THE BROADWAY HOUSE OF FASHION

OUR GRAND OPENING SALE!

For The Fall Season

We have staged many great sales before, but this sale is the crowning event of all past achievements. We never offer a sale without being absolutely prepared to give you real genuine values.

This Sale Will Start Promptly at 9 a. m. FRIDAY, September 21st

For this Grand Opening Sale for the Fall Season, we offer

2500 Ladies' FALL and WINTER COATS

The values and styles of these defy comparison--visit our store and prove our statement. Every coat in this unusual collection is a smart achievement--whether a slim around silhouette or a straight line model. Our prices for these Coats are

$6.90 -- $9.50 -- $13.90

We also have a better grade which we will place on sale and which come in huge fur collars and cuffs trim. Fur is once again the pet of the modes combined with Gerona, Marvella and Bolivia cloths, they impart an air of tempting luxury. Bunny Grey, Malay Brown, Navy or Black are the favourite color foundations, with high collars and broad cuffs of Manchurian Wolf, Sable and other furs. Prices on these superior coats range from

THIS SELECTION WILL OVERSHADOW ANY ASSORTMENT EVER SHOWN IN THIS CITY!

$21.00 TO $39.00

YOU HAVE NO IDEA HOW MARVELLOUS THEY ARE UNTIL YOU HAVE ACTUALLY SEEN THEM!

For this Grand Opening Sale

FOR THE FALL SEASON WE ALSO OFFER

400 Ladies' Dresses

SUITABLE FOR STREET OR AFTERNOON WEAR
We have them in an unrivalled assortment of Fine French Twills, Tricotines, Canton Crepes, Crepe de Chines and Satin Black Crepes. You will find those touches of novelty and individuality that give distinction to otherwise simple styles.

Prices $9.90, 12.50, 14.95 to 35.00

1000 Ladies' Sweaters

OF ALL DESCRIPTIONS IN COAT, PULLOVER AND TUXEDO EFFECTS. PRICES

From $2.25 to $5.90

LADIES' SKIRTS

IN FINE SERGE, TRICOTINE, PLAIDS AND FANCY MATERIALS.
PRICES OF THESE RANGE

From $2.90 to $6.25

500 Early Fall HATS

NOW IS THE TIME TO ENJOY A NEW FALL HAT
Made of fine Velvet, also the New Fall Styles in Satin and new side roll effects, and Hats with brims wide at one side. Made of the newest materials.

PRICES OF THESE RANGE

From $2.90 to $5.90

300 Ladies' Fall Suits

This is truly a remarkable collection of the Season's finest Suits at prices that should have instant appeal.
THE PRICES ARE AS LOW AS

$11.50

AND RUN TO

$34.00

DON'T DELAY! DON'T HESITATE! BUY NOW!!

Please Notice We Do Not Accept Mail Orders

We welcome you to our Store on Friday morning and guarantee you super values in all the lines we have to offer

The Broadway House of Fashion

331--Water Street--331

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