

The Store
To Put Your
Faith In

The Broadway House of Fashion

The Store Where
Your Dollar
Goes the Furthest

OUR

EXPANSION SALE!

GOES OVER THE TOP WITH—A BANG!

HUNDREDS OF WOMEN & MEN CROWDED OUR STORES EVERY DAY SINCE THIS GIGANTIC SALE STARTED LAST FRIDAY. From early morning till closing our STORES are packed with eager buyers who know VALUES and QUALITY MERCHANDISE. NEVER (and never is a long time) have so many keen shoppers left a Store so satisfied after buying their family needs, as have during this SALE. Not only will this event be appreciated by Women and Men who attend SALES TO ECONOMIZE, but we hope to attract hundreds of Women and Men who do not usually attend Sales. These Women and Men will be thrilled and most amazed and most appreciative by the wonderful opportunities TO SAVE.

THE TOWN IS FULL OF SALES, BUT THIS EXPANSION SALE LEADS THEM ALL BEATS THEM ALL!!

To-Morrow--Another Record-Breaking Sale--Come!!!

What You Will Find in Our

Bargain Basement

Where Your Money Buys More

Guimps

TON GUIMPS—Worth up to \$2.75. On Sale for **69c**

Girls' Cotton Dresses

Wonderful little Dress for any Girl, up to 12 years. Worth \$2.00. On Sale for **89c**

Women's Dresses

Flannel, nicely embroidered and nicely finished. A good value for only **1.48**

Women's Summer Dresses

Ginghams, Organdies, all sizes and sizes. Some worth up to \$10.00. On Sale for **98c**

Ladies' Suits

Wonderful lot of Suits in Navy Blue, Serge and Tricotine. Some worth as high as \$22.50. On Sale for **5.98**

Misses' Sport Coats

Nice Tweed. Just the thing for Spring. A real Bargain. Values up to \$15.00. On Sale for **3.98**

Ladies' Gingham Dresses

Anderson Scotch Gingham, kind that colors never wash out. Sizes up to 52. On Sale for **1.48**

SPECIALS!

Ladies' Crepe Kimonos

A fine Serpentine Crepe Kimono, in assorted shades. Easily worth \$2.75. On Sale for **59c**

Some slightly soiled.

Bloomers

A new shipment of Bloomers, just arrived in time. Here they are at the same price **19c** pair

Table Cloths

Beautiful White Irish Linen Table Cloths. Easily worth \$3.00 to \$4.00 each. On Sale for **1.79**

Girls' Summer Dresses

Ages 2 to 8. In all shades; nicely trimmed with fancy trimming. Regular \$1.75 value for **79c**

Infants Coats

Ages 2 to 5. New Spring Infants' Coats, nicely lined. Only one shade Blue. Regular Price \$3.50. On Sale for **98c**

What Our Main Floor Has to Offer You in This Great Sale of Sales--

Coats, Suits, Dresses, Blouses Skirts, etc., etc.

The Coats

We can easily say that our assortment in Coats will astonish you in QUALITY and Price. Coats of all descriptions are grouped in lots at prices which mean only one thing—IMMEDIATE AND FAST SELLING.

9.98, 13.98, 16.98, 22.98

The Dresses

Hundreds of DRESSES in Canton Crepe, Satin-faced Cantons, Tricotines, Poiret Twill, Roshanara Crepe, Crepe Romaine, etc., etc., are on display at PRICES which only a SALE like this can offer you. Hundreds were sold, but new arrivals have made our stocks the finest in the city. BUY YOURS NOW!

5.98, 8.98, 11.98, 13.98, 17.98, 22.98

The Suits

Whether you are looking for a TAILORED SUIT or a SPORT TWEED SUIT we have them in many shades such as Sand, Grey, Brown, Black, Navy. Sizes up to 48.

9.98, 13.98, 16.98, 22.98, 27.98

The Blouses

Hundreds of BLOUSES were sold during the past few days, but new arrivals have filled their places. A wonderful line to choose from

1.69, 1.98, 2.98, 3.98

SPECIALS!

Cotton Hose

In Black only; some fleecelined. Worth up to 60c. a pair. On Sale for **9c**

Ladies' Middies

Beautiful lot of Ladies' Middies in many assorted shades. Regular value \$2.75. On Sale for **98c**

Silk Sweaters

A wonderful lot of Silk Sweaters. Just the kind to wear with your Sport Skirt. Values up to \$8.00. On Sale for **2.98**

Girls' Summer Dresses

10 to 14.

MOTHERS! Here is your chance to buy your Girls' Summer needs. Beautiful trimmed Washable Dresses for only **98c**

Worth triple the price.

Our Second Floor Contributes Values You Must Not Overlook in

Children's Dresses and Coats

The Coats

Of all descriptions and materials. Some Sport Models—others more dressy kind. MOTHERS! If you want to SAVE MONEY now is the TIME to buy your little Girl a COAT for only

2.98, 3.98, 4.98, 5.98

The Dresses

For Girls of 6 to 14.

The breath of Spring comes into the CHILDREN'S DEPARTMENT with these delightful DRESSES. Taking their cue from the new styles for adults, they present new Fabrics and new Colors. Wool, Crepe effects are conspicuous in the fascinating combinations of plain and colored inspirations. Fawn, Brown, Turquoise, Navy, Copen and Henna are noteworthy among the colors.

OUR PRICES WILL ASTONISH YOU!

2.98, 3.98, 4.98, 5.98, 6.98

Hats! Hats! Hats!

New arrivals have made our HAT DEPARTMENT blend with colors. Hundreds of styles to choose your HAT from. We have taken our entire stock of Hats and grouped them in TWO lots only. Values up to \$11.50. Your choice for **2.00** and **4.00** only

Ladies' Raglans

Sizes up to 48. Values up to \$18.50. On Sale for **9.98**

BE READY! FOR TO-MORROW Starts the VALUE OPPORTUNITY of a Lifetime

THE BROADWAY HOUSE OF FASHION