

The Broadway House of Fashion

RECORD-BREAKING SALE!

Marvellous and Lavish Values are Fascinating Features of this Sale

Wonderful Values in Men's Suits

A fortunate purchase permits us to offer a big range of MEN'S SUITS at prices fully thirty per cent. below market value. Here we offer:

\$15.00 SUITS for \$ 9.90
\$25.00 SUITS for \$18.95
\$29.00 SUITS for \$21.90

The range offered at \$21.90 is an astounding Bargain, being a Two-Pants Suit of good grade durable Tweed.

Tailored Quality Suits

For this Record-Breaking Sale we are offering a big range of

American High-Grade Tailored Suits

at particularly low prices, in order that our friends in Banks, Offices, and in fact any man who is desirous of being well dressed, may participate in a share of these marvellous bargains. The Sale Prices of these Suits range from

\$27.00 to \$42.00.

Foreword

There are innumerable reasons to justify our claim that we are

THE LEADING REPRESENTATIVES IN NEWFOUNDLAND OF THE FASHION CENTRES OF THE ENTIRE WORLD.

Time has fully justified this contention, and the vast majority of men and women in St. John's, who have been in a position to COME—CONSIDER—CRITICIZE and COMPARE, will readily acknowledge that EXCLUSIVE STYLES—REPUTABLE MERCHANDISE and REMARKABLE VALUE are factors which dominate the Policy of this Store.

We are quoting just a few of the many attractions offered, and respectfully solicit a personal visit to our Showrooms.

Boys' Suits and Overcoats at Sacrifice Prices

Here They Go, Regardless of Cost

BOYS' VELVET SUITS.	BOYS' OVERCOATS.	BOYS' NORFOLK SUITS.
to fit little men from 3 to 5 years. Colors: Navy and Brown. Regular Price \$5.75.	Assorted range of Tweed and Kersey Overcoats to fit from 8 to 17 years. Regular Prices \$11.00 to \$24.00.	Made from good quality Tweeds and Serge, with belt all around. Sizes 7 to 15 years. Regular Prices \$10.00 to \$17.50.
SPECIAL PRICE \$2.90.	SALE PRICES \$7.50 to \$18.00	Special Prices \$6.90 to \$12.50

Men!

DO NOT MISS THIS OPPORTUNITY.

We are offering a big selection of

Men's Stylishly made Overcoats

in assorted Kerseys and Meltons. The colors are mainly Navy, Brown and Grey, and we can supply all sizes.

PLEASE NOTE THE PRICES:

Regular \$22.00 values for \$11.90
Regular \$27.00 values for \$17.50
Regular \$33.00 values for \$24.90

These values cannot be equalled in the city.

High-Grade Overcoats

We take pride in submitting these COATS to the good taste of the well-dressed business men of this city. They are indeed a delight to the eye—handsomely modelled, and made from genuine all-Wool Plaided-Back Coatings, in assorted Plain colors and Heather mixtures.

Regular Prices \$42.00 to \$75.00.

SPECIAL PRICES \$33.95 to \$48.00

These Coats sustain our reputation of being TOP-NOTCHERS in MEN'S WEAR.

Come to Us and Get the Greatest Possible Value for Your Money!

The Phenomenal Sale of the Season--1000 New Fur-Trimmed Ladies' Coats

At Record-Breaking Low Prices!

The new Colors, the new Silhouettes, the new Sleeves, the new Furs—every latest whim of fashion is employed to add chic and charm to this group of Coats. And most interesting to the economical shoppers are the new low prices. Fur collars on soft velvety fabrics, that is the combination fashion demands, and here it is. We challenge competition at the prices and values offered:

Regular \$27.00 NOW \$21.00 **Regular \$32.00 NOW \$24.90** **Regular \$39.50 NOW \$32.00** **Regular \$45.00 NOW \$37.50 up to \$65.00**
OTHER COATS for this Sale we have priced—\$6.90, \$9.50, \$13.90 and \$16.25.

Girls' School Dresses.

200 Economy Dresses to fit from 7 to 14 years; made in contrasting blends of Dark Cotton Gabardine. Regular Price \$2.75. Our Special Sale Price **98c.**

A Rare Bargain

28 only Child's All-Wool Costumes of good grade English Outing Flannel. Colors: Fawn and Saxe Blue. Sizes 7 to 12 years. Regular Price \$12.50. Our Special Sale Prices **\$2.95, \$3.50, \$4.25**

Black Canton Crepe Dresses

For Misses and Slender Women

This lot represents a remarkable Clearing Line which is almost beyond belief—made from beautiful quality Canton Crepe, of modish style, with fine Silk Braiding and semi-detached sleeves. An excellent Dress for Evening Wear, or for mourning purposes. Sizes 14, 16 and 18 years. Regular Price \$15.00.

Our Special Sale Price \$6.90

Paisley Waists.

Very dainty and attractive is this lot of Ladies' Cotton Paisley Waists, and already over half of our original purchase have been sold. Regular Price \$2.25. Our Special Sale Price **\$1.39.**

High Grade Corsets

Range 1. Size 18, 19, 20 and 21. Regular values to \$4.50. Now Only **95c. & \$1.19.**
 Range 2. Size 22 to 36. Regular values to \$8.00. Now Only **\$3.90 & \$4.50.**

Greatly Underpriced --- Smartly Tailored Fall Dresses

A Merchandise achievement that brings to this city the best DRESS VALUES it has ever known; made possible by our tremendous purchasing power enabled us to procure the entire stock of a retiring well-known maker of High Cost Frocks. Very newest fabric—charming for afternoon, semi-formal, and even more elaborate wear. You must see them personally to appreciate them.

Regular \$14.00 NOW \$7.40 **Regular \$17.75 NOW \$9.90** **Regular \$19.75 NOW \$12.50** **Regular \$21.50 NOW \$14.95 up to \$44.00**

IMPORTANT NOTICE : We have just received another shipment of Ladies' Fall & Winter Hats
 Prices from \$2.75 up to \$9.50

The Broadway House of Fashion