

**SALE OF
Voile Dresses**

A chance to fill your Summer needs. Fine Voile Dresses in assorted shades and sizes at the price of a cheap Gingham Dress.

1.94

The BROADWAY HOUSE of FASHION

The High Cost of Living is a Universal Problem---Let the **BROADWAY** Be the Solution.

**SALE OF
Children's
Gingham Dresses**

Fine little Dresses that tub well and look smart. The kind every little girl wants for the Summer, now on Sale at these Low Prices.

1.19 and 1.49

**NEW ARRIVALS IN
LADIES' BLACK COATS**

A new shipment of fine all Black Coats in Poiret Twill and Poiret Sheen; in regular and Stout sizes.

No greater puzzle is before housekeepers to-day than the answer to the high cost of living problem. This Great Store, through its Association to BUY Goods and its great Organization to SELL Goods—can give you an economical answer for all your problems of living!

THIS PAGE TELLS OF MANY GOOD VALUES TO BE FOUND IN THIS GREAT STORE.

**FIRST SHOWING OF THE
New Prince of Wales Coat**

The season's most popular COAT now on display. Made of fine English materials, with velvet collar and silk lined.

**SERVICE!
QUALITY!
VALUES!**

**SALE OF
Corsets**

Values to \$1.75

Hundreds of pairs were sold last week when we announced our CORSET SALE. For this week we just received another shipment in sizes 20 to 32, and we are placing them on Sale at the same Low Price of

98c Pair

REMARKABLE SALE OF

Jacquettes

Clearing out our entire stock of JACQUETTES at a price which we are sure will clear them at once. You will find in this lot some which have formerly sold as high as \$17.90. All go on Sale at one Price

6.94

EXTRA VALUE

Ensemble Costumes

No longer is it necessary for you to long for one of these smart outfits. The BROADWAY is now showing a wonderful selection of Ensemble Costumes at prices within the reach of everyone who wants to have a Coat and Dress for the price of one

**28.75
to
45.00**

MATERIALS	NEW COLORS
Poiret Sheen	Rose Wood
New Twills, Flannels	Black—Navy
New Silks, etc.	Blonde—Tan
Kasha Cloth.	Plaids—Henna, etc.

Chic Summer Millinery

NEW MODES, NEW COLORS, MODISH NEW FABRICS

Truly, these are prices most unusual for Hats of such fine quality and style. Large or Small shapes are included in Leghorn, artfully combined with Canton Crepe or Satin. Delightfully trimmed with new Summer flowers or ribbons. You will surely find just the Hat you are looking for in these great varieties.

**3.98
4.98
5.98**

A SPECTACULAR PURCHASE! A MORE SPECTACULAR SALE! STYLES, VALUES, HATS, HATS, GALORE

All the most becoming shapes for Women, Misses and Matrons. Plenty of large head sizes are included—all in all a wonderful collection, at \$2.77.

NEW FELT HATS	MILAN STRAW HATS
GEORGETTE HATS	DRESS HATS
FAILE SILK HATS	LEGHORN HATS

Values to \$4.75

2.77

EXTRAORDINARY SAVINGS!

**AN EXCEPTIONAL SALE OF
Ladies' Coats**

THE CLIMAX IN COAT SALES, NEW COATS, NEW STYLES, NEW MATERIALS AND A NEW LOW PRICE ON COATS FOR EVERY NEED AND PREFERENCE. ACTUALLY HUNDREDS OF NEWEST COATS IN SCORES OF NEWEST STYLES

OUR GREATEST COAT VALUES.

DRESSY COATS! SPORTS' COATS! FLARE COATS! We are the COAT HEADQUARTERS in St. John's—all economical Women and Misses know this. It is only natural, therefore, that at the height of the COAT SEASON we should offer SUPREME VALUES—and here they are:

WOMEN'S, MISSES' AND STOUT	WOMEN'S COATS!
NEW MATERIALS! NEWEST	SPRING SHADES!
Velvo Suede	Velvo Bloom
New Twills	Velours
New Flannels	Poires
Downy Wave	and others.
Sandal Wood	Golden Oak
Green—Tan	Navy—Black
Ginger Snap	New Rose
Rose Wood,	Etc., Etc.

Reg. Price	TO \$15.00	TO \$17.50	TO \$20.00	TO \$24.50
SALE PRICE	9.44	11.98	14.77	17.98

**ECONOMY
FASHION
BARGAINS**

BLOOMERS—

Fine heavy Crepe Bloomers with elastic waist and umbrella knee. Values to 90c. for

59c

SILK GLOVES—

Fine Silk Gloves in shades of Black, Grey and White. Values to \$1.20 for

79c

SILK HOSE—

Fine Silk Hose, in Black and Brown, full fashioned in all sizes. Values to \$1.50

98c

SILK CAMISOLES—

Good quality Silk, also some in Satin with lace yokes, in Black and Navy. Colors of Pink

42c

WONDERFUL VALUES IN

Ladies' and Misses' Leatherette Coats

A complete shipment of fine soft Leatherette Coats just arrived in time for this week's Sale. Every Coat well made and finished, also lined with a flannel lining, bringing comfort and warmth when needed

**5.98
to
8.98**

EXTRA VALUE
SALE OF

CAPES

Clearing out our entire stock of fine Capes in such fine materials, as Poiret Twill, Marcella, Bolivia, etc.; every Cape fully silk lined. Some are made in plain styles, others embroidered. Altogether the greatest value we, or any store, ever offered in St. John's. You will find some formerly sold up to \$39.50. All go on Sale at one Price

10.98

EXTRAORDINARY OFFERINGS

Children's COAT Sale

MOTHERS! By buying your little Girl's Coat in this Store you are assured of our lowest-in-the-City prices. With assortments greatest, we are always ready to supply your needs. You will find Coats to fit every little Girl and Miss, ranging in sizes from 3 years to 14 years at GREAT SAVINGS.

PRICES RANGE FROM

3.98 to 8.98

EXTRA VALUES.

SKIRTS

A new shipment of all Wool Plaids in assorted shades. Waistbands to 32. One of the best Skirt values we've ever been able to offer. Values to \$4.50 for

2.88

BLOUSES

With new arrivals just received these two Groups of fine Blouses and Overblouses represent the most extraordinary savings for you. Hundreds of new Blouses, including many novelty Overblouses

**1.98
2.98**

WE SELL DEPENDABLE MERCHANDISE AT LOW PRICES—FOR CASH ONLY.

**THE BROADWAY HOUSE
OF FASHION**

EXTRAORDINARY OFFERINGS.

SALE OF

Children's Dresses

MOTHERS! Here again our prices bring you wonderful little Dresses made up in serviceable materials such as Wool Botany Serge, Wool Plaids, Silks, etc., at prices you must not overlook. Whether its just a little every-day School Dress or a little Evening Frock, we have them at GREAT SAVINGS.

PRICES RANGE FROM

3.64 to 11.98