

The Broadway
Where \$1.00 Buys \$2.00 Worth.

Men's Caps
in all kinds of Tweeds and all shades and sizes... **49c**

Men's Umbrellas
Good quality Cotton Umbrellas with good heavy springs and nice handles; easily worth \$2.25. On Sale for... **1.19**

Boys' White Cambric Shirts
with collars attached; sizes up to 14 years. You must see them to appreciate the value... **69c**

Men's Silk Ties
A fine assortment from which to choose your entire needs; Knitted and Silk Ties in a great collection of colors. Values to \$1.25 for **39c & 49c**

FINAL WEEK

OF OUR

GREAT BROADCASTING SALE!!

The end of this week will see the closing of one of the most successful Sales ever held in St. John's. Never before has a SALE attracted so many keen shoppers as this Sale, proving once more that the values "THE BROADWAY" offers are Unbeatable and Unmatchable. For the FINAL WEEK we have prepared Values for the buying public which no other Store but "THE BROADWAY" can offer at prices which speak for themselves.

ST. JOHN'S NEVER SAW THE EQUAL OF THIS--NEVER!

Children's Organdie Dresses

A very elegant little Dress of fine quality Organdie, nicely embroidered in colors of White, Pink, Sky Blue and many other shades. Ages 3 to 6 years. Values up to \$2.75 for

1.48

A Flock of Irresistibly Smart Women's & Misses Dresses

SIZES 16 to 44—SIZES 16 to 44

Hundreds of Dresses, hundreds of Styles in materials such as Canton Crepe, Satin-faced Canton, Tricotine, Poiret Twill, Serge, Tricoplaide, Wool Crepes and Checked Novelty materials. The Style features include 2-Piece models, Scarf models, Lace trimming, Pin tucking, fine Pleating, Beading, Embroidery and all wanted effects. In the desired colorings—Bright Spring shades as well as Navy and Black. THIS SALE IS UNDOUBTEDLY THE MOST IMPORTANT EVENT OF THIS KIND OUR STORE HAS EVER BEEN ABLE TO PRESENT.

5.98
and
7.98

Panty Dresses

Ages 2 to 6 years.

Made of fine, washable Gingham, piped with colored piping. These come in all shades of Checks. A real \$1.50 value for

69c

LOOK AT THESE Unmatchable Values!

Ladies' & Misses' Cotton Hose
Per Pair... **5c**

Combinations
Ladies' and Misses', Jersey ribbed Combinations with shoulder Straps... **49c**

Corsets
Front and back Lace Corsets; heavy and medium weight, in White and Pink. Values up to \$3.50... **98c**

Voile Dresses
Flowered Voile Dresses for Misses and Ladies, with nice Lace collars. Values up to \$2.50... **98c**

Ladies' Middies
Made of heavy washable Chambray, nicely embroidered collars, Pink, Blue, Yellow, etc. The Best Value in town... **98c**

Prices Lowered on High Grade Coats

A very fortunate purchase of High Grade Coats offers astonishing money-savings. The superb quality of fabrics and linings from which they are developed, are evidences of their actual worth. Hosts of models for every individual preference...

17.98
19.98
24.98

BIG SALE of Costumes

200 fine Poiret Twill, Serges, Tricotine, Homespun, Tweeds and many others grouped in 4 groups at prices you should not miss. Final week offerings are absolutely the lowest. If you want a new Costume buy it NOW at these prices and save money...

9.98
12.98
15.98
17.98

Sale of Smart Hats

Hats that express the Summer vogue in such charming hues as Orchid, Sand, Grey, Powder Blue, Crabapple and White; also many smart color combinations as well as Black, Navy and Brown. Tiny tailored Hats that droop, in Poke or Cloche fashion; Tricorne or brims-up styles, large brimmed shady Hats appear in soft Silk Crepes, sometimes combined with leghorn or airy morass...

4.00

SALE of Fine Skirts

These Skirts are absolutely the very best and newest materials. Skirts for which you have to pay right in St. John's up to \$9.00. Crepe Skirts, Prunellas, Plaid Skirts, Pleated or Plain Models

3.98 **4.98** **5.98**

SILK & WOOL DRESSES

The Knitted Sports mode so fashionable this season has just the youthful, jaunty effect women seek. Particularly handsome are the Frocks of Knitted Wool with Silk lattice stripes in colors of Camel and Cocoa, Coppen and Pearl, Steel and Smoke, Beaver and Brown, etc.

5.98

Crepe & Voile DRESSES

Just the type of Summer Frocks you will admire—and so superior to their moderate pricings! Charming hand-drawn Crepes and very fine Voiles in all the attractive Summer shadings. All absolutely new styles—the very flower of 1924 models. They warrant a special inspection...

4.98

Sale of Fine BLOUSES

Just received a shipment of 500 New Blouses in Crepe-de-Chine, Georgette, Silks, Shantung Silk; also Spring's new Silk Pullover Sweaters in all colors and styles. Sizes up to 44. Values up to \$6.00 for...

2.98

Extraordinary Sale of Boys' Fine Wash Suits

Ages 3 to 8 years.

100 of the finest Boys' Wash Suits. Every one in a different pattern than the other. Buy one for your little boy...

1.98

Boys' Peter Pan Two Tone Effect Suits

Blouse made of the finest mercerized Poplin, and pants of all Wool Jersey. A wonderful little Suit for boys of 3 to 8 years...

3.98

Men's Felt Hats

The well known "President" Hat known all over the U. S. A. as one of the finest, made up in fine light weight Felt. Just the kind for immediate wear. Values up to \$4.75 for

2.95

Men's Shirts

Fine Negligee Shirts in hundreds of patterns, with double wear cuffs, in all sizes. Values up to \$2.50. See Window Display...

1.29

Men's Pants

Good strong Tweed Pants in Striped Tweeds. A good pair of Pants for working and to save your good ones

98c

Men's Silk Bow Ties

A great variety to choose your Bow Tie from. Poplins, Foulards, Silks, etc. Values up to \$1.25 for...

49c

Men's Cotton Hose
In Black and Brown. A 40c. Value for **14c**

1200 MEN'S NEW SPRING SUITS, SPRING COATS & RAGLANS in a Great Sacrifice Sale!

9.98 12.98 16.98 19.98 22.98 24.98 27.98 32.98

A cold, backward season has hurt the Suit and Coat Business for Spring. RESULT:—Too many Suits and Coats in stock. Quick action is necessary. Great reductions have been made on all lines. You must be attracted by these savings of 25 p.c. to 50 p.c. IF YOU NEED CLOTHES—IF YOU CAN USE ANOTHER SUIT—NOW IS THE TIME AND HERE IS THE STORE TO BUY—AND SAVE! THESE ARE THE GREATEST CLOTHING VALUES OF THE DAY!

Men's Fibre Silk Hose
Values up to 75c. for **39c**

"IT PAYS TO SHOP" AT
THE BROADWAY HOUSE OF FASHION