

— OUR —
GENTS' DEPARTMENT

is an up-to-date Store carrying a complete
stock—to-the-minute—Apparel.

The Broadway's

ENORMOUS

— OUR —
GENTS' DEPARTMENT

supplies the wearing apparel need of
Men and Boys.

PEERLESS SALE

Commences Its Initial Week of Sensational Bargains!

Just at the right time—when many of our Out-of-Town friends plan to attend the Exhibition—comes the Initial Week of our ANNUAL PEERLESS SALE—Commencing a Sale that will be long remembered by the people who will attend it. Every man or boy who needs a Coat, Suit, Underwear or other furnishings should come to this Store tomorrow or the following days and see what tremendous savings we can make for them in their purchases.

The Most Spectacular Clothing Offer Ever Made to Men and Boys of St. John's.

Extraordinary Sale of Men's All Wool

OVERCOATS

This Sale ought to attract hundreds of men to our Store, as we have made wonderful reductions on all our Coats. Coats for Young Men, Conservative Men, Working and Business Men.

All the latest 1925 models and materials, Overplaids and Chinchillas, Kerseys and Plain Backs. NEVER— and Never is a long time—have we been able to offer such sensational values in this city. Smart three-piece belt, patch pockets, Raglan, or regular sleeves.

Although the BROADWAY is already noted for its GREAT VALUES we can easily say that the values during this Sale

BEATS ALL PREVIOUS ONES

No matter what you want to pay, we have the Price to suit you. A COAT SALE THAT IS SURE TO BREAK THE RECORD.

8.98
10.98
14.98
16.98
22.98
24.98
to
44.00

REMARKABLE VALUES IN

Men's Fine Shirts

Every Shirt clean and crisp, assuring the wearer full service and fast colours. Collars to match—attached or unattached and neck band styles.

1.29

200 Boys' Suits

ARRIVED IN TIME FOR OUR PEERLESS SALE.

Sizes 3 to 8 years.

WOOL JERSEY AND TWEEDS.

Here's proof of Values that no other Store will offer.

3.98

Boys' Overcoats

Heavy, warm Blanket Cloths and Heather mixtures.

3.98 to 16.50

BEST AMERICAN MAKE.

**Men! Youths!
Boys!**

If you are unable to attend this Sale—send along your mother, wife, sister, or daughter—But BE SURE you secure your FALL CLOTHING while this Sale is on. NEW FALL APPAREL AT PRICES YOU CANNOT POSSIBLY DUPLICATE ANYWHERE ELSE IN THE CITY.

ANOTHER BROADWAY TRIUMPH

Sleeveless Sweaters

Men's and Boys' Sleeveless Pullover Sweaters, in Grey, Green and Brown Heather, at

1.29

PEERLESS SALE PRICES.

Boys' 1 and 2 Pants Suits

Made in all Wool Tweeds in Dark or Light shades and mixtures. Norfolk styles with belt and patch pockets. Also in Plain Back, up-to-date tailoring.

6.98, 8.98, 10.98, 12.98

SOFT COLLARS 11c.

FANCY COLLARS 2 for 5c.

SEMI-SOFT COLLARS 24c.

BELTS 19c.

Pants Belts of Rubber, with Nickelled Buckle.

Spectacular Event in Single and Two Pants

SUITS

Fine Clothes tailored to perfection by some of the very best factories in America, and guaranteed to give complete satisfaction to the wearer.

10.98	VALUES THAT WILL SET THE WHOLE CITY TALKING	18.98
12.98		22.98
14.98		47.00

NEVER BEFORE EQUALLED

Single Breasted, Double Breasted, Young Men's, Conservatives, Light Colors, Dark Colors, Two and Three Button, Smart Greys, Smart Browns, Wide Trousers Suits.

We want you to come and see these SUITS and give them a very thorough Once Over, and assure yourself that our ads. are exact descriptions of our stocks.

PLENTY LARGE SIZES.

— COMMENCING 9.00 A.M. —

Our Bargain Basement Also Takes Part in Our Annual Peerless Sale!

The Whole Basement is Ablaze with Bargains Like These—it will Pay You to Join the Crowd! From 9 O'Clock to 12 O'Clock -- 5 SPECIAL BARGAINS -- From 9 O'Clock to 12 O'Clock

<p>SPECIAL! HAND TOWELS Turkish faced, Fringed and Striped 29c. Bleached and Unbleached</p>	<p>SPECIAL! BATH TOWELS Splendid quality Turkish Bath Towels. 1 yard long 49c.</p>	<p>SPECIAL! CHILDREN'S DRESSES 2 to 6 years. Kiddies' Blue Serge Dresses for 98c. only</p>	<p>SPECIAL! LADIES' EMBROIDERED FLANNELETTE NIGHT GOWNS Regular Price \$2.50 Now \$1.49</p>	<p>SPECIAL! DRESSING GOWNS PEERLESS SALE PRICE 98c.</p>
<p>DRASTIC REDUCTIONS IN LADIES' COATS \$7.98 \$8.98 \$9.98 AND LADIES' CAFES SPLENDID VALUE \$3.98</p>	<p>TABLE, BUFFET, BUREAU RUNNERS Imitation Hardanger, Torchon, Duchesse, Lace Ends. Sale Price \$1.39</p>	<p>BREAKFAST CLOTHS Linen and Damask Breakfast Cloths, hem-stitched, coloured and plain borders. PEERLESS VALUE \$1.98</p>	<p>LADIES' HATS Our entire Basement stock at your disposal 98c.</p>	<p>SPLENDID VALUES IN LADIES' DRESSES Serges, Poirer Twills, Crepes, in smart styles and popular shade. Reduced to be included in our PEERLESS SALE \$5.98 PRICES</p>
<p>PEERLESS ASSORTMENT OF FLANNELETTE DRESSES Splendid range of Sizes and Colours \$4.98</p>	<p>CHILDREN'S FLANNEL DRESSING GOWNS The Limit in our BASEMENT BARGAINS \$1.39</p>	<p>JERSEY DRESSES All the latest shades, styles at the unbeatable price \$4.98</p>	<p>CAMISOLES in embroidered and plain Messaline. Hem-stitched, with silk ribbon draw strings, in colors of Black, Navy and Brown. 48c. PEERLESS SALE PRICE</p>	<p>SWEATERS Silk and Wool, and all Wool, Roll and Peter Pan Collars. Dozens of new shades and styles 98c. and \$1.98</p>

BROADWAY

where your Dollar is at a premium.