

THE BROADWAY HOUSE OF FASHION

A Word About This Gigantic Sale

This Great Sale will be more than a Bargain-Giving event. It will be an event of great importance to the whole community. It will be a welcome help to the buying public. Thousands of homes are in need of just such merchandise as this great Store and Sale will offer. When the people come here to-morrow, the demand is sure to be enormous, because the prices we have marked on our entire stock will move it quickly. Great quantities of LADIES' MEN'S and BOYS' wearing apparel, etc., will go into St. John's homes at lower prices than the same quality goods have ever been purchased at before. DON'T MISS IT!

If You Are Ever Going to Buy—BUY NOW!

Coats

150 Sport Coats & Capes **2.00**

In Velour and Tweeds. Nicely trimmed. All Perfects. No slightly damaged ones.

Values up to \$16.00 FOR	MATERIALS	Values up to \$27.50 FOR
5.98	VELOUR POLAIRE DUVETIN TRICOTINE POIRET TWILL CAMEL HAIR BOLIVIA MARVELLA	15.98
Values up to \$20.00 FOR		Values up to \$30.00 FOR
9.98		18.98
Values up to \$23.50 FOR	COLOURS	Values up to \$33.50 FOR
12.98	SAND GREY NAVY BLACK CHECKS STRIPES CARAMEL BROWN, ETC.	22.98
Sizes 16 to 52.		Sizes 16 to 52.

One-of-A-Kind Coats **33.50**

You can choose any Coat we have in stock. Worth \$40.00 to \$65.00, for one price.

Costumes

150 Ladies' Costumes **5.98**

In Navy and Black Tricotine, Serge and Poiret Twill. All Perfects. Values up to \$22.50 for

Values up to \$25.00 FOR	MATERIALS	Values up to \$35.00 FOR
9.98	TRICOTINE POIRET TWILL SERGES CAMELAIRE SPORT TWEEDS HOMESPUN Etc., Etc.	21.98
Values up to \$28.50 FOR		Values up to \$40.00 FOR
12.98	COLOURS	26.98
Values up to \$30.00 FOR	BLACK NAVY SAND BROWN GREY FAWN PENCIL STRIPES SALT & PEPPER MIXTURES Etc., Etc.	Values up to \$47.50 FOR
15.98		31.98
Sizes 16 to 50½.		Sizes 16 to 50½.

One-of-A-Kind Costumes **36.50**

Pick the choice of our entire stock of Costumes. Some worth as high as \$60.00, for

Dresses

200 Dresses **3.98**

In Serge, Tricotine, Taffeta, Poiret Twill, Satin-faced Canton, Canton Crepe, Tricosham and many others. In all shades and sizes. Values up to \$20.00, for . . .

Values up to \$25.00 FOR	MATERIALS	Values up to \$33.00 FOR
6.98	CANTON CREPE SATIN CREPE TRICOTINE POIRET TWILL TRICOLETTE GEORGETTE FLAT CREPE Etc., Etc.	12.98
Values up to \$27.50 FOR		Values up to \$35.00 FOR
7.98	COLOURS	16.98
Values up to \$30.00 FOR	BLACK NAVY GREY SAND HONEYDEW FRENCH BLUE JADE COPEN Etc., Etc.	Values up to \$38.00 FOR
10.98		21.98
Sizes 16 to 52½.		Sizes 16 to 52½.

One-of-A-Kind Dresses **39.50**

Choose from one of the largest varieties in the city. New York's Latest Styles. Values up to \$75.00. Your choice for

Blouses

200 beautiful Georgette Blouses all Perfects; none damaged. Values to \$5.00, for **98c**

Values up to 5.50 FOR	MATERIALS	Values up to 7.50 FOR
1.48	Georgette Crepe de Chene Tricolette Canton Crepe	2.98
Values up to 6.00 FOR	Voile Organdie Shantung Silk Etc., Etc.	Values up to 9.00 FOR
1.98		3.48
Values up to 7.00 FOR	ALL SIZES.	Values up to 12.00 FOR
2.48	ALL SHADES.	4.98

Skirts

100 Skirts in Serge, Silk Poplin, Tricotine, etc. One to each customer. Values up to \$5.00 **98c**

Values up to 5.50 FOR	MATERIALS	Values up to 8.75 FOR
1.98	Tricotine Poiret Twill Serges	4.98
Values up to 6.75 FOR	Camel Hair Wool Crepe Etc., Etc.	Values up to 9.50 FOR
2.98		5.48
Values up to 7.50 FOR	ALL SIZES	Values up to 12.00 FOR
3.98	ALL SHADES	6.48

Hats

100 Hats. Values up to \$5.00 for All shapes. **1.48**

Values up to 5.50 FOR	CHOOSE YOUR HAT FROM THE GREATEST SELECTION IN THE CITY.	Values up to 9.00 FOR
2.98		5.48
Values up to 6.50 FOR		Values up to 10.00 FOR
3.98		5.98
Values up to 8.00 FOR		Values up to 12.50 FOR
4.98		6.98

Sweater Wear

300 all Wool Slipon Sweaters for Misses and Children **49c**

NEW SPRING WOOL SWEATERS.	
Values up to \$4.00 FOR	Values up to \$6.50 FOR
1.79	3.79
Values up to \$5.00 FOR	Values up to \$8.00 FOR
2.79	4.79

New Knitted Wool Dresses

Just the thing for Sport. Real Swager styles, turnback collar and tie girdle. Values up to \$15.00, for . . . **5.98**

ALL ROADS LEAD TO

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