

The Broadway
House of Fashion**BROADCASTING**The Broadway
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GREATEST SALE****Ever Held in St. John's--****Monumental Sale Emphasizing Choice Stocks, Important Changes and Improvements**

During the past few months the "BROADWAY" Store has taken an important step forward. With the addition of another store, with bigger, more varied stocks of merchandise, new vistas of shopping have been opened up. Transformations of some of our floors have been made, going on with the introduction of new departments and moving of others for greater effectiveness. Increasing efficiency comes with every new move. To definitely record these changes and improvements in the public mind, we are "BROADCASTING" ourselves in this Sale. Its values are most extraordinary—prices definitely less than in any Store in St. John's—they must be, for this is the governing rule of the "BROADCASTING" Sale.

Sale Now at its Height with New Merchandise Added Daily at the Same Prices

<div>NO MAIL ORDERS ACCEPTED.</div>	<div>Corsets! Corsets! Corsets!</div> <div>PINK AND WHITE. HUNDREDS OF PAIRS WERE SOLD DURING OUR LAST SALE, AND HUNDREDS MORE WILL BE SOLD DURING THIS GREAT SALE. VALUES UP TO \$3.50 FOR</div> <div>49c</div>	<div>Hose! Hose! Hose!</div> <div>LADIES' BLACK AND BROWN COTTON HOSE—ALL FIRST QUALITY. EASILY WORTH 60c. A PAIR. (ONLY 2 PAIRS TO EACH CUSTOMER). PER PAIR</div> <div>9c pr.</div>	<div>NO MAIL ORDERS ACCEPTED.</div>
<div>Bloomers</div> <div>Ladies' and Misses' Bloomers. Worth</div> <div>up to 75c. a pair. On Sale for</div> <div>19c pr.</div>	<div>Table Cloths</div> <div>Pure Irish Linen Table Cloths, even better than the ones we sold so fast during our last Sale. Values up to \$4.50. (Some slightly damaged)</div> <div>1.79</div>	<div>Children's Pantees</div> <div>in Black Satine, piped with coloured piping and nicely embroidered. Ages 2 to 6. A \$1.50 value for</div> <div>69c</div>	<div>Dresses Dresses</div> <div>In Silk Tricolette. Colours: Black, Brown, Navy, Copen, etc. Worth up to \$12.00. One to each customer. (Some slightly damaged)</div> <div>1.98</div>
<div>Summer Underwear</div> <div>Ladies' and Misses' Jersey Ribbed Underwear, with shoulder straps; every garment worth at least \$1.00. On Sale for</div> <div>12c</div>	<div>Dresses</div> <div>In Gingham, Voile and Organdie. Values up to \$6.50. All sizes and shades, for</div> <div>98c</div>	<div>Ladies' Handbags</div> <div>Genuine Leather Hand Bags in Black and Brown. Worth three and four times the price</div> <div>79c</div>	<div>Guimps</div> <div>Ladies' and Misses' Cotton Guimps, selling previously up to \$3.00; go on Sale for</div> <div>48c</div>
<div>Hats! Hats! Hats!</div> <div>Hundreds of Ladies' and Children's Spring Hats, in Straw and Satin. Values up to \$4.00, go on Sale for</div> <div>79c</div>	<div>Children's Coats</div> <div>Ages 2 to 4. In Navy Blue Silk Alpaca, all nicely lined and trimmed. Worth at least \$3.00. On Sale for</div> <div>98c</div>	<div>THE MIGHTIEST EFFORT IN VALUE-GIVING ANY STORE EVER MADE IN ST. JOHN'S.</div>	<div>Children's Voile Dresses</div> <div>Ages 2 to 6. A real fine little Summer Dress for any little girl, in dotted Voile. Values up to \$2.50</div> <div>69c</div>
<div>Flannelette Guimps & Dresses</div> <div>Fine Flannelette Guimps and Dresses. Some nicely embroidered; others with fancy belts. Everyone worth \$4.50. On Sale for</div> <div>1.48</div>	<div>Misses' Cotton Dresses</div> <div>A real nice girl's two-tone Cotton Dress, in sizes 8 to 14 years. A real good value. Only</div> <div>89c</div>	<div>Children's Fancy Dresses</div> <div>Ages 2 to 12. Values up to \$2.50 for</div> <div>Children's and Misses' Fancy Summer Dresses, same as the ones we sold so fast in our last sale.</div> <div>98c</div>	<div>Girls' Raincoats</div> <div>with Caps to match. All waterproof. Easily worth up to \$10.00. All shades and sizes. Our price</div> <div>3.98</div>
<div>NO C. O. D.'s EXCHANGES OR REFUNDS.</div>	<div>Ladies' Leatherette Coats</div> <div>Real fine Misses' and Ladies' LEATHERETTE COATS, all lined; the kind you have to pay \$12.00 to \$15.00 for. We sell them for only</div> <div>5.98</div>	<div>Piano Scarfs and Sideboard Covers</div> <div>In fine Brocaded Linen and Madras, trimmed with fine Lace, Insertions and Edgings; all perfects, all colours; some worth as high as \$5.00. On Sale for</div> <div>98c</div>	<div>NO C. O. D.'s REFUNDS OR EXCHANGES.</div>

ALL CARS TRANSFER AT

The **BROADWAY HOUSE of FASHION**