

ANNIVERSARY

4th SALE! 4th

LADIES! In order to make OUR FOURTH BIRTHDAY SALE an event that will be long remembered in this City, we have gathered together an astonishing assemblage of values, which we firmly believe represents the most sensational BARGAIN LIST ever offered for your consideration. **COME PREPARED TO BE AMAZED!**

You will not be disappointed. No effort has been spared—days of preparation—weeks of special purchasing together with price-cutting, on an almost undreamed of scale, will make this Anniversary Sale a unique money-saving opportunity.

SALE STARTS FRIDAY, DECEMBER 11th, AT 9 A. M.

Ladies' Northern Seal FUR COATS

(BLACK)

As a Special Birthday Gift, we offer the balance of these beautiful Fur Coats, which we have been selling at a special price of \$145.00, for only

98.00

SPECIALS!

LADIES' COMBINATION UNDERWEAR
Regular \$2.25. Now **\$1.49**

MISSES' COMBINATION UNDERWEAR
Regular \$1.95. Now **\$1.29**

STRIPED TURKISH TOWELS
Only **29c.** Pair.

LADIES' SILK CAMISOLES
Regular \$1.80. Now **98c.**

LADIES' JAZZ SWEATERS
Regular \$6.50. Now **\$3.98**

DOLLS
Anniversary Special for the Kiddies.
Regular \$1.50 for **75c.**
Regular \$2.50 for **\$1.29**

PLEASE NOTICE
Mail Orders cannot be accepted

COATS

12.98

Here we feature the most dominating values in

Ladies' Coats

ever presented to the St. John's Public.

PLEASE NOTE:

The original prices of the Coats offered in these five groups ranged from **\$17.50 to \$42.00**

18.98

IMAGINE!
The season's newest productions, many of them not one week in our store, all from the highest to the lowest, offered as Our Birthday Gift at almost unbelievably low prices.

14.98

Every model has outstanding points of merit and attraction. Beautiful fabrics, beautiful linings, beautiful furs at beautifully low prices.

16.98

20.98

DRESSES

The countless savings that we offer on Ladies' Dresses will astonish all who see them. Values such as these have made The Broadway famous.

10.98

Hundreds of Brand New Models—the very latest and the very smartest. Frocks that will suit every occasion, originally priced from \$15.00 to \$30.00

8.98

Four exceptional groups. Dame Fashion's latest decrees for Milady. The newest and most fascinating color combinations.

12.98

Embodying every phase of attraction—colors—fabrics and style in rich profusion, it is impossible for you to fail to meet your individual needs.

14.98

GOLD!
Is usually found at bed-rock. These are bed-rock prices affording you a Golden Opportunity.

The Broadway House of Fashion

Ladies' HATS

You will appreciate this unusual group of attractively designed Millinery. Values up to \$9.50.

SPECIAL SALE PRICES:

3.98, 4.98, 5.98

Bargain Basement Specials!

LADIES' UNDERWEAR
Regular \$1.75. Now **98c.**

LADIES' SILK CAMISOLES
Regular \$1.20. Now **50c.**

LADIES' WINTER COATS
Regular \$ 7.00. Now **\$ 1.98**
Regular \$12.00. Now **\$ 6.98**
Regular \$15.00. Now **\$ 8.98**
Regular \$21.00. Now **\$12.98**

LADIES' CORSETS
Regular \$1.50. Now **75c.**
Regular \$2.00. Now **98c.**

LADIES' DRESSES
Regular \$ 6.00. Now **\$ 2.98**
Regular \$ 8.00. Now **\$ 3.98**
Regular \$10.00. Now **\$ 4.98**
Regular \$14.00. Now **\$ 5.98**

LADIES' HATS
Regular \$3.50. Now **\$1.98**
Regular \$4.50. Now **\$2.98**
Regular \$6.50. Now **\$3.98**

LADIES' SKIRTS
Values up to \$5.50. Now **\$1.98**

LADIES' NIGHT GOWNS
Silk Embroidered Flette.
Regular \$2.90. Now **\$1.98**