

**WE ARE THE FIRST TO CUT PRICES.**

Don't confuse this Sale with an ordinary Sale, but come prepared to buy everything for your immediate and future needs at greater savings than ever before. Wonderful values for every woman and child who wishes to economize.

# OUR ANNUAL PEERLESS SALE

**OUR PRICES ARE LOWER THAN**

**OTHERS**  
Because we are out for volume. We prefer to make Ten Sales at a small profit rather than one sale at a big financial return. We buy in quantity to obtain the lowest prices from the manufacturers. Our volume today is so great that we cannot be undersold by anyone anywhere.

**With Record-Breaking Values is NOW IN FULL SWING.**

A MAMMOTH MONEY-SAVING

## Fur Coat Sale

Beginning to-morrow we place on sale

**Our Entire Stock of Fur Coats**

at values never before offered in this city.

Rich Lustrous **NORTHERN SEAL COATS** with luxurious collars, cuffs, shawl collars, barrel and flared sleeves, lined with Brocade Satins and Crepe de Chines; beautifully finished throughout.

**CANADIAN MUSKRAT COATS**—Made of well selected and finely scented silver muskrat skins; self-trimmed with waistline border effects, splendidly lined and finished.

**WE ARE DETERMINED TO GIVE THE PEOPLE OF ST. JOHN'S ABSOLUTELY THE BEST FUR COAT VALUES TO BE FOUND IN NEWFOUNDLAND.**

## BIGGEST EVER

ENORMOUS SALE OF

## Ladies' Sweaters

Wool, Brushed Wool, Silk and Wool; all the leading styles and shades: Pullover, Jackettes, Tuxedos and Cardigans, finished with Peter Pan Collars, Roll Collar and Sport Tie and plain round neck; all leading shades including some fancy mixtures.

**2.98 3.98 4.98 to 6.98**

We have the largest range in the city to choose from. No matter how particular I may be, we have the Sweater to suit their taste.

**READY AT 9 O'CLOCK TO-MORROW MORNING**

WITH THE MOST WONDERFUL COAT EVENT EVER PRODUCED IN THIS CITY. HERE'S WHAT WE HAVE TO OFFER OUR CUSTOMERS WHEN THEY VISIT THE BROADWAY.

**2900 Women & Misses COATS**

**A Coat Sale that will Take a Lot to Beat in Price**

The best efforts of a resourceful buyer have produced Coats this season that the women who attend will long remember. Each and every Coat a decided bargain. They come in Broadcloth, Bolivia, Poirer and Suede Velour, lined and unlined, trimmed with Jap Fox Fitch and all the newest furs in latest creations produced and in all the popular shades.

**11.98 14.98 18.98 24.98 29.98 34.98 to 75.00**

**Misses & Children's COATS**

**5.98 7.98 9.98 11.98 up to 18.50**

SUPER VALUES GUARANTEED IN THESE GROUPS.

**A Jersey Dress Sensation**

A WONDERFUL ASSORTMENT.

These Dresses are made of finest Wool Jersey in shades of Cocoa, Saxe, Fawn, Mole, Henna, Nigger, Navy and Paddy Green.

**ONLY 200 DRESSES IN LOT—SO COME EARLY.**

Actual \$10 to \$15 values for

**6.79**

**Attention**

STOUT WOMEN! WE HAVE A COMPLETE STOCK OF

**Large Sizes**

RANGING FROM 44 to 54.

**Stupendous Sale**

OF

**Overblouses and Jackettes**

A great assortment of colours, sizes and materials; Figured Crepe, Crepe de Chine, etc., in popular colours with oriental trimmings and Radium Lace sleeves. Values to \$6.50.

**Now 2.98**

## PLEASE NOTICE

It is impossible to mention in an ad. all the values we stock, but we ask you to visit this Store during this Sale and make us prove our words by showing you our wonderful values and thus convincing you that what we have advertised is actual fact, and that what we have not advertised will prove

**Better Value Than You Can Procure Anywhere in the City**

GO TO THE STORE THAT CARRIES THE LARGEST ASSORTMENT.

**Extra SPECIAL SALE**

OF

**LADIES' DRESSES**

**WOMEN'S, MISSES', STOUTS**

**Dresses for every occasion.**

Dashing Fall Dresses of the richest and most luxurious fabrics in most advanced styles: ensemble, straight lines, flares and tunic models in Silks, Crepe de Chines, Satin-faced Canton, Poirer Twills, Serges and Flannels; trimmed with laces, beads, ribbon, embroidery, flowers, etc., in colours of Rose, Tan, Green, Cocoa, Navy, Venetian and other attractive shades

**11.98 14.98 16.98 19.98 24.98**

A DRESS SALE WITHOUT AN EQUAL.

OUR NOTABLE REDUCTIONS

WILL

SAVE YOUR MONEY.

to

**49.00**

**Peerless Sale Special**

A SALE OF EXQUISITE NEW STYLE

**Ladies' Fall and Winter**

**HATS**

The greatest Millinery Sale we have ever held—Velours, Felts, English Felts in all the latest shapes, including Nanette, Roll, Sailor and Pirate in all the latest trimmings.

THE BROADWAY ALWAYS TAKES THE LEAD IN SHOWING THE LATEST FASHIONS.

**2.98 3.98 4.98 5.98 6.98 9.98**

**Peerless New Arrivals**

**Ladies' GLOVES**

Suede, Suedette, short and elbow length, two-tone effects: Grey and Taupe, Natural Black and White, lined and unlined. Values to \$3.25 for

**89c 1.98 2.20**

**Our Peerless Sale is a Mighty Bargain Event That is Making History FOR LOWNESS OF PRICES**

ANOTHER REMARKABLE FEATURE OF THE SALE—

**S-K-I-R-T-S**

Fine all Wool Plaids, Crepes, Gabardines, Poirer Twill, Blue and Black Serges, made up in latest sport models.

A VALUE YOU HAVE NEVER SEEN OFFERED BEFORE.

Values to \$9.00.

During Our Peerless Sale **4.98**

**Dependable Merchandise**

The **Broadway House of Fashion**

**Courteous Service**

**The Store of Real Values**

**LADIES**

HERE'S REAL VALUE IN

**WOOL SUITS**

Two-piece Suits of English Wool, latest shades and styles, including new stripes, Jazz and King Tut pattern in Tuxedo and Jacquette effects.

**9.98 12.98 14.98 16.98 19.98 to 21.98**