

WE SELL
DEPENDABLE
MERCHANDISE
AT
LOW PRICES
FOR CASH ONLY

THE BROADWAY HOUSE OF FASHION

TEACH YOUR
\$ \$
TO HAVE MORE
C. C.

THE STORE OF REAL VALUES

Opening Announcement

-OF-

NEWLY ARRIVED MERCHANDISE AT SUBSTANTIAL SAVINGS

The gigantic size of our orders assured us prices that are almost unbelievably low.

We Buy For Less and Sell For Less

We pass the benefits of our volume buying on to you. Our newly arrived Goods offer great Savings in both our Departments and include

LADIES' COATS, COSTUMES, DRESSES, HATS

**Men's Overcoats, Suits, Hats, and Caps,
Boys' Overcoats, Norfolk & Juvenile Suits**
Go to The BROADWAY at Once

Take advantage of this wonderful opportunity. Just arrived the latest creations at substantial savings. Investigate our offerings and above all compare our prices with the prices of other stores.

Shop at This Store Because We have the Largest Variety at the Lowest Prices

LADIES' COATS

This Lot includes beautiful models of the newest styles, gorgeously banded, collared and cuffed with the new Autumn Fur—Made in the latest materials and colours. This display is so lavish in variety and rich in trimmings that it will tell all there is to know of the

LATEST FALL COAT FASHIONS.

10.98 12.50 14.50 18.50 27.00 to 75.00

LADIES' HATS

A SMART CHOICE FOR THE FALL.

Being in latest Parisian models, are hand blocked and trimmed. A variety that makes it easy to match your Coat or Suit. Fan pleated brims and clever tilts combined with Ribbon and Art Velour trimmings go a long way toward making them the

SEASON'S MOST POPULAR HATS.

2.98 3.98 4.98 5.98 6.98 7.98

THE GREATEST VALUE WE HAVE EVER BEEN ABLE TO OFFER IN

LADIES' DRESSES

Gay with Autumn favoured colours and flares, the frocks are indeed AUTHENTIC FASHION, and come in circular skirts, v-neck lines and long full sleeves. They are made from fine Satins and Satin Crepes, Crepe-de-Chene, Tricotine, Flannel and Jersey Cloth.

A Distinctive Collection at Distinctively Low Prices.

6.98 8.84 11.98 to 45.00

Ladies' Costumes!

TWO PIECE
COSTUME SUITS

Are a Fall Essential!

Complete in every detail, the Two-Piece Costume Suit is worn on every occasion. Suits are of Fine Tweeds, Woolens or Serges, and the luxurious Fur trimmings make them effectively attractive, as well as adding to the comfort of the wearer.

PRICES RANGING FROM \$27.00 to \$45.00

LADIES' SKIRTS

These come in plain, button trimmed and pleated models and are made from best English Woolens, in self colours, stripes, Armure Crepes and two-tone effects, all sizes.

\$1.98 to \$6.98

Ladies' Over-Blouses and Waists

Full range of Ladies' Waists in Silk Crepe-de-Chene, Voile, Broadcloth, Soft Flannel and Wool Jersey, in colours Fawn, Powder Blue, Navy, Castilian Red, Rust, Sand and Paisley. A delightful assortment to select from.

\$1.98, \$2.77, \$3.98, to \$6.98

MEN! WE ARE OFFERING YOU BETTER QUALITY

The choice of material is better, the linings are better and the prices are considerably better. Men who like a big warm looking

EXTRA HEAVY OVERCOAT

You'll quite be taken with these. They are made of extra heavy Wool Tweeds with half linings, military pockets and large Storm collars. Tailored in a big comfortable Swagger style and at wonderfully LOW PRICES.

14.50, 16.50, 24.50, 26.50, 28.50, 31.50

MEN! HERE'S WHERE TO BUY YOUR FALL AND WINTER SUITS

A choice of the following Cloths: Pure Wool Indigo Botany Serges, Fine English Worsteds and Mixed Worsteds, Scotch and Irish Tweeds. Newest Fall shades and styles, in Pin and Pencil Stripes.

Think of what you would pay for a custom made suit of these materials—then come and see ours and note the difference in prices.

YOU SAVE THAT DIFFERENCE HERE.

10.00, 13.00, 15.00, 19.00, 24.00, to 48.00

BOYS' SUITS

A SPECIAL OFFER

in Boys' American made Norfolk Suits in two knicker pants style, fully lined. Made of good serviceable Tweeds, at

\$6.98, \$8.98, \$9.98 to \$18.00

MEN'S SHIRTS

Just opened a complete range of Men's Dress Shirts, made of Broadcloth in Self colours, artificial silk stripes; also English woven Madras with Helio, Black and Blue Stripes.

\$1.09 to 2.50

MEN'S VESTS

Something new and exceedingly attractive in Men's English all Wool Vests, latest patterns and colors.

\$4.98 to \$5.98

SPECIAL OFFERING IN

MEN'S PULLOVERS

The opportunity you have been awaiting. A complete range of sizes in Grey, Brown and Green Heather.

ONE PRICE \$1.29

MEN'S HATS

Smart Blocked Hats with full crown and rolling brim. Made of good quality Felt. A Hat you'll be delighted to wear.

\$2.48 to \$6.90

MEN'S CAPS

These Caps are wonderful value. Made of all Wool heavy Whitney Cloth and Wool Tweed in shaped band, one-piece crown, or Sure-Fit Styles. An exceedingly good value

From 98c. to \$3.50

500 JUVENILE SUITS

for the small boy, a two-Piece Middy style Suit, Sailor and Peter Pan Collars. Made in Jersey Cloth Tweeds, Flannels and Flannellettes. Sizes from 3 to 5 years.

\$98c. \$3.98, \$4.98, \$5.98

The Broadway House of Fashion

THE STORE OF REAL VALUES

SCARFS

Beautiful New Fall Scarfs. Extra value. **98c** Values to \$3.00. All the new shades and combinations **1.98**

London, New York & Paris Association of Fashion, Ltd.

BRASSIERS

All sizes for Misses, Women and Stouts. **39c** Fine quality. Values to \$1.00, in Flesh shade.

Exceptional Values in

New Felt HATS

JUST OPENED.

Over 800 NEW FELT HATS just arrived, and now ready for your inspection.

2.20

Every new color Every new shape Hats for Women Hats for Bobbed Heads Hats for matrons The most remarkable Felt Hat values we have ever offered.

2.79

Savings of 25 p.c. to 30 p.c. in Our Sale of Guaranteed

FUR COATS

For Misses, For Women and Stout Women.

A Deposit will reserve Your Coat!

GUARANTEED FUR COATS—LUXURIOUSLY TRIMMED AND BEAUTIFULLY MADE. EVERY COAT GUARANTEED. BUY NOW—A DEPOSIT WILL HOLD YOUR COAT.

\$120, 170, 215, 250, 375, 300 up to 400

HUDSON SEAL COATS—MUSKRAT COATS PERSIAN LAMB COATS—SCOTCH MOLE COATS NORTHERN SEAL COATS—SEALINE COATS

Full Length Models—(44 to 52 inches).

Trimmings of Squirrel, Fox, Skunk, Self-Trimming—all sizes.

EXTRAORDINARY VALUES! Newfoundland SEAL COATS Beautiful Silk lined—full length Coats—All sizes. **\$5.00**

Stout Women's COATS & DRESSES

NEW FALL AND WINTER
COATS **8.98**
Complete ranges of stout Coats now on display—Coats that help slenderize—in all the desired and required shades. **12.98**
18.50
DRESSES **25.00**
Carefully selected styles for stout figures in all wanted shades and materials. **32.00**

Again Demonstrating Our Millinery Leadership

Sale of 1000 New Fall HATS

ENGLISH VELOURS AND AMERICAN VELVETS.

Every Hat in these groups a genuine value. A splendid collection of Velour Hats, in all the new shades and styles.

3.98
4.48
5.98
6.98
7.98
8.98

A collection of the Latest Fall styles, featuring the "Pirate," "Charleston," "Buccaneer," "Bandit." In large and small head sizes. Every new Fall shade.

IF IT IS NEW IT IS HERE!

The New Fall Styles are Here in This Sale of WINTER COATS

For Misses -- For Women -- For Stout Women
80 p.c. with Fur Collars and Fur Cuffs

A Sale in which style and beauty share honors with the utmost in values. Over 1200 Coats have been assembled, and because of volume orders placed by us we received extraordinary price concessions; in fact our sale prices are less than the value of the beautiful materials alone.

\$12.98, 14.98, 16.98, 22, 26, 30, 34

NEW! NEW! NEW! Everything about the Coats is NEW—New lines, new materials, new furs, new colors. Even if you do not intend to buy, you owe it to yourself to see the delightful new fashions for Fall and Winter.

NEW FUR TRIMMINGS.

American Opossum, Muffon, Sealine, Beaver, Fitch, Fox, Mandel.

NEW FABRICS.

Valmira, Lustrosa, Velours, Duve-teen, Suedes, Polaires, Tweeds, Duv-bloom.

NEW COLORS.

Jacapa, Tanager, Taupe, Brown, Grey, Blue, Black and Navy.

Other FALL and WINTR COATS in This Sale

Misses', Women's and Stout Sizes

\$8.98 up to \$60.00

Every Coat a Star Value!

Sale of New Sweater Wear

FOR MISSES AND WOMEN.

Slip-on Sweaters, Peter Pan models; Silk and Wool Sweaters; Cardigan Sweaters, buttoned up style, with belts; Brush Woolen Sweaters—in fact the most varied collection that we have ever offered. Extra values. **1.98**
3.98
4.98
5.98
6.98

Girls' Sweaters

Ages 3 to 14 years.

A very large range of new Fall and Winter Sweaters and Sweater Coats for the little miss and bigger girls, and new shades and good values. **1.98**
2.98
3.48

Teddy Bear Suits

Ages 2 to 10 years.

Brush Woolen and knitted materials, combining Wool-en Caps, Mitts, Leggings and Sweaters; warm and good-looking. **5.20**
5.98

Ladies' & Misses' Raglans, Rubberized Tweed Coats, Rubberettes

Hundreds of New ENGLISH RAGLANS and TWEED TOP COATS for Misses and Women, in all required styles and shades—including Navy Raglans—all sizes for Misses, Women and Stouts.

9.98, 14.98, 17.95, 21.00 up to 29.80

Just Arrived, Hundreds of Smart

New Dresses

Every model strictly new and the very latest in style.

12.98 - 14.98 - 16.98

Satins, Flannels, Poiret Twills, Charmeuse; all the new colorings and styles. A magnificent collection for Women, Misses, Stouts.

Striped Flannel Dresses Recognized by style leaders as the most fashionable dress of the hour. **12.98**

New Fall and Winter

Girls' Coats

MOTHERS! You will please little daughter, and save money by purchasing her clothing at this store.

Coats Ages 3 to 15 years **4.48, 6.98, 8.98, up to 14.98**

Girls' Dresses

Beautiful new Fall Dresses in all the new Fall shades and materials. **4.98** **6.98**

HATS

Felt Hats, Tweed Hats, Velvet Hats for the little Miss and bigger girl. **1.78, 2.98, 3.98**

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A Page Brimful of ECONOMIES For Tuesday and Wednesday

Just such a bargain event as hundreds of thrifty buyers too gladly appreciate.



Women's Coats

Women's Velour and Tweed Coats.
Beautiful Creations of the foremost English Men Tailors for Women's garments, showing the skilful hand of the tailor in every garment. Some are trimmed with pin tucks and buttons, others with silk stitching and some more are plain with fur-trimmed collars and cuffs. The colours are Wallflower, Cinnamon, Nigger, Mole, Rust, Grey and Taupe. Sizes 38 to 44. Regular values up to \$25.00. **Tuesday & Wed. \$18.90**

Women's Cloth Coats.
A late and entirely practical creation. The collar buttons snugly about the neck, and will prove very comfortable in cold wintry blasts. Some are made with side pockets and others without. The trimmings consist mostly of buttons in blending colours. The shades are Dark Brown, Cinnamon, Grey, Fawn and Rust. All sizes. Regular \$6.50 each. **Tuesday and Wednesday \$5.20**

Many Housekeepers will benefit by this Sale of Blankets

Amazing figures on New Cotton Blankets. You'd hardly believe your own eyes when you see the prices that accompany these good Fluffy Cotton Blankets. Right at the time when they're needed, are supreme saving chances here for you. Don't delay; get yours at once.



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|--|-----------------------|
| White. | Tues and Wed. \$1.95 |
| Size 45 x 72 inches. Reg. \$2.65 pair. | |
| 55 x 72 inches. Reg. \$3.25 pair. | Tues. and Wed. \$2.40 |
| 66 x 80 inches. Reg. \$4.50 pair. | Tues. and Wed. \$3.25 |
| 64 x 76 inches. Reg. \$5.00 pair. | Tues. and Wed. \$3.75 |
| 64 x 76 inches. Reg. \$6.50 pair. | Tues. and Wed. \$4.95 |
| 54 x 74 inches. Reg. \$3.60 pair. | Tues. and Wed. \$2.65 |

Men's Suits, Overcoats, etc. At Great Price Reductions

Our stock of Men's Ready-to-Wear Garments embodies all the style features of the best of the season's showing, and we have a big variety to select from. We direct your attention to the lines below which are offered at very Special prices for **TUESDAY AND WEDNESDAY**

Men's Dark Grey Mixed Tweed Suits.
Carefully made and satisfactorily finished in every way. These Suits compare favourably with Suits that are shown elsewhere at \$15.00. Our regular price is \$12.75. For Tuesday and Wednesday, we are offering these at the very low price of, each **\$11.90**



Heavy Wool Tweed Overcoats.
Brand new Coats of choice quality heavy Blanket material in rich Fawn and Grey mixtures. Double breast, cuff sleeve, inverted pleat at back and 3-piece belt that can be worn or left as desired. All sizes. Regular \$35.00 each. **Tuesday and Wednesday \$23.75**

Men's Dark Grey Wool Tweed Pants.
In a style that is sure to please, and material that will give lasting wear. Made with cut bottom, hip straps and belt loops. Sizes 4 to 7. Regular \$3.20 pair. **Tuesday and Wednesday \$2.75**

Men's Dark Grey Striped Tweed Pants.
A very desirable weight for Fall wear. The Pants are made with cut bottoms, belt and hip straps. The Coat is in three button style with well padded shoulders and vent at back. Altogether a good wearable Suit. Reg. \$17.25. **Tuesday and Wednesday \$15.75**

Men's Wool Cashmere Half Hose.
Soft finish Socks of exceptionally good wearing quality; with seamless toes and heels. Colors Fawn, Grey and Black; all sizes. Regular 85c. **Tuesday and Wednesday 74c.**

Men's Pull-Over Sweaters.
Genuine all Wool garments in Camel and Brown, alternate stripes with Brown trimmings; also Camel trimmed Brown. Sizes 38 to 42. Regular \$2.60. **Tuesday and Wednesday \$2.15**

Men's Wide End Ties.
In Paisley, Plaid, Floral, Block, Scroll and fancy effects in beautifully blended and contrasting colors. Entirely new, recent arrivals, all fresh from their cases. Regular 50c. **Tuesday and Wednesday 40c.**

Men's English Braces.
Strong elastic webbing, fitted with best English hide straps and nickelled metal fittings. Regular 65c. **Tuesday and Wednesday 54c.**

Boys' Sweater Coats.
Long Roll and Polo Collar styles, in Brown, Fawn, Navy and Myrtle. The material is pure Wool yarn, knit in a stitch that will give great satisfaction. Good large sizes for boys of 13 to 16 years. Regular \$3.55 each. **Tuesday and Wednesday \$2.97**

Silk Neckties.
With wide flowing ends. The choicest assortment of patterns and the best selection of color combinations that we have ever had the pleasure of showing. Regular \$1.10 each. **Tuesday and Wednesday 92c.**

Men's Shirt Specials for Tuesday and Wednesday

Men's Blue Linen Work Shirts.
With turned down collars and strongly stitched seams. A very low-priced Shirt and a great seller. All sizes. Regular \$1.25 each. **Tuesday and Wednesday \$1.06**



Men's Negligee Shirts.
Of neat Percales, in assorted colored stripes; Tunic style, soft double cuffs and rounded neck band. These Shirts launder beautifully, always retaining their colors. All sizes. Regular \$1.95 each. **Tuesday and Wednesday \$1.65**

Men's Negligee Shirts.
Of a better grade, in the popular Tunic style, roomy armholes and sleeves to give solid comfort. A real dressy Shirt, too, at a most moderate price. Regular \$1.98. **Tuesday and Wednesday \$1.98**

Rare Savings on HOSIERY



Women's Black Cashmere Hose.
Good quality all Wool Cashmere Stockings that will give warmth and wear are offered here Tuesday and Wednesday at a very low price quotation. Be wise and pick up a few pairs at Sale Prices. Regular \$1.25 pair. **Tuesday and Wednesday \$1.05**

Cashmere Hose.
In Grey and Covert, seamless, smooth finished feet; will outwear Hosiery offered at a much higher price. All sizes. Regular \$1.35 pair. **Tuesday and Wednesday \$1.10**

Children's Grey Wool Hose.
In fine ribbed style and good quality. Sizes up to 5 1/2, and prices up to 55c. pair. Special for Tuesday and Wednesday. **45c.**

Women's Black Worsted Hose.
Fine ribbed Hose with smooth feet to give comfort in wear. Sizes 9, 9 1/2 and 10. Regular 85c. pair. **Tuesday and Wednesday 70c.**

Grey Cashmere Hose.
Fine ribbed and good soft quality all Wool Cashmere, in a full range of sizes. Regular \$1.00 pair. **Tuesday and Wednesday 85c.**

Chances for Every Woman and Girl to Save on New Fall Headwear

Hat Flowers and Ornaments.
The nicest variety we have ever shown as a sale item. Included are Berries, Flowers, Foliage, etc. etc., in Velvet, Silk and Gold finish. These have been less than a week in the store and we now offer them at Sale Prices. Regular 40c each. **Tuesday and Wednesday 30c.**

Children's and Misses' Felt Hats.
Smart youthful styles, daintily trimmed with Silk stitching and silk Ribbon-trim, perforated sides and brim that finish in loops and streamers. These are the very newest that can be bought. The colors are Rust, Cinnamon, Pearl Grey, Taupe, Cherry, Navy and Black. Various sizes. Regular \$3.29 each. **Tuesday and Wednesday \$2.35**

Women's Felt Hats.
A very tidy little shape turned up at front or all around the brim. Tastefully edged with corded silk ribbon and band of same to match. Others are trimmed with band of felt and bow. The color range includes Saxe, Pearl Grey, Rose, Coral, Pansy, Flame and Orange. Regular \$3.75 each. **Tuesday and Wednesday \$2.50**

Women's and Misses' Footwear

WOMEN'S RED LACED SHOES—A very comfortable, good wearing quality that is sure to prove satisfactory and give good service. Made with perforated toe cap and rubber heel. All sizes from 3 to 6 1/2. Regular \$5.10 pair. **Tuesday and Wednesday \$4.75**

WOMEN'S BROWN CALE LACED SHOES—Very reasonably priced for this sale. They are of medium weight stock, that's so suitable for Fall wear, or even Winter wear and should be bought quickly at this low price. Regular \$3.90 pair. **Tues. & Wed. \$3.66**

WOMEN'S PATENT LEATHER ONE-STRAP SHOES—Tastefully finished with bow of ribbon at side. Medium toe and heel; fancy stitching in front. All sizes from 3 to 6. Regular \$3.85 pair. **Tuesday and Wednesday \$3.40**

Choice GROCERIES Marked at the Most Tempting Prices

SUGAR CURED BACON—Sliced to any thickness by our slicing machine. Very digestible and nutritious. Regular 70c. lb. **Tuesday and Wednesday 60c.**

CHOICE QUALITY HAM—Wholesome and nutritious. Cut to the very thickness you require, by machine. Regular 48c. lb. **Tuesday & Wednesday 40c.**

"ACADIA" FINE GRANULATED SUGAR—In 5-lb. cartons. Special for Tuesday and Wednesday, 5 Ds. **32c.**

PORK & BEANS—Campbell's 15 oz. tins, with delicious Tomato Sauce. Regular 15c. tin. **Tuesday and Wednesday 15c.**

HEBLY'S ROAST BEEF—Parboiled and steam roasted—1-lb. tins. Regular 35c. tin. **Tuesday and Wednesday 28c.**

SALMON—Best Local Pack. One pound tin. Regular 25c. tin. **Tuesday and Wednesday 20c.**

"BLUEBIRD" TEA—Genuine Orange Pekoe. Nothing finer can be found as a beverage. Regular 80c. lb. **Tues. & Wed. 80c.**

BAKEAPPLES—Dependable quality. Grown and tinned in Newfoundland. 1-lb. tin. Regular 85c. tin. **Tuesday and Wednesday 75c.**

"DOMINION" BRAND TOMATOES—Large size tins of the choicest quality ripe Tomatoes. Regular 25c. tin. **Tuesday and Wednesday 22c.**

Special Values in Men's Boots

MEN'S BROWN CALF BOOTS—A wide-fitting, comfortable shape with leather inner soles and Goodyear stitching. Solid comfort is assured in a pair of these. Sizes 6 to 10. Regular \$7.50 pair. **Tuesday and Wednesday \$6.85**

MEN'S BLACK VICI KID BOOTS—Wide-fitting shape especially suitable for the man who is after real comfort in footwear. All sizes. Regular \$7.60 pair. **Tuesday and Wednesday \$6.85**

BOYS' BROWN CALF BOOTS—Bischoff shape with leather lining, leather inner-soles, rubber heels and double stitching at the seams. A boot that we can cheerfully recommend for robust boys' wear. Sizes 1 to 5 1/2. Regular \$3.20 pair. **Tuesday and Wednesday \$4.70**

Remarkable Values in UNDERWEAR

MEN'S FLEECE LINED UNDERWEAR—Natural colour, best quality fleece lined Underwear in a heavy weight and good wearing quality for Fall and Winter. All sizes from 34 to 44. Regular \$1.00 garment. **Tuesday and Wednesday 80c.**

MEN'S "STANFIELD'S" ALL WOOL UNDERWEAR—Of a fairly heavy quality, guaranteed pure and unshrinkable. Unequaled for warmth and comfort. Sizes 34 to 44. Regular \$3.00 garment. **Tues. & Wed. \$2.70**

MEN'S "STANFIELD'S" UNDERWEAR—Of a much heavier quality. Particularly desirable for any man wanting a heavier-than-the-ordinary garment. Sizes 34 to 44. Regular \$3.45 garment. **Tues. & Wed. \$3.10**

BOYS' FLEECE LINED UNDERWEAR—Here we are offering goods that are mostly in demand, at prices that will save your money if bought on Tuesday or Wednesday. These goods are in natural colour and have no imperfections in any way. They are good wearing garments and are very much sought after in the regular way.

Size: 24 Reg. 72c. Tues. & Wed. 65c
28 Reg. 75c. Tues. & Wed. 65c
32 Reg. 80c. Tues. & Wed. 70c
36 Reg. 85c. Tues. & Wed. 75c
38 Reg. 90c. Tues. & Wed. 80c
42 Reg. 95c. Tues. & Wed. 85c

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