A BIG BARGAIN EVENT AT

Lesser's Great Reduction Sale 20% to 50% Off All Merchandise For

5 Days Only—Cash Only

Starting Thursday 9 a.m. and Lasting Friday, Saturday, Monday and Tuesday

All the newest styles in the season's newest. As it is always Lesser's way to carry nothing over from season to season he will offer the public the greatest event of the year. Make your dollar talk for you by bringing double action. NO EXCHANGES

NO APPROVALS LADIES' SUITS Extraordinary Values
Forty Silk and Satin
Suits, a complete set of
travelers' samples, in taupe, green, fawn, sand and black. Sizes 16 to 38. Regular value up to \$55.

Sale Price, \$20.75

Twelve Pongee Suits—

Regular \$15.00,

Sale Price, \$6.50

10 Ladies' Suits, in Black and White Checks. reg. value up to \$25.00.

Sale Price \$6.75

10 Striped Tweed Suits, reg. value \$25.00. Sale Price \$10.00

100 Serge, Tricotine, Poplin, Gabardine Suits, in all colors, reg. price \$30.00 to \$80.00. Sale Price 30 p. c. Discount.

Ladies' Raincoats, 33 1-3 p. c. Discount Men's Suits in Serge, Regular Price \$65.00, Sale Price \$47.50.

WOOL PULL-OVER SWEATERS Reg. Price \$10.00 Sale Price \$5.75

SKIRTS All-Wool Serge Skirts, reg. \$16.00. Sale Price \$9.50 Poplin Skirts, .. \$6.50 Check Skirts, . \$10.95 Pleated Silk Skirts, reg. \$15.00,

SWEATERS Reg. Price, \$10.00 Sale Price, \$5.75 Sale Price \$10.00

30 p. c. off all Serges, Tricotines and other heavier materials.

WOOL PULL-OVER

LADIES' COATS

Velour Coats, reg. price \$60.00, Sale Price \$37.50

Tweed Coats, Broadcloths and other materials. Sale price 1-3 off regular

LADIES' ONE-PIECE DRESSES Ladies Georgette Dresses, in all sizes and shades, beaded trimming, reg. \$52.00 value. Sale Price . . \$37.50

Sale Price \$32.00

Men's Tweed and Other Materials, 30 p. c. Discount. Be sure and be among the early bargain seekers. It will pay you.

ALEX. LESSER'S

210 Union St. Opposite Opera House 'Phone M 2909

STATE OF TRADE

Retail Activity Stimulated by Price Concessions, Despite

Wholesale and Jobbing Trade Quieter — Industry Slackening and More Are Idle -Securities Show Liquidation, Forced by Credit Con- at

MAN'S BEST AGE



paid. No special effort at cutting of

Stimulated by stions, Despite venther therew doubt an the evidence of the control of the control

FROM NEW YORK TO SAN FRANCISCO

REPORT ON THE HARDWARE TRADE

CREDIT MEN DISCUSS NEW TAXATION NEW TAXATION A meeting of the St. John Credit Men's Association was held yesterday afternoon and T. H. Somerville was instructed to communicate with the minister of finance pointing out that the manufacturer dealing directly with the retailer could evade the one per cent tax. The manufacturer is required to pay a like tax, making a two per cent tax payable to the government. The danger foreseen is that the manufacturer will become a distributor and ignore the wholesale trade and the government will lose a one per cent tax. The matter of collecting the new tax was also discussed and it is feared under the new plan the retailer will be under a heavy expense in making out the schedule and keeping a record of individual sales. S. E. Elkin, M. P., was present at the meeting. A meeting of the St. John Credit Brooklyn Hotel. Carl Teschemacher, 70 years old, was killed in a fall from a balcony on the welfth floor of the Standish Arms Apartment Hotel at 169 Columbia Heights, Brooklyn, N. Y., recently. Miss Teschemacher expressed the belief that her father stepped upon the balcony to get the morning air and lost his balance while standing near the railing. Mr. Teschemacher, 70 year Old, Kaıled as Brooklyn Hotel. Carl Teschemacher, 70 years old, was killed in a fall from a balcony on the welfth floor of the Standish Arms Apartment Hotel at 169 Columbia Heights, Brooklyn, N. Y., recently. Miss Teschemacher expressed the belief that her father stepped upon the balcony to get the morning air and lost his balance while standing near the railing. Mr. Teschemacher, 70 year Old, was killed in a fall from a balcony on the twelfth floor of the Standish Arms Apartment Hotel at 169 Columbia Heights, Brooklyn, N. Y., recently. Miss Teschemacher expressed the one per cent tax. The manufacturer will be under a heavy expense in making out the schedule and keeping a record of individual sales. S. E. Elkin, M. P., was present at the meeting.

(Halifax Chronicle.) The British Empire Steel Corporation more closely identified with Nova cotia than it at first appeared it would

LOCAL OPTION IN SCOTLAND JUNE 1

ed in price Prohibitionists Planning to Launch Enormous Anti-Alcohol Crusade.

A Smooth skin in any weather:-

Wash well in warm water using absolutely pure soap:

Soap

Baby's Own

-rinse well-and dry carefully.



your skin, use Baby's Own Soap.

"Best for Raby and Best for You."

AGED MAN FALLS 12 STORIES

New Semi-ready Store On Charlotte Street Is Open Tomorrow



A quick, friendly welcome awaits you, call, just to look in and see the new Semi-ready store on Charlotte street-just around the corner, south of King, and facing King Square.

The statue of Sir Leonard Tilley, the grand old man of New Brunswick, looks at my shop from the centre of the square.

I do not intend to make any brass band noise, but do wish to offer every man a sincere and earnest service in all matters pertaining to good

Every suit I show is new and freshly tailored from fine virgin wool fabrics-and it will be a pleasure to show these-and to seek your criticism and your admiration.

Mine is not a high price shop, but I do stick to high class fabrics and good class styles-The price-in-the-pocket is the bank value of the suit.

George Creary

The Semi-ready Store 87 Charlotte Street