

# Sensational Week of Values

## THE POPULAR PRICE STORE

—because the merchandise it offers is the kind NEWFOUNDLAND'S thousands of people want. Dependable quality—priced low. Compare and be assured of our price leadership.

## Another Dress Sensation for Children & Misses

Ages 3 years to 12 years.  
100 DRESSES! While they last—everyone nicely made and nicely embroidered; also some with braid trimmings in pleated and plain styles, made of a nice quality Serge, just in time when every mother wants a nice little School Dress at the least cost. In order to satisfy as many of our customers as possible, we will limit each purchase to two dresses.—None to dealers.

**2.98**

## THE BROADWAY

For this week we have planned a programme of Values second to none. Our **PEERLESS SALE** which finished last week with hundreds of keen shoppers visiting our stores daily, has proved to us how popular the response is when we advertise a special event. Thousands of people who have bought during this Sale will testify to the genuineness of our prices and the reliability of our goods. For this week we are going to place on sale thousands of new garments for the entire family at prices which will once more prove beyond doubt our supremacy in honest value giving.

## A SPECTACULAR EVENT! Dresses

NEVER BEFORE EQUALLED!

This is not an ordinary Sale of "Three Ninety-Eight to Seven Ninety-Eight" Dresses, but the finest \$10.00 and \$15.00 garments you ever saw. A few weeks ago we couldn't have bought these Dresses at the prices we are selling them for to-day. But to-day, thanks to our cash buying, we are able to offer you garments of quality at a tremendous saving.

## New Fall DRESSES

Practically every favoured style, color and trimming effect will be found in these wonderful assortments. Each and every garment made with painstaking care.

The Fabrics: The Trimmings The Styles:

Bengalines.  
Flat Crepes.  
Crepe Satins.  
New Flat Crepes.  
Hairline Stripes.  
Crepe-de-Chine.  
Fine Serges.  
Poiret Twills.  
Plaid Woollens.  
Jacquard Crepe.  
Tricotine.

Wide Belts.  
Cire Ribbons.  
Laces.  
Buttons.  
Silk Braid.  
Pleats.  
Monograms.  
Embroidery.  
Beads, etc.

New Long Sleeves.  
Belted Frocks.  
Coat Models.  
Straight Lines.  
Tailored Dresses.  
Sport Dresses.  
Medium Sleeves.  
Slender lines.

REGULAR SIZES 16 TO 44. EXTRA SIZES 46 TO 52.

### CORSETS

Every one easily worth up to \$2.75, but on account of being soiled we clear them at . . . . .

**59c**

### EXTRA FINE CREPE BLOOMERS

With elastic waist and umbrella knee; everyone perfect. Worth up to \$1.00 a pair. On Sale for . . .

**44c**

### WOOLLEN CAPS.

Ladies' pure Wool Caps, with nice buckle on side, in colors of White and Brown. On Sale for . . .

**69c**

### BLOUSES

White Voile Blouses, nicely embroidered. Sizes 36 to 46. Values to \$1.50. On Sale for . . .

**49c**

### INFANTS' ALL WOOL TEDDY SUITS.

3-Piece Novelty Suits for the babies: Pants, Sweater and Cap. Reg. price \$4.50. On Sale for . . . . .

**3.48**

## Smart Coats for Women, Misses, Stouts

EXTRAORDINARY VALUES AT

**25.00**  
Values to \$40.00

THE FAVOURED STYLE FEATURES OF THE SEASON.

**45.00**  
Values to \$65.00

ALL THE NEW FUR TRIMMINGS, FABRICS AND COLOURS.

**65.00**  
Values to \$100.00

Seldom do you find Coats so beautiful—so excellently and so exquisitely fur trimmed—at anywhere near our Sale Price. Only a backward season, causing manufacturers to give us unusual price concessions, enables us to offer such sensational money-saving values! Truly, the styles are most alluring—the fabrics are the very newest—and the linings are the finest you have ever seen. Styles that lend the fashionable slim lines so much in demand to-day.

**MATERIALS:**  
ANGOLAINE.  
REPOLIN.  
MOROVAN.  
SUEDE.  
LUSTROSA.  
PRIMEVELLA.  
VELSUEDE.  
MARVELLA.

**FUR TRIMMINGS:**  
SQUIRREL, BEAVER, MARMINK, OPOSSUM, JAP MINK, SEAL, MANDELL, DYED OPOSSUM, BEAVERINE and many others.

**SHADES:**  
BLACK, BROWN, NAVY, GREY, PENNY RUST, ROOKIE, CINNABAR, TAN, MALAY, DUSK, Etc.

## Extra Special!

To-morrow from 9 to 11 a.m. only—50 new DRESSES, some slightly damaged. Worth up to \$20.00. On Sale for \$2.98 only. Only one to each customer.

**2.98**

Our Gent's Store, a Store for Men's & Boys' needs only

A REMARKABLE SALE OF

## Men's Fine Suits

One of the finest assortments of Men's, Young Men's and Stout Men's Suits we were ever able to gather, and one of the finest shown in St. John's will greet your eye once you enter our Gent's Store. For this week we are going to set every man talking, by offering the finest AMERICAN CUT CLOTHES in the finest materials, at prices you will never see again for such quality clothes. We defy any store in St. John's to show better quality Suits than ours and at such low prices.

THREE SPECIAL GROUPS FOR THIS WEEK ONLY.

**16.98** WE SAVE YOU \$5.00 to \$15.00 On Your Suit. BUY NOW!  
**24.98** NOT A BETTER STOCK in the City to CHOOSE FROM.  
**35.00**

If you are in Doubt of the Quality, Come and See for Yourself!

## EVERY DAY FINDS MORE AND MORE PEOPLE TRADING ON "CASH ST."

Every day finds more and more people getting acquainted with our GREAT STORE, and realizing how much it actually costs to trade on "PAY MORE AVENUE"—here they pay cash as we do and realize the savings that a strictly cash system, such as we have makes possible. Why don't you make it a point to get acquainted with our low prices and the savings always to be found here?

Boys' Coats and Suits at great Savings to Parents COATS SUITS.

Ages 5 years to 17. GREATLY REDUCED. AT SPECIAL PRICES. \$4.98 to \$14.98

Ages 6 years to 17. Single and 2-Pants. \$5.98 to \$14.98

EXTRA SPECIAL ATTENTION PARENTS!

Just received only 65 fine Boys' Oliver Twist Suits for boys of 3 to 8 years of age in a good strong Dark Brown Tweed. We guarantee these to be worth up to \$4.90.

**2.98**

EVERY MAN SHOULD VISIT OUR GENTS' DEPARTMENT

IF HE WANTS TO SAVE.

**MEN! How to save at least 10 to 20 Dollars on Your Winter Overcoat**  
**20.00** British-Made Cloths American **25.00**  
Tailors Plus Result—

## Overcoats

AT PRICES NEVER BEFORE QUOTED FOR SUCH QUALITY COATS—EVERY COAT SILK LINED.

**30.00** FINEST SOFT, ALL WOOL FLEECE AND BLANKET CLOTHS, IMPORTED FRIEZES AND DUFFEL CLOTHS. STYLES, COLOURS AND SIZES FOR ALL MEN. **35.00**

Each Group includes some of the finest makes and are stamped with the maker's guarantee of complete satisfaction. Not a better range in St. John's to choose from. Come! See them! Compare!

### SALE OF MEN'S FINE SHIRTS.

The ready response we always get when we announce a Special Sale of Shirts will sure be doubled when the news spreads of this remarkable Sale of fine Shirts: Striped Percaloes, Shirts with self-made collars. In fact every design for everyone's taste. Sizes 13 to 19½. Values to \$2.75

**1.49**

### Belts

Composition Rubber Belts in Black and Tan with fine Buckles, selling everywhere up to 35c. On Sale for

**19c each**

### Leather Travelling Bags.

Fine strong Leather Travelling Bags, everyone lined with leather. Priced at less than half the price you pay elsewhere. Values to \$24.00 for

**9.98 to 14.98**

### MEN'S SUSPENDERS.

A fine strong Suspender. The well-known President brand included. We guarantee every pair to be worth double and more than our Sale Price of

**29c**

### LADIES' AND MEN'S UMBRELLAS

The last Sale we had in Umbrellas was completely sold out in less than two days. To-morrow we place on sale another sensational purchase of fine Umbrellas for men and women at a price we are sure will clear them quick. If you want one of them we would advise you to come early.

**1.95**

### MEN'S WALKING STICKS

A fine assortment just received and placed on sale at our low standard price. Values to \$7.00. On Sale for

**\$1.98 to \$3.98**

LOWEST PRICES OUR CHIEF ATTRACTIONS

# The Broadway House of Fashion