## PLAYING WIIH FIRE

often leads to the firemen playing "on" the fire-that is the way accidental conflagrations frequently break out. Such accidents cannot always be avoided, but you can provide against the damage consequences by insuring in one of our Reliable Companies. The cost is very small, indeed, in comparison with the financial protection we give you. Come in and let us convince you

TESSIER'S INSURANCE AGENCIES, Water Street West.


## SEEDS! To-Night

 PQPULARDONDEN
EOHABDS
AUCIIDEERS
AUCTION.

## ilway.

至


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


$\underset{\substack{\text { PETER } \\ \text { THER RED }}}{\text { THE }}$


| East End Meat Market <br> Opposite C. P. Eagan's, Duckworth Street, Always carry the Very Be Beef. |
| :---: |
|  |  |
|  |  |
|  |  |

## AUCTION.

ALUABLE FREEHOLD


## SXX (6) HOUSE

 for Cash Purchasers. Sthte price and all par-chars

RED J. ROIL \& CO
 WALL PAPERS. Tidero now showing a bean ath goc ron of 16 yarders.
ADELAIDE STORE, ${ }^{2}$ Adelaldo Street



| SALE OF Voile Dresses $\qquad$ |  |  |
| :---: | :---: | :---: |
|  | The High Cost of Living is a Universal Problem－－－Let the BROADWVAY Be the Solution． | $1.19 \text { and } 1.49$ |

## NEW ARRIVALS IN <br> LADIES＇BLACK COATS <br> A new shipment of fine all Black $C$ Shen；in regular and Stout

 BROADVVAY Be the SolutionNo greater puzzle is before housekeepers to－day than the angyer to the high
cost of living problem．This Great Store，through its Association to BUY cost of living probiem．This Great store，through its Association to BUY
Goods and its great Organization to SELL Goods－can give jou an econom－ seal answer for all your problems of living！
THIS PAGE TELLS OF MANY GOOD VALUES TO BE FOUND IN THIS GREAT STORE．

FIRST SHOWING OF THL New Prince of Wales Coat Tha season＇s most popular COAT now on dis liayd Ma
Engish materials，with velvet collar and silik indid

| ECONOMY |  |
| :---: | :---: |
| FASHION |  |
| BARGAINS |  |
|  |  |
|  |  |
|  |  |
| SILK GLOVES－ Fone liak cioves in shadesof Brev and White． Values to 81.20 for |  |
|  |  |
| SLIK HOSE－ |  |
| （tane |  |
|  |  |
|  |  |
| SILK CAMISOLES－ |  |
| Good quality Silk，also sokes，in Black and Navy |  |
|  |  |


| ECONOMY |  |
| :---: | :---: |
| FASHION |  |
| BARGAI |  |
|  |  |
|  |  |
|  |  |
| SILK GLOVES |  |
|  |  |
|  |  |
| SILK HOSE－ |  |
| Fine Silk Hose，in Black and Brown，full fashion－ |  |
| ed in all sizes．Values |  |
| SILK CAMISOLES－ |  |
|  |  |
|  |  |

## 500 New Dresses

 IN A FOUR PRICE GROUP SALESALE OF
Corsets
Values to $\$ 1.75$
Hundreds of patrs were sold last week when we announced our CORSET SALE． For this week we just reeeived another shipment tin sizes 20 to 32 ，and we are plaeing them on Sale at the same Low Price of

## 98c Pair

REMARKABLE SALE OF

## Jacquettes

Clearing out our entire stock of JAQUETTES at a price which we are sure will clear them at once．You will find in this lot some which have formerly sold as high as $\$ 17.90$ ．All go on Sale at one Price

### 0.94

## EXTRA VALUE <br> Ensemble Costumes

No longer is it necessary for you to long for one of
these smart outfits．The BROADW AY is now show－
 prices within the reach of everyone who wants to have
a Coat and Dress for the price of one．．．．．．．． materiais new colors Poiret Sheen
New Twills，Flannel New Silks，ete．
Kasha Cloth．

## Children＇s COAT Sale

MOTHERS！By buying your little Girl＇s
Coat in this Store you are assured of our low－ estin－the－City prices．With assort of our low－ est，we are always ready to supply your needs．
You will find Coats to fit every ： 1 Itte Girl and Mise；ranging in ine size from 3 years to 14 years

## prices range from

EXTRAORDINARY SAYINGS！
AN EXCEPTIONAL SALE OF

## Ladies＇Coats

The CIMAX IN COAT SALES，NEW COATS，NEF STYEES AEW
MATERIALS AND ANEW LOW PRICE ON COATS FOR EYERY NEED



 are：
WOMENS，MISSES＇AND STOUT WOMENS COATS：
NEW MATERIALS！ Reg．Price to sis．00 To \＄17．50 T0 \＄80．00 To \＄24．50
RT－Reg
der－
S
LE


## Chic Summer Millinery <br> NEW MODES，NEW COLORS，MODISH NEW FABRICS

 Truly，these are prices mostunusual for Hate
fine quality and style．Large $\mathbf{3 . 9 8}$－WOMENS HATS fine quality and style．Large
or min mapes are inctuo
od in le hharn artuly
－MATRON HATS ed in Leghorn，artfully com－ 1.98 －SMALL HATS
bined with Canton Creee or Satin，Delightunlly trimed or 400 －＝NEW TRIMMINGS
with new Summer flowers
－NEW SHAPES Wol ribbons．You will surely
or
find ust the Hat you are－NEW COLORS －．98－NEW COLORS
find just the Hat you are
loking for in these great looking for in these great
varieties．

A SPECTACULAR PURCHASE！A MORE SPECTACU．
LAR SALE！STYLES，VALUES，HATS，HATS，GALORE
All the most becoming shapes for Women，Misses and

Matrons．Plenty of large head ises
in all a wonderful coliection，at $\$ 2.77$ ．
NEW FELTHATS MLLANSTRAWHATS GEORGETTE HATS DRESS HATS FAILE SILK HATS LEGHORN HATS Values to $\$ 4.75$

EXTRA VALUES．

SKIRTS
A new shipment of all Wool Plaids in as－
sorted shatdes．Waistbands to 32 ．One of
the best．Skirt values we＇ve ever been able to offer．Values to $\$ 4.50$ for

## blouses

With new arrivals just received these two Groups of fine Bliouses and Overblousees re－ Groups or the most extraes andinary yavings for
preent
you Hudreds of now niouses，including present the emost extraordinary saving for
youn Hundred of new Blouses，including
mony novelty Overbow


ZもEXTRA VALUE
SALE OF
CAPES


WE SELL DEPENDABLE MERCHANDISE AT LOW PRICES－FOR CASH ONLY．
THE BROADWAY HOUSE OF FASHION
$\qquad$
3.98 to 8.98

#  

WONDER OFFERINGS in Men's Furnishings MENS SLIK HOSE
 MENS SILK TIES
 MENS CUFF LINKS
$s$

## 590


MENS GARTERS Double griog Garters with
good strong elastic bands. A regular 7o. value for .
MEN'S LEATHER BELTS Good Leather Belts in Tan
or Black, well worth 50c.
on Sale for ............
real good values in
Men's Pants
For this week we have re-grouped 60 pairs
of PANTS which formerly sold up to $\$ 5.00$ 1 place them on Sale at these low prices, $=2=-$

### 2.94 and 3.77


in five evormous groups $=35.00$ prosenting ive enormous assortments.
of fine tailored Suits in the very newet $S$ pring colors and styles.
 Single and Doublebreasted models,
English and semi-Engish, Conservative and Youths styles.
Finest Tweeds, all Wool Worsteds and
Casemeres in te new Spring shades Cassimeres, in the new Spring shades and fine pencil stripes.

Sizes for Reguars, Slims, Shorts and
Stouts. Sizes up to 48 .
Why be in doubt how your Suit is go. ing to look or fit when you can come in to our Store and try on hundreds of fine Suits at any prices you want to
 ing a chance.
THE
HOUS
SALE
$12^{97}$ EXTRA SPECIAL SALE OF Blue Serge SUITS

 with the best of work-
manship, and nicely
lined, with seams lined, with seams
bound and taped.
Regular $\$ 38.50$ $25^{.00}$ Selling for Cash Only makes it Possible for Us to Always "Sell it for Less." Bun Here save:

SUPREME "BROADWAY" VALUES

Gent's Furnishings
MEN'S SEMI-SOFT COLLARS $29^{c}$ to 17 MENS SPORT SWEATERS Made of all Wool in the
Soort Coat style, in colors

 SALE OF 200 Collar-Attached SHIRTS
MEN! Here's a remarkable value in
neat looking, long wearing Shirts. neat looking, long wearing. Shirts.
They're very well made in striped and plain Percales, in assorted shades.
Neck sizes $141 / 2$ to 17 . Values to $\$ 2.25$ Neck

$$
1.44
$$

SPLENDID VALUE IN Mens smale corts
Made of good strong Tweeds
in Dark Shades, well finish-
ed and lined. Just the kind in Dark Shades, well finish-
ed and lined. Just the kind
of Coat you can use for
everyday wear. Values to of Coat
everyday
$\$ 7.50 .$. 9

SOME MORE SAVINGS: Sale of BOYS' WASH SUITS Ages 3 to 8 years. Wrth Summer at hand overy mothers
thought turn to the problem of how to
 1.59

The Leading Topic The Leading Topic
AMy 15
"Libert
Fraternity Mrat Rraternity

| Sale of Juvenile Suits | V.79 |
| :---: | :---: |
|  |  |
|  |  |

Here it is-Continuing Our Remarkable Sale of
BOYS' SUITS

6

BOYS' S | Values to |
| :---: |
| $\$ 15.00$ | 1.77 Mothers! Fathers! Hundreds of our cus-

tomers availed of the tomers availed of the opportunity a few
weeks a aco when we first. Values
$\$ 12.50$
8.44

${ }^{2}$ Pants Saits

CLEARING SALE OF
Top Coats and Gabardines
All of this season's make at closeout prices. Every top coat must
be sold regardess of the cost. You will find all Wool Plaids and


$12^{.98} \quad 18^{.98}$ $25^{.00}$

## EXTRA VALUES IN

 Men's CapsThe most complete line of CAPS of the better kind, including the new adjustable size Cap made of the finest materials, in the new Spring shades, they represent the best Caps your money can buy. Every
lined. Values to $\$ 3.75$, for
1.25 to 2.75


fhe evening telegram, st. Johns, newfoundi and, June $4,1925-8$
Majestic Theatre
DETO-DAY: TO-DAY: DA

## Last Two Performances of ADAMS and CHENEY

```
Popular Artistes will tender their Farewell on
Thursay and Friday nights, wheht they will bid
Good-Bye. The following is their-programme:
1.-Military Mareh
2.-Baby Song
3.-From the Canebak
4.-Requested Seleetions .
4.-Requested Seleetions
5. }->\mathrm{ Popular Medley.
```

Special Matinee Saturday Afternoon 00300000000000c 100000000000000000000000000200000000


WITh a spout THAT CANKOT BREAK

PATENT N゚. $18148 / 22$
REC. No 691169 .
Sold By:-
S. RICHARD STEELE. THE SHOP WITH THE CUP \& SAUCER SIGN.



## SWVEEPING THE CITY WITH UNHEARD－OF VALUES！

## Beautiful Searls

## Bloomers <br> There <br> 

Corsets
Sizes 21 to 23.
Values up to
$=-390$

Potticoats $=$ $=98{ }^{\circ}$

More New Hats Just Arrived Sensational
Hat Sale！ unas stim 4.95


It is nothing new for this Store to hoid we want you to appreciate that this is extraordinary even for us，famous as we are for our daring merchandising
events．Fortunate indeed are you if you buy one of these events．Fortunate indeed are you if you bue one of the
Hats，because they are models you never dreamt of at such a low price．
HATS FOR MISSES WOMEN AND MATRONS．

## Remarkable Sale of

 Men＇s Shirts| MEN！Again we offer unusual bargains in D20 Anlists．Guaranteed Values at \＄2．20．English Broadcloths，slightly im－ perfect，woven Madras，Cotton Pongee．Corded Madras 80 inch square．Percale in perfect quality．Sizes 14 to 17 ．Two Shirts to a customer |  |
| :---: | :---: |
|  |  |
|  |  |
|  |  |

Sale of Boys＇One and Pants Suits Every parent should know the advantage of buying in it，
John＇s Largest Boys＇
Department．
Completeness of of stocks－Variety－Low Prices．
Boys＇One Pants Suits
Boys＇Two Pants Suits straight leg pants． knicker style pants




 FREE！With the purchase of a Bor＇s Suit at Sale | Small Boys＇Blue Serge | Hundreds of Boys＇ |
| :--- | :--- | Sailor Suits．Wask Suits．

 | Boys |  |
| :---: | :---: | :---: |
| $\$ 3.98,4.98,5.98 ; 6.98$ | Ruize |
| $\$ 1.65$ | \＆$\$ 1.98$ |

the evening telegram. st. Johns, newfoundiand, June 4, 1925-10



## Atmosphere

atmosphere tonts should create an personality. In selecting Living Room Furniture, this firm can ably assist you
in the selection of you upholstery.
These Suites, artistically designed,
possess the dignified beauty and per
pect possess the dignified beauty and per
fection of quality, found only in master creations.

## A.M.PenmanCor <br> pianos chesterfields organs

$\square$
$\frac{8+520}{4}$

## 

 KNOWLING'SOffer You Substantial Savings With No Loss In Quality.
INLAID LINOLEUM, LINOLEUM SQUARES, STAIR CANVAS, HALL CANVAS, HEARTH RUGS, CARPET SQUARES, STRAW MATS, CHINTZ, CASEMENT CLOTH, SCRIMS AND LACE CURTAINS

## Carpet Dept.

## ENGINES

 RICES and TERMS ENGINES of various HAL At NGIY ATTRACTIVE to to all FISHERRMEN. Before , convinced of the genuineneess of oft our intentionss. We carry a well assorted stock of parts. New
parts not held can be promptly secured. Frankkin'sAgencies, Lttu.






## A LEADER Since 1837 KIRKWANS BORAX SOAP!

At All Grocery Stores. CONFEDERATION LIFE ASEDGBATION


THE LIVERPOOL \& LONDON \& GLOBE INSURANCE COMPANY, LTD
For generations this great Company has funished
the insuring public the best security, the best oon-

 that is why we lead BOWRING BROTHERS, LIMITED agents for newfoundland.

## Schrafft's Chocolates

serve as willing envoys<br>to convey<br>whatever words oft times fail to express.<br>\section*{J. J. Rossiter<br><br>Duckworth Street. SL}



LOOSE LEAF

## F. McNamara

'Phone 393. Queen St.



