

The Broadway  
House of Fashion

# SALE

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House of Fashion

OF

## Style, Service, Value and Satisfaction!

The Emblem of this Sale is Economy

THE MAJESTIC VALUES AND THE MAGNIFICENT REDUCTIONS WILL VIBRATE IN UNISON DURING THIS SALE, WHICH IS A MASTER-PIECE OF PERFECTION. THE QUALITY IS THE BRIDGE WHICH UNITES THE VALUES AND THE REDUCTIONS. THIS SALE SPEAKS FOR ITSELF THROUGH THE VALUES AND REDUCTIONS WITH WHICH IT IS COMPOSED. EVERY PURCHASE MEANS WORTH WHILE ECONOMIES.

### Coats, Capes and Wraps

11.50, 18.95, 24.95

Whether you go a-calling or attend the tea dansant, it is the well-gowned women who invariably evokes admiration. More charming and lovely than before, more mystically simple, and more potently individual are these New Creations.

IF THE FIRST PRINCIPLE IN KNOWING HOW TO DRESS WELL, IS KNOWING WHERE TO SELECT, THEN YOUR FIRST AND LAST THOUGHT SHOULD BE: THE BROADWAY HOUSE OF FASHION!

### Spring Costume Suits

8.90, 29.00, 32.50

Tailored with the masterly craftsmanship of an expert, assuring the fastidious women of a permanency of line that is characteristic of the costliest custom-tailored-to-order productions.

### Voile and Gingham Dresses

\$3.50

Quality Voile and Gingham in a big variety of patterns, but full and true to size. Dainty Organdie, Chambray and other attractive trimmings.

### Dresses

Models for Street, Afternoon, Sport and other informal occasions, in a splendid variety of styles and a wide selection of colors. A rare opportunity to choose an extra Dress for Spring and Summer wear at much below regular cost.

8.90, 11.50  
14.00

MEN!—WHEN YOU CAN BUY CLOTHES AT SUCH LOW PRICES, DON'T MISS THE OPPORTUNITY. THERE IS A FULL AND COMPLETE RANGE OF SIZES FOR MEN OF EVERY TYPE OF BUILD—AN UNBROKEN ASSORTMENT OF SMART UP-TO-DATE STYLES TO CHOOSE FROM. FOLLOW THE CROWDS. BE HERE TO-MORROW AT 9 A.M.

Get Two Garments for the Price of One

Prices range from **\$18.00, 19.50, \$27.00**

### Extra Special!

Boys' Suits, Mixtures and Navy Blue Serge.

Sizes 6 to 12, \$4.50 and \$5.90

Please Notice We Do Not  
Accept Mail Orders

Men's and Boys' Clothing Department--Second Floor



# The Broadway House of Fashion

331

Water Street

331

#### Obituary.

**CLARY WILLIAMS.**—Died at her home, 100 Bay Bulls, St. John's, Nfld., on Wednesday, May 16th inst., at the age of 38 years. By her death a young resident, not having reached the age of 38 years. By her death a young resident, not having reached the age of 38 years. By her death a young resident, not having reached the age of 38 years.

caused by heart failure following pneumonia. The last rites were administered by Rev. P. J. O'Brien, P. M. He leaves to mourn an aged mother, a widow, seven children, 3 brothers, Capt. John White Horse, Albert of Los Angeles, and Alden of Bay Bulls; two sisters, Mrs. (Capt.) J. Bonta, and Mrs. Merry, both of Gloucester, and a large circle of friends, to whom we extend heartfelt sympathy.

#### A RELATIVE.

Wanted in Trade—Howley's, Harvey's, Prowse, Togue's or any other books on Newfoundland. Clean and perfect copies only. GARLAND'S Bookstore. May 14, 1924.

#### Poultry Culture.

##### INTERESTING LECTURE AT ROPEWALK.

At the Ropewalk Club last night, a very interesting lecture was given by the members of the Propaganda Committee of the Newfoundland Poultry Association before a very large and attentive audience. President R. G. Williams occupied the Chair. Addresses on the various phases of poultry culture were given by Dr. Arch C. Tait, Treasurer W. R. Butler and Secretary W. D. McQuarrie as well as Mr. Williams. About 150 illustrated lantern slides showing different methods of hatching and feeding and

housing chicken and the different kinds of poultry most suited to this country were shown. One of the speakers pointed out that \$62,000 was spent for imports of eggs last year according to the Customs Statistics and this money could be easily saved if the people here would give more attention to this profitable industry.

**B. I. S.**—The Regular Quarterly Meeting of the Benevolent Irish Society will be held Sunday, May 20th, immediately after Last Mass. **ALAN DOYLE, Secretary.**—May 18, 21.

**MINARD'S LINIMENT FOR RHEUMATISM.**

#### Provision Against Drowning Accidents.

The annual report of the Royal Life Saving Society, 8 Bayley Street, London, W.C., just published, proves that the work of this Society in providing against drowning accidents continues to spread far and wide. It has branches in all parts of the British Empire and in many foreign lands. The knowledge of how to save a struggling, drowning person and how to resuscitate the apparently dead, either from drowning or from electric shock, is taught in the schools all over the British Empire. It is also part of the training in his

Majesty's Naval and Military Establishments and among the Police Forces. The Liverpool Police did so well last year that they were awarded the King's Cup. Every Swimming Club is also expected to promote the subject, which is much favoured by the Boy Scouts, the Boys' Brigade, Cadet Corps and similar organizations. His Majesty the King, who has himself saved life from drowning, first as President and now as Patron, has for thirty years taken a keen interest in the Society and has regularly congratulated the members on the result of their very successful labours for the cause of humanity. It is to be hoped that for the privilege of safety on and in the water, every one will acquire the art of swimming

and life saving, and thus help to curtail the great annual loss of life by drowning. The grand total of awards granted by the Society for ability to render First Aid in the water now amounts to 368,434, or 8,169 in excess of the previous year which also proved a record in its history of useful work. The terms of membership for Clubs or Associations is ten shillings and six pence per annum, and hand books may be had for nine shillings a dozen. The chief secretary of the Society is Mr. William Henry, 8 Bayley Street, London, W.C., who will be pleased to supply further information to either individuals or clubs, etc., who may wish to join the Society.

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AND

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