

## WARNING!

Word has reached us from our many friends that on account of the ever increasing popularity of this great Store, some of our competitors claim connection with us, and we wish to inform the public that THE "BROADWAY" has no connection with any other store in St. John's.

# The Broadway House of Fashion

*Hitting High Prices The Knockout Blow!*

THAT'S JUST WHAT OUR

## WARNING!

Don't be misled by our competitors who claim connections with us. Be sure it's THE "BROADWAY." Look for the big sign over our door with OUR name only!

# Great BROADCASTING SALE Does

THE WHOLE CITY HAS BEEN STARTLED BY THIS, THE MOST SENSATIONAL SALE EVER HELD IN ST. JOHN'S. THRONGS HAVE EAGERLY BOUGHT THE WONDERFUL BARGAINS SINCE THIS GREAT SALE STARTED. TO-MORROW WILL BE MARKED IN THIS SALE BY THE MOST UNHEARD-OF BARGAINS EVER GIVEN, NOTABLE AMONG THEM BEING A GREAT SALE OF LADIES, HATS AND MEN'S AND BOYS' CLOTHING AND FURNISHINGS. COME QUICKLY FOR BETTER CHOICE.

# HATS HATS 2000 Ladies' HATS

*In One of the Most Stupendous Sales  
You Ever Attended*

## New Arrivals-New Arrivals-New Arrivals

Such smart drooping shapes jauntily up-turned Hats, with correct fronts, Pokes, come in models for matrons or younger women. Made of Mohair, Visca, Hemp and Straw fabrics combined with Silks, fascinating trimmings of ribbons, flowers, pins and ornaments.

Hats that speak of Spring with gay flowers, crisp ribbon or ornaments that flash in Spring sunshine. In Patent Milan, Colorings or fine Hems that upturn their brims, droop them in cloche fashion or roll them off the face.

Hats of the mode; for they show the latest variations, namely the tight-fitting Casque, the Tricorne, the large Capeline individual styles that reveal originality of trimming.

**2.00 3.00 4.00 5.00**

Values up to \$5.00. Values up to \$6.50. Values up to \$8.00 Values up to \$12.00

Nothing higher than 5.00 and every one of our friends know the wonderful Hats that's always to be found at the

**"BROADWAY"**

**COLOURS** BLACK and WHITE SAND, PEKIN BLUE GREY, NAVY. BROWN ALL BLACK CHINESE YELLOW CRABAPPLE CINDER GREY MEXICO BROWN LARRIAT RED And many others.

What Our Men's Department Offers You in This Mammoth Sale

## Shirts! Shirts!

Values up to 2.50--Sizes 14 to 17--  
Values up to 2.50

MEN! Here is your chance to buy your entire needs—400 of the finest Striped Negligee Shirts with soft double cuffs; every one perfect, placed on sale at a price never before offered in St. John's. A value that will once more put our Men's Department to the fore in this city. See our window display and convince yourself . . . . .

**1.29**

**Men's Pants** in strong Tweeds; every pair perfect. Worth up to \$3.00 for **98c**

**Boys'** Ages 2 to 6 years. Wash and Play Suits in all kinds of fine washable materials. Values up to \$2.25 for **89c**

**Men's Caps** Fine Tweed Caps in all sizes, shapes and styles. Every one worth up to \$1.60. **49c**

**Men's Shirts** Fine Madras Shirts with soft and stiff cuffs; some with collars attached; all sizes and colors. Values up to 2.75 for **98c**

**Men's and Ladies' Slippers** Carpet Slippers. Velour Slippers. Corduroy Slippers. Felt Slippers, etc., etc., etc. Values up to \$1.50 for . . . pair **29c**

"ALL CARS TRANSFER" AT

# THE BROADWAY HOUSE OF FASHION