

9 to 11 A.M. SPECIAL!
FINE LINEN CAMISOLES
with lace insertions
and lace straps.
Pink and White .. **29c**

9 to 11 A.M. SPECIAL!
CORSETS
Pink and White.
Sizes up to 25.
Values up to \$2.25
for .. **59c**

The
BROADWAY'S

9 to 11 A.M. SPECIAL!
COTTON HOSE
Fine full fashioned
Cotton Hose for
ladies, in all shades
and sizes. Pair .. **14c**

9 to 11 A.M. SPECIAL!
Children's Gingham Dresses
in assorted shades.
Ages 2 to 6 years.
A good \$1.25 value
for .. **59c**

GREAT MID-SUMMER SALE

Begins To-Morrow with the Greatest Collection of Wanted Merchandise in the History of the Store

This event is staged at an exceptionally favorable time, for all over the U.S.A., Manufacturers, Jobbers and large Commission Houses have been taking stock. The backward season has left Heavy Stocks with many opportunities for Spot Cash Purchases. We have taken full advantage of these emergency offerings and have planned a programme which will make this a "BANNER" Sale clear through to the end. REMEMBER, EVERY DAY BRINGS A FRESH LIST OF SPECIALS! LOOK FOR OUR NEWSPAPER ANNOUNCEMENTS! WATCH OUR WINDOWS!

NOW "ALL SET"—FOR OPENING DAY—FRIDAY!

SUMMER DRESSES
at Prices You Cannot Resist
Gingham House and Porch
Dresses in all shades of
Checks. Sizes up to 48.
Values up to \$2.50 for .. **1.39**

Voile Dresses for the Stouts
A wonderful collection of
large sizes in figured Voile,
beautifully trimmed. A real
value .. **2.48**

The Summer Dress Sensation
500 of the finest English
Gingham, guaranteed fast
colors, trimmed with em-
broidered Swiss Organdie;
every dress stamped by the
makers to ensure satisfac-
tory wear .. **3.48**

ANOTHER WONDERFUL OFFERING!
Charming Silk Dresses put on Sale for the first time

A special effort of ours to make this the Dress Sensation of the Season has made available to you this splendid selection. The materials and the price will convince you that they are worth inspecting—and the Dresses will sell themselves.

Canton Crepes. **5.98** Taffetas! **7.98** Satins! **9.98** All Sizes! **12.98**
Satin Faced Cantons. Tricoplaids! Etc. Etc. All Wanted Shades.

Special Clearance of Costumes

Every Light Colored Costume in our stock must be cleared regardless of cost, during this extraordinary Sale. In every group you will find Costumes sold previously at double the Sale Prices. If you are in need of one, now is the time and this is the Store to get it from.

Tailored Models! **12.98** Single and Double Breasted **15.98** Serges! **19.98** ALL SIZES! **24.98**
Box Coat Models! Boyish Tailleur Models! Tricotines! Poiret Twills and Scotch Tweeds in Greys and Tans!

Sweater Sale Extraordinary!

PULL OVERS! **1.48**
TUXEDOS! **2.48**
CARDIGANS! **3.48**
SIDE TIES! **3.98**
In fact every style for Sport Wear! **3.98**

Special Sale of Children's Organdie Dresses
MOTHERS! Dress your little girls with one of these cool Summer Dresses. Every one of these are nicely embroidered and trimmed. Colours are White, Pink, Purple, and combinations of assorted shades. Ages 2 to 6. **1.39, 7 to 12, 1.89**

9 TO 11 A.M. SPECIAL!
BLOUSES
50 Only in Black and Light
Blue Mohair Silk. Sizes 36
to 42. Easily worth \$1.98
for .. **69c**

HATS! **1.98 - 2.98 - 3.98**
New Arrivals! **STRAW HATS!** **BOBBED HAIR** **All Shades.**
Jaunty White Silk Hats! **HATS!** **The Biggest Selection.**
FELT HATS! **MATRON** **in the City**
CREPE HATS! **HATS!** **to choose from.**
Leghorn Hats! **Fancy BRAID HATS**

9 TO 11 A.M. SPECIAL!
Table Scarves
in White Linen, embroidered
with coloured Silk and Lace
Edgings. **89c**
Values up to \$2.25 for

SILK GLOVES **39c**
Grey only. Sizes 6 and 6½
only. Reg. value \$1.25 for

GUIMPS **98c**
in fine washable materials
and nicely trimmed with
White edgings and pockets

SKIRTS **98c**
White and Cream Serge
and Gabardine Skirts in all
sizes. Values up to \$2.75

UNDERSKIRTS **1.19**
Made up in the finest White
Lawn with Lace to match
and coloured ribbon drawn
through ..

MISSES' STRAW HATS **98c**
in colours of Red and Blue,
trimmed with coloured rib-
bons. Values up to \$2.50
for ..

What Our Men's and Boys' Department Offers You in This Great Clearance Sale

Boys' 1 & 2 Pants Suits

Ages 8 to 17 years.

Every Suit reduced to prices which ought to interest every mother and father in St. John's!

Values up to \$8.50 for **5.78** Values up to \$11.00 for **7.28**
Values up to \$12.50 for **9.48** Values up to \$15.00 for **10.48**

Men's Cotton Hose
in Black, Brown
and Grey **14c.**

Boys' Wash Suits
Ages 3 to 8 yrs.
In assorted pat-
terns and shades.
Values up to \$2.25
for **\$1.29.**

Boys' Play Suits
in Tan and Blue
Drill. Values up to
\$1.25 for **69c.**

Boys' Pants
in Heavy Tweed.
Ages 8 to 17 yrs.
Values up to \$2.25
for **\$1.19.**

Men's Fine Negligee Shirts
Values up to
\$2.25 for **\$1.29.**

Men's Working Pants
Heavy Tweed
Pants. Values
up to \$2.50 for **\$1.48**

Men's Working Shirts
in Blue Cham-
brays; fast col-
ors. Values up to
\$1.75 for **98c.**

Boys' Pants
in Khaki Drill.
Just the thing
for Summer wear
Ages 8 to 17. **98c.**

Boys' Straw Hats
All sizes, Black,
Brown & White
Straws. Values
up to \$2.25 for **69c. & 98c.**

Men's Silk Fibre Hose
in all shades.
Values up to
\$1.00 for **39c.**

MEN! You Can Save 5.00 to 10.00

By buying of these Suits during this Sale.

Values up to \$16.50 for **\$9.98.** Materials: Values up to \$25.00 for **\$16.98**
Serges. **\$12.98** Tweeds. **\$18.98**
Herring-bones. **\$14.98** Sizes to fit every Man and Young Man. Values up to \$35.00 for **\$24.98**

"IT PAYS TO SHOP" AT

THE BROADWAY HOUSE OF FASHION