

The Broadway's

Great Broadcasting Sale!

Beginning to-morrow Friday, at 9.30 o'clock, sharp

"HIGH VOLTAGE" OFFERING!

200 Boys' Suits

Ages 3 to 8. Values to \$4.50 for

Made of good strong Tweeds in two-piece style. Coat with belt all around. **1.98** Nicely finished and tailored Coat, all lined with good strong linings, with pockets or without.

If you were ever in doubt about the great values this store offers you daily, here's a proof which no other store has or ever will offer you.

MEN!

THIS EVENT WILL BE MARKED BY A SERIES OF SALES—THE MOST AMBITIOUS MERCHANDISING PROGRAMME WE OR ANYONE ELSE HAS EVER ATTEMPTED! WATCH OUR ADS. IN DAILY PAPERS!

MEN! Record-Breaking Values in Suits -- Friday

300
10.00
Values to \$18.50

Smart up-to-date Suits, in reliable good-looking materials bought at a big discount and offered to you as a "Broadcasting" Sale Feature.

The Suits divided in two lots, and arranged for quick convenient selection. There should be a rush for these at these prices, for they're Suits that men are accustomed to seeing at about half as much again. Included are Suits of hard-wearing Light and Dark Tweeds, a few Dongola weaves, Suits of smooth finished Saxones, with indistinct hairline stripes or mixtures. For men are single-breasted three-button Conservative styles, and for young men two button single-breasted style.

13.84
Values to \$21.00

Mothers will "receive" these with Joy!

500 Juvenile Suits

Values to **94c** Values to \$2.25

Made of fine flannel in the Oliver Twist style, finished with coloured braid and nicely tailored, in sizes 3 to 8 years; assorted colors of Grey, Brown, Fawn, etc. Another defying Competition value.

The Most Powerful Price Appeal that Any Store Could Make Appears in this Advertisement. COME! Share in These Remarkable Savings!

MEN! "TUNE IN" ON THESE—UNDOUBTEDLY THE SENSATION OF THE DAY ARE THESE

100 Extra Fine Men's Suits

You'd probably consider them rare value at \$36.50 or \$39.50, our regular price, but FRIDAY is to be a day of record-breaking values, so we offer you these fine ALL WOOL AMERICAN SUITS at a price no other store has ever been able to offer at.

All exceptionally fine Suits, everyone lined with artificial silk lustre. All of excellent quality wool, Navy worsted, with single or double silver or blue hairline stripes are particularly noteworthy.

30.00

Also some of fine imported Tweeds in fancy weaves or Light and Dark mixtures, are sure to be fancied too. Dark Grey Saxony Cloths, plain with hairline stripes are most interesting.

Altogether one of the best selections of fine AMERICAN SUITS at a very popular price. Never before have such fine Suits been offered at as low a price as these. COME! MAKE US PROVE IT!

"BROADCAST" TO CLEAR.

Men's Shirts

Values to \$2.50

You will find many Shirts in this lot which formerly sold as high as \$2.50, but on account of them being a little sun faded, we clear them at

97c

All size neck bands in this lot. Some with collars to match. A great value!

"HIGH CURRENT" OFFERING.

Men's Single Coats

Values to \$8.00 for

5.64

Made of good strong Tweed in Dark shades. They afford every economical man to buy an extra Coat for the Summer.

Every Coat nicely lined and made in sizes to fit every man.

NEW YORK "TRANSMITS" THESE.

All Wool

Boys' 1 & 2 Pants Suits

Values to \$13.50 for

6.66

Bought at a special rock bottom price, these Suits sell regularly at \$9.50 to \$13.50.

8.44

One Pair Pants.

Two Pants Suits.

Made of pure ALL WOOL TWEEDS in Dark or Light shades, in mixtures strong enough to withstand the hard wear which boys give their Suits during vacation time. Every Suit made in the Norfolk style with belt all around and patch pockets, with pants full lined. Every mother will know at a glance when they see these fine Suits at these new low prices, why our Boys' Department is the busiest in St. John's. We want everyone who buys for boys, to come in and see these Suits and we are sure they will find them dollars below any offering in St. John's.

The Whole Store is Ablaze With Bargains Like These---Join the Crowds---It Will Pay You

Men's Hose

22c Values to 45c. Colors of Grey and Brown. Every pair perfect. PAIR.

Men's Ties

33c Values to \$1.25. Assorted shades; new novelty Knitted Ties.

Boys' Braces

17c Values to 40c. Good strong full elastic Braces.

Men's Collars

27c Values to 40c. Semi-Soft Collars, in all sizes.

Men's Caps

47c Values to \$1.10. All sizes and shades, in many assorted styles.

Boys' Straw Hats

49c Values to \$1.25. All sizes, colors of Brown, White and Black.

WELL WORTH "RECEIVING"

Choice of Our Entire Stock of American

TOP-COATS

—FOR—

If there ever were real values, here they are! Every one must go regardless of the cost price. **20.00** This is not a picked out lot, but every Top Coat we have in stock at one price only.

Every Coat finished with silk linings, also every seam is piped with silk. Every Coat has the former selling price, and you will note many sold as high as \$35.00, but on account of a backward season, we must clear them out even if we have to lose dollars on them. Come, pick your choice and save \$10.00 to \$15.00.

"CHARGED" WITH VALUE.

BOYS' WASH SUITS

Hundreds of fine washable materials to fill your boy's summer needs with.

1.44 Why pay more when you can buy it here for less. Values to \$2.50.

"FLASH"

BOYS' SERGE PANTS

Made of all-Wool Serge and fully lined. A great value. Values to \$3.25.

1.69 Here's a chance to buy an all-Wool Serge Pants for your boy at less than cost.

MEN'S DEPARTMENT

"LOUD SPEAKER"

350 Men's STRAW HATS

The most sensational offering in Men's Fine Straw HATS at SUCH LOW PRICE. Every size is represented, in many assorted shapes. Values to \$3.50. We challenge any store in St. John's to show such fine HATS. Come, get under one of these fine hats and be prepared for the Summer.

THE BROADWAY HOUSE OF FASHION

"A STORE FOR EVERYBODY!"

"HIGH VOLTAGE" OFFERING IN

Men's Pants

Values to \$4.50 for

1.87

Every wanted size and shade; hundreds of pairs to choose from.

2.87

MEN! Here's your chance to buy that extra pair of Pants at a great saving. Join the crowds who are sure to visit this store during this great sale. Arouse yourself to the "high tension" which we are sure such values will cause when the news spreads. Don't let this golden chance pass without taking advantage of it.

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