

Our merchandising methods are the same to-day as they have been since we first opened. No extravagant boasts in our advertising—the truth, the whole truth and nothing but the truth. Consequently, we believe you will secure the most for your dollar in Service, in Quality, in Value, at THE BROADWAY, as we will not knowingly be undersold!

LOWEST PRICES OUR CHIEF ATTRACTION.

# THE BROADWAY

**MEN!** Here is a Half Page of Real Values!  
Buy Your Spring Needs Now!

## Men's Caps

New Spring Caps in new shades and materials. Values to \$2.50 for

**98c to 1.48**

## A WONDER SALE OF 350 Pyjamas

One of the best offers of PYJAMAS that we have yet made. A beautiful lot in nice striped Flanola, in a nice range of colours. All well tailored and cut roomy. All sizes.

**2.69**

## Men's Ties

A limited lot of Knitted Ties in assorted colours. Values to 50c. for

**16c each**

## Men's Garters

Values to 30c.  
**14c pair**

## Boys' Strong Knicker Pants

Made of good strong materials, easily worth double. On Sale for

**59c**  
Pair.

## Men's Working Shirts

Made of good strong Khaki Flannelette; well finished. A regular \$2.00 Shirt, for

**1.39**

## Boys' Sleeping Suits

Made of a fine Striped Flannelette in assorted colors; well finished. Regular Price \$2.10. On Sale for

**1.39**

## Men's Suspenders

Good strong Suspenders. Every pair neatly packed in a separate box. Regular 60c. value for

**39c**

## GREAT VALUES in New

## Spring Suits & Top Coats

Brand new Spring Suits—in the new styles, the new colours, the new patterns, and values that will set a new pace for St. John's. They are selected lots from a big New York Manufacturer's overstock, and choice assortments from high grade makers bought at our own price.

**16.50**

**27.50**

**37.50**

Finest Wool Worsteds in soft and hard finishes in the new and attractive pencil stripes, the stylish Cassimeres, the ever popular Blue Serges and all kinds of Tweeds in the new shades such as: Tans, Lavenders, Powder Blue, Smoke, Grey, etc. Styles are: The New English models, Semi-English, Young Men's and Conservative styles; also 2 Pants Suits for high school and college chaps. Sizes 35 to 48.

**22.50**

**32.50**

**42.50**

## The Top Coats

They come from the same sources as the above, and therefore are equally good values. Made of fine Wool Plaids or plain materials finished with Silk linings in plain or loose models, in a variety of colors. Prices range from,

**14.50 to 35.00**

THERE ARE SAVINGS IN EVERY GARMENT.

## BOYS! YOUR NEW SPRING SUIT WITH TWO PAIR PANTS

Regular  
\$12.50 to \$13.50

**8.95**

Sizes.  
10 to 16 years

Tell mother of this Sale. She will be amazed at the savings on your New Spring Suit. Perfect tailoring in our rigid standards. A genuine opportunity to save \$3.55 to \$4.55. Each Suit has two pair of Pants, doubling its life. All Wool Cheviots and Tweeds, in all the wanted shades. See these before you buy your Boy's Suit!

## Sale of Men's Pants

Hundreds of pairs to choose from in all sizes, materials and colours. Good strong Pants of Tweeds, Worsteds, Serges, Cheviots and others to choose from, whether you want a pair for work or to match your Coat. Every pair well finished to insure perfect wear. Savings with every pair you buy.

**2.98**

**3.98**

**4.98**

## Boys' Rubber Coats

Guaranteed rainproof. Just the thing for April showers. These come with Hat to match. Unbeatable in value and service your boy will get out of one of these.

**5.98**

## Boys' Golf Hose

Worsted Golf Hose, the kind that look smart, fit perfectly and wear well. All Wool worsted yarn, made with fancy turnover tops; assorted colors. Values to \$1.25 for

**69c**

## Leather Belts

Good strong Leather Belts, in Black and Tan—50c. value for less than half.

**23c**  
Each.

## Men's Semi-Soft Collars

In assorted shapes. Sizes 14 to 16 1/2. Every one perfect, no job lots. Regular price 40c. On Sale for

**25c**  
Each.

## Suit Cases

Good strong Suit Cases with reinforced corners and good strong locks. Values to \$2.50. On Sale for

**1.89**  
Each.

## Men's Handkerchiefs

White Linen Handkerchiefs, well hemstitched borders; neatly packed in a sanitary box; 2 in each box.

**35c**  
Box of 2.

## Our London Letter

(By SYLVIA MAYFAIR).

LONDON, Eng., March 30.—(Canadian Press)—The Throne Room at Buckingham Palace, where the Prince of Wales held his first Levee—his father, King George not being well enough to appear—is flanked on one side by some small windows, hardly noticeable by those in the Throne Room itself.

Nobody, indeed, seems to have noticed that when Wales, looking very resplendent though rather shy in his uniform of a Colonel of the Welsh Guards, was receiving 900 diplomats, officers and Ministers, his mother, Queen Mary, was watching him through one of the windows. No women are ever present at a Levee, and her actual presence, therefore, was not possible. Wales evidently fulfilled his first monarchical duties to perfection for his mother beamed approvingly throughout.

By the way, on the eve of leaving England for the Mediterranean in the sumptuous Royal Yacht, the King and Queen suddenly realized that if they went ashore at any of the small Italian ports that they hope to call at, neither of them would be able to speak French or Italian very fluently. The Queen used to be the linguist of the family but has not practised for years. So Lady Joan Verney, a lady-in-waiting, is going with them to pilot them through any expedition they may venture on.

## VISITORS SET PACE FOR PRINCE-LY PARTIES.

Entertaining is going to be on a princely and extravagant scale this summer. Lady Granard, who entertained at dinner for the great Ancester Ball on Wednesday night, had ordered a kind of a aquarium dinner table decoration. Rare and beautiful species of fish loaned from the London Zoological Society, swam about in crystal tanks and bowls which had been sunk into the table and illuminated. Real seaweed and fungi grew in the bowls.

Lord and Lady Granard are back at their lovely house in Halkin Street, Mayfair. The Earl's famous Napoleon dinner service, in which every fork and spoon bears a rare jewel, will be in constant use and the Granard menage is one of those where all the servants wear silk knee breeches and powder their hair.

## TETRAZZINI GIVES SAVOY DINERS THRILL.

Tetrazzini is the most unconventional of divas, and when she was dining in the Savoy Restaurant the night after she had broadcast by radio to the world, about 1,500 diners were suddenly thrilled to hear somebody singing.

Signor Moschetto, who used to play at Monte Carlo, thought he would play the Prima Donna a compliment by playing her favorite aria, Donizetti's "O luce di quest"; but it was too much for Tetrazzini, who, accompanied as usual with the famous orchestra, surely the biggest ever—began singing. This is not the first time she has sung in the Savoy Restaurant. She sang one Christmas night three years ago, but this last event was quite unexpected and unconventional.

## THEATRE BOX PASSES.

The new London Theatres that are now being built have no boxes. Managers say that the day of the box is over, and are surprised that it has taken the public so long to see what uncomfortable parts of the theatre they are. The young Princesses hardly ever use a box but much prefer being in the front row of the stalls. It has been noticed that the Prince of Wales whenever he visits the theatre is almost invariably to be found in the front row of the stalls right at the left hand side, and he generally slips in just after the curtain has risen.

## AND THE NEWS IN BRIEF.

Big hats are returning to favour so rapidly that the London General Omnibus Company are trying to rearrange the seating of their buses. It is no longer possible for two women wearing the new cart-wheel headgear, to sit side by side in comfort on the seats at their present size.

A Savile Row tailor gave show for men two mornings ago, but men mannequins are not quite used to this sort of thing. Cocktails, of course.

The Duchess of York is going to publish her diary of her African tour on her return.

## Household Notes.

Try spicing lemonade and serving it hot.

On a pork pie, a sweet potato crust is excellent.

With the lamb course frozen mint punch is delightful.

For cakes and quick breads a pastry flour is best.

Add raisins and slices of tart apple to rice pudding.

About forty people can be served with a pound of coffee.



## Bovril Broadcasts

## Vitality

Bovril radiates health. Its delightful flavour sends a message which interests and excites your digestion and so makes you get more nourishment from all your food.

In this way Bovril increases all the vital forces of the body and builds up your strength to resist infection.

## BOVRIL

Concentrated Product of best beef

## Just Folks.

By EDGAR GUEST.

## A WATCH.

He wants a watch! And I who should, For such a youthful lad deny it. Have promised, if he will be good, To gratify his whim and buy it.

When I was twelve years old, as he, My granddad's watch I often played with.

It's great size fascinated me. I loved the silver it was made with. That watch was marvelously thick. A bag of charms soft encased it; But when I begged to hear it tick, Naked, against my ear he placed it.

When'er I sat upon his knee No peace I gave until he'd shown it; That watch ne'er lost its charm for me And secretly I longed to own it.

Came my first watch one Christmas Day!

A time of joy I'll always treasure; Never have hours which slipped away Left in their passing so much pleasure!

A real watch belonged to me! I wanted all the world to know it! None wondered what the time might be, But I pulled out my watch to show it!

So, knowing there's no keener joy Through all the years which lie before him Than that his first watch gives a boy, I'm on my way to buy one for him.

## Motor Car Collides With Hydrant

Whilst Dr. Brehm was proceeding up Long's Hill yesterday afternoon in his motor car, he met a stubborn horse coming down the hill, and in attempting to avoid the animal, he was forced to turn his car sharply to the side, with the result that he hit a hydrant near the Methodist College. The car was slightly damaged and the hydrant was knocked out of position.

## KEEP YOUR SCALP Clean and Healthy WITH CUTICURA

## Night Prowler About

On Tuesday night, a domestic, in the home of Mr. F. H. Steer, Military Road, noticed a man in the back yard of their house, and saw him endeavoring to raise the window, evidently with the intention of gaining an entrance. He was, however, scared away before he could carry out his intentions.

## Critical Times in Woman's Life



Mrs. James Muir, Anten Mills, Ont., writes:—

"I suffered from nervousness and despondency, and at 65 lost all control of my limbs, so that for two years I was unable to walk. The doctors thought I would never get better at my age, but I read of Dr. Chase's Nerve Food, and bought and used a dozen boxes. In a short time I was able to walk again. I am now 75 years old and have enjoyed good health for the past fourteen years, thanks to Dr. Chase's Nerve Food."

IN woman's life there are periods of excessive nervous strain. If she can safely pass these times the chances are good for happiness and long life.

Dr. Chase's Nerve Food is woman's best friend from childhood to old age because it comes to her aid during these critical periods.

Headaches, sleeplessness, indigestion, irritability, tendency to worry are the symptoms which tell of a failing nervous system.

Rest and the persistent use of Dr. Chase's Nerve Food is the most rational and most effective treatment for the building up of the nervous system. Many thousands of women willingly verify this statement.

**Dr. Chase's Nerve Food**

60 cts. a box all dealers or EDMANSON, BATES & Co., LTD., TORONTO.

W. S. DOYLE, Distributor.