

Continuing To Draw Bigger Crowds Daily! Continuing To Give Great Values!

# OUR SEMI-ANNUAL PEERLESS SALE!

Only a Short Time Remains Before This Great Event Ends! Have You Shared in the Remarkable Values? If Not, Do So To-day, To-morrow or Any Day, While This Stupendous Sale Lasts. You Will Save \$ \$ \$ \$ \$ with Every Purchase.

## PEERLESS VALUE IN Wool Costumes

VALUES TO \$12.50

If you are looking for a smart outfit for the Spring season at a low price, the PEERLESS SALE brings it to you at less than to-day's wholesale cost. Smart Wool Costumes consisting of Sweater and Skirt in such smart styles as Pull-Over and Jacquette, made of all Wool and Silk and Wool. Sizes to 42. Assorted shades.

5.76 and 7.88

## PEERLESS VALUE IN Infants Silk Coats

VALUES TO \$6.50

Made of fine Crepe and warmly lined, they represent the very best in Infants' Coats for Spring. Every coat nicely made and embroidered. They come in all WHITE and some in ROSE, two of the most popular shades for infants of 6 months to 1½ years.

BUY YOUR BABY ONE OF THESE. 4.48 Dress your Baby up for Spring with one of these fine COATS.

## Dresses! Dresses! Dresses!

THE SENSATION OF OUR PEERLESS SALE—NEVER BEFORE SUCH VALUES!  
HUNDREDS OF DRESSES!

5.68  
VALUES TO \$10.00

—DRESSES for everybody—everybody should buy Dresses. Why? Just come to this Sale, or read the facts here—or ask your neighbours about this Great Sale now going on—then you'll know why

9.66  
VALUES TO \$17.50

PLENTY FOR EVERYBODY!  
Plenty of Dresses—Plenty of Styles—Plenty of Colors—Plenty in every size for everybody!

12.47  
VALUES TO \$20.00

You will see hundreds of Dresses at a glance—every imaginable style, color and effect. Every desired Spring and Summer Style.

AND WE SAY NEVER BEFORE

—have such DRESSES been offered here or elsewhere at such low prices. And we say "never before" only after due consideration of the former events that have built a nationally recognized BROADWAY supremacy in DRESS SALES at these prices

## PEERLESS VALUE IN Fine Skirts

VALUES TO \$8.50

A lot of the finest SKIRTS your money can buy. Pleated or plain models in all Wool Crepe or all Wool Plaids, in all the new Spring colors make this the outstanding Sale of fine Skirts

5.98

## PEERLESS VALUE IN Ladies' Bath Robes

VALUES TO \$8.50

Here is a chance for every woman to buy a smart Bathrobe of fine Eiderdown. A special purchase enables us to offer you remarkable savings in this fine lot of Bathrobes. Buy one now

4.98

## PEERLESS SALE OF FINE HATS

Dashing Bows

Smart Flowers

New Ornaments &amp;

New Novelties.

Every Hat of

excellent quality,

usually found only

in high priced Hats.

Smart new Brims

Close-fitting Tur-

bans, draped

crowns,

Picture Hats.

Hats for every Miss

Hats for every Wo-

man, Hats for every

Matron—every col-

or is represented:

Rosewood, Green,

Sand, Oak

Lipstick Red,

Black, Purple,

Black and White,

Chinese Yellow,

Honeydew, etc.

This sensational pricing is the result of weeks. We have secured just the Hats of correct styling in order to make this a record-breaking event for values—

Come! Choose Your Hat at The Broadway

Another Page of Wonder Values which Only a Sale Like This Can Bring Forth!

## PEERLESS VALUE IN CORSETS

Here is an offer every woman should grasp. The PARISIAN LADY Corset, known as a regular \$2.00 Corset, goes on Sale at the low price of

94c

## PEERLESS VALUE IN CAMISOLES

Another shipment arrived just in time for this Sale. Made of heavy Silk with lace yoke and straps, in colors of Pink, Navy and Brown. A regular 75c. value for

42c

## PEERLESS VALUE IN BRASSIERES

VALUES TO \$1.00

Fine strong Brassieres, in low or high bust, made of strong Pink Cotton, easily worth up to one dollar. On Sale for

57c

## PEERLESS VALUE IN BATH TOWELS

VALUES TO \$1.20

A wonder offer in fine heavy Towels of extra large size: 46 x 24, with coloured borders. An ideal Towel for every housewife to have in her home. Extra value

79c

## PEERLESS VALUE IN Ladies' Handkerchiefs

VALUES TO 20c. EACH.

Fine White Kerchiefs, wide coloured borders. A splendid value to fill your needs at great savings. You save on every purchase

2 For 25c

Our System of Selling for Cash Only eliminates for you extra charges which you otherwise have to pay for

## Now Going On Ex-ceptional Sale of New Spring Coats

YOU CANNOT WAIT LONGER WHEN SUCH COATS ARE PRICED SO LOW!

12.98 18.38  
VALUES TO \$19.50 TO \$26.50  
Quality, Style and Low Price—the "BROADWAY" combination of Real Value—is immensely emphasized in each of these groups of COATS. You simply cannot wait any longer to buy that Spring Coat. Come to St. John's Coat Headquarters to-day or to-morrow and choose from hundreds of Coats

Every Coat simply without Equal! Can you wonder why we place such emphasis in the quality, value and price? Coats for every occasion and preference. Coats with every new feature.

FINE MATERIALS—  
—DOWNY WOOL  
—FINE SUEDES  
—FINE VELOURS  
—FRENCH FLANNEL  
—POIRET TWILL  
—VELVA BLOOM  
—ETC., ETC.

THE NEW STYLES IN ALL THEIR VARIATIONS—  
—SIDE EFFECTS  
—TAILORED COATS  
—FLARED COATS  
—STRAIGHT LINES  
—SILHOUETTE STYLES  
—LOOSE STYLES  
—ETC., ETC.

THE NEW COLORS—  
—ROSEWOOD  
—NATURAL  
—GREEN, BLACK  
—CHILL WAFLE  
—WIGWAM, RUST  
—NAVY, SAND  
—ETC., ETC.

23.88  
WOMEN'S— MISSES'— STOUTS—  
Every Coat nicely lined with such fine linings as Striped Linette, Satins and Crepe in contrasting shades, giving each Coat an extremely lovely appearance.

## PEERLESS VALUE IN Blouses

Racks with hundreds of fine BLOUSES are now on display at prices which at a glance will show you clearly why our Store is growing in popularity. Blouses of every description, in all wanted shades for this season are now marked down to bring us the greatest Blouse business of our career. To buy your new Spring Blouse now means the saving of dollars and cents on your new Spring outfit

1.27  
Values to \$2.25

Every wanted Style.

1.98  
Values to \$3.25

2.98  
Values to \$4.50

Every wanted Shade.

3.68  
Values to \$5.50

Every wanted Size.

Values to \$5.50

## PEERLESS VALUE IN Costumes

Values to \$25.00

A Sale of COSTUMES which outstrips all our previous efforts. In considering the low prices of \$9.74 and \$14.88 for your choice from hundreds of Costumes, remember that everyone is a fine model created to sell for more than twice our prices. Such good materials as Tricotine, French Serge, Poiret Twill, Tweeds, Homespuns, etc., etc. in colors of Navy, Black, Fawn, Mixtures, Plaids, Checks are only a few of the colors which show these lovely Costumes up as extraordinary values. You will find all sizes, including some Stouts.

9.74  
COME! CHOOSE YOUR COSTUME NOW!

14.88

## PEERLESS VALUE IN Children's Dresses

Ages 10 to 14 years. Made of fine quality Serge with Paisley Silk; long sleeves and pleated skirt, or Red Flannel Blouse and Serge Skirt; while they last they represent great savings to parents. Rapid selling is assured when we are going to sell them at this price

3.64

Values to \$6.75

WE SELL DEPENDABLE GOODS AT LOW PRICES—FOR CASH ONLY

## THE BROADWAY HOUSE OF FASHION

"A STORE FOR EVERYBODY."

## PEERLESS VALUE IN Sleeveless Sweaters

Values up to \$4.75

Grouping together different lots of Sleeveless SWEATERS which formerly sold up to \$4.75. This Sale is bound to attract city-wide attention as you will find every wanted shade and style. Every one pure Wool and Silk & Wool

2.48

All Sizes.

This is the  
are so cheap  
for your  
good health  
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feeling  
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T. Mc  
A. W.  
Peter  
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