

WE'VE LEARNED BY EXPERIENCE
that it pays to buy and sell for Cash. Since we first opened our Store we've always followed that Policy—that's why you find values greatest here—Prices lowest here whenever you care to make comparison—that's why you'll find **WE'RE ALWAYS FIRST TO CUT THE PRICE**



THE BROADWAY HOUSE of FASHION

Don't make a mistake. This is the greatest
Coat slaughter of prices ever seen or at-
tempted in St. John's or elsewhere.

Slaughter Prices on Coats!

We are not going to carry our Coats over to next season! Our policy demands an immediate clearance of our entire stock of Coats regardless of cost. There is only one way for us to take! Slaughter the prices! We take our medicine! But out they must go! These are Coat values that no woman can possibly overlook! Not merely remarkable, not merely extraordinary, but truly sensational values! Come! Investigate!

COATS and more COATS

Another 2 groups of fine Coats—more remarkable savings—more real "Broadway" values:

Misses' **16.50** Women's
Sizes **16** and **36**
to **20.00** to
20 44

COATS! COATS! COATS!

2 Groups of Coats that the price of each Coat does not represent the actual value of the fur trimmings! Every Coat Silk or Crepe-de-Chine lined. Never before! Never again such prices!

20.00 Coat Values
22.50 Coat Values
25.00 Coat Values

10.00

They are Coats for service and satisfaction, as well as appearance. The dozens of styles will make your selection a simple matter! Buy one now for next winter! 'Twill pay you!

Every Coat Silk-Lined & Fur-Trimmed
Furs include--Wolf, Opossum, Mufflon, Marmot and even Squirrel

A GUARANTEE!

We will give \$25.00 to any charitable institution in St. John's if anyone purchasing any Coat in these 2 groups can prove to us that the Coat they purchased is not worth at least \$10.00 and more than any Coat value in the city.

30.00 Coat Values
35.00 Coat Values

15.00

Coats of fine Bolivia and Truvenette, nicely lined and interlined—trimmed with wonderful fur collars and some with fur collar and cuffs.

Some More COAT SAVINGS

In these 2 Groups you will find real magnificent and stylish Coats, nicely fur trimmed with rich furs—underpriced to clear them at once.

All **20.00** Don't
Sizes! Overlook
Styles These
Remark-
able
Savings.
Your
Supreme
Chance
to Save!

Sample Coats at Less Than Cost

These are about the most embracing groups of Coats we have ever shown this season—Variety is the keynote, and Quality is one of the most important features in these 3 Groups—The "Broadway" is known as "Coat Headquarters" and these values are fitting values from Coat 'Quarters.

MATERIALS—

Mokine Kerami
Ormondale Brytonia
Lustona Lustrous
Excello Bolivia
Lustrosa Marvella
Suedine

MOST POPULAR COLOURS—

Penny Ox Blood
Green Deer
Taupe Rust
Black Brown
Navy Grey

and many other shades

THE FURS—

Beaver Wolf
Hudson Seal Squirrel
Mandel Opossum
Mufflon Muskrat
Thibetina Sealine
Fox Marmink

and other rich furs.

30.00
Values
to
\$45.00

40.00
Values
to
\$65.00

55.00
Values
to
\$95.00

CLEARANCE OF ALL VELVET HATS

A Great Value-Giving Event!

Our entire stock of fine Velvet Hats reduced to less than cost price! Immediate Selling is the keynote to this extraordinary Sale of Hats. Because there is such an extensive assortment of styles, shapes, materials and colors, selecting a becoming Hat will be delightfully easy.

Hats that formerly sold as
high as \$8.90

3.50

The favored materials, shapes and colours.
Remember! Every Hat goes on Sale regardless of former prices—No reserve!

The Broadway House of Fashion

Children's Coats

Reduced to New
Low-Level Prices!

Come, Mothers--See Them

Fur Coats

Reduced
to Cost
and Less Than
Cost Price