

# THE BROADWAY HOUSE OF FASHION'S GREAT REBUILDING SALE!

## A SALE DECIDEDLY DIFFERENT

This Sale is going to be the biggest and most successful Sale ever held in St. John's. The well known ability of this Store to corral the best merchandise in the country at lowest prices has always been our reputation. This Sale will be store-wide; we assure every economical purchaser, bargain prices on every garment in the Store.

## Final Days of Sale To-Day and To-Morrow

### Clearance of Men's Suits

MEN! We must make room for our builders and there is only one way we know how, and that is to sell our stock at prices which will ensure quick and fast selling at new low level prices which only a store like "THE BROADWAY" can offer.

- \$15.00 Suits in Grey and Brown Tweed. **\$9.98**
- \$22.50 Suits in Dk. Brown Tweed with pin stripe. **\$14.98**
- \$25.50 Suits in Navy Serge and Dark Tweed. **\$16.98**
- \$28.50 Suits in Grey Tweeds, Br. Tweeds, pin stripes. **\$18.98**
- \$32.50 Suits in fine mixtures of Grey and Brown. **\$24.98**
- \$37.50 Suits in fine all Wool Botany Serge. **\$27.98**
- \$45.00 Suits fine Worsteds in all shades. **\$32.98**

No matter what kind of a suit you are looking for you will find our stock easy to choose from.

### MARVELLOUS RAGLAN EVENT!

100 Men's Raglans in either Trench or Ulster style; guaranteed showerproof. Splendidly made from good grade English Covert Cloth. This is a chance of a lifetime as these Coats are worth up to \$20.00. Colors: Greys, Light Fawns and Dark Fawns.

### Your Choice for \$8.98

#### Men's Negligee Shirts

A splendid assortment of Percales, Linens, Madras, etc.; sizes 14 to 17. Values up to \$2.75 for

**98c and 1.19**

#### MEN'S WORKING PANTS

Good lightweight Tweeds in sizes 3 and 4 only. Some worth up to \$2.25 go on sale for

**98c.**

#### A SPLENDID VARIETY OF

#### Little Gents' Suits

Ages 2 to 8 years.

Nowhere else will you find a more complete assortment of Juvenile Suits, each one perfect in tailoring.

Styles galore: Oliver Twist, Sailor, Russian and Middy Blouse effects.

Every Suit Reduced

**2.98 to 4.98**

#### Men's Hose

In Black, Grey and Brown Cotton; sizes 9 to 11½; every pair perfect. A good 25c. value for

**14c. Pair**

#### Boys' Pants

A good assortment of Boys' Pants for boys of 8 to 17 years, in good strong heavy Tweeds.

Values up to \$1.65 on sale for

**98c.**

BOYS' and GIRLS' OVERALLS in good strong Khaki and Blue Drill, nicely trimmed and with pockets

**59c.**

#### Men's Fall Felt Hats

We carry the well known PRESIDENT HAT, known all over as one of the finest Hats. We have them in all shades and sizes.

Prices range from

**2.98 to 3.98**

You will find in our Store a complete line of Soft and Linen Collars made by the Van Zanet Co., and known all over the world as the Triangle Collar.

#### CLEARANCE OF OUR EN- TIRE STOCK OF

#### Wash Suits

We have taken our entire stock of Wash Suits of all descriptions and re-grouped them in three lots, at prices you will be amazed to see.

Values up to \$4.00 for

**1.48 to 2.48**

#### Men's Ties

A limited quantity of Knitted Ties in Black, also a few in colors.

Values up to 50c. for

**12c. each**

#### Men's ilk Hose

A good assortment of Men's Silk Hose in all shades and sizes reduced to new low level prices.

Values up to \$1.50 on sale for

**39c. to 75c.**

### A Wonderful Assortment of Youths' Suits

Ages 9 to 17 years.

MOTHERS! There are savings on every suit you purchase in our store. We ask you straightforwardly and honestly to shop around, then before you buy come and see our values—it will help you realize how much you save in our store during this Sale.

EVERY ONE OF THESE SUITS LISTED BELOW ARE

#### 2-Pants Suits

- \$ 9.50 Values for
- \$6.98**
- \$12.00 Values for
- \$8.98**
- \$15.00 Values for
- \$9.98**
- \$17.50 Values for
- \$11.98**
- \$20.00 Values for
- \$14.98**

Colors: Navy, Brown, Grey, Pin Stripes and Heather Mixtures. Materials: Tweeds, Serges, Worsteds, Pin Stripe Tweeds, etc., etc.

### Counting the Herring.

#### HOW THE FISHERMEN RECKON THEIR HAUL.

There are many interesting little details connected with the herring industry, and not least, with the actual counting of the big catches.

As the fish come up from the holds of the vessels to be counted before being taken away, the fishermen sing out strange words to each other, words such as 'cran,' 'warp,' 'last,' 'mase,' and 'long hundred.' Can you understand them? These words vary on different parts of the coast, and are used when the fish are being counted.

On the East Coast, herring are sold chiefly by the 'last,' which contains 13,200 fish. They are counted out by the 'warp,' which is four fish. When the fishermen call out '33,' meaning thirty-three warps, they have reached the measure known as the 'long hundred.' Ten of these long hundreds make up one thousand, and there are ten thousand to the 'last.'

Irish and Manx fishermen follow a similar counting method. They count their herring by the 'mase.' The 'mase' contains five long hundreds. But the Irish and Manx 'long hundred' is only 128 fish, as compared with the 132 fish in the East Coast 'long hundred.'

Scots fishermen use the 'cran' system of measurement for fresh herring. A 'cran' is 37½ imperial gallons. The fish is also sold by the quarter cran as well. Cured herrings are sold in barrels the capacity of which, in Scotland, must always be 26½ imperial gallons or, in the case of smaller barrels, an equivalent fraction of this amount.

The ordinary 'box of fish,' as it is generally termed, contains about 90 pounds.

### Secret of Happiness

The greatest menace on earth to happiness is the ill health with which so many women are afflicted. The young woman is subject to pain and irregularities, the mother to the tortures of displacements with consequent pains, aches and nervousness, the middle aged woman to the uncomfortable conditions caused by this critical age. The one remedy to control these conditions and restore the system to a normal healthy condition is Lydia E. Pinkham's Vegetable Compound, which for fifty years has been restoring sick and ailing women to health and happiness.

### Just Folks.

By EDGAR A. GUEST

#### MOONLIGHT ON THE LAKE.

If you could stretch black velvet miles on miles,  
And have its folds sway gently here and there,  
More perfect than the robes which monarchs wear,  
Then steal from all the mists their silver pile,  
And when 'twas molten, flood it thru' an aisle  
Like that of some vast temple built for prayer,  
Silent and calm, washed clean of every care,  
At your cheap imitation, God would smile.  
And yet it looked like 'Pat! The moon last night  
Flooded with silver the soft, velvet lake;  
Tipped every ripple with enchantment bright  
Beyond the power of mortal hand to make;  
Man with boasted skill, by scenes like these,  
Is baffled by what God performs with ease.

In its dainty design and new blue and white dress the five cent Ivory Soap makes an instant appeal to ladies of good taste.—adv.,t.

### Newfoundland's Premier

It is not perhaps generally known that the Hon. Walter Monroe, the Prime Minister of Newfoundland, who has attained his great position without previous Parliamentary experience, and enters the Legislative Assembly for the first time as Prime Minister, is the son of a well-known Irish Judge, the late Right Hon. John Monroe, who was raised from the position of Solicitor-General in Ireland in 1885 to that of a Land Judge, which he held till 1895. Mr. Justice Monroe had Parliamentary connections. He contested North Monaghan in the Unionist interest in 1883, but was defeated by Mr. Healy, the present Governor-General of Southern Ireland, who vacated his seat for the borough of Wexford by acceptance of the Stewardship of the Chiltern Hundreds, to contest the representation of North Monaghan with Mr. Monroe, and was successful. Mr. Healy was desirous of being appointed to the nominal office of Escheatorship of Munster, which was utilised by members of the Irish Parliament, and subsequently by members for Irish constituencies in the Parliament of the United Kingdom, as a method of vacating his seat, and was disappointed at finding that the office had been abolished.—Morning Post, Aug. 11.

FRESH CREAM for whipping, 70c. a pint, at the BLUE PUTTEE.—sept4,24

"IT PAYS TO SHOP" AT

# THE BROADWAY HOUSE OF FASHION