

— OUR —
GENTS' DEPARTMENT

is an up-to-date Store carrying a complete
stock—to-the-minute—Apparel.

The Broadway's

ENORMOUS

— OUR —
GENTS' DEPARTMENT

supplies the wearing apparel need of
Men and Boys.

PEERLESS SALE

Enters it's Second Week of Sensational Bargains !!

PEERLESS SALE WITH US MEANS THE OFFERING OF STUPENDOUS VALUES WHICH ARE ALWAYS THE TALK OF THE SEASON. FOR THESE PEERLESS SALE OCCASIONS, WE PUT FORTH OUR VERY BEST EFFORTS AND CAREFULLY GATHER THE BEST THE MARKET AFFORDS IN SEASONABLE MERCHANDISE, AT DRASTIC PRICE REDUCTIONS. READ THIS AND THE FOLLOWING PAGE! STUDY THE PRICES! MAKE COMPARISONS! YOU WILL FIND THIS PEERLESS SALE ANNOUNCEMENT FULL OF GENUINE VALUES

Extraordinary Sale of Men's All Wool

OVERCOATS

This Sale ought to attract hundreds of men to our Store, as we have made wonderful reductions on all our Coats. Coats for Young Men, Conservative Men, Working and Business Men.

All the latest 1925 models and materials, Overplaids and Chinchillas, Kerseys and Plain Backs. NEVER— and Never is a long time—have we been able to offer such sensational values in this city. Smart three-piece belt, patch pockets, Raglan or regular sleeves.

Although the BROADWAY is already noted for its GREAT VALUES we can easily say that the values during this Sale

BEATS ALL PREVIOUS ONES

No matter what you want to pay we have the Price to suit you. A COAT SALE THAT IS SURE TO BREAK THE RECORD.

8.98
10.98
14.98
16.98
22.98
24.98
to
44.00

REMARKABLE VALUES IN Men's Fine Shirts

Every Shirt clean and crisp, assuring the wearer full service and fast colours. Collars to match—attached or unattached and neck band styles.

1.29

200 Boys' Suits

ARRIVED IN TIME FOR OUR PEERLESS SALE.

Sizes 3 to 8 years.
WOOL JERSEY AND TWEEDS.
Here's proof of Values that no other Store will offer.

3.98

Boys' Overcoats

Heavy, warm Blanket Cloths and Heather mixtures.

3.98 to 16.50

BEST AMERICAN MAKE.

**Men! Youths!
Boys!**

If you are unable to attend this Sale—send along your mother, wife, sister, or daughter—But BE SURE you secure your FALL CLOTHING while this Sale is on. NEW FALL APPAREL AT PRICES YOU CANNOT POSSIBLY DUPLICATE ANYWHERE ELSE IN THE CITY.

ANOTHER BROADWAY TRIUMPH Sleeveless Sweaters

Men's and Boys' Sleeveless Pullover Sweaters, in Grey, Green and Brown Heather, at

1.29

PEERLESS SALE PRICES.

Boys' 1 and 2 Pants Suits

Made in all Wool Tweeds in Dark or Light shades and mixtures. Norfolk styles with belt and patch pockets. Also in Plain Back, up-to-date tailoring.

6.98, 8.98, 10.98, 12.98

SOFT COLLARS 11c.

FANCY COLLARS 2 for 5c.

SEMI-SOFT COLLARS 24c.

BELTS 19c.

Pants Belts of Rubber, with Nickelled Buckle.

Spectacular Event in Single and Two Pants

SUITS

Fine Clothes tailored to perfection by some of the very best factories in America, and guaranteed to give complete satisfaction to the wearer.

10.98 VALUES THAT 18.98
12.98 WILL SET 22.98
14.98 THE WHOLE TO CITY 47.00
NEVER BEFORE EQUALLED

Single Breasted, Double Breasted, Young Men's, see these SUITS and give them a very thorough Once Over, and assure yourself that our ads. are exact descriptions of our stocks.

PLENTY LARGE SIZES.

— COMMENCING 9.00 A.M. —

Our Bargain Basement Also Takes Part in Our Annual Peerless Sale!

The Whole Basement is Ablaze with Bargains Like These—it will Pay You to Join the Crowd! From 9 O'Clock to 12 O'Clock -- 5 SPECIAL BARGAINS -- From 9 O'Clock to 12 O'Clock

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| <p>SPECIAL! HAND TOWELS Turkish faced, Fringed and Striped 29c. Bleached and Unbleached</p> <p>DRASTIC REDUCTIONS IN LADIES' COATS \$7.98 \$8.98 \$9.98 AND LADIES' CAPES SPLENDID VALUE \$3.98</p> <p>PEERLESS ASSORTMENT OF FLANNELETTE DRESSES Splendid range of Sizes and Colours \$4.98</p> | <p>SPECIAL! BATH TOWELS Splendid quality Turkish Bath Towels. 1 yard long 49c.</p> <p>TABLE, BUFFET, BUREAU RUNNERS Imitation Hardanger, Torchon, Duchesse, Lace Ends. Sale Price \$1.39</p> <p>CHILDREN'S FLANNEL DRESSING GOWNS The Limit in our BASEMENT BARGAINS \$1.39</p> <p>JERSEY DRESSES All the latest shades, styles at the unbeatable price \$4.98</p> | <p>SPECIAL! CHILDREN'S DRESSES 2 to 6 years. Kiddies' Blue Serge Dresses for 98c. only</p> <p>BREAKFAST CLOTHS Linen and Damask Breakfast Cloths, hem-stitched, coloured and plain borders. PEERLESS VALUE \$1.98</p> <p>Scores of them not advertised. First comers always have the advantage of best selections. COME TO THE</p> <p>BROADWAY where your Dollar is at a premium.</p> | <p>SPECIAL! LADIES' EMBROIDERED FLANNELETTE NIGHT GOWNS Regular Price \$2.50 Now \$1.49</p> <p>LADIES' HATS Our entire Basement stock at your disposal 98c.</p> <p>CAMISOLES in embroidered and plain Messaline. Hem-stitched, with silk ribbon draw strings, in colors of Black, Navy and Brown. 48c. PEERLESS SALE PRICE</p> <p>WOOL GLOVES in English Wool of assorted shades. 29c. PEERLESS SALE PRICE</p> | <p>SPECIAL! DRESSING GOWNS PEERLESS SALE PRICE 98c.</p> <p>SPLENDID VALUES IN LADIES' DRESSES Serges, Poirer Twills, Crepes, in smart styles and popular shade. Reduced to be included in our PEERLESS SALE \$5.98 PRICES</p> <p>SWEATERS Silk and Wool, and all Wool, Roll and Peter Pan Collars. Dozens of new shades and styles. 98c. and \$1.98</p> |
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