

A SEPARATE STORE  
CATERING ENTIRELY— to —  
MEN'S & BOYS' NEEDS

## THE BROADWAY HOUSE OF FASHION

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MEN'S & BOYS' NEEDS

Announces The

## GRAND RE-OPENING

Of Our Newly Remodeled Gent's Store

Grand Re-Opening  
Day SpecialMen's White Linen Handkerchiefs, nicely hemmed. A good value at 25c. On Sale for ..... EACH. **11c**LOOK THESE SPECIALS LISTED  
BELOW OVER CAREFULLY:BOYS'  
HEAVY WOOL RIBBED  
STOCKINGS  
in Heather mixtures.  
Values up to \$1.25 for ... **69c**MEN'S  
FLANNEL SHIRTS  
Values up to \$3.50, slightly  
damaged by water. On Sale  
for ..... **1.29**MEN'S EAR CAPS  
Fur lined, in assorted patterns. Values up to \$2.90 ... **1.19**  
to **1.69**MEN'S  
LEATHER MITTENS  
Made from fine sheepskin,  
warmly lined. Regular value  
\$1.75 for ..... **98c**MEN'S LINEN COLLARS  
The well known Triangle  
Brand, guaranteed satisfaction;  
also a complete line of  
Soft Collars of the same  
brand, Silks and Cords ... **30c**  
**25c**

## Boys' Overcoats

Ages 3 to 8 years.  
Here's a chance mother has been  
waiting for—fine little boys' Overcoats  
in good heavy mixtures, everyone  
fully lined, assorted colors. Special ..**4.48**

## Boys' Suits

Ages 8 to 17 years.  
Mothers! and those who buy for boys.  
If your boy is in need of a Suit, bring  
him to our Store to-morrow or any  
day and we will fit him out with one  
of our good strong Suits at a price that  
will surprise you when you see the  
quality of our goods. One and Two  
Pants Suits in a great variety to choose  
from.PRICES RANGE FROM  
**6.98 to 14.98**ANOTHER STEP FORWARD! To-morrow we formally open our newly-remodeled GENTS' STORE, where alterations have been going on for the past few weeks, so that we may have more space and a better display of our merchandise to our ever-increasing clientele  
**BUT DO NOT MISTAKE THIS ANNOUNCEMENT!** We take no pride in growth—for growth itself. We regard growth only in its relation to achievement and not the kind of achievement that adds up in dollars and cents alone

GREATER VALUES AND SERVICE IS THE "YARDSTICK" WE APPLY TO OUR EFFORTS! We regard our New GENTS' STORE as a symbol of your reward, as an index of your re-pledged confidence in the "BROADWAY"

IT IS BUT HUMAN, THEREFORE, THAT WE TAKE PRIDE OF OUR CONSTANT GROWTH—for that is an expression of public approval—of increased public support. But we do not make the mistake of permitting growth to be a "BRAKE" instead of a "SPUR" to our efforts  
THEREFORE, YOU MAY REGARD WITH CONFIDENCE the establishment of our new GENTS' STORE as a promise that the "BROADWAY" will continue to deliver the greatest values your money can buy**"It Will Always Cost You LESS to Buy it at the Broadway"**

## GRAND RE-OPENING SPECIAL!

Men's Suits

Made in fine quality heavy and lightweight  
Tweeds, every Suit well finished and trimmed  
with good strong linings. All sizes. Colors  
are: Brown Mixtures, Blue Mixtures and  
Pencil Stripes. Guaranteed values up to \$18.50.  
On Sale for .....**12.69**A choice grouping of fine Suits—made the way  
young men and men like them. There's more  
width in the shoulders, narrower at the hips;  
Trousers to suit everyone's taste, either narrower  
or wider around the cuffs—**14.79 16.98 18.75**Some of these Suits are worth up to \$27.50, but  
on account of broken sizes we have grouped  
them at a very low price.MEN'S  
SUITSTHESE "GREATER"  
VALUES BID FOR A  
LARGE VOLUME OF  
BUSINESS—SPECIAL  
PRICES EFFECTIVE  
NOW!Here are three other groups of the finest Suits  
for men and young men, made up in the finest  
Worsted, in designs such as you see only in  
higher-priced Suits—All sizes including  
Stouts—**23.98 29.75 34.50**We guarantee our prices to be the Lowest in  
the city during this extraordinary Sale.

## GRAND RE-OPENING SPECIAL!

Men's Overcoats

A Special Purchase of good heavy Men's Over-  
coats in belted or plain models—All sizes,  
assorted shades. COME EARLY FOR BET-  
TER CHOICE.**9.89**Right now—we are "outscooping" by usual big  
values with our Special Feature event—absolutely  
the maximum in "honest clothes values"—  
Price, Style, Fabric, Fit and Finish. Without  
reservation St. John's Greatest Coat offer.GROUP 1 GROUP 2 GROUP 3  
**12.98 16.75 22.50**MEN'S  
OVERCOATSTHE "BROADWAY"  
OUTVALUES ANY  
SALE IN ST. JOHN'S  
—IN AND OUT OF  
THE SEASON—ANY  
TIME!This Special Feature event will bring to the  
"BROADWAY" the largest week's business  
this Store has ever enjoyed. More men will  
come to the "BROADWAY" than in any other  
week, because we have planned to make this  
Sale the greatest money-saving opportunity  
men have ever had.GROUP 4 GROUP 5 GROUP 6  
**25.00 29.50 35.00**Grand Re-Opening  
Day SpecialMen's Suspenders—A good  
strong Suspender worth  
three times the price. On  
Sale for ..... PAIR **12c**LOOK THESE SPECIALS LISTED  
BELOW OVER CAREFULLY:MEN'S  
PULLOVER SWEATERS  
in Black, Navy and Grey.  
Values up to \$2.75 for ... **1.39**MEN'S SHIRTS  
Nicely striped Percals,  
worth \$2.25. Sizes 15½ to  
17. Only ..... **1.19**MEN'S HOSE  
in heavy Wool or fine mer-  
cerized. Values up to 75c.  
for ..... **39c**MEN'S TIES  
Knitted Ties, in assorted  
Silks. Everyone perfect .. **39c**MEN'S PANTS  
in good strong Cotton  
Tweeds. Reg. value \$2.95  
Sizes 3 and 4 only ..... **1.98**BOYS' PANTS  
in good strong durable  
Khaki Drill—Ages 9 to 17  
years ..... **98c**

## Boys' Overcoats

Ages 9 to 17 years.  
Here's another "Broadway" display of  
real values. Nice comfy big boys'  
Coats for a price less than the cost of  
making. Come early for better choice  
**7.89**

## Juvenile Suits

For Boys of 8 to 8 years.  
No matter what kind of a Suit you are  
looking for for your little boy, we have  
it, be it an Oliver Twist or a Russian  
Blouse effect, or a Sailor Suit. We  
have them in all kinds of materials  
such as Tweeds, Serges, Wool Jersey,  
Velvets, Corduroys, etc. Prices lower  
than ever.**2.98 to 5.98**

## Men's Friendly Hats

By that we mean Hats that "Pal" with  
your face, the well known "President"  
Hat, always known to give complete  
satisfaction—all priced according to  
our low margin of policy, from—**2.98 to 6.98**

The Broadway House of Fashion