

"CASH STREET"—OR—"PAY MORE AVENUE"
—WHERE DO YOU TRADE?

The success of this great establishment since its inception, has been that many thousands of St. John's people realized fully the economy importance of our policy of Buying and Selling for Cash—they realize the importance of trading on "CASH STREET" and sharing in the endless unusual savings we are ever offering—You, too, should come here to "CASH STREET" and see how splendidly it will pay you.

See Other Page for More Bargains

LOWEST PRICES

OUR CHIEF

ATTRACTIONS

Broadway House of Fashion

TO-DAY— The Sale Every-body Has Been Waiting For--

Quick Action

is Recommended!

Although our Stocks are complete, the unusually HEAVY DEMAND THIS SALE WILL MAKE on our stocks, and the crowds this SALE will attract when the news spreads, causes us to advise EVERYBODY TO "COME EARLY!"

OUR PEERLESS SALE!

Sale Now Blasting Its Way Into Every Home With New SUPER VALES.

What Our Children's Dept. Offers Every Mother in This Great "PEERLESS" SALE!

Sizes 3 to 14 years.

Dresses

Sizes 3 to 14 years.

In this great Store, where event crowds upon event, where one merchandising achievement scores upon another, a Sale of the finest Children's Dresses that stands out so boldly and strongly, as does this great offering, is of rare occurrence—and one that mothers by the hundreds will plan to attend.

PEERLESS PRICES MEAN HUGE SAVINGS! COME!

2.98 3.48 4.98 5.98 6.98

Sizes 3 to 12 years.

Coats

Sizes 3 to 12 years.

Over 300 Children's and Misses' Coats are displayed on our SECOND-FLOOR in groups, at prices you will be attracted by once you mount the stairway. We have left no stone unturned to make this one of the busiest Departments during this Great Sale, knowing full well that now is the time when every mother wants to dress her little girl with a warm Coat at the least cost.

GROUP 1. GROUP 2. GROUP 3. GROUP 4. GROUP 5.

4.98 5.87 6.89 7.98 8.77

Bargain Basement Offers

OUR BARGAIN BASEMENT IS A STORE BY ITSELF. IT OFFERS YOU DAILY SEASONABLE MERCHANDISE AT PRICES WE SOMETIMES CAN'T DUPLICATE. DURING THIS GREAT SALE THE "BARGAIN BASEMENT" OUTDOES ITSELF WITH EVEN GREATER VALUES THAN EVER BEFORE. BELOW ARE ONLY A FEW OF THE ITEMS THIS DEPARTMENT OFFERS YOU WHILE THIS SALE LASTS!

Costumes

Black and Navy Tricotine and Botany Serge Costumes, Silk lined, nicely tailored. Price does not pay even for the workmanship. Sizes 36 to 42.

8.98 and 9.98

Corsets

300 Pairs of the finest Satin finished Corsets, only slightly damaged by water, go on Sale at Values up to \$3.50

59c

Hose

Ladies' Brown and Grey Ribbed Heather mixture. Hose, every pair perfect. A real 65c. value. On Sale while they last, for ...

24c

Baby's Bonnets

In White Corduroy and Astrachan; also a few coloured. These will surely go fast as they are worth up to \$1.75

39c

Children's Bathrobes

In a good quality Elderdown Just the kind every mother ought to get for her child. Now is the time while they are priced at such a low price

98c

Sizes 14 to 44

500

Sizes 14 to 44

Ladies' & Misses' Coats

Tweeds, Velours, Silvertones, Bolivias, Suedines, in fact an endless range of materials and colors to choose your Winter Coat from. Styles are belted all around, side ties, belt in front only and many others; hundreds with fur collars, self-made collars, fur collars and cuffs. We absolutely guarantee the prices on these Coats to be the lowest in the city.

6.29 9.27

DON'T

HESITATE

COME!

10.63

Will you say "I wish I had gone to this Sale," or

CHILDREN'S COATS

Ages 3 to 6 years.

Here is an exceptional offer to mothers; fine little Coats made of good heavy materials with heavy plush collars and cuffs for

2.87

Sizes 16 to 44

300

Stouts 42 1/2 to 48

Ladies' Dresses

Botany Serges, Tricoshams, Wool Crepe, Satins, Tricolettes, Tricotines, Canton Crepe, etc., are only some of the materials you will find at these exceptionally low prices. Only once in a lifetime will the public have a chance like this right at the beginning of the season, when every woman and miss is in need of an everyday dress. Look these prices over. Then come and see the Dresses.

4.67 5.98

"I am glad I

attended

this Sale."

7.98

One real bargain is worth more than a hundred promises.

FLANNELETTE DRESSES

Nicely embroidered in all sizes, in Brown, Navy and Black.

200

1.98

Look at These Savings!

Just arrived in time 50 dozen only of the finest

Ladies' White Linen Hkfs. with embroidered and fancy borders. A regular 29c. value for less than half. Each ...

9c

BLOOMERS.

800 Pairs of fine heavy Crepe Bloomers with elastic waist and umbrella knee. Worth double the price. On Sale for ...

49c

RUNNERS.

White Linen Runners, embroidered with Pink or Blue Silk and Lace edgings. Another typical "Peerless" Value ...

79c

CAMISOLES.

White Linen Camisoles, with Shoulder straps, with plain or lace yokes. Stock up on these. Never again at this low price ...

19c

UNDERSKIRTS.

In a good heavy Sateen Accorded pleated frill bottom. Color: Purple, Blue, only. A regular value at \$1.95. On Sale for ...

1.19

ROMPERS.

Made up in a fine heavy Flannel-ette and nicely piped with colored ribbon, and with pockets for children of ages 1 year, 2 years and 3 years. Only ...

59c

The Broadway House of Fashion