

TOWELS! TOWELS!

Large size Fancy TURKISH TOWELS. Guaranteed the Finest Towel made. Easily worth \$1.00. On Sale for, each

45c**THE BROADWAY HOUSE of FASHION**

CONTINUING OUR

GREAT MID-SUMMER SALE

WITH NEW MERCHANDISE ADDED DAILY AT PRICES THAT HAVE MADE THIS STORE THE SUPREME VALUE-GIVING STORE IN ST. JOHN'S. VISIT OUR STORES DAILY AND CONVINCE YOURSELF WHY EVERYBODY TALKS ABOUT OUR UNMATCHABLE VALUES!

CHILDREN'S ROMPERS!

Made up of fine Pink and Blue Chambray, and nicely piped with White Binding. Ages 2 to 6 years. Values to \$1.35 for

99c**PILLOW CASES!**

Made up in fine White Linen. Just the kind the thrifty housewife wishes to have. Size 45 x 36. Easily worth \$1.00. On Sale for, each

49c**GLOVES!**

Silk Gloves in all shades and sizes. Long elbow or short 2-faster Gloves. Every pair perfect. Values up to \$2.25. On Sale for

69c & 98c**LADIES' FLANNELETTE NIGHTGOWNS!**

Fine Washable Flannelette Nightgowns; some embroidered, others plain; assorted colours. Regular value \$1.75. On Sale for

98c**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 embroidered Swiss Organdie; every dress stamped by the makers to ensure satisfactory 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.
Satin Faced
Cantons.**5.98**Taffettas!
Tricoplads!**7.98**Satin!
Georgettes!
Etc. Etc.**9.98**All Sizes!
All Wanted Shades.**12.98****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!
Box Coat Models!
Boyish Tailleur
Models!**12.98**Single and
Double Breasted
Models!**15.98**Serges!
Tricotines!
Poiret Twills
and Scotch Tweeds
in Greys and Tans!**19.98**ALL
SIZES!**24.98****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**Children's GINGHAM DRESSES**

In assorted shades. Ages 2 to 6 years. A good \$1.25 value for

59c**HATS!****New Arrivals!**

STRAW HATS!
Jaunty White Silk Hats!
FELT HATS!
CREPE HATS!
Leghorn Hats!
Fancy BRAID HATS

1.98**New Arrivals!**

BOBBED HAIR
HATS!
MATRON
HATS!

2.98**New Arrivals!**

All Shades.
The Biggest Selection
in the City
to choose from.

3.98**Table Scarves**

in White Linen, embroidered with coloured Silk and Lace Edgings.

89c

Fine Linen CAMISOLES
With Lace Insertion and Lace Straps. Pink and White

29c**GUIMPS**

in fine washable materials and nicely trimmed with White edgings and pockets

98c**SKIRTS**

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

98c**UNDERSKIRTS**

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

1.19**MISSES' STRAW HATS**

in colours of Red and Blue, trimmed with coloured ribbons. Values up to \$2.50 for

98c**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 \$12.50
for**9.48**Values up to \$11.00
for**7.28**Values up to \$15.00
for**10.48**

Men's
Cotton Hose
in Black, Brown
and Grey

14c.

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

6c.

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

\$1.29.

Men's
Working Shirts
in Blue Chambrays; fast colors. Values up to \$1.75 for

98c.

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

69c. & 98c.

Boys'
Wash Suits
Ages 3 to 8 yrs.
In assorted patterns and shades. Values up to \$2.25 for

\$1.29.

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

\$1.19.

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

\$1.48

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

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.Values up to \$19.50 for
\$12.98Values up to \$22.50 for
\$14.98Materials:
Serges.
Tweeds.
Herring-bones.
Sizes to fit every Man and Young Man.Values up to \$25.00 for
\$16.98Values up to \$27.50 for
\$18.98Values up to \$35.00 for
\$24.98

"IT PAYS TO SHOP" AT

THE BROADWAY HOUSE OF FASHION