

A SEPARATE STORE  
CATERING ENTIRELY  
— to —  
MEN'S & BOYS' NEEDS

# THE BROADWAY HOUSE OF FASHION

A SEPARATE STORE  
CATERING ENTIRELY  
— to —  
MEN'S & BOYS' NEEDS

— GREAT —

## PEERLESS SALE!



IN NO SALE HAVE WE EVER DEMONSTRATED OUR SUPERIOR VALUE-GIVING AS WE ARE GOING TO IN THIS MAMMOTH SALE. A SALE IN EVERY SENSE OF THE WORD! WITH GREATER SPACE AVAILABLE SINCE OUR GENTS' STORE WAS REMODELED, WE ARE PREPARED TO BID FOR A LARGER VOLUME OF BUSINESS AND SMALLER PROFITS. THE "BROADWAY" IS OFFERING BIGGER VALUES THAN EVER BEFORE, RESULTING IN A RAPID GROWTH OF REGULAR CUSTOMERS—MEN WHO REALIZE THEY GET THE BEST AT THE "BROADWAY" AT THE LOWEST PRICE—"IT WILL ALWAYS COST YOU LESS TO BUY IT AT THE "BROADWAY!"

**BOYS' HEAVY WOOL RIBBED STOCKINGS**  
in Heather mixtures. Values up to \$1.25 for ... **69c**

**MEN'S WOOL SCARFS**  
With the cold weather on hand, every man should get one of these. Regular \$1.50 value for ... **98 cents**

**MEN'S PANTS**  
in good strong Tweeds. Regular value \$2.95. Sizes 4 to 7. **1.98 pair**

**MEN'S HOSE**  
in heavy Wool or fine mercerized. Values up to 75c. for ... **39c**

**Men's Suits**  
Made in fine quality heavy and lightweight Tweeds, every Suit well finished and trimmed with good strong linings. All sizes. Colors are: Brown Mixtures, Blue Mixtures and Pencil Stripes. Guaranteed values up to \$18.50. On Sale for ... **12.69**

**Men's Overcoats**  
A Special Purchase of good heavy Men's Overcoats in belted or plain models—All sizes, assorted shades. COME EARLY FOR BETTER CHOICE. **9.89**

**MEN'S TIES**  
Knitted Ties, in assorted Silks. Everyone perfect ... **39c**

**Men's Flannel Shirts**  
Values up to \$3.50, slightly damaged by water. On Sale for ... **1.29**

**BOYS' PANTS**  
in good strong durable Khaki Drill—Ages 9 to 17 years ... **98c**

**MEN'S EAR CAPS**  
Fur lined, in assorted patterns. Values up to \$2.90 ... **1.19 to 1.69**

**Juvenile Suits**  
For Boys of 3 to 8 years.  
No matter what kind of a Suit you are looking for your little boy, we have it, be it an Oliver Twist or a Russian Blouse effect, or a Sailor Suit. We have them in all kinds of materials such as Tweeds, Serges, Wool Jersey, Velvets, Corduroys, etc. Prices lower than ever. **2.98 to 5.98**

**MEN'S PANTS**  
PANTS! PANTS! AND MORE PANTS! Hundreds of pairs of Single Pants are placed on Sale at prices—every man needing a pair to match his coat can't afford to miss. Prices range at **\$2.48, \$2.90, \$3.48, \$3.98, \$4.50 up to \$7.50**

We also carry a full line of Men's Needs, such as **WALKING STICKS, UNDERWEAR, GLOVES, MEN'S & BOYS' WATERPROOFS and OIL CLOTHES**—in fact everything Men and Boys need.

**Boys' Overcoats**  
Ages 3 to 8 years.  
Here's a chance mother has been waiting for—fine little boys' Overcoats in good heavy mixtures, everyone fully lined, assorted colors. Special ... **4.48**

**Look -- Extra Special**  
Men's and Boys' Fleece-lined and Wool mixed Underwear, selling way below wholesale prices. Regular value \$1.25. On Sale for ... **79c garment**

A choice grouping of fine Suits—made the way young men and men like them. There's more width in the shoulders, narrower at the hips; Trousers to suit everyone's taste, either narrower or wider around the cuffs—  
**14.79 16.98 18.75**  
Some of these Suits are worth up to \$27.50, but on account of broken sizes we have grouped them at a very low price.

**MEN'S SUITS**  
THESE "GREATER" VALUES BID FOR A LARGE VOLUME OF BUSINESS—SPECIAL PRICES EFFECTIVE NOW!

Here are three other groups of the finest Suits for men and young men, made up in the finest Worsteds, in designs such as you see only in higher-priced Suits—All sizes including Stouts—  
**23.98 29.75 34.50**  
We guarantee our prices to be the Lowest in the city during this extraordinary Sale.

**Boys' Suits**  
Ages 8 to 17 years.  
Mothers! and those who buy for boys. If your boy is in need of a Suit, bring him to our Store to-morrow or any day and we will fit him out with one of our good strong Suits at a price that will surprise you when you see the quality of our goods. One and Two Pants Suits in a great variety to choose from. **PRICES RANGE FROM 6.98 to 14.98**

**Boys' Overcoats**  
Ages 9 to 17 years.  
Here's another "Broadway" display of real values. Nice comfy big boys' Coats for a price less than the cost of making. Come early for better choice. **7.89**

Right now—we are "outscoping" by usual big values with our Special Feature event—absolutely the maximum in "honest clothes values"—Price, Style, Fabric, Fit and Finish. Without reservation St. John's Greatest Coat offer.

**MEN'S OVERCOATS**  
THE "BROADWAY" OUTVALUES ANY SALE IN ST. JOHN'S—IN AND OUT OF THE SEASON—ANY TIME!

This Special Feature event will bring to the "BROADWAY" the largest week's business this Store has ever enjoyed. More men will come to the "BROADWAY" than in any other week, because we have planned to make this Sale the greatest money-saving opportunity men have ever had.  
**GROUP 1 12.98 GROUP 2 16.75 GROUP 3 22.50 GROUP 4 25.00 GROUP 5 29.50 GROUP 6 35.00**

**Men's Friendly Hats**  
By that we mean Hats that "Pal with your face," the well known "President" Hat, always known to give complete satisfaction—all priced according to our low margin of policy, from—**2.98 to 6.98**

**MEN'S PULLOVER SWEATERS**  
in Black, Navy and Grey. Values up to \$2.75 for ... **1.19**

**Men's Linen Collars**  
The well known Triangle Brand, guaranteed satisfaction ... **30 cents**

**Men's Suspenders**  
Men's Suspenders—A good strong Suspenders worth three times the price. On Sale for ... **12c PAIR**

**MEN'S LEATHER MITTENS**  
Made from fine sheepskin, warmly lined. Regular value \$1.75 for ... **98c**

**MEN'S SHIRTS**  
Nicely striped Percales, worth \$2.25. Sizes 15½ to 17. Only ... **1.19**

**MEN'S SOFT COLLARS**  
A complete assortment of Soft Collars in Silks and Cords. "Triangle Brand." each **25c**

## The Broadway House of Fashion