

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 WEDNESDAY 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 5.98	MATERIALS VELOUR POLAIRE DUVETIN TRICOTINE POIRET TWILL CAMEL HAIR BOLIVIA MARVELLA	Values up to \$27.50 FOR 15.98
Values up to \$20.00 FOR 9.98	COLOURS SAND GREY NAVY BLACK CHECKS STRIPES CARAMEL BROWN, ETC.	Values up to \$30.00 FOR 18.98
Values up to \$23.50 FOR 12.98		Values up to \$33.50 FOR 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 9.98	MATERIALS TRICOTINE POIRET TWILL SERGES CAMELAIRE SPORT TWEEDS HOMESPUN Etc., Etc.	Values up to \$35.00 FOR 21.98
Values up to \$28.50 FOR 12.98	COLOURS BLACK NAVY SAND BROWN GREY PAWN PENCIL STRIPES SALT & PEPPER MIXTURES Etc., Etc.	Values up to \$40.00 FOR 26.98
Values up to \$30.00 FOR 15.98		Values up to \$47.50 FOR 31.98
Sizes 16 to 50 1/2.		Sizes 16 to 50 1/2.

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 6.98	MATERIALS CANTON CREPE SATIN CREPE TRICOTINE POIRET TWILL TRICOLETTE GEORGETTE FLAT CREPE Etc., Etc.	Values up to \$30.00 FOR 12.98
Values up to \$27.50 FOR 7.98	COLOURS BLACK NAVY GREY SAND HONEYDEW FRENCH BLUE JADE COPEN Etc., Etc.	Values up to \$33.50 FOR 16.98
Values up to \$30.00 FOR 10.98		Values up to \$37.50 FOR 21.98
Sizes 16 to 52 1/2.		Sizes 16 to 52 1/2.

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 1.48	MATERIALS Georgette Crepe de Chene Tricolette Canton Crepe	Values up to 7.50 FOR 2.98
Values up to 6.00 FOR 1.98	Voile Organdie Shantung Silk Etc., Etc.	Values up to 9.00 FOR 3.48
Values up to 7.00 FOR 2.48	ALL SIZES. ALL SHADES.	Values up to 12.00 FOR 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 1.98	MATERIALS Tricotine Poiret Twill Serges	Values up to 8.75 FOR 4.98
Values up to 6.75 FOR 2.98	Camel Hair Wool Crepe Etc., Etc.	Values up to 9.50 FOR 5.48
Values up to 7.50 FOR 3.98	ALL SIZES. ALL SHADES.	Values up to 12.00 FOR 6.48

Hats

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

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

Sweater Wear

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

Values up to 4.00 FOR 1.79	NEW SPRING WOOL SWEATER.	Values up to \$6.50 FOR 3.79
Values up to 5.00 FOR 2.79		Values up to \$8.00 FOR 4.79
	New Knitted Wool Dresses	
	Just the thing for Sport. Real Swag-ger styles, turnback collar and tie girdle. Values up to \$15.00, for 5.98	

ALL ROADS LEAD TO
THE BROADWAY HOUSE OF FASHION