL

## MOST AMBITIOUS SUUT SALE EVER STAGED BY THE BROADWAY.

## MEN'S SUITS

## Men's.Straw Hats <br> E-w 104 훌 2

AT SENSATIONAL LOW PRICES
MEN ! Here's a Suit Sale that will make a sensation In quantity, quality, in record-breaking values it outIn quantity, quality, in record-breaking values it out-
does all our previous successes! Every Suit perfect in fit, workmanship and finish. Suits to fit every man, every taste, every built-Suits made made up in fine Tweeds, Worsteds, Serges, Casimes, and ther ine new Spring materials in styles to suit the other fine ar mping materials ith ton Conservative, Colezian models with two pairs of Pants-Also many in the new English cut with wider Trousers. Come, see these Suits before you buy, and
ve your dollars.


Men's Hose
 44c pair

## THE BROADWAY HOUSE OF FASHION <br> "The Store of Real Values"



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

## special





## SUN.PROOF PAINT! The Guaranteed Paint

MR. PROPERTY OWNER: SUN-PROOF PAINT
Put on your building, and youn will have a real protection against
Dampness and Rot. This Paint is guaranteed not to crack, bibiter

MR: PAINTER: SUN-PROOF PAINT


> MR. DEALER: SUN-PROOF PAINT
> Your customers will almyeys be satisfed, and you will gain a
reuntation for handing quality Paints.

We will gladly furnish upon request, Price Lists and Color Cards to Dealers, Painters and those interested in Painting and Cleaning

- GEAR \& COMPANY, Limited, 340 Water Street, Saint John's


Low Priced Footwear

DONT FAIL TO TAKE ADVANTAGE OF THIS SPECIAL SALE WHILE THE OPPORTUNITY LASTS

| MEN'S BODT VALUES in mahogany shade, bluattached. "Our Own Make." $\$ 4.20$ the Pair Same style in Black, $\$ 4.20$ |  |  |
| :---: | :---: | :---: |
| MEN'S LOW SHOES <br> Styles to suit everyone, perforaof Black, Light and Dark Tan. SPECIAL PRICES <br> $\$ 4.50, \quad \$ 5.00, \quad \$ 5.50$ |  | LADIES' <br> PATENT ONE STRAP <br> Grey trim, medium heel. Reg. Price $\$ 4.00$. Now only <br> $\$ 2.50$ |
| LADIES' BROWN CANVAS OXFORD Leather sole and heel. Sizes 3 to 6. Special | LADIES' PATENT <br> STRAP STREET SHOES Medium heels, rubber heels; these are real good value. Reg. $\$ 3.50$. Special Price now Only $\$ 1.96$ the Pair | $\begin{aligned} & \text { LADIES' ALL PATENT } \\ & \text { STREET SHOES } \\ & \text { one strap medium hell, narrow } \\ & \text { toe. Good value Onily } \\ & \$ 1.96 \end{aligned}$ |
| LADIES' WHITE CANVAS SHOES | - LADIES <br> GREY SUEDE SANDALS <br> Low rubber heels, very dressy. Special Price Now \$1.96 |  |
| infants' white <br> CANVAS <br> BOOTS | EXTRA SPECIAL! <br> MENS HIGH GRADE SAMPLE BODTS AND SHOES. <br> Sizes 6, 61/2, 7. Some Patent Leather included. Special Price $\$ 3.50$ the Pair ${ }^{-}$ |  |
| Sizes 6 to 8 Special Price, $\$ 1$ | CHILDREN'S CANVAS SKUFFER SHOES | CHILDRENS <br> ATENT SHOES |
| $\begin{aligned} & \text { SUEDE POLISH } \\ & \text { shades . . . . . . . } 20 \mathrm{c} \text {. } \\ & \hline \end{aligned}$ | Leather soles. Sizes 6 to 1. Special Price 99c. |  |

## Parker \& Monroe,

The Shoe Men
Fads and Fashions

the Public-The Evening Telegram


and

THE EVENing telegram, ST. JOHNS, NEWFOUNDLAND, JULY 6 , 1925-12


##  Mosquitol <br> An absolute Preventative from the Bites of Mosquitoes, Sand Flies; etc. WE RECOMMEND IT WE GUARANTEE IT    <br> Two Sizes <br> 20 and 30c per bottle For sale in Outports at most general stores, and in the City at <br> Dr. E. Stafford \& Son, <br> THEATRE HILL and WATER ST. WEST




## No Ground for Complaints <br> NHEN Théa COFFEE IŚ mADE Linton's Colebrated Essence


Coffee \& Chicory You are always certain of obt
COFFEE, and geting it quickly. Once you have used this ESSENCE you will always
use it or whil the price is lower than some, the
quality is the best Ask your grocer for a Botle of LIPTONS COFFEE

Tower's Waterproof Suits
should be a part of your outfit

april2, 白m,th
Does Your Husband Look Seedy?

Put him inside one of our 81.50 Nepiligee Shirts collar
him with a collar that suits him, tie him up with
 $\underset{\substack{\text { our late } \\ \text { azain. }}}{ }$

DRESS ECONOMICALY and well Ust visit one of our Stores and get our prices.
Spurrell the Tailor, ${ }^{365}$ Water St. Grand Falls. ${ }^{240}$ Duckworth St. 3020000000000000000000000000
Your Eticieincy
In all 引ucines affars will be inneasurably enhareed if you are conscious tinat your clothes vaive Armarican Taïor way.
W. P. Shortall


TO ARRIVE:


\% HURT \& LAWRENCE, 800000000000000000000000000

## U. S. <br> Un-Surpassed Marine Flake Cut TOBACCO <br> For Pipe and

 Cigarettes.J. J. ROSSITER.

SATT 3100 TONS BEST CADIZ.

- ATI BURNSIDE \& ANTHRACITE, WELSH \& AMERICAN.
A. H. Murray \& Co. Ltd.


Last opportuntry to secure: 3 H.P. and 4 H.P. ENGINES at reduced prices. As we still have a few of these ENGINES on hand, we have decided to sell them at the July 1st, as previously advertised, after which date they will be sold at the regular price. WIRE YOUR ORDER TO-DAY.
Acadia Gas Engines, Limited
000000000000000000000000000


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

Forty-Six Years in the Service of
the Public-The Evening Telegrait

Munson Steamship Lines
ST. JOHNS, N.F.-HALIFAX - BOSTON Fast Passenger and Freight Service : ? S. S. "MUNEASTERN"

## \section*{From Bosto July 3rd

}Scheduled to sail From St. John's
July 15th .. . . . . . . . . . . . . . . July 20th

July 25th $\qquad$ July 30th
ar passege and freight rates, apply to
A. E. HICKMAN, CO., LTD.,





POPE'S ${ }_{\text {Showniture }}^{\text {Fhooms }}$





Some men are content with being covered, no matter how cheap the appearance. Other,
are particular as to their dress, and mantin
are the highests standards in material, cut and nisish From the selection of your material to the fin
ished garment it has our ceareflul supervision
Caretully planned by cutters of experience, fitt ished garment it has our careful supervision.
Carentuly planned by cutters of experience fot
ted and shaped under their charge, oflowe by expert workers who take a pride in their work
these are the combinations of the garments a
the

JOHN MAUNDER, TALLOR \& CLOTHIER,
281-283 Duckworth Street.



