

LADIES! The cold weather is here. Do not delay buying that Coat. We have them in many styles and cloths. A price for every pocket. A style for every taste.

LET'S GO!

Everywhere the Great News Spreads

TO

YOUR DOLLAR WILL GO A LONG WAY IN THIS SALE.

We have worked hard to prepare this sale and values, and we challenge comparison.

THIS IS YOUR OPPORTUNITY! TAKE A DAY OFF! IT WILL PAY YOU!

The Broadway House of Fashion

WHO ARE AGAIN IN THE LEAD WITH WONDERFUL VALUES!

BUY!—FOR SUCH VALUES HAVE NEVER BEEN OFFERED BEFORE—AND NEVER WILL AGAIN.

BUY!—FOR EACH DOLLAR DOES THE WORK OF TWO IN OUR STORE.

BUY!—LADIES' AND MEN'S WEARING APPAREL AT PRICES THAT CANNOT BE BEATEN FOR SUCH QUALITY MERCHANDISE.

And remember, no accumulated old stock in our store—A NEW STORE with NEW MERCHANDISE, assuring you the very newest styles.

That's the Great News that's Flashing Everywhere!

Our GRAND OPENING SALE is off with a huge success. Thousands are revelling in the tremendous values we are offering. We make no further statements—we ask you to come and judge for yourself.

New Dresses, Coats, Suits, Waists & Sweaterwear

Opened Specially for this Sale

LADIES! Below you will read some of our values. There is not enough room on this page to tell you all the wonderful values we offer you. There are many, many, many more, and our personal guarantee goes with every garment.

COATS

\$20 COATS, \$25 COATS, \$30 COATS, \$35 COATS, \$40 COATS

on sale for

5.98, 11.95, 14.48, 17.95, 18.95, 21.95

They're brand new, beautiful garments—not last season's styles—and they'll greet the eyes of fashionable women at such prices that will make them buy once they see them.

DRESSES

Hundreds of our Dresses were sold during the first few days, but hundreds of others were unpacked specially for this sale, all priced at GRAND OPENING PRICES—prices that were simply amazing to those ladies who saw them and bought them.

\$12 DRESSES, \$15 DRESSES, \$20 DRESSES, \$27.50 DRESSES,

on sale for

3.98, 5.98, 6.98, 9.98, 14.98

STYLES GALORE! Materials: Fine French Serge, Poirer Twill, Tricotine, Canton Crepe, etc., etc.

SPECIALS

ON SALE FROM 9 A.M. to 12 A.M. THURSDAY, FRIDAY and SATURDAY ONLY.

WAISTS

300 Cotton and Voile Waists, a good value at \$1.50. From 9 to 12 a.m.

only 29c

SWEATERS

400 Pullovers, some with Peter Pan collars; guaranteed all wool; hundreds of shades; a good value at \$3.50. From 9 to 12 a.m.

only 1.98

WAISTS

A beautiful range of Voile Waists, some with embroidery to match, others with colored embroidery; assorted styles and shades. Reg. value \$2.50. From 9 to 12 a.m.

only 98c

SLIPPERS

Children's and Misses' Felt Slippers, assorted colors. Reg. value \$1.25. On sale from 9 to 12 a.m. for only

39c

SLIPPERS

Ladies' and Men's Fancy Carpet Slippers, easily worth \$1.75. On sale from 9 to 12 a.m. for only

48c

MEN'S DEPT.

SECOND FLOOR.

SUITS and OVERCOATS

ABSOLUTELY THE BEST AMERICAN MAKES AND THE BEST MATERIALS.

Overcoats

For only 9.95 and up

Suits For only 12.95 and up

All these Suits and Overcoats are guaranteed to be American makes; also a great variety of Boys' Suits and Overcoats at prices to conform with our exceptional low prices existing during this sale.

Come!

Compare!

Smashing Sale Prices are in Force Throughout Our Store. COME!

The Broadway House of Fashion

Near Adelaide Street—331 WATER STREET 331—Near Adelaide Street

Former Premises of the American Boot and Shoe Store