

A SEPARATE STORE
CATERING ENTIRELY
— to —
MEN'S & BOYS' NEEDS

THE BROADWAY HOUSE OF FASHION

A SEPARATE STORE
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— to —
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Announces The

GRAND RE-OPENING

Of Our Newly Remodeled Gent's Store

Grand Re-Opening Day Special

Men's White Linen Handkerchiefs, nicely hemmed. A good value at 25c. On Sale for **11c** EACH.

LOOK THESE SPECIALS LISTED
BELOW OVER CAREFULLY:

BOYS' HEAVY WOOL RIBBED STOCKINGS
in Heather mixtures. Values up to \$1.25 for **69c**

MEN'S FLANNEL SHIRTS
Values up to \$3.50, slightly damaged by water. On Sale for **1.29**

MEN'S EAR CAPS
Fur lined, in assorted patterns. Values up to \$2.90 **1.19 to 1.69**

MEN'S LEATHER MITTENS
Made from fine sheepskin, warmly lined. Regular value \$1.75 for **98c**

MEN'S LINEN COLLARS
The well known Triangle Brand, guaranteed satisfaction; also a complete line of Soft Collars of the same brand, Silks and Cords **30c to 25c**

Boys' Overcoats

Ages 3 to 8 years.
Here's a chance mother has been waiting for—fine little boys' Overcoats good heavy mixtures, everyone fully lined, assorted colors. Special **4.48**

Boys' Suits

Ages 8 to 17 years.
Mothers! and those who buy for boys. If your boy is in need of a Suit, bring him to our Store to-morrow or any day and we will fit him out with one of our good strong Suits at a price that will surprise you when you see the quality of our goods. One and Two Pants Suits in a great variety to choose from.

PRICES RANGE FROM **6.98 to 14.98**

ANOTHER STEP FORWARD! To-morrow we formally open our newly-remodeled GENTS' STORE, where alterations have been going on for the past few weeks, so that we may have more space and a better display of our merchandise to our ever-increasing clientele

BUT DO NOT MISTAKE THIS ANNOUNCEMENT! We take no pride in growth—for growth itself. We regard growth only in its relation to achievement and not the kind of achievement that adds up in dollars and cents alone

GREATER VALUES AND SERVICE IS THE "YARDSTICK" WE APPLY TO OUR EFFORTS! We regard our New GENTS' STORE as a symbol of your reward, as an index of your re-pledged confidence in the "BROADWAY"

IT IS BUT HUMAN, THEREFORE, THAT WE TAKE PRIDE OF OUR CONSTANT GROWTH—for that is an expression of public approval—of increased public support. But we do not make the mistake of permitting growth to be a "BRAKE" instead of a "SPUR" to our efforts

THEREFORE, YOU MAY REGARD WITH CONFIDENCE the establishment of our new GENTS' STORE as a promise that the "BROADWAY" will continue to deliver the greatest values your money can buy

"It Will Always Cost You LESS to Buy it at the Broadway"

GRAND RE-OPENING SPECIAL!

Men's Suits

Made in fine quality heavy and lightweight Tweeds, every Suit well finished and trimmed with good strong linings. All sizes. Colors are: Brown Mixtures, Blue Mixtures and Pencil Stripes. Guaranteed values up to \$18.50. On Sale for **12.69**

A choice grouping of fine Suits—made the way young men and men like them. There's more width in the shoulders, narrower at the hips; Trousers to suit everyone's taste, either narrower or wider around the cuffs—

14.79 16.98 18.75

Some of these Suits are worth up to \$27.50, but on account of broken sizes we have grouped them at a very low price.

MEN'S SUITS

THESE "GREATER" VALUES BID FOR A LARGE VOLUME OF BUSINESS—SPECIAL PRICES EFFECTIVE NOW!

Here are three other groups of the finest Suits for men and young men, made up in the finest Worsteds, in designs such as you see only in higher-priced Suits—All sizes including Stouts—

23.98 29.75 34.50

We guarantee our prices to be the Lowest in the city during this extraordinary Sale.

GRAND RE-OPENING SPECIAL!

Men's Overcoats

A Special Purchase of good heavy Men's Overcoats in belted or plain models—All sizes, assorted shades. COME EARLY FOR BETTER CHOICE.

9.89

Right now—we are "outscoping" by usual big values with our Special Feature event—absolutely the maximum in "honest clothes values"—Price, Style, Fabric, Fit and Finish. Without reservation St. John's Greatest Coat offer.

GROUP 1 GROUP 2 GROUP 3
12.98 16.75 22.50

MEN'S OVERCOATS

THE "BROADWAY" OUTVALUES ANY SALE IN ST. JOHN'S—IN AND OUT OF THE SEASON—ANY TIME!

This Special Feature event will bring to the "BROADWAY" the largest week's business this Store has ever enjoyed. More men will come to the "BROADWAY" than in any other week, because we have planned to make this Sale the greatest money-saving opportunity men have ever had.

GROUP 4 GROUP 5 GROUP 6
25.00 29.50 35.00

Grand Re-Opening Day Special

Men's Suspenders—A good strong Suspender worth three times the price. On Sale for **12c** PAIR

LOOK THESE SPECIALS LISTED
BELOW OVER CAREFULLY:

MEN'S PULLOVER SWEATERS
in Black, Navy and Grey. Values up to \$2.75 for **1.39**

MEN'S SHIRTS
Nicely striped Percalae, worth \$2.25. Sizes 14 to 17. Only **1.19**

MEN'S HOSE
in heavy Wool or fine mer-cerized. Values up to 75c. for **39c**

MEN'S TIES
Knitted Ties, in assorted Silks. Everyone perfect **39c**

MEN'S PANTS
in good strong Cotton Tweeds. Reg. value \$2.95. Sizes 3 and 4 only **1.98**

BOYS' PANTS
in good strong durable Khaki Drill—Ages 9 to 17 years **98c**

Boys' Overcoats

Ages 9 to 17 years.
Here's another "Broadway" display of real values. Nice comfy big boys' Coats for a price less than the cost of making. Come early for better choice **7.89**

Juvenile Suits

For Boys of 3 to 8 years.
No matter what kind of a Suit you are looking for for your little boy, we have it, be it an Oliver Twist or a Russian Blouse effect, or a Sailor Suit. We have them in all kinds of materials such as Tweeds, Serges, Wool Jersey, Velvets, Corduroys, etc. Prices lower than ever.

2.98 to 5.98

Men's Friennly Hats

By that we mean Hats that "Pal with your face," the well known "President" Hat, always known to give complete satisfaction—all priced according to our low margin of policy, from—

2.98 to 6.98

The Broadway House of Fashion