

# FIRING THE OPENING SALUTE TO SPRING!

## Coats

NEW, SMART, PRICED FOR SPRING OPENING.

Coats of every description—made with side flare, fur trimmed, or the slim, straight line with just enough fur at the bottom to suggest a flare. Such favoured materials as Twill Bloom, Newella Rep Bloom, Charmeen, Bengaline and Kasha are only a few of the wonderful materials these new Spring Coats are made of—The color range is remarkable! There is Poudre Blue, Wigwam, Chili, Rust, Apricot, Beige and every other rich shade you have admired.

17.75 27.50 45.00

Several other groups priced at prices you will at once see, as amazingly low once you see the styles—materials—workmanship.

12.98 21.98 35.00

Sizes: Misses' 15-20—Women's 36-44—Stouts 42½-54½

## The BROADWAY

"A STORE FOR EVERYBODY."

Spring is here! Everybody welcomes the new atmosphere. To-morrow we are starting it off with the greatest values with which a new season has ever been started. On this page you will find the most wonderful values to choose your Spring attire from—cutting our regular profits in half in order to arouse our readers to a full realization of the money-saving opportunities that await them in our Store.

### Beautiful Spring Dresses

AN OFFERING DECIDEDLY OUT OF THE ORDINARY.

Seldom indeed have so many Dresses been assembled into a few groups to sell at such low prices—but searching the markets we collected beautiful Spring Dresses at marked savings, so that we can make our first SPRING SALE a sensational offering.

Included are styles for Street, Afternoon and Evening wear, fashioned of Crepe Faile, Satins, Flat Crepes, Ensemble effects and flare effects, trimmed with laces, fancy tassels, embroidery, Folds, a Flower, etc.

9.96 14.98 19.50 25.00 35.00 40.00

SPECIAL ATTENTION TO STOUTS—In every group you will find a most complete range of sizes and colours.

## New Spring Millinery

Fashionable women who want smartest Millinery modes at economical prices, will find these groups most interesting. Here you will find Hats created by the most brilliant modistes. Hats that are decidedly the vogue for 1925. A beautiful flower here—a charming bit of lace there—or a wonderful jewelled ornament—each lending a distinct chic to the hat it adorns. Surely you will find just the hat to accompany your new Spring Costume in this vast array. Our HATS have been the talk of the town! Have you seen them? If not don't miss them—they are wonderful—that's what every one tells us when they see them!

3.75 4.50 5.50

Every conceivable style and colour you will find in these groups.

4.95 5.95 6.50

#### BLOOMERS.

Made of fine gloved Silk Jersey, with elastic waist and knee. Regular value \$2.50 for

\$2.48

#### PRINCESS SLIPS.

Fine heavy Silk Slips in all colours, with contrasting coloured flounces. Values to \$5.50. Our Price,

\$3.98

#### GLOVES.

A fine assortment to choose your Silk Gloves from; all wanted shades; every pair reduced for this sale. Prices, range from

79c. to \$1.29

#### STEP-INS.

These are absolutely the finest your money can buy. Developed of heavy radium silk, nicely hemstitched and embroidered. Values to \$6.50 for \$4.98. All colours.

#### HOSIERY.

A nice selection to choose from in colours to match your Spring outfit.

69c. to \$1.39

#### HAND BAGS.

Just received a small shipment—just in time for our Spring opening.

\$1.98 to \$3.50

#### CAMISOLES.

Heavy Silk Camisoles; also some in Satin, in colors of Pink, Navy and Black only. A \$1.25 value. On Sale for

59c.

#### OPENING DISPLAY OF NEW

## Blouses

Wonderful ranges of new Spring Blouses in colours such as Red, Green, Powder Blue, Grey, Black, Paisley and many other shades. Beautifully beaded or tucked, with long or short sleeves—Blouses which brighten up your Spring outfit to the limit. Prices range at—

3.77 4.98 5.98 6.75

OTHER GROUPS TO CHOOSE FROM, AT

1.69 2.39

### Girls' Coats

Ages 8 to 14 years.

For our Spring opening we have gathered a selection of Coats where mothers will find a real pleasure to choose her little girl's Spring Coat. All priced at our low profit selling motto . . . . .

4.98 to 12.98

### Girls' Dresses

Ages 8 to 14 years.

Beautiful little frocks for the young lady of 8 to 14 years, in straight lines or in ensemble effects. Materials and colours to suit every Miss at prices which put this Store once more to the fore in value giving . . . . .

3.98 to 8.98

### Girls' New Hats

Beautiful models developed in fine Felts—Silk and Felt—Silk and Straw—Felt and Straw—in Sport and Dress models, all grouped in one group at a popular price

2.94

## Costumes

For our Spring Opening Display we show a marvellous selection of Costumes, innumerable models, fabrics and colors. A visit to our Store will unfold to you the beauties of the Spring season's most authentic styles.

THREE GROUPS AT POPULAR PRICES

16.50 25.00 35.00

## Bargain Basement Golden Opportunities to Save on Every Purchase

### Dresses

Over 400 wonderful Spring Dresses in French Serge, Poirer Twill, Wool Crepes, Silks, all-Wool Plaids, etc., in all sizes, including Stouts. Priced at greater savings than were ever offered before.

Values to \$12.50 for

6.98 & 7.98

### Coats

Only 84 in this lot of fine Spring Coats, priced at a price which does not pay for the materials. Every Coat fully lined with a fine Linette lining.

Values to \$16.50 for

9.88

### Costumes

Another "Broadway" triumph in value-giving. A group of fine Serge, Tricotine and Poirer Twill Costumes in Black and Navy only, in plain tailored or embroidered models.

Values to \$19.50 for

11.98

### Table Runners

A small shipment of White Linen Runners with coloured embroidery and lace edgings. Values to \$1.50 for

79c each

### Table Cloths

Extra large size White Table Cloths—a special purchase enables us to offer you \$3.50 Cloths for

1.79

Everyone perfect.

### Children's Wash Dresses

Ages 3 to 6 years. Made of good heavy materials and nicely embroidered. Regular price \$1.25. On Sale for

87c

### Children's Rubber Pants

Here, Mothers! Stock up on these and save half. Values to 40c. On Sale for

19c pair

### Children's Rompers

Washable and durable are these fine little Rompers in all colours. Every one worth at least double our price of

84c

### Blouses

Only 150 of these fine Voile and Cotton Blouses in all sizes. All Sample Blouses, every one worth double and triple the selling price of

69c