

WE SELL
DEPENDABLE
MERCHANDISE
AT
LOW PRICES
FOR CASH ONLY

THE BROADWAY HOUSE OF FASHION

THE STORE OF REAL VALUES

TEACH YOUR
\$ \$
TO HAVE MORE
C. C.

Opening Announcement

—OF—

NEWLY ARRIVED MERCHANDISE AT SUBSTANTIAL SAVINGS

The gigantic size of our orders assured us prices that are almost unbelievably low.

We Buy For Less and Sell For Less

We pass the benefits of our volume buying on to you. Our newly arrived Goods offer great Savings in both our Departments and include

LADIES' COATS, COSTUMES, DRESSES, HATS

Men's Overcoats, Suits, Hats, and Caps, Boys' Overcoats, Norfolk & Juvenile Suits Go to The BROADWAY at Once

Take advantage of this wonderful opportunity. Just arrived the latest creations at substantial savings. Investigate our offerings and above all compare our prices with the prices of other stores.

Shop at This Store Because We have the Largest Variety at the Lowest Prices

LADIES' COATS

This Lot includes beautiful models of the newest styles, gorgeously banded, collared and cuffed with the new Autumn Fur—Made in the latest materials and colours. This display is so lavish in variety and rich in trimmings that it will tell all there is to know of the

LATEST FALL COAT FASHIONS.

10.98 12.50 14.50 18.50 27.00 to 75.00

LADIES' HATS

A SMART CHOICE FOR THE FALL.

Being in latest Parisian models, are hand blocked and trimmed. A variety that makes it easy to match your Coat or Suit. Fan pleated brims and clever tilts combined with Ribbon and Art Velour trimmings go a long way toward making them the

SEASON'S MOST POPULAR HATS.

2.98 3.98 4.98 5.98 6.98 7.98

THE GREATEST VALUE WE HAVE EVER BEEN ABLE TO OFFER IN

LADIES' DRESSES

Gay with Autumn favoured colours and flares, the frocks are indeed AUTHENTIC FASHION, and come in circular skirts, v-neck lines and long full sleeves. They are made from fine Satins and Satin Crepes, Crepe-de-Chene, Tricotine, Flannel and Jersey Cloth.

A Distinctive Collection at Distinctively Low Prices.

6.98 8.84 11.98 to 45.00

Ladies' Costumes!

TWO PIECE
COSTUME SUITS

Are a Fall Essential!

Complete in every detail, the Two-Piece Costume Suit is worn on every occasion. Suits are of Fine Tweeds, Woolens or Serges, and the luxurious Fur trimmings make them effectively attractive, as well as adding to the comfort of the wearer.

PRICES RANGING FROM \$27.00 to \$45.00

LADIES' SKIRTS

These come in plain, button trimmed and pleated models and are made from best English Woolens, in self colours, stripes, Armure Crepes and two-tone effects, all sizes.

\$1.98 to \$6.98

Ladies' Over-Blouses and Waists

Full range of Ladies' Waists in Silk Crepe-de-Chene, Voile, Broadcloth, Soft Flannel and Wool Jersey, in colours Fawn, Powder Blue, Navy, Castilian Red, Rust, Sand and Paisley. A delightful assortment to select from.

\$1.98, \$2.77, \$3.98, to \$6.98

MEN! WE ARE OFFERING YOU BETTER QUALITY

The choice of material is better, the linings are better and the prices are considerably better. Men who like a big warm looking

EXTRA HEAVY OVERCOAT

You'll quite be taken with these. They are made of extra heavy Wool Tweeds with half linings, military pockets and large Storm collars. Tailored in a big comfortable Swagger style and at wonderfully LOW PRICES.

14.50, 16.50, 24.50, 26.50, 28.50, 31.50

MEN! HERE'S WHERE TO BUY YOUR FALL AND WINTER SUITS

A choice of the following Cloths: Pure Wool Indigo Botany Serges, Fine English Worsteds and Mixed Worsteds, Scotch and Irish Tweeds. Newest Fall shades and styles, in Pin and Pencil Stripes. Think of what you would pay for a custom made suit of these materials—then come and see ours and note the difference in prices.

YOU SAVE THAT DIFFERENCE HERE.

10.00, 13.00, 15.00, 19.00, 24.00, to 48.00

BOYS' SUITS.

A SPECIAL OFFER

in Boys' American made Norfolk Suits in two knicker pants style, fully lined. Made of good serviceable Tweeds, at

\$6.98, \$8.98, \$9.98 to \$18.00

MEN'S SHIRTS

Just opened a complete range of Men's Dress Shirts, made of Broadcloth in Self colours, artificial silk stripes; also English woven Madras with Helio, Black and Blue Stripes.

\$1.09 to 2.50

MEN'S VESTS

Something new and exceedingly attractive in Men's English all Wool Vests, latest patterns and colors.

\$4.98 to \$5.98

SPECIAL OFFERING IN

MEN'S PULLOVERS

The opportunity you have been awaiting. A complete range of sizes in Grey, Brown and Green Heather.

ONE PRICE \$1.29

MEN'S HATS

Smart Blocked Hats with full crown and rolling brim. Made of good quality Felt. A Hat you'll be delighted to wear.

\$2.48 to \$6.90

MEN'S CAPS

These Caps are wonderful value. Made of all Wool heavy Whitney Cloth and Wool Tweed in shaped band, one-piece crown, or Sure-Fit Styles. An exceedingly good value

From 98c. to \$3.50

500 JUVENILE SUITS

for the small boy, a two-Piece Middy style Suit, Sailor and Peter Pan Collars. Made in Jersey Cloth Tweeds, Flannels and Flannellettes. Sizes from 3 to 5 years.

\$98c. \$3.98, \$4.98, \$5.98

oct. 4.25

The Broadway House of Fashion
THE STORE OF REAL VALUES