

**BUY NOW! Your Dollar Reaches the Highest Point in Value During This Sale**

**No One Can Undersell Us**

— NO ONE EVER WILL —

This statement is not an idle boast—rather it is a sincere promise—a renewed pledge that we will continue to duplicate our present and past performances! Ask the people who have bought here since we first opened! They will tell you that in the very midst of sensational "Sales"—and highly exploited merchandising orgies—this Store consistently and persistently has undersold the "Sales!"

Why shouldn't we? By virtue of our lowest margin of profit known we have no "left-overs"—our stock is always clean. We are always in position to buy—and buy at lowest prices.

LOWEST PRICES OUR CHIEF ATTRACTIONS

**The Broadway House of Fashion**

**Peerless Values in New Extra Fine Spring Coats**

**PEERLESS VALUE IN Fine Dresses**

VALUES TO \$32.50

Here is a Dress offering that will stir the unbounded enthusiasm of women who know style and value. Frocks such as these have not been offered this season, nor in several seasons, at anywhere near this low price. And such Frocks! Every one new and fresh. Every one a late season model, fashioned of smartest Silks, in newest colours, with latest trimming touches. Frocks for every occasion—Afternoon, Street and Evening wear.

<b>THE SMART NEW FABRICS:</b>	<b>THE FASHIONABLE COLORS:</b>	<b>THE NEW TRIMMINGS:</b>
Satins, Crepe Satins, Flat Crepes, Fulle Silks, Combinations.	Titan, Powder Blue, Cocos, Beige, Black, Navy.	Jabots, Pleats, Tucks, Beads, Laces, Embroidery.

Misses', Ladies' and Stout Sizes.

**23.88**

If you have delayed purchasing a Coat this season, this price will surely tempt you. When you see how really smart and charming these Coats are you'll buy one at once. They are fashioned in prevailing modes of Fine Suedine, Lorseene and Wool Bengaline—The Fabrics in greatest demand at present. Made in the Straight Line Silhouette Model. Nowhere else in all St. John's can such a Coat Bargain be found as the one we offer you now—

ALL THE NEW SHADES OF THE SEASON.

**23.77**

SIZES 16 TO 44. VALUES TO \$32.50

**Continuing Our Great**

**PEERLESS SALE!**

**With New Arrivals! With More Great Values! With More Savings to Our Customers! BUY NOW!**

**PEERLESS VALUE IN Children's Corsets**

VALUES TO \$1.00  
Made of fine White Coutil with suspenders and shoulder straps. They represent the best value in St. John's. Another demonstration of value and what it means to every person who wants to save.

**49c pair**

**PEERLESS VALUE IN Crepe Kimonos**

Made of fine Crepe and nicely embroidered; also some in plain models. They at once show you what savings we bring you during this great event—

Values to \$3.75 **1.79** Buy Now and Save!

**PEERLESS VALUE IN All-Wool Pull-Over Sweaters**

Who would miss the opportunity to buy one of these all-Wool Pull-Overs at such a low price. Colors are: White, Navy, Black and Red. Values to \$2.75. On Sale for—

Sizes 36 to 44 **1.39** Don't Delay! Buy!

**PEERLESS VALUE IN Blouses**

Such Values! No wonder the whole city is talking about this Sale. Over Blouses such as these are rarely found at such a low price. Styles are Peter Pan and many others—Values to \$2.75 for

Colors are Shantung, Powder Blue, White, etc. **1.27** Buy Two for the Price of One!

**Buy Your Spring Needs during this Sale. You Save on every Article You Buy from Us**

**PEERLESS VALUE IN HATS**

Really a sensational offer! Even at the end of the season you would expect to pay more than \$4.97 for hats of this character. To-day you can buy these picturesque models at the height of popularity—\$6.00, \$7.00 and \$8.00 hats at

**4.97**

Misses', Women's and Matrons' Hats. Tagal Braids, Visca Braids, Milan Hems, Taffetas, etc., etc. Large Picture Hats, High Crown Models, Drooping Hats, Newest Pokes. Beautiful Flowers, Clever Tuckings, Jewellery Novelties, Ribbon Sashes, Ribbon Bows. Colors are: Coral, Bisque, Ochre, Sand, Reseda, Green, Black, Powder Blue, Rose Wood, etc.

**PEERLESS VALUE IN Children's Coats**

Hundreds of mothers buy their little girls' coats at the "BROADWAY" because they know the values they get. This Sale will bring hundreds more for the greatest value in Children's Coats. New straight models in nice Woolly Plaids, also some in plain materials make these Coats real attractive.

Sizes to fit every girl of 9 to 14 years. Values to \$12.50 **7.98** Buy your little girl her Coat Now!

**PEERLESS VALUE IN Children's and Misses' Dresses**

Ages 8 to 14 years.

Mothers will appreciate this extraordinary Sale of fine Dresses for the little ladies. A great assortment to choose from in such splendid materials as Serge, Tricotine, Taffeta, Wool Plaids, Silks, etc. Every one a dainty creation at such a low price as

**4.98** And Values to \$10.00 **6.98**

**PEERLESS VALUE IN Costumes**

To see these values means you will at once recognize savings of \$10.00 and more. Beautiful tailored models, also some in the new boyish tailleur, making these Costumes the peak in value giving. Beautiful quality Poret Twill and Tricotine, lined with Silk and Crepe-de-Chene. A value never before offered—

REAL SAVINGS! **22.66** Sizes 16 to 46.

SEE OUR NEW ENSEMBLE SUITS!

**Visit Our Store During this Sale -- It Will Pay You in Dollars and Cents!**

**PEERLESS VALUE IN Princess Slips**

Slips of heavy Jersey Silk, with contrasting pleated flounces, representing to you a saving of at least \$2.00 and more. Another reason why this Sale is so popular.

**3.76**

**PEERLESS VALUE IN Skirts**

Who would miss such a value? Skirts of all Wool Plaids and plain materials in plain or pleated models, in all size waist bands. Another "Broadway" Saving!

Values to \$7.50

**PEERLESS VALUE IN Guimps**

Fashion has decreed a new Guimp for this season. Made of plain or Checked Flannel in such shades as Fawn, Powder Blue, Lipstick Red and others, they make an ideal outfit with a Blouse.

Values to \$6.50

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