

Open Every Evening

Open Saturday Afternoon

GREAT RE-OPENING SALE

KING SQUARE SALES COMPANY ANNOUNCE

they have fitted up entire first floor of their premises into a first-class Shoe Department with Ladies and Gents Furnishings removed to the second floor thus giving more space to show goods to best advantage and permit service second to none.

COMMENCING TOMORROW, FRIDAY, AT 10 O'CLOCK A. M.

we will celebrate Our Re-opening by a selling of merchandise that will attract hundreds to our remodelled store to get a chance at these exceptional bargains. Don't miss a single item on this list; read over each item aloud in the family. We want the news to get around for we are determined to have a big crowd and are using the method of Sacrificing Prices to introduce our store.

NEW PRICES FOR THE OPENING

Join The Crowd!

Boot and Shoe Department

LADIES' SALE FOOTWEAR

Ladies' "Lorena Shoe"—High-cut boot, Onban heel. A good walking boot. Our Sale Price, \$3.98.
Black "Gracia"—High-cut, vici kid. Sale Price, \$4.98.
"Oriental Boot"—High-cut gypsy cut. Sale Price, \$3.98.
Ladies' Nigger Brown Boots—High-cut low heel; extra good value at. Sale Price, \$5.48.
Ladies' High-cut Mahogany, with grey suede tops, low heel. A regular \$8.00 shoe. Only a few left. Sale Price, \$6.98.
Ladies' High-cut Patent Leather Boots—Grey cravatette tops, Cuban heels, Special Sale at \$4.48.
The same shoe in brown tops for same money.
Ladies' Black High-cut Boots—Calf bal, Neolin sole, rubber heel. Very Special Price, \$6.48.
Ladies' Oxfords—Laced in mahogany shade. An ideal summer shoe, neat and comfortable; bound to give good service. Special Price, \$4.48.

White Footwear Lines

Ladies' High-cut Sneakers with rubber heels. Ladies' White Sneakers. Your Choice at a Discount of 50 per cent. Off.
Ladies' White Oxfords.

Ladies' Middies

On Saturday we announced a Sale of Ladies' Middies that took the city by storm. These Middies are in plain white or with Roman stripe collars, in pink, blue, red and other popular shades. We quoted this lot, which formerly sold from \$1.25 up to \$2.00, as a Special Snap at 89c.
LOOK, LADIES! at our Re-opening Sale. We have made another cut. These Middies now are going at. 79c. You could not buy the materials alone for this money.
LADIES' HOSE, in white or black Lisle. We had been selling these at 45c. a pair. Reduced Later to 29c. a pair. We know you will hardly believe it, but we mean to dispose of these at 19c. a pair. See window and be convinced of the genuineness of the offer.

Be One Of The First Fifty

To the first fifty persons making a purchase, no matter how small, tomorrow morning, we will give a Pair of Lisle Stockings (white or black), absolutely FREE. This is an offer none should miss trying for.

Men's Overalls! A Snap if Ever There Was One

Big variety in this lot; all sizes, all colors, all styles. We will sell the Special Assortment. For \$1.00
Eight dozen also Men's Khaki Overalls. To be Sold at \$1.19
You never heard of such a price before for Overalls.

MEN'S PANTS—In Cottonade, 10 dozen, selling regularly at \$2.25, Sale Price, \$1.59
10 Dozen TWEED PANTS—Regular \$3.00 value. Sale Price, \$1.78
WORKING PANTS—10d ozen only, in Mixed Tweed. Regular \$3.50 stock. Sale Price, \$1.89
BOYS' COTTONADE PANTS. Opening Sale Price, 69c.
BOYS' TWEED DPANTS. Sale Price, 89c.
8 Dozen Only, BOYS' BLACK OVERALLS—Sizes 5 to 10 years. Very Special Sale Price, 39c.
MEN'S BLACK LISLE SOCKS—100 dozen in lot, re-inforced toe and heel; always sold for 35c. everywhere. This Sale, Special Price, 19c.
MEN'S CAPS—Ranging in prices from \$1.00 to \$1.50. Your Choice, 69c.
MEN'S REGATTA SHIRTS—Regular \$1.25 lines, all popular colorings. Big Re-opening Sale Price, Only 75c.
MEN'S SUMMER FEDORA HATS—We have always sold these at \$1.98. Special Sale Price, \$1.68
THREAD—300 yard spools, Clark's Linen Thread, black or white; 15c. Spools for. \$1.00
TALCUM POWDER. 12c. a can
HANDKERCHIEFS—Ladies' Linen Handkerchiefs. Regular 3 for 25c. Sale Price, 5 for 25c.
Men's Large Work Handkerchiefs (Colored). Special Price, 5 for 25c.

NEW PRICES FOR THE OPENING

Join The Crowd!

Boot and Shoe Department

For You, Mr. Man!

Men's Work Boots, in grained leather. Sale Price, \$3.19.
Men's Mahogany Shoe—Neolin sole, rubber heel. Sold nowhere else at this. Special Price, \$7.00.
Men's Dongola Kid Boots—Blucher bal, box toe, medium heel. Sale Price, \$2.89.
Men's Cadet Shoe—Blucher bal. A strongly made, neat appearing boot, Goodyear welt. Special Sale Price \$3.48.
Men's "Bamper Shoe"—Fine trade leather, box toe, blucher bal, medium heel. Sale Price, \$3.89.
The Jess Boot for Men—Double stitched, sewed and nailed sole, long wearing and yet stylish. Special, \$4.98.
The Murray Shoe, in solid leather, Goodyear welt. Our very best seller; cheap at our Special Price, \$6.48.
Men's Black Kid Boots—Receding toe, extra fine finish. The very latest. Cost \$9.00 anywhere. Our Sale Price, \$7.50.
At the same price in Rineix sole and heel.
Men's "Panther Shoe," in mahogany color, Neolin sole and heel, receding toe, comfortable last. We will introduce the new shoe at a Special Price, \$6.48.

In White Footwear

Men's White Boots. All these Special Summer Lines we are clearing out at this sale at a Discount of 50 per cent., or, in other words, at one-half former prices.
Men's White Oxfords—Rubber or leather soles.
Men's Sneakers.
MEN'S SOCKS—50 dozen Men's Hose. Regular 25c. We sold them at 17c. This Sale Says Only 15c. a pair.
MEN'S TIES—25 dozen in this lot. Silk Ties, good colors. Sale Price, 19c.

Men's White Laundered Shirts—The well-known Tooke make. On Sale at This Big Re-opening For 25c. each

Other Lines Not Mentioned Here At Equally Low Prices

KING SQUARE SALES CO.

"OPPOSITE THE MARKET"

AUTO MISHAPS INCREASE.

New York State Fatalities 344 in Six Months as Against 324 Last Year.

New York, July 3.—A report issued by the National Highway Protective Society states that during June ninety-nine deaths were caused by automobiles in New York state, including New York

city. In June last year the fatalities were seventy-two. In New York city motor cars caused the deaths of fifty-seven persons, wagons eleven, and trolley cars six, as compared with thirty-three by automobiles, nine by trolley cars, and seven by wagons in June a year ago.
Colonel Edward S. Cornell, secretary of the National Highway Protective

Society, calls attention to the fact that in New Jersey automobiles caused the death of eighty-three persons in the first six months of the year, as compared with 100 during a similar period of 1917, and Massachusetts and Connecticut also showed a corresponding decrease. In New York State the automobile deaths for the first six months of this year were 344, while in 1917 the

six months' fatalities were 324. The record for New York state, says Colonel Cornell, shows the need for more radical legislation in the operation of motor vehicles.

War prisoners, interned aliens and U. S. troops unit for overseas will be used to till the soil around U. S. cantonments.

PLAYGROUNDS VISITED.

Through the courtesy of Walter H. Golding the president and secretary of the Playgrounds Association, with Miss Miller, the general supervisor, were able to pay a flying visit yesterday afternoon to the six supervised playgrounds. Yesterday was really the first day for the children because of the rain on Tuesday. At the Allison playground they found

170 children; at the Centennial, 150; at the Aberdeen, 225; at the Alexandra, where only a portion of the apparatus had been set in working order, 72; at the Bentley street, 155. They did not arrive at the Carleton grounds until after the teachers had gone, but judging from the number of children still present the attendance there must have been large. The visitors took note of the

various requirements and these will be met and by the first of the week every playground will be going under full steam.

ALMANAC FOR ST JOHN JULY 4
A.M. P.M.
High Tide.... 7:57 Low Tide 7:09
Sun Rises.... 4:47 Sun Sets 8:09

MUTT AND JEFF—JEFF MUST THINK EUROPE IS A BARBER SHOP

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By "BUD" FISHER

