

THE BROADWAY

331 WATER STREET 331



Announce Their

GRAND

Which is Now on at Full Swing

FREE! FREE! FREE!

To the first 50 customers on Opening Day we will give away

One All Brushed Woll Scarf FREE!

So be one of the first 50 and get a lovely Scarf.

We take great pleasure in announcing our OFFICIAL GRAND OPENING We cordially invite you to visit our

Three Spacious Floors

equipped with—New Wardrobes—new Fixtures—New Fittings and above all New Merchandise in every Department for LADIES', MEN'S and CHILDREN'S. For MEN'S UP-TO-DATE COATS, SUITS and SEPARATE TROUSERS. For BOYS of all ages COATS and 2 PANTS SUITS; also BOYS' SHOES FOR the occasion. We can't impress too much upon you the benefit you will gain by coming to this GRAND OPENING FEAST. It took us months to prepare for this great Event and

ONCE IN A LIFE ONLY COMES A CHANCE LIKE THIS

In making this SALE, we are thinking of what will attract and please you in VALUES, REDUCTIONS, and QUALITY. There are two kinds of SALES—there are SALES which promise to hold the good will of our future customers. Sales count for nothing unless backed by VALUES, REDUCTIONS and QUALITY. It is impossible to find a right way to do a sale, but the good points of this Sale is well, taking advantage of, it is better for you. Quality is the cord which ties all the VALUES and REDUCTIONS embodied in this Sale.

IN THIS SALE YOU ARE SURE TO GET YOUR COAT, SUIT OR DRESS, KNOWING IT'S NEW STOCK AND PRICE

STORE
OPEN
TILL
9.30 p.m.

The Garment Sale of the Year

Finest Suits, Coats and Dresses

Ladies' Coats

DRESSY FUR TRIMMED COATS, SPORT COATS, THE NEW JACQUETTS—Everything that you could possibly desire is in this Sale. COATS of NORMANDY, SUEDE, BEVERLY CLOTH, FINE VELOUR, DELYSIA CLOTH and FINE SPORTS' MATERIALS. Some have BEAVER-ETTE COLLARS and CUFFS; others have SHAWL COLLARS of SKUNK OPOSSUM. Some have COLLARS of CARACUL or NUTRIA. MISSES' SIZES, REGULARS and STYLISH STOUTS.

Prices

5.98

AND UP.

SEE OUR WINDOW DISPLAY

Sweaters of all descriptions; Coat, Pull-over and Tuxedo effects. 2.48 up

Scarfs and Shawls in Silk and Wool 89c up

Waists In Pongee, Crepe-de-Chene, Georgette and Cotton, beautifully embroidered. 59c up

Skirts in fine Serge, Tricotine, Plaids and Fancy Prunellas. 2.48 up

Children's Dresses in all kinds of materials. 3.98 up

Children's Coats for all ages. 3.98 up

Children's Coat Sweaters in all Wool. 2.29 up

Children's Leggings in Wool and lined Portar Cloth. 89c up

Hats Made of fine Velvet, also the new Late Fall styles in Satin, trimmed with beautiful feathers and brocaded Silk, also with the new fur effect. 98c up

FOR THE CONVENIENCE OF THOSE WHO CANNOT ATTEND THIS SALE DURING THE DAY TIME, OUR STORE WILL BE OPEN EVERY NIGHT TILL 9.30.

Ladies' Dresses

A RANGE OF DRESSES which will overshadow any assortment ever shown in this City. You can have no idea how marvelous they are until you actually see them, examining the fine Workmanship, excellent Quality of the materials and note their numerous style touches. There are many of FASHION'S CLEVEREST VELVET DINNER GOWNS and STREET DRESSES as well. Materials are Fine FRENCH SERGE, Beautiful Quality VELOURS, FINE CHIFFON VELVETS, New Blistered CANTON CREPE, New SATIN and every material known to Dame Fashion. Every Style feature that you are accustomed to finding in DRESSES at two and three times the price you will get them here for.

Prices

3.98

AND UP