

THE EVENING TIMES AND STAR, ST. JOHN, N.B., THURSDAY, JUNE 24, 1915

9

## A REVELATION IN MODERN MERCHANDISING

**SAVE! SAVE!!**

The Most Astounding and Stupendous Money Saving Event

SEE THE  
BIG RED  
PRICE  
TICKETStelling the Story of  
the Bargains**McMACKIN'S****ENTIRE \$40,000 STOCK**Be Here When The  
Clock Strikes Ten  
Friday Morning

200 YARDS NEW PRINTS—Regular  
10c. .... For 7c. yard

FANCY CREPES—Two patterns.  
Regular 25c. .... For 17 1/2c. yard

10c. FLANNELETTES .... For 6c. yard

GENUINE LINEN TOWELLING  
For 9c. yard

BLEACHED SHEETING—72 inch  
For 24c. yard

LADIES' PRETTILY TRIMMED  
NIGHTGOWNS .... For 49c. each

**High - Class Dry Goods, House Furnishings and  
Carpets and Men's Furnishings**

now offered to the public at unheard of price reductions, a demonstration in practical economy that will totally eclipse and surpass any former value giving demonstration ever before attempted in this province.

Let the price hatchet now swing--read the details carefully--bargain batteries are being turned loose. It's your golden opportunity to save.

**SALE BEGINS FRIDAY, JUNE 25TH., 10 A. M. SHARP****These Unmatchable Bargains Claim  
Your Attention**

LADIES' HIGH-GRADE BLACK COTTON AND LISLE HOSE—  
With Indestructible and Triple Woven Toe and Heel, Fully  
Fashioned. Specially Priced, 12 1/2c. pair

EXTRA QUALITY LISLE HOSE—With Deep Garter Top, Special  
Spliced Seams. .... Now Marked 29c.

LADIES' SILK STOCKINGS—For Children; Black, Tan or  
White. .... Now 21c.

BUSTLE BROWN STOCKINGS—For Children; Black, Tan or  
White. .... Now 21c.

A BIG LOT OF CHILDREN'S STOCKINGS. .... Clearing for 12 1/2c.

ROCK-RIBBED STOCKINGS—For Boys and Girls. .... Now 19c.

2,000 YARDS FINE EMBROIDERIES AND INSERTIONS  
All Marked to Clear, 6 1/2c. yard

1,000 YARDS RUCHINGS—Worth to 25c. yard.  
Clearing Now 2 1/2c. yard

NEW, FASHIONABLE, FANCY EMBROIDERED COLLARS—35c.  
Value. .... Now 19c.

HUCKABACK TOWELS—With Fancy Borders. .... Now 8c. each

PIQUE LINEN TOWELS—Large Size. Value 35c. .... Now 25c. each

CORSET COSETS—For Stout Figures, Laced Hips. Regular  
\$1.50. .... Clearing for 98c.

NEW AND CORRECT MODELS IN HIGH-GRADE CORSETS—  
Long Hips, Low or High Bust. .... Now Marked 89c.

CURTAIN SCROLL—Plain or Figured, White or Cream. For 15c. yard

---TAPES---For Portieres or Upholstering, a BEAUTIFUL  
REPPS—In Greens, Reds, etc. Worth \$1.00.

EXTRA Bargain for 59c. yard

ALL BAGS, SUIT CASES AND TRUNKS. .... Now Going for Almost  
Half Price.

NOW, LADIES!

GENUINE SILK POPLIN RUBBERIZED RAINCOATS—New  
Styles. Former Value, \$8.50. .... Now \$4.95

LADIES' FINE WHITE CAMBRIC BLOUSES—Prettily trimmed  
with Embroidery and Lace. Value to \$1.50. .... Clearing Quick for 48c.

A LOVELY RANGE OF NEW AND UP-TO-DATE STYLISH  
BLOUSES—Former Values to \$1.50. .... Now 98c.

WOMEN'S SUMMER UNDERVESTS. .... For 8c.

WOMEN'S SUMMER COMBINATION UNDERWEAR—  
40c. Value. .... Now 29c.

36 INCH FLANNELETTE—New Patterns. .... Now 8c. yard

HEAVY COTTON SHIRTINGS—Neat Stripe Designs. Now 11c. yard

FINE TAPESTRY TABLE COVERS—Six quarter. .... Now 98c.

EXTRA GOOD QUALITY TAPESTRY COVERS—Eight quarter.  
Now \$2.18

DON'T MISS THESE!

WINDOW BLINDS—Genuine Old Finish, Good Spring Rollers.  
Clearing for 29c.

STAIR OILCLOTHS. .... While it Lasts, 9c. yard

FLANNELETTE BLANKETS—Just the thing for summer.  
Now Clearing at \$1.29

CIRCULAR PILLOW COTTON—Forty inch. A Bargain, 27c. yard

**EXTRA!**Opening Day, Friday,  
June 25th.We Shall Sell to the First 100 Customers Whose Purchases  
Amount to \$2.00 or Over**100 BEAUTIFUL BLOUSE LENGTHS**  
Full 2 1/2 Yards**For 10 cts.**

Each. These Range in Value as High as \$1.50

**Doors Open Friday, 10 a. m. Sharp****DON'T FAIL TO BE HERE!****THIS STORE'S RECORD**is beyond reproach. Sixteen years of straightforward business policy  
is the record of this store. We fully realize the great importance of  
retaining the confidence of the public. We dare not do anything to  
shake that confidence, and when we tell you that this entire \$40,000  
stock is now on sale without reserve or limit, you may come to this  
sale expecting bargains, and you won't be disappointed.**MEN'S AND BOYS' FURNISHINGS**

MEN'S FINE BALBRIGGAN SHIRTS AND DRAWERS—All  
Sizes. 50c. Value. .... Now 33c.

BOYS' FINE BALBRIGGAN SHIRTS AND DRAWERS. .... Now 23c.

MEN'S FINE QUALITY LIGHT WOOL AND COTTON UNDER-  
WEAR—The Celebrated Sovereign Brand. .... Now 98c.

MEN'S HIGH-GRADE NEGLIGEE SHIRTS—Coat Style, Neat  
Stripes. Former Value, 55c. .... Now 53c.

MEN'S WORKING SHIRTS—Heavy Duck; Khaki, Black and  
White Stripes, or Plain Black. .... Now 42c.

MEN'S EXTRA HEAVY DUCK OVERALLS AND JUMPERS—  
Former Price, 85c. .... Now 68c.

LOOK! MEN'S FINE QUALITY SUMMER FLANNEL SHIRTS—  
Coat Style, Celebrated Forsyth Brand, Very Neat; Soft Turn-  
Back Cuffs. Former Price, \$1.75. .... Now \$1.27

EXTRA QUALITY FINE SHIRTS—New Patterns. .... Now 85c.

BOYS' SHIRTWAISTS—With Collars Attached. .... Now 28c.

BOYS' OLIVER TWIST SUITS. .... Clearing for 76c.

BOYS' FINE QUALITY WASH SUITS—Belted Coats and Bloomer  
Pants, Sailor Collars. Former Value, \$1.50. .... Now \$1.08

**Here's Practical Economy For You**

FLOOR OILCLOTHS—Extra Heavy Quality, Floral and Tile Pat-  
terns, One and Two Yards Wide. .... Now Marked 28c. sq. yard

GENUINE ENGLISH LINOLEUM—Large Variety of Patterns, Two  
Yards Wide. .... Now Marked 47 1/2c. sq. yard

VERY HEAVY QUALITY ENGLISH LINOLEUMS—Four Yards...  
Wide. .... For 57c. sq. yard

CARPETS! CARPETS! CARPETS!

TAPESTRY CARPETS—Limited Quantity. To Sell for 43c. yard

TAPESTRY STAIR OR TRACK CARPETS—Good Range of Pat-  
terns to choose from. Value, 75c. .... Now Marked 58c. yard

EXTRA QUALITY TAPESTRY STAIR OR TRACK CARPETS—  
Extra Width. Value, \$1.00. .... Now Marked 78c. yard

BEAUTIFUL AXMINSTER RUGS—Regular \$2.75. .... For \$1.98

ATTRACTIVE TAPESTRY RUGS—Regular \$1.75. .... For \$1.34

EXQUISITE PATTERNS IN SEAMLESS AXMINSTER RUGS—  
Fine Quality. Regular Value, \$4.00. .... Now \$2.98

TAPESTRY SQUARES—Choice Designs, 3 by 3 1/2 yards. Now \$9.85

MOHAI DOOR MATS—Crimson or Emerald. .... Now \$1.08

TAPESTRY DOOR RUGS—Fringed Ends. .... Now 27c.

NOTTINGHAM LACE CURTAINS—2 3/4 Yards Full Width, Dainty  
Designs. Worth \$1.00. .... Clearing for 59c. pair

EXTRA FINE QUALITY LACE CURTAINS—3 Yards and Extra  
Wide. .... Clearing for \$1.08 pair

A LOT OF HIGH-CLASS LACE CURTAINS—Nice Assortment of  
Designs; the balance of our best lines. Formerly sold for \$4.00  
and \$5.00. .... Clearing for \$2.93 pair

**GET THESE NOW!**

WOMEN'S WRAPPERS AND HOUSE DRESSES—Neat Patterns.  
Your Choice Now 98c.

GIRLS' MIDDY BLOUSES—Very Daintily Trimmed. .... Now 98c.

CORSET COVERS—Fine White Lawn, Prettily Trimmed with Wide  
Lace. Former Value, 35c. .... Now 19c. each

A FINE RANGE OF SUMMER WASH GOODS—In Ginghams, Cam-  
brics, Muslins and Fancy Crepes. .... Now 13 1/2c. yard

BEAUTIFUL WHITE BEDFORD CORDS—For Summer Skirts and  
Dresses. .... Now 19c. yard

GENUINE ENGLISH CAMBRICS—Very Attractive Patterns.  
Now 13 1/2c. yard

**CHOICE DRESS GOODS****A TREMENDOUS CLEARANCE OF FINE DRESS GOODS  
AT A STUPENDOUS SAVING**

PLAIN AND FANCY WEAVES—Stylish Greens and Navy. Regu-  
lar Price, 60c. .... Now 37 1/2c. yard

FINE ALL-WOOL SERGES AND FANCY WEAVES—In a Splen-  
did Assortment of Shades. Regular Price to \$1.00. Now 69c. yd.

CASHMERE FOR CHILDREN'S DRESSES—Pretty Pink  
Shade. .... Now 27c. yard

LADIES' FANCY UNDERSKIRTS—Beautiful Soft Moire, in all the  
New Shades. .... Now \$1.29

**GREAT REVOLUTION IN COMMER-  
CIAL CIRCLES**This great event will revolutionize  
prices in St. John. It's a big business  
proposition with everything open and  
above board. In justice to yourself and  
pocket-book, dare you overlook this  
great saving chance? You can't down  
the truth, and good old honesty is still  
above par. The word BARGAIN never  
carried a stronger, truer meaning than  
you will find demonstrated here. Price  
Quotations Unless Backed by Depend-  
able Merchandise Carry No Meaning.**"SATISFACTION OR YOUR MONEY BACK"****S. W. McMACKIN****335 Main St., St. John****OUR GUARANTEE**We wish to emphasize the importance  
of this event. Everything will be sold  
exactly as advertised, and we guaran-  
tee every statement here made, every  
price and every article. Goods may be  
exchanged if not satisfactory. We will  
not tolerate any misrepresentation  
whatever. Every article marked in  
plain figures.**SALE BEGINS  
FRIDAY, JUNE 25  
For 14 Days Only**