

The Broadway
House of Fashion

BROADCASTING

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THE GREATEST SALE

Ever Held in St. John's--

A Monumental Sale Emphasizing Choice Stocks, Important Changes and Improvement

During the past few months the "BROADWAY" Store has taken an important step forward. With the addition of another store, with bigger, more varied stocks of merchandise, new vistas of shopping have been opened up. Transformations of some of our floors have been made, going on with the introduction of new departments and moving of others for greater effectiveness. Increasing efficiency has come with every new move. To definitely record these changes and improvements in the public mind, we are "BROADCASTING" ourselves in this Sale. Its values are most extraordinary—prices infinitely less than in any Store in St. John's—they must be, for this is the governing rule of the "BROADCASTING" Sale.

Sale Now at its Height with New Merchandise Added Daily at the Same Price

NO MAIL ORDERS ACCEPTED.	Corsets! Corsets! PINK AND WHITE. HUNDREDS OF PAIRS WERE SOLD DURING OUR LAST SALE, AND HUNDREDS MORE WILL BE SOLD DURING THIS GREAT SALE. VALUES UP TO \$4.50 FOR 98c	Hose! Hose! Hose! LADIES' BLACK AND BROWN COTTON HOSE—ALL FIRST QUALITY. EASILY WORTH 60c. A PAIR. (ONLY 2 PAIRS TO EACH CUSTOMER). PER PAIR 9c pr.	NO MAIL ORDERS ACCEPTED.
Bloomers Ladies' and Misses' Bloomers. Worth up to 75c. a pair. On Sale for 19c pr.	Table Cloths Pure Irish Linen Table Cloths, even better than the ones we sold so fast during our last Sale. Values up to \$4.50. (Some slightly damaged) 1.79	Children's Pantees In Black Satine, piped with coloured piping and nicely embroidered. Ages 2 to 6. A \$1.50 value for 69c	Towels! Towels! White heavy Cotton face Towels, large sizes, every pair worth at least \$1.25. On Sale for (pair) 39c
Silk Hose Colours Black, Brown, etc., selling all over the city for \$1.00 a pair. On Sale for (pair) 39c	Dresses In Gingham, Voile and Organdie. Values up to \$6.50. All sizes and shades, for 98c	Ladies' Handbags Genuine Leather Hand Bags in Black and Brown. Worth three and four times the price 79c	Ladies' Gingham Dresses Fine Washable Gingham Dresses, in all sizes and colours. A real smart Dress for house wear and warm days. Values up to \$3.25. On Sale for 1.48
Hats! Hats! Hats! Hundreds of Ladies' and Children's Spring Hats, in Straw and Satin. Values up to \$4.00, go on Sale for 79c	Children's Coats Ages 2 to 4. In Navy Blue Silk Alpaca, all nicely lined and trimmed. Worth at least \$3.00. On Sale for 98c	Children's Voile Dresses Ages 2 to 6. A real fine little Summer Dress for any little girl, in dotted Voile. Values up to \$2.50 69c	Summer Costumes Ladies' Summer Costumes in such fine materials as Shantung Silk, and Fancy Lustrinas, etc., etc. The Skirt alone is worth triple the price 2.98
Flannelette Guimps & Dresses Fine Flannelette Guimps and Dresses. Some nicely embroidered; others with fancy belts. Everyone worth \$4.50. On Sale for 1.48	Misses' Cotton Dresses A real nice girl's two-tone Cotton Dress, in sizes 8 to 14 years. A real good value. Only 89c	Children's Fancy Dresses Ages 2 to 12. Values up to \$2.50 for Children's and Misses' Fancy Summer Dresses, same as the ones we sold so fast in our last sale. 98c	Girls' Raincoats with Caps to match. All waterproof. Easily worth up to \$10.00. All shades and sizes. Our price 3.98
NO C. O. D.'s EXCHANGES OR REFUNDS.	Ladies' Leatherette Coats Real fine Misses' and Ladies' LEATHERETTE COATS, all lined; the kind you have to pay \$12.00 to \$15.00 for. We sell them for only 5.98	Piano Scarfs and Sideboard Covers In fine Brocaded Linen and Madras, trimmed with fine Lace, Insertions and Edgings; all perfects, all colours; some worth as high as \$5.00. On Sale for 98c	NO C. O. D.'s REFUNDS OR EXCHANGES.

ALL CARS TRANSFER AT

The **BROADWAY HOUSE** of FASHION