

WE ARE THE FIRST TO CUT PRICES.

Don't confuse this Sale with an ordinary Sale, but come prepared to buy everything for your immediate and future needs at greater savings than ever before. Wonderful values for every woman and child who wishes to economize.

OUR ANNUAL PEERLESS SALE

OUR PRICES ARE LOWER THAN OTHERS

Because we are out for volume. We prefer to make Ten Sales at a small profit rather than one sale at a big financial return. We buy in quantity to obtain the lowest prices from the manufacturers. Our volume today is so great that we cannot be undersold by anyone anywhere.

With Record-Breaking Values is NOW IN FULL SWING.

A MAMMOTH MONEY-SAVING

Fur Coat Sale

Beginning to-morrow we place on sale

Our Entire Stock of Fur Coats

at values never before offered in this city.

Rich Lustrous **NORTHERN SEAL COATS** with luxurious collars, cuffs, shawl collars, barrel and flared sleeves, lined with Brocaded Satins and Crepe de Chines; beautifully finished throughout

CANADIAN MUSKRAT COATS—Made of well selected and finely scented silver muskrat skins; self-trimmed with waistline border effects, splendidly lined and finished.

WE ARE DETERMINED TO GIVE THE PEOPLE OF ST. JOHN'S ABSOLUTELY THE BEST FUR COAT VALUES TO BE FOUND IN NEWFOUNDLAND.

BIGGEST EVER

ENORMOUS SALE OF

Ladies' Sweaters

Wool, Brushed Wool, Silk and Wool; all the leading styles and shades: Pullover, Jackettes, Tuxedos and Cardigans, finished with Peter Pan Collars, Roll Collar and Sport Tie and plain round neck; all leading shades including some fancy mixtures.

2.98 3.98 4.98 to 6.98

We have the largest range in the city to choose from. No matter how particular I may be, we have the Sweater to suit their taste.

1800

Women's and Misses' Coats

A Coat Sale that will Take a Lot to Beat in Price

The best efforts of a resourceful buyer have produced Coats this season that the women who attend will long remember. Each and every Coat a decided bargain. They come in Broadcloth, Bolivia, Polaire and Suede Velour, lined and unlined, trimmed with Jap Fox Fitch and all the newest furs in latest creations produced and in all the popular shades.

11.98 14.98 18.98 24.98 29.98 34.98 to 75.00

Misses & Children's COATS

5.98 7.98 9.98 11.98 up to 18.50

SUPER VALUES GUARANTEED IN THESE GROUPS.

A Jersey Dress Sensation

A WONDERFUL ASSORTMENT.

These Dresses are made of finest Wool Jersey in shades of Cocoa, Saxe, Fawn, Mole, Henna, Nigger, Navy and Paddy Green.

ONLY 200 DRESSES IN LOT—SO COME EARLY.

Actual \$10 to \$15 values for

6.79

Attention

STOUT WOMEN! WE HAVE A COMPLETE STOCK OF

Large Sizes

RANGING FROM 44 to 54

Stupendous Sale

Overblouses and Jackettes

A great assortment of colours, sizes and materials; Figured Crepe, Crepe de Chine, etc., in popular colours with oriental trimmings and Radium Lace sleeves. Values to \$6.50.

Now **2.98**

PLEASE NOTICE

It is impossible to mention in an ad. all the values we stock, but we ask you to visit this Store during this Sale and make us prove our words by showing you our wonderful values and thus convincing you that what we have advertised is actual fact, and that what we have not advertised will prove.

Better Value Than You Can Procure Anywhere in the City

GO TO THE STORE THAT CARRIES THE LARGEST ASSORTMENT.

Extra SPECIAL SALE

LADIES' DRESSES

WOMEN'S, MISSES', STOUTS 7.98

Dresses for every occasion. 9.98

Dashing Fall Dresses of the richest and most luxurious fabrics in the most advanced styles: ensemble, straight lines, flares and tunic models in Silks, Crepe de Chines, Satin-faced Canton, Poiret Twills, Serges and Flannels; trimmed with laces, beads, ribbon, embroidery, flowers, etc., in colours of Rose, Tan, Green, Cocoa, Navy, Venetian and other attractive shades 11.98

14.98

16.98

19.98

A DRESS SALE WITHOUT AN EQUAL. 24.98

OUR NOTABLE REDUCTIONS

WILL SAVE YOUR MONEY.. 49.00

Peerless Sale Special

A SALE OF EXQUISITE NEW STYLE

Ladies' Fall and Winter

HATS

The greatest Millinery Sale we have ever held—Velours, Felts, English Felts in all the latest shapes, including Nanette, Roll, Sailor and Pirate in all the latest trimmings.

THE BROADWAY ALWAYS TAKES THE LEAD IN SHOWING THE LATEST FASHIONS.

2.98 3.98 4.98 5.98 6.98 9.98

Peerless New Arrivals

Ladies' GLOVES

Suede, Suedette, short and elbow length, two-tone effects: Grey and Taupe, Natural Black and White, lined and unlined. Values to \$3.25 for

89c 1.98 2.20

Our Peerless Sale is a Mighty Bargain Event That is Making History FOR LOWNESS OF PRICES

ANOTHER REMARKABLE FEATURE OF THE SALE—

S-K-I-R-T-S

Fine all Wool Plaids, Crepes, Gabardines, Poiret Twill, Blue and Black Serges, made up in latest sport models.

A VALUE YOU HAVE NEVER SEEN OFFERED BEFORE.

Values to \$9.00.

During Our Peerless Sale **4.98**

Dependable Merchandise

The Broadway House of Fashion

Courteous Service

The Store of Real Values

LADIES

HERE'S REAL VALUE IN

WOOL SUITS

Two-piece Suits of English Wool, latest shades and styles, including new stripes, Jazz and King Tut pattern in Tuxedo and Jacquette effects.

9.98 12.98 14.98 16.98 19.98 to 21.98