

Think!
Reason!!
Investigate!!

The Broadway House of Fashion

YOUR DOLLAR
Will Do Triple
Service in Our
Store

EXPANSION SALE!

When you attend this SALE you will see at once why we are justified in using the term "AMAZING VALUES!" You will see on every hand Crisp, Clean, New Merchandise direct from the manufacturers, offered to you at literally less than Wholesale Prices. Our ability to take over complete factory stocks, has made these prices possible. When you compare the values—quality for quality, price for price—we know you will decide to make all your purchases NOW during this GREAT MAMMOTH SALE!

This Super-Value Event Starts To-Morrow at 9 a.m. Sharp!

Girls' House Dresses

In many assorted shades, beautifully trimmed. Regular \$2.50 value for

89c

Skirts

Wonderful assortment, in all shades and materials, easily worth double and triple the price. On Sale for

1.98, 2.98, 3.98

Coats

Ladies' and Misses' Sport Coats, in new shades. Worth up to \$18.50. On Sale for

3.98

Blouses

Tricolette, all perfects, no seconds; in all shades and sizes. On Sale for

1.69

Rubberette Coats

Ladies' and Misses'. All sizes. Worth up to \$17.50. On Sale for

5.98

Brassieres

In Brocaded Satins and some plain. A good value at \$1.75. On Sale for

49c

REAL VALUES!

MEN! MEN! MEN!

Shirts! Shirts!

Here's your chance. Buy your SHIRTS Now! Buy 3 for the price of one. Greatest value in St. John's. All Sizes. Values up to \$3.00 for

69c - 98c

Men's Suspenders

ALMOST GIVING THEM AWAY!

12c PAIR

Men's Socks

Black, White, Brown, etc., Cotton hose; easily worth 60c. a pair. On sale for

9c PAIR

Limited Quantity Only.

Boys' Raincoats

Ages 8 to 14 years. Now is your chance to buy one for your boy to keep him warm and dry. Values up to \$10.00 for

3.98

LIFETIME CHANCE!

Men's Pants

Striped Tweeds & Mixtures, etc. Worth up to \$4.50 a pair. Expansion Price, Only

1.98

Men's Working Shirts

In Heavy Flannel. Colors: Grey, Khaki, Navy Blue, etc. Worth up to \$3.50. Now

98c

Some slightly damaged.

Men's Underwear

B.V.D. Style. Easily selling now for \$1.25. On Sale for

69c

Men's Raincoats

All Sizes. Worth up to \$15.00. Expansion Sale Price

4.98

Boys' Colored Shirts

Good for any boy who wishes to save his mother washing. Regular price \$1.50. Now

59c

Men's Belts

Real Leather Belts. Worth up to

\$1.50. On Sale for

12c each

Our Men's & Boys' Department

IS NOW LOCATED IN OUR NEW PREMISES FORMERLY OCCUPIED BY

R. Templeton

MEN! Mothers! Mothers! Boys' Suits: Boys' Suits

ARE PLACED IN ONE GIGANTIC SALE. PRICES DO THE TALKING HERE! YOUNG MEN'S! BIG MEN'S! HEAVY MEN! TALL AND STOUT MEN! The New Spring assortment is here with a Smash. It's the Biggest SALE we've ever held and the Greatest St. John's has ever known. Nothing shows up so clearly the superiority of one event over others of similar character as inspection and comparison! You have the opportunity to see why every one of our customers tell us we are "UNDERSELLING THEM ALL." Look at these prices and then come and see the values:—

GROUP NO. 1. GROUP NO. 2. GROUP NO. 3.

8.98

Values up to \$18.00.

14.98

Values up to \$25.00.

18.98

Values up to \$32.50.

21.98

Values up to \$39.50.

23.98

All these are with 2 Pairs of Pants. Values up to \$42.50.

26.98 to 36.98

200 Suits in all the finest makes and materials. Values up to \$60.00.

Our Men's & Boys' Department

IS NOW LOCATED IN OUR NEW PREMISES FORMERLY OCCUPIED BY

R. Templeton

Mothers! Mothers!

We want all of you here to-morrow morning to share the greatest feast of Bargain-giving ever seen or heard of in St. John's.

Boys' Suits: Boys' Suits

We are not going into details regarding the values that will greet your eyes when you see the wonderful Suit you can buy for your boy in our Store to-morrow. There is no BUNK in these statements. Every word, every fact is true and can be proven. Come and join the crowd which we are sure will be here to-morrow.

LOOK AT THESE PRICES

GROUP NO. 1.

2.98

Values up to \$9.50
Ages 6 to 14.

GROUP NO. 2.

4.98

Values up to \$15.00
Ages 8 to 17.

GROUP NO. 3.

7.98

Values up to \$20.00.
All these are 2-Pants Suits.

BOYS' ATTRACTIVE DENIM SUITS

Just the thing for your boy for these wet days. Worth up to \$4.50. On Sale for

98c

HERE THEY ARE!

MEN! MEN! MEN!

Fibre Silk Hose

Selling all over up to \$1.25 a pair. Some Plain, some Fancy, drop stitching; in all sizes and shades. Sale Price, Per Pair

39c PAIR

Boys' Pants

In Khaki Cloth. Ages 5 to 8. Easily worth \$1.50 a pair. On Sale for

49c

Mothers!

Buy your boys a

Pair of Pants

for almost nothing. Look! Nice strong Tweed Pants. Worth \$2.00 and \$2.50 a pair. Now

89c and 1.39

Men's Caps

Nice finished Caps, in latest styles and new Spring shades. Now selling way below wholesale prices. Values up to \$2.25 for

79c each

DON'T HESITATE! COME!

THE BROADWAY HOUSE OF FASHION