

The Broadway
Where \$1.00 Buys \$2.00
Worth.

Men's Caps
in all kinds of
Tweeds and all
shades and
sizes**49c**

Men's Umbrellas
Good quality Cotton Um-
brellas with good heavy
springs and
nice handles;
easily worth
\$2.25. On Sale
for**1.19**

**Boys' White
Cambric Shirts**
with collars attached; sizes
up to 14 years.
You must see
them to appre-
ciate the value
69c

Men's Silk Ties
A fine assortment from
which to choose your
entire needs; Knitted and
Silk Ties in a great collection
of colors. Values to
\$1.25 for
39c & 49c

THE BROADWAY HOUSE OF FASHION

Extraordinary Sale of Evening Dresses

25 Only Evening Dresses, made up in fine quality materials such as Georgette, Crepe Romaine, Taffettas, with Radium Lace, Cantons, etc. Splendid shades! Every Dress different from the other! Material alone worth triple the price.

7.98

Values up to \$30.00

Children's Organdie Dresses

A very elegant little Dress
of fine quality Organdie,
nicely embroidered in col-
ors of White, Pink, Sky
Blue and many other shades.
Ages 3 to 6 years. Values
up to \$2.75 for

1.48

A Flock of Irresistibly Smart Women's & Misses Dresses

SIZES 16 to 44—

—SIZES 16 to 44

Hundreds of Dresses, hundreds of Styles in materials such as Canton Crepe, Satin-faced Canton, Tricotine, Poiret Twill, Serge, Tricoplaide, Wool Crepes and Checked Novelty materials. The Style features include 2-Piece models, Scarf models, Lace trimming, Pin tucking, fine Pleating, Beading, Embroidery and all wanted effects. In the desired colorings—Bright Spring shades as well as Navy and Black. THIS SALE IS UNDOUBTEDLY THE MOST IMPORTANT EVENT OF THIS KIND OUR STORE HAS EVER BEEN ABLE TO PRESENT.

5.98 and 7.98

Panty Dresses

Ages 2 to 6 years.

Made of fine washable
Gingham, piped with color-
ed piping. These come in
all shades of Checks. A
real \$1.50 value for

69c

LOOK AT THESE
Unmatchable Values!

**Ladies' & Misses'
Cotton
Hose** **5c**
Per Pair . . .

Hose, Hose

In fine Cotton, Mercerised
and Silks in assorted shades.
All sizes. Values up to \$1.00
for

**19c, 39c
59c**

Voile Dresses

Flowered Voile Dresses for
Misses and La-
dies, with nice
Lace collars.
Values up to
\$2.50

98c

Ladies' Middies

Made of heavy washable
Chambray, nicely embroid-
ered collars,
Pink, Blue,
Yellow, etc.
The Best Val-
ue in town . .

98c

Prices Lowered on High Grade Coats

A very fortunate purchase of High Grade Coats
offers astonishing money-savings. The superb
quality of fabrics and linings from which they
are developed, are evidences of their actual
worth. Hosts of models for every individual
preference

**17.98
19.98
24.98**

BIG SALE of Costumes

200 fine Poiret Twill, Serges, Tricotine, Home-
spun, Tweeds and many others grouped in 4
groups at prices you should not miss. Final
week offerings are absolutely the lowest. If
you want a new Costume buy it NOW at these
prices and save money

**9.98
12.98
15.98
17.98**

Sale of Smart Hats

Hats that express the Summer vogue in such
charming hues as Orchid, Sand, Grey, Powder
Blue, Crabapple and White; also many smart
color combinations as well as Black, Navy and
Brown. Tiny tailored Hats that droop, in Poke
or Cloche fashion; Tricorne or brims-up styles,
large brimmed shady Hats appear in soft Silk
Crepes, sometimes combined with leghorn or
airy Mohair

4.00

SALE of Fine Skirts

These Skirts are absolutely the very best and newest
materials. Skirts for which you have to pay right
in St. John's up to \$9.00. Crepe Skirts, Prunellas,
Plaid Skirts, Pleated or Plain Models

3.98 4.98 5.98

SILK & WOOL DRESSES

The Knitted Sports mode so
fashionable this season has just
the youthful, jaunty effect wo-
men seek. Particularly hand-
some are the Frocks of Knitted
Wool with Silk lattice stripes in
colors of Camel and Cocoa, Co-
pen and Pearl, Steel and Smoke,
Beaver and Brown, etc.

5.98

Crepe & Voile DRESSES

Just the type of Summer Frocks
you will admire—and so superior
to their moderate pricings!
Charming hand-drawn Crepes
and very fine Voiles in all the
attractive Summer shadings.
All absolutely new styles—the
very flower of 1924 models. They
warrant a special inspection . .

4.98

Sale of Fine BLOUSES

Just received a shipment of 500
New Blouses in Crepe-de-Chine,
Georgette, Silks, Shantung Silk;
also Spring's new Silk Pullover
Sweaters in all colors and styles.
Sizes up to 44. Values up to
\$6.00 for

2.98

Extraordinary Sale of Boys' Fine Wash Suits

Ages 3 to 8 years.

100 of the finest Boys'
Wash Suits. Every
one in a different
pattern than the oth-
er. Buy one for your
little boy

1.98

Boys' Peter Pan Two Tone Effect Suits

Blouse made of the finest mer-
cerized Poplin, and pants of
all Wool Jersey. A
wonderful little Suit
for boys of 3 to 8
years

3.98

Men's Felt Hats

The well known "President" Hat
known all over the U. S. A. as
one of the finest, made
up in fine light weight
Felt. Just the kind
for immediate wear.
Values up to \$4.75 for

2.95

Men's Shirts

Fine Negligee Shirts in hundreds
of patterns, with double wear
cuffs, in all sizes. Val-
ues up to \$2.50. See
Window Display . .

1.29

Men's Pants

Good strong Tweed Pants in
Striped Tweeds. A
good pair of Pants
for working and to
save your good ones

98c

Men's Silk Bow Ties

A great variety to choose your
Bow Tie from. Pop-
lins, Foulards, Silks,
etc. Values up to
\$1.25 for

49c

Men's Cotton Hose
In Black and Brown.
A 40c. Value
for
14c

1200 MEN'S NEW SPRING SUITS, SPRING COATS & RAGLANS in a Great Sacrifice Sale!

9.98 12.98 16.98 19.98 22.98 24.98 27.98 32.98

A cold, backward season has hurt the Suit and Coat Business for Spring. RESULT:—Too many Suits and Coats in stock. Quick action is necessary. Great reductions have been made on all lines. You must be attracted by these savings of 25 p.c. to 50 p.c. IF YOU NEED CLOTHES —IF YOU CAN USE ANOTHER SUIT—NOW IS THE TIME AND HERE IS THE STORE TO BUY—AND SAVE! THESE ARE THE GREATEST CLOTHING VALUES OF THE DAY!

**Men's Fibre
Silk Hose**
Values up to
75c.
for
39c

—“IT PAYS TO SHOP” AT—
THE BROADWAY HOUSE OF FASHION