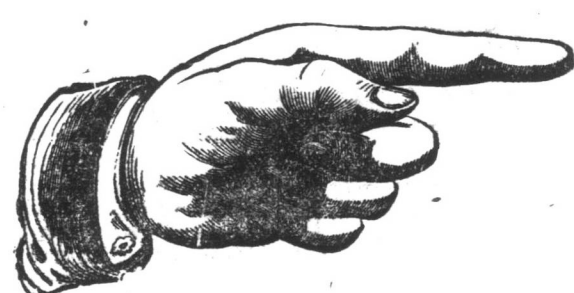


THE BROADWAY

331 WATER STREET 331



Announce Their

GRAND

TUESDAY, December 5th, at 10 a. m.

FREE! FREE! FREE!

To the first 50 customers on Opening Day we will give away

One All Brushed Woll Scarf
FREE!

So be one of the first 50 and get a lovely Scarf.

We take great pleasure in announcing our OFFICIAL GRAND OPENING on TUESDAY, DECEMBER 5th, at 10 A.M. We cordially invite the public to visit

Three Spacious Floors

equipped with—New Wardrobes—new Fixtures—New Fittings and above all New Merchandise in every Department for LADIES', MEN'S and BOYS' and SHOES. For MEN'S UP-TO-DATE COATS, SUITS and SEPARATE TROUSERS. For BOYS of all ages COATS and 2 PANTS SUITS; also BOYS' and SHOES. We can't impress too much upon you the benefit you will gain by coming to this GRAND OPENING FEAST. It took us months to prepare for this carnival.

ONCE IN A LIFE ONLY COMES A CHANCE LIKE THIS

In making this SALE, we are thinking of what will attract and please you in VALUES, REDUCTIONS, and QUALITY. There are two kinds of SALES—there are SALES which are merely a passing fancy, but it will hold the good will of our future customers. Sales count for nothing unless backed by VALUES, REDUCTIONS and QUALITY. It is impossible to find a right way to do a sale, but good points of this Sale is well, taking advantage of, it is better for you. Quality is the cord which ties all the VALUES and REDUCTIONS embodied in this Sale.

IN THIS SALE YOU ARE SURE TO GET YOUR COAT, SUIT OR DRESS, KNOWING IT'S NEW STOCK AND PRICES

**STORE
OPEN
TILL
9.30 p.m.**

The Garment Salof

Finest Suits, Coats and Dresses

Ladies' Coats

DRESSY FUR TRIMMED COATS, SPORT COATS, THE NEW JACQUETS—Everything that you could possibly desire is in this Sale. COATS of NORMANDY, SUEDE, BEVERLY CLOTH, FINE VELOUR, DELYSIA CLOTH and FINE SPORTS' MATERIALS. Some have BEAVERETTE COLLARS and CUFFS; others have SHAWL COLLARS of SKUNK OPOSSUM. Some have COLLARS of CARACUL or NUTRIA. MISSES' SIZES, REGULARS and STYLISH STOUTS.

Prices

5.98

AND UP.

**SEE OUR WINDOW
DISPLAY**

Sweaters of all descriptions; Coat, Pull-over and Tuxedo effects. **2.48 up**

Scarfs and Shawls in Silk and Wool **89c up**

Waists In Pongee, Crepe-de-Chene, Georgette and Cotton, beautifully embroidered. **59c up**

Skirts in fine Serge, Tricotine, Plaids and Fancy Prunellas. **2.48 up**

Children's Dresses in all kinds of materials. **3.98 up**

Children's Coats for all ages. **3.98 up**

Children's Coat Sweaters in all Wool. **2.29 up**

Children's Leggings in Wool and lined Portar Cloth. **89c up**

Hats Made of fine Velvet, also the new Late Fall styles in Satin, trimmed with beautiful feathers and brocade Silk, also with the new fur effect. **98c up**

**FOR THE CONVENIENCE OF
THOSE WHO CANNOT ATTEND
THIS SALE DURING THE DAY
TIME, OUR STORE WILL BE OP-
EN EVERY NIGHT TILL 9.30.**

Ladies' Dresses

A RANGE OF DRESSES which will overshadow any assortment ever shown in this City. You can have no idea how marvelous they are until you actually see them, examine the fine Workmanship, excellent Quality of the materials and note their numerous style touches. There are many of FASHION'S CLEVEREST VELVET DINNER GOWNS and STREET DRESSES as well. Materials are Fine FRENCH SERGE, Beautiful Quality VELOURS, FINE CHIFFON VELVETS, New Blistered CANTON CREPE, New SATIN and every material known to Dame Fashion. Every Style feature that you are accustomed to finding in DRESSES at two and three times the price you will get them here for.

Prices

3.98

AND UP