

Another Week of SENSATIONAL VALUES!

WE'RE ALWAYS FIRST TO CUT THE PRICE!

To-day just as when we first opened our Stores, we're always first to cut the price. That policy which means so much to every economical shopper is possible because of that fundamental principle of our business to buy and sell for cash only.

AT The Broadway

WE SELL DEPENDABLE MERCHANDISE—FOR CASH ONLY.

TO GIVE THE UTMOST IN VALUE

is the endeavour of every great Store, whether you are getting the most for your expenditure is for you to decide. We know that our merchandise is always priced as low or lower than competitive quality. Compare and be convinced of our price-leadership.

A Special Sale of Ladies' Coats

For this week we have gathered a fine selection of COATS for every Miss and Matron at the usual "Broadway" low standard price. Every group represents the best values your money can buy to-day.

Save on your COAT! Buy one during this Sale!

Values to \$17.50

FOR

10.63

Values to \$22.50

FOR

14.77

Values to \$30.00

FOR

21.75

Values to \$35.00

FOR

23.75

Values to \$38.00

FOR

27.75

Sizes for Women
16 to 20—36 to 44

Materials:

Tweeds.
Bolivias.
Wool Velours.
Duvelaine.
Lustrosa.
Marvella.
Suedine.
Duveytina.
Etc., Etc.

Colours:

Black
Navy.
Pennyrust
Brown.
Grey.
Mixtures.
Tan
and many others

Fur Trimmings:

Beaver.
Squirrel.
Fox.
Beaverine.
Opposum.
Wolf.
Wata Squirrel.
Self-made
Collars and
many other
rich Furs.

Values to \$42.00

FOR

29.75

Values to \$45.00

FOR

31.75

Values to \$60.00

FOR

45.00

Values to \$70.00

FOR

55.00

Values to 100.00

FOR

67.50

Sizes for Stouts.
43 to 53

Growth Confidence

THE OUTGROWTH OF

Luck and accident play a very small part in business. Growth is the direct result of success—and success, the outgrowth of confidence. With pride we point to the pre-eminent position we occupy in the St. John's wearing apparel field as an example of the confidence of the public in the BROADWAY Store—a confidence well deserved and one which we will ever cherish and safeguard to the very fullest extent of human endeavour.

"IN YEARS NEVER A SALE LIKE THIS!" Coming!

our

3rd Birthday Sale!

NOT MERELY A SALE, BUT A CELEBRATION!

ORIGINAL MODELS AND MAKERS' SAMPLE

Hats

NEW ARRIVALS! NEW ARRIVALS!

Hundreds will benefit by this, altogether unusual purchase of expert milliners' original creations. Some of the original model hats were made to sell at even more than \$12.00! A bewitching assortment of pattern hats comprising every style, fabric and color go on sale to-morrow at this astoundingly low price. Made to retail from \$8.00 to \$12.00

Representing
the acme
of
Style
and
Value-
Giving.

4.98

Lyons
Velvets!
Panne
Velvets!
Silks!
Benglines!
Metals and
Velvets!

Unique becoming shapes, including smart Turbans, Gloria Swanson Pokes, and off-the-face styles. Colors comprise Henna, Blonde, Pheasant, Copen, Brown, Black, and Black with attractive combinations.

Men's All-Wool Underwear

For this week we offer you an exceptional line of 100 p.c. Pure Wool Shirts and Drawers at prices which once more demonstrate our low price leadership. Values to \$2.75 for

1.79

a garment.

Another "Broadway" Triumph in Men's Suits

A Special purchase of 62 Men's fine Tweed Suits, in Dark patterns and cut to fit young and conservative men.

12.77

Values
to
\$22.00

These are being turned over to you at a small percentage of profit to us and to the great satisfaction of our customers.

Men! Come to our Store any day. Get acquainted with our methods and with our low prices—Be convinced!

Men's Hose

Men's fine Heather ribbed Hose in colors of Brown, Green and Blue mixtures. A regular 79c. value. 49c

For this week, per pair, only

Men's Caps

Nice warm Winter Caps, in good strong Tweeds and assorted colors. Sizes 6 7/8 to 7 1/2. Regular \$1.90 Caps for

Men's Combinations

Men's fine warm Winter weight Combinations. Well made and in many assorted styles. Sizes 38 to 46. Such well known brands are included: Chalmers, Lavender, Latte and Stuttgarter. Every make guaranteed to give complete satisfaction.

3.98

AND

4.98

Men's Hats

A most complete assortment of all shades and sizes of New Fall Felt Hats, some silk lined, others unlined, well known brands at great savings to men.

2.98 to

7.50

SALE OF BOYS' SUITS

Values to \$11.50.
A large assortment, to fit boys of 7 to 13 years of age, made up in the very strongest Tweeds so as to ensure long wear for the youngsters, and savings to parents. PARENTS! Don't overlook these savings. Our Store offers you a most complete assortment of boys' apparel as you will find anywhere.

5.98

6.98

7.98

Boys' Oliver Twist Suits

Values to \$4.50.
Made of a very heavy Dark Tweed to give entire satisfaction. These little Suits are the very best value we can offer you. Ages 3 to 8 years

2.98

Great Savings in these items during this week.

MEN'S HANDKERCHIEFS, TIES, COLLARS,

SHIRTS, UMBRELLAS,
SCARVES, SINGLE PANTS,
BOYS' SINGLE PANTS,
CAPS, BLOUSES, SWEAT-
ERS, AND UNDERWEAR.

The Broadway House of Fashion

Sale of Fine Warm Children's Dresses

Ages 3 to 14 years—at great savings to parents—Ages 3 to 14 years. Hundreds of new little Frocks for the little ladies arrived, making our stock most complete to choose from, and once more selling at our low prices. Serges, Silks, Plaids, Crepes, etc.

\$2.98, \$3.90, \$4.75, \$5.98 to \$8.96

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Overcoat Week at the Broadway

The cold winds may blow, but there will be plenty of warmth for those wearing one of these fine new Coats. Former selling prices disregarded to make this week one of our busiest Coat weeks in years. Come, you men who want to save your dollars. Prices to suit every man.

VALUES TO \$16.50

FOR

10.00

VALUES TO \$22.00

FOR

15.00

VALUES TO \$30.00

FOR

20.00

Sizes to fit Big Men, Tall Men, Young Men. Materials are the finest. Makes the newest.

VALUES TO \$35.00

FOR

24.90

VALUES TO \$42.00

FOR

30.00

VALUES TO \$50.00

FOR

35.00

VALUES TO \$65.00

FOR

40.00