

No Greater Value Ever  
Shown in This City!

**Hose! Hose! Hose!**

Fine Cotton Hose for Misses and Ladies, in Black, Brown, Grey and White. Worth up to 40c. pair. On Sale for **5c.** a pair.  
3 Pairs to each customer.

# The Broadway House of Fashion

Talked by All! Welcomed by All!  
OUR

**Corsets! Corsets!**

A new shipment of fancy finished Corsets. A Corset value that will eclipse even the last shipment which was sold out the first day of our Sale . . . . .

**98c**

# GREAT BROADCASTING SALE!

EVERYWHERE THE NEWS SPREADS! DAILY THE CROWD INCREASES! APPRECIATION IS PLEASANT! HUNDREDS OF WOMEN, MEN AND EVEN CHILDREN CROWD OUR STORE EVER SINCE THIS GREAT SALE OF SALES HAS STARTED! WHY? BECAUSE THEY KNOW THERE IS NO ROOM FOR DOUBT—THIS SALE IS THE MOST EXTRAORDINARY HAPPENING — UNBELIEVABLY FORTUNATE EVENT THAT ST. JOHN'S HAS SEEN IN MANY YEARS!

**TO-MORROW-- "Sending" Fresh News of this Great Sale**

## Ladies' Summer Underwear

New shipment just received of fine Jersey ribbed Ladies' Underwear with shoulder straps; every one perfect; values up to 60c. On Sale at BROADWAY low price of

**14c**

## Children's Summer Dresses

Ages 2 to 6 years. In fine dotted Voile, a wonderful little Dress for your child for warm days; nicely trimmed with Organdie Sashes . . . . .

**69c**

## Children's Coats and Capes

Ages 2 to 8 years. No matter where you go you won't find a better range of these fine little Coats and Capes. Values up to \$5.50. All colors— all materials . . . . .

**2.48**

## Hats, Hats, Hats!

100 Hats for Ladies and Children, in Straws and Silks. Worth up to \$3.00, go on Sale at "Broadway" Low Price of . . . . .  
**BARGAIN BASEMENT**

**49c**

## Coats! Coats!

**500 Wonderful Coats**

Unmatchable Values at these popular Sale Prices. Only while they last are these values obtainable. We suggest early shopping to avoid disappointment.

**4.98 6.98 9.98 11.98 14.98**

Remarkable groups of splendid Coats in Plain and Check materials. Smart, new styles of exceptional quality . . . . .

**17.98**

Coats of splendid quality—Poir-et Twill, Downey Wool, Velveteine, Velour, Tweeds, etc., new styles, new colours, new trimmings.

## Costumes! Costumes!

**Costume Value Supreme**

Select that new Suit you are wanting here at these Broadcasting Sale Prices. In these groups are featured the smartest modes that the new season has to offer—the new lines and Silhouettes, the fashionable colors and materials—and you are assured, too, the utmost in Value at these prices:—

**5.98 9.98 12.98 15.98 21.98**

Handsomely tailored Suits in boyish and other models. English Tweeds, Stripes and Checks, in the new shades.

Extraordinary values at these prices and in the desirable new shades and materials.

Hairline Stripes, Twill Cords, Pin Stripes, Sport Styles and Boyish Suits.

## Dresses! Dresses! Dresses!

**Dress Offers Extraordinary**

Six great Groups of New Spring Dresses at Bargain Prices—The opportunity the careful and discriminating woman has been awaiting—the opportunity to have just the lovely new Spring Dress you desire at less than the cost of material—

**3.98 5.98 7.98 9.98 12.98 16.98**

Six great Groups of Dresses at these very low prices. Smart, attractive styles that make this a value offering most remarkable.

A tremendous selection of Dresses featuring every new Spring style, color and fashionable materials—Endless range of designs.

A variety of wonderful Dresses is being offered at far less than they were intended to be sold. Be the first to make your selection.

## Children's Fancy Organdie Dresses

Ages 2 to 6 years. Dress your little girl up with one of these beautiful little Frocks. Every one of these smart little Dresses are beautifully embroidered, and come in colors of White, Pink, Sky, Blue, etc. Values up to \$3.00 for . . . . .

**1.48**

## Skirts

Fine Tweeds, Prunellas, Serges, Tricotine and Novelty materials, in Plain and Pleated models. Values up to \$5.50 for . . . . .  
Another BROADWAY Value!

**2.98**

## To-Morrow 500 English Gingham Dresses

All fresh, latest styles, fast color Dresses; purchased to sell at a remarkably low price. These are regular \$3.00 and \$4.00 Dresses.

Checks of  
Lavender  
Black  
Orange  
Mauve  
Blue  
Green  
Tan.

**1.48**

STYLES:  
Long Waisted, Straight Lines, Slip-Over, Side Opening, 3-quarter sleeve, round and Square Necks.

Dresses for Shopping, Outing and neighborhood wear, so smart and daintily trimmed; made perfect in every detail, fresh, neat and fashionable.

Every Garment thoroughly well made, using fine quality English Gingham; deep hems and bound seams; large and small checks in a big choice of colors.

"IT PAYS TO SHOP" AT

# THE BROADWAY HOUSE OF FASHION