

JANUARY CLEARANCE SALE

Our Entire Stock of
Ladies', Gent's and Children's Wear
 Marked Down to Low Level Prices Which Cannot be Equalled
Coats, Suits, Dresses, Waists, Skirts, etc.

All must be sacrificed to make room for the arrival of Spring goods, and undreamed of and sensational bargains are in force throughout the entire store.

Thousands of satisfied customers can testify to the fact that our Special Sales are always teeming with bargain reductions, and we purpose making this January Clearance Sale the greatest of them all. Do not fail to visit our store, for you are sure to appreciate the wonderful values that await you.

Sale Starts January 11, at 9 a.m.

Coats-- 335 COATS made up in the latest modes of fashion from rich lustrous materials such as FRENCH VELOUR, DUVETYN, BOLIVIA, MARCELLA, BROADCLOTH, etc. Some are self-trimmed; others trimmed with FUR COLLAR and CUFFS of elegant appearance. Sizes range from 36 to 52½ in a great variety of shades. A STYLE FOR EVERY TASTE. \$30.00 to \$75.00 Values. **January Clearance Sale Prices, \$21.90 to \$37.00.** Main Floor

300 Wonder Special Waists
 Handsomely Embroidered Georgette Waists, all in perfect condition. Formerly selling for \$3.75.

Basements **Now \$1.95**

Buy a Couple of These

Ladies' Navy and Coloured Serge Dresses, in long sleeve, half sleeve and Guimp effects. Sizes 36 to 44. Values up to \$5.00.

Basements **Now only \$1.98**

Rare Values

127 Ladies' Coats selling at less than Half Price

\$6.98, 8.98, 12.58 & 15.38

Basements

A Wonderful Bargain!

One Rack Only Ladies' Dresses in Canton Crepe, Poiret Twill, Serge and Fancy Two-Tone Effects. Worth three times the price quoted.

Only \$3.90 Basements

Dresses-- 725 Dresses in CANTON CREPE, MATTELASE, TRICOTINE, POIRET TWILL, PANNE and LYONS VELVET, SATIN, SERGE, etc., etc. A wide range of Styles and Colors to select from. The very newest styles are shown in this lot, and the values will never be duplicated. All must be sacrificed; \$25.00 to \$60.00 Values. **January Clearance Sale Prices, \$9.90 to \$36.90.** Main Floor

HATS

ALL REDUCED BELOW COST—and many at less than HALF PRICE!
 SEE OUR SPECIAL OFFERINGS

Third Floors and Basements **Only 98c**

EVENING DRESSES

At less than half regular prices.

Prepare for the Next Fashionable Dance. **Main Floor**

Girls' Middy Blouses

Made from fine grade Navy, Wool Serge, and beautifully trimmed with White Braid and Silk Eagle Crest on Sleeve. Easily worth \$4.50.

Sale Price \$2.69 Basements

Overcoats--

BOYS' and MEN'S OVERCOATS of the very newest fabrics and designs; all finely tailored by expert workmanship. Here you will find astonishing values which will demonstrate clearly the remarkable price reductions we have established for this SALE!
Boys' from \$4.98 up. Men's from \$10.90 up. Third Floor

Boy Proof Suits

Just imagine! Boys' Three-Piece SUITS, made from heavy grade, serviceable Tweed—good patterns. Size 9 to 14 years. Regular Price \$8.75.

Third Floors **Now \$3.98**

Serge Suit Bargain

45 Only Men's fine grade Navy Serge SUITS. Sizes 34 to 42, to be cleared at a Special Price of

Third Floor **Only \$17.90**

Boys' Pants

Here we offer 150 Pairs Boys' Pants at less than the price of the material. **JANUARY CLEARANCE SALE PRICE**

Third Floor **Only \$1.45**

Cap Bargains

Men's Winter Caps, newest styles in all-Wool Naps, Friezes, Meltons, etc. Values up to \$4.50.

Third Floor **Now \$1.59**

Suits-- WE HAVE SPECIALLY SELECTED 65 Men's Tweed and Serge Suits, worth up to \$45.00, which we offer at \$28.90. 125 Boys' Tweed Suits, values from \$7.50 to \$15.00. **Now \$3.98, \$7.50 and \$9.90.** Third Floor

OUR DECISIVE PRICE SLASHING MUST ENTHRALL YOUR ATTENTION!

THE BROADWAY HOUSE OF FASHION

331 WATER STREET 331