

and Women Will Be Here for These Broadway Values.

CHILDREN'S SCHOOL BAGS

Leather and heavy Canvas School Bags, the kind you have to pay up to \$1.75. Now on Sale for only

79c

MEN'S HOSE

Fine heavy Socks in a Light Grey mixture, worth at least 49c. On Sale for per pair . . .

29c

A SPECIAL IN
MEN'S SHIRTS

Fine Striped Percales with double cuffs; every Shirt perfect. Sizes 15 to 17. Easily worth \$1.75. On Sale for ..

94c

EXTRA! EXTRA!

Men's and Boys Suspenders! 500 pairs of them only, again demonstrating a real "BROADWAY" value! Per Pair . . .

11c

MEN'S LEATHER MITTS

Guaranteed horsehide Mitts, warmly lined throughout, nice and soft assuring the wearer freedom of his hand. This is a regular \$1.50 value. On Sale for

93c

MEN'S WINTER CAPS

Real warm Winter Caps in all sizes. Values to \$1.75. On Sale at Birthday Prices

1.09

1921.

N YEARS NEVER A SALE LIKE THIS!

The Broadway's 3rd Birthday Sale

Our Birthday Sale has eclipsed all expectations! Every customer who has visited our Store during this Sale has been amazed at the quantity of goods offered and at such low prices—once more demonstrating our slogan to make this Sale the greatest in years—

Boys' Suits
at Nearly Half Price

Brand New Suits of real strong Tweeds, the only kind that will stand up for Boys' wear. Smart new models in the Belted Coats or with plain Coats. Grey, Brown, Mixtures and many other colors. Sizes to fit Boys of 8 to 17 years.

If ever a Sale of Boys' Clothes called for parents' attention, this surely does. Savings with every purchase!

4.97

Don't overlook your chance to buy your Boy's Winter outfit at cost and less than cost.

Values to \$7.50

6.64

Values to \$9.50

BOYS' ONE and TWO PANTS SUITS.

8.96

Values to \$13.50

MEN! We want you all here to-day when our doors open for our Greatest Sale in years! It will pay you to come early! Your Chance Supreme! Don't delay! Buy Now!

Birthday Sale of
MEN'S OVERCOATS

Values to \$22.00

12.98

Absolutely the finest American made Overcoats for such low prices as these three groups represent. We guarantee you that at no time have such fine coats sold in St. John's at these low prices.

Values to \$27.00

16.98

Coats to fit young men—Coats to fit stout men—Coats to fit every man. Every coat an all Wool plaid back, nicely lined with silk linings.

Values to \$33.00

22.37

MEN! There's no use denying the backward season experienced in St. John's this year has hurt our Coat Business immensely. Our policy is, "rather than carry goods over for another season" to sell them at cost and below cost if necessary. We must clear our Winter stock, and time is short. Hence Overcoats bought to be sold up to \$43.50 will go on sale during our Great Birthday Sale at prices which speak for themselves, once you see the quality of the goods.

Don't Delay! Make your Choice Now while Stocks are Complete!!

Boys' 11.00
Winter Coats
Birthday Sale Price
7.54

Real good strong quality Coatings make up these Coats for Boys of 8 to 13 years; also a few larger sizes. Set-in sleeve with belt all around and nice large pockets add comfort and warmth to the wearer.

Another Lot of
Boys' Coats

To fit Boys of 8 to 8 years.

These are made up in fine Blue Nap Cloth; also a few in Dark Coatings, every one fully lined with a heavy Tweed lining. A real splendid little Coat for every youngster.

These will surely go fast, so come early!

4.94

Values to \$8.50

Don't keep your boy cold when you can warm him up for such a low price.

MEN'S BOOTS.

Just 50 Pairs. The balance from our Sale. Fine heavy Tan Working Boots with heavy double soles. Every pair perfect. This is not a line we carry in stock, so here they go at

1.98

TO-DAY! -- SPECTACULAR PURCHASE!

Slippers! Slippers! Slippers!
— TWO BIRTHDAY GROUPS —
Once again our purchasing power has brought us the greatest value in SLIPPERS that has ever been shown in years. Men's, Women's and Children's Slippers, in Felt, Carpet and Leather. Sizes for the entire family. Come, buy all your needs! You save \$ \$ \$ \$ by buying NOW!

46c pair

97c pair

Men's Heavy All-Wool Hose

With cold weather coming, every man should provide himself with a few pairs of these warm Socks, made of all Wool. These Hose are worth up to 75c. pair. On Sale at Birthday Sale Price

33c PAIR

Boys' Oliver Twist Suits

OF FOX'S WOOL CHEVIOT.

If you have a small boy of three to eight that's always wearing out suits—here's your chance. These Oliver Twist Suits will wear and wear besides looking so jaunty! They come in Dark Browns and Greys. Sizes 3 to 8 years

2.39

Sale of
Men's Fine Shirts.

400 Shirts in fine Percales and Pongee, in sizes 14½ to 18. Values up to \$2.75. Every Shirt perfect. Buy now and save.

1.44

A BIRTHDAY "WINNER" FOR BOYS!

Boy's Waterproof Coat and Hat

Coats of extra heavy Black Rubber with high turn-up collars—clasp front—insert pocket with flap. Hats regular Sou'wester with stitched brim, fitting right with Coat. Guaranteed Waterproof. Sizes to fit boys of 8 to 16 years

6.98

A glance at these items listed below will convince every economical man and boy and those who buy for them, that every item represents the acme of value-giving in St. John's. You can search the entire town and you won't find greater values than these

Birthday Offerings.

Men's Fine Flannellette Pyjamas

Nice and comfortable are these lovely Pyjamas of Striped Flannellette. Values to \$3.75. On Sale for

\$2.69

Men's Flannel Shirts

Good quality Flannel in sizes 14 to 17, every one clean and fresh. No Jobs. A regular \$2.25 Shirt for

\$1.33

Men's Winter Combinations

All sizes. Regular Price \$5.25 On Sale for

\$3.29

Men's Coat Sweaters

Good heavy Coat Sweaters in Dark Brown, Navy Blue and Maroon shades. On sale at wholesale prices. Values to \$4.00 for

\$2.29

All sizes.

Boys' Khaki Pants

These are made of a heavy quality Khaki Drill, the kind that stand up for real hard wear. Sizes 8 to 15 years. Worth \$1.50. On Sale for

78c

Men's Brushed Wool Scarves

Real nice and warm Scarves, easily worth \$1.75 On Sale for

\$1.09

TO-DAY—THE BIRTHDAY SALE BRINGS WHOLESALE PRICES ON

Men's Suits

Here it is—culminating months of preparation—The Suit event that the Sale "headlines" to-day. Not one fortunate purchase—but many! Hundreds upon hundreds of the finest made Suits grouped with broken ranges from our own high grade stock at these phenomenal prices!

Men's Silk Scarves

Here is a chance for every man to look smart and feel warm in one of these beautiful Silk Scarves. They come in assorted shades. Values to \$3.75 for

20.9

SUIT.

MEN! If you are in need of a Suit, or if you can use another, here is your chance. Suits made to sell up to \$38.00, will be sold in this Sale at less than wholesale prices. We will once more demonstrate to the men of Newfoundland that "It Pays to Shop at The "Broadway!"

12.58

18.77

25.98

Materials include: Fine all Wool Botany Serges, Percale Stripe Worsteds, Pencil Stripe Worsteds, Tweed mixtures, Cassimeres, Scotch Tweeds, Hart finished Worsteds, etc., etc. Every wanted design, every wanted shade. Sizes for all kinds of men.

WE SELL DEPENDABLE MERCHANDISE FOR CASH ONLY.

THE BROADWAY
HOUSE OF FASHION