

The Broadway
House of Fashion

TO-DAY WILL START

A Sale of Supremacy in VALUE GIVING--

The Broadway
House of Fashion

OUR PEERLESS SALE!

St. John's Greatest Bargain Event!

TO-DAY all St. John's will revel in and convince itself of what tremendous importance this PEERLESS Event is! Everything to wear for the entire family is presented at prices you will at once see are amazingly low. The PEERLESS SALE IS SUPREME from every standpoint—PEERLESS IN VALUES—PEERLESS IN THE QUANTITY OF GOODS INVOLVED—PEERLESS IN QUALITY OF THE GOODS PRESENTED. This ad. does not tell of all the sensational values assembled—it only shows convincingly what immense savings are offered. COME EARLY TO-DAY—bring your friends. No Mail or Phone Orders accepted on advertised items.

WE LEAD--OTHERS FOLLOW!

Skirts

One of the finest lots of Skirts your money can buy: Prunellas, Brushed Wools, Crepes, Plaids. We guarantee every Skirt to be worth dollars

and cents above our Sale Price.

Values to \$10.00

5.39

Blouses

Here are two Groups where you can choose your Blouse at less than half the price you have to pay elsewhere.

1.89

Georgettes, Crepe-de-Chines, Lace Over Georgettes, Silks, etc. Hundreds to choose from

2.89

Sweaters

Hundreds of Sweaters placed on Sale at PEERLESS PRICES—A variety every Woman and Miss can choose from: Coat Sweaters, Tuxedo, Cardigans, Pull-Overs, Side Ties, in fact every conceivable style and colour.

1.79 2.89 3.77

A Peerless Sensation to Interest Every Woman and Miss

1100 COATS & DRESSES

At Guaranteed Lowest in The City Prices

PEERLESS! How well it describes this marvellous COAT and DRESS offering! Leading manufacturers, with whom we have been doing business for years, have co-operated with us to again present to women of St. John's and vicinity apparel values that have no equal, and so retain the reputation our Store enjoys for amazing value-giving!

COAT SIZES:

Womens 36 to 44

Misses' 14 to 20

THE COATS!

Silk and Sateen, full lined—Tailored of Black Downy Wool, Velour, Suedene, Angora, Cordette, and other rich fabrics.

Every Best Style Here!

We consider these the best Coat values this season—style, quality and workmanship considered. Colors include: Grey, Black, Navy, Rookie, Russet, Brown and all wanted Plaids.

12.67
and
14.77

VALUES
to \$25.00

VALUES
to \$30.00

DRESS SIZES:

Women's 36 to 44

Misses' 14 to 20

THE DRESSES!

Fashioned of Finest Silks—Canton Crepe, Satin Crepe, Georgette, Roshanara, Flat Crepe, Romaine Crepe, Elizabeth Crepe, etc.

Dresses for all occasions and in all colours: Navy, Cocoa, Black, Sand, Brown, and in fact every Light and Dark shade for Fall wear.

Fur Chokers and Collars

A good variety of Fur Chokers and Collars in small and large patterns, made up in such fine Furs as Wolf, Fox, Nutria, Marmink, etc. Mostly Browns and Blacks. A few Light Furs in the lot.

3.50

to

8.98

Leatherette Coats

Just received a large shipment of these fine Waterproof and warm Coats. They go on Sale at a Peerless Price. Plaid backs and Wool linings. Sizes for Misses and Women.

6.97

Sweater Costumes

Here is a chance for every Miss and Woman to dress in one of these warm all wool outfits. Why—the Sweater alone is worth the price. Values to \$8.50

5.77

Peerless Prices—Mean Lowest Prices!

Fall Dress HATS

PEERLESS Millinery Values—Presenting Hats of impressive Beauty that have not been equalled this season. Finest materials in the Newest Fall Modes—

Each is an exquisite creation with an elegance of design you will call irresistible. Trimmings and colors to please all; shapes and sizes to fit every hairdress for Miss, Woman or Matron.

5.97

VALUES

to \$12.00

THE COLORS INCLUDE: Almond, Navy, Brown, Red, Black, Grey, Crab-Apple, etc.

Cloche Hats.

Tricorne Hats.

Off-the-Face.

Pokes and Mushroom Hats, Matron Hats.

Picture Hats.

EXTRA SPECIAL!

200 HATS

Velours, Felts, Velvets, Brushed Wools, etc., etc. The balance from our last Sale including new arrivals. All at one Price:

2.00

Values to \$5.00

Costumes

To describe the beauty of these New Fall Costumes would be impossible—The fine workmanship—The lovely materials—The fine Furs such as Squirrel, Beaver, Fox, Viatka Squirrel—or their plain self-made collars show up these beautiful New Fall Costumes immensely.

SPECIAL LOT
25 Only Heavy

Tweed Costumes

lined with Silk and Canton Crepe. Worth more than double the price. On Sale for

11.98

Sizes 36 to 42.

Sizes

16 to 44.

COLORS:

Navy.

Black.

Sand.

Brown.

Fawn.

Etc.

Prices Range From

16.98

to

35.00

MATERIALS:

Velour.

Broadcloth.

Tricotine.

Poirot Twill.

Scotch Tweeds.

Etc., Etc.

All Costumes interlined.

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