

TOWELS! TOWELS!

Large size Fancy TURKISH TOWELS. Guaranteed the Finest Towel made. Easily worth \$1.00. On Sale for, each

45c

THE BROADWAY HOUSE of FASHION

Children's Flannelette NIGHT GOWNS **49c**
 These come made up in a fine Flannelette in colours of Pink and Blue; nicely finished. Ages 2 to 4 years. Regular value 95c. One Sale for

CONTINUING OUR

GREAT MID-SUMMER SALE

WITH NEW MERCHANDISE ADDED DAILY AT PRICES THAT HAVE MADE THIS STORE THE SUPREME VALUE-GIVING STORE IN ST. JOHN'S. VISIT OUR STORES DAILY AND CONVINCING YOURSELF WHY EVERYBODY TALKS ABOUT OUR UNMATCHABLE VALUES!

CHILDREN'S ROMPERS! Made up of fine Pink and Blue Chambray, and nicely piped with White Binding. Ages 2 to 6 years. Values to \$1.35 for 99c	PILLOW CASES! Made up in fine White Linen. Just the kind the thrifty housewife wishes to have. Size 45 x 36. Easily worth \$1.00. On Sale for, each 49c	GLOVES! Silk Gloves-in all shades and sizes. Long elbow or short 2-fastener Gloves. Every pair perfect. Values up to \$2.25. On Sale for 69c & 98c	LADIES' FLANNELETTE NIGHTGOWNS! Fine Washable Flannelette Nightgowns; some embroidered, others plain; assorted colours. Regular value \$1.75. On Sale for 98c
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SUMMER DRESSES
 at Prices You Cannot Resist
 Gingham House and Porch Dresses in all shades of Checks. Sizes up to 48. Values up to \$2.50 for **1.39**

Voile Dresses for the Stouts
 A wonderful collection of large sizes in figured Voile, beautifully trimmed. A real value **2.48**

The Summer Dress Sensation
 500 of the finest English Gingham, guaranteed fast colors, trimmed with embroidered Swiss Organdie; every dress stamped by the makers to ensure satisfactory wear **3.48**

ANOTHER WONDERFUL OFFERING
Charming Silk Dresses put on Sale for the first time

A special effort of ours to make this the Dress Sensation of the Season has made available to you this splendid selection. The materials and the price will convince you that they are worth inspecting—and the Dresses will sell themselves.

Canton Crepes, Satin Faced Cantons. 5.98	Taffetas! 7.98	Satins! Georgettes! Etc. Etc. 9.98	All Sizes! All Wanted Shades. 12.98
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Sweater Sale Extraordinary!

PULL OVERS! **1.48**
TUXEDOS! **2.48**
CARDIGANS! **2.48**
SIDE TIES! **3.48**
 In fact every style for **3.98**
Sport Wear! **3.98**

Special Sale of Children's Organdie Dresses
 MOTHERS! Dress your little girls with one of these cool Summer Dresses. Every one of these are nicely embroidered and trimmed. Colours are White, Pink, Purple, and combinations of assorted shades. Ages 2 to 6. **1.39, 7 to 12, 1.89**

Special Clearance of Costumes

Every Light Colored Costume in our stock must be cleared regardless of cost, during this extraordinary Sale. In every group you will find Costumes sold previously at double the Sale Prices. If you are in need of one, now is the time and this is the Store to get it from.

Tailored Models! Box Coat Models! Boyish Tailleur Models! 12.98	Single and Double Breasted Models! 15.98	Serges! Tricotines! Poiret Twills and Scotch Tweeds in Greys and Tans! 19.98	ALL SIZES! 24.98
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Children's GINGHAM DRESSES

In assorted shades. Ages 2 to 6 years. A good \$1.25 value for **59c**

HATS! New Arrivals! New Arrivals! New Arrivals!

STRAW HATS! Jaunty White Silk Hats! FELT HATS! CREPE HATS! Leghorn Hats! Fancy BRAID HATS 1.98	BOBBED HAIR HATS! MATRON HATS! 2.98	All Shades. The Biggest Selection in the City to choose from. 3.98
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Table Scarves

in White Linen, embroidered with coloured Silk and Lace Edgings. Values up to \$2.25 for **89c**

Fine Linen CAMISOLES With Lace Insertion and Lace Straps. Pink and White 29c	GUIMPS in fine washable materials and nicely trimmed with White edgings and pockets 98c	SKIRTS White and Cream Serge and Gabardine Skirts in all sizes. Values up to \$2.75 98c	UNDERSKIRTS Made up in the finest White Lawn with Lace to match and coloured ribbon drawn through 1.19	MISSES' STRAW HATS in colours of Red and Blue, trimmed with coloured ribbons. Values up to \$2.50 for 98c
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What Our Men's and Boys' Department Offers You in This Great Clearance Sale

Boys' 1 & 2 Pants Suits Ages 8 to 17 years. Every Suit reduced to prices which ought to interest every mother and father in St. John's! Values up to \$8.50 for 5.78 Values up to \$11.00 for 7.28 Values up to \$12.50 for 9.48 Values up to \$15.00 for 10.48	Men's Cotton Hose in Black, Brown and Grey 14c	Boys' Play Suits in Tan and Blue Drill. Values up to \$1.25 for 1.29	Men's Fine Neglige Shirts Values up to \$2.25 for 1.29	Men's Working Shirts in Blue Chambrays; fast colours. Values up to \$1.75 for 98c	Boys' Straw Hats All sizes, Black, Brown & White Straws. Values up to \$2.25 for 69c. & 98c.	MEN! You Can Save 5.00 to 10.00 By buying of these Suits during this Sale. Values up to \$16.50 for \$9.98. Values up to \$19.50 for \$12.98 Values up to \$22.50 for \$14.98 Materials: Serges. Tweeds. Herring-bones. Sizes to fit every Man and Young Man. Values up to \$25.00 for \$16.98 Values up to \$27.50 for \$18.98 Values up to \$35.00 for \$24.98
	Boys' Wash Suits Ages 3 to 8 yrs. In assorted patterns and shades. Values up to \$2.25 for \$1.29.	Boys' Pants in Heavy Tweed. Ages 8 to 17 yrs. Values up to \$2.25 for \$1.19.	Men's Working Pants Heavy Tweed Pants. Values up to \$2.50 for \$1.48	Boys' Pants in Khaki Drill. Just the thing for Summer wear. Ages 8 to 17. 98c.	Men's Silk Fibre Hose in all shades. Values up to \$1.00 for 39c.	

“IT PAYS TO SHOP” AT
THE BROADWAY HOUSE OF FASHION