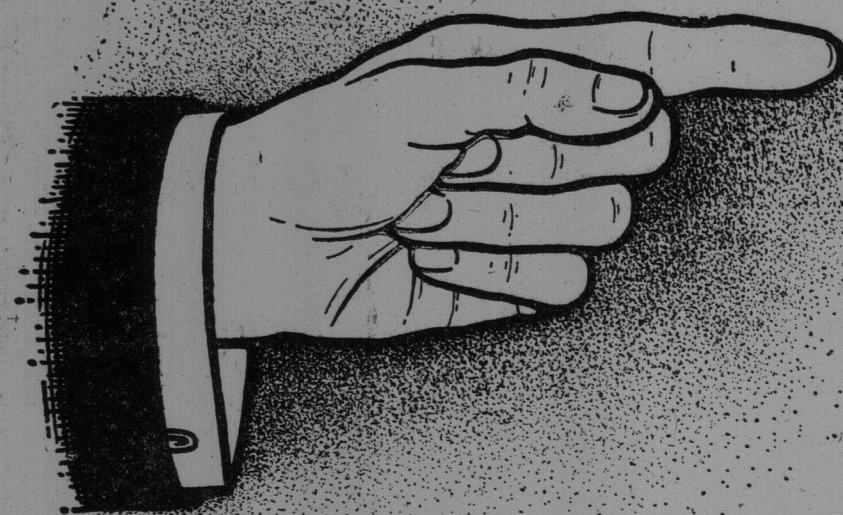


THE EVENING TIMES AND STAR, ST. JOHN, N. B., WEDNESDAY, APRIL 19, 1911

A "MAGIC RED MARK" SALE

Thursday 20th to Monday 24th



Here's the explanation of the mystifying Magic Red Marks that everyone is talking about.

Mysteriously, suddenly, on all sides—all around town—the last few days the Magic Red Marks appeared. "What did they mean?" has been the universal question. Here is the answer. The Magic Red Marks are symbols of a great "Red Mark Sale" that begins here Thursday, 20th, to Monday, April 24th. This is a sale event of unprecedented and extraordinary importance.

It's a greater and more sweeping sale of fresh and dependable merchandise than has ever been held in this city.

"Red Marks" are the bargain signs, and you'll find them by the hundreds all over the store.

The Red Marks point the way to articles in every department that are marked away down for quick sale. Look for them.

There are no half-way measures in this sale—no quibbling over prices or thought of profits. The goods **Must Go**—and our price-surgery has been pitiless.

We'll cheerfully stand the loss if you'll help us get rid of these goods—goods whose time is up with us, but which you need and will need for long to come.

The bargains told of below are just a brief index. There are scores of other wonderful Red Mark values which have been omitted for lack of space. **Be early.**

LASTS FOUR DAYS --- THURSDAY 20th UNTIL MONDAY, 24th

RED MARK SALE—4,000 YARDS OF SPRING DRESS GOODS AND SUITINGS.

Matters not what color or quality you are seeking, you can find it here and at a saving from usual costs.

This is a large purchase made from manufacturers' agents and secured especially for quick sale purposes.

To turn over this large quantity in a few days we can afford to sell them at a very small margin of profit. They are all new goods and include broadcloths, fine serges, Panama suitings, Venetians, Sanitons and fine French Poplins. An opportunity to

secure dresses at a saving of from one-third to one-half. Costume Cloths and Suitings, value up to \$1.50. Red Mark Sale... 79c.

Poplins and Sateens, in all shades, value up to 85c. a yard. Red Mark Sale, 49c.

RED MARK SALE OF SPRING COSTUMES.

There is no mystery to these money saving values. Every price tag tells its own story of savings.

Costumes in very fine all-wool Panama cloth, especially man tailored, new style of narrow skirt and short coat. Come in navy, brown,

green and black; sizes 34 to 40. Value up to \$19.75. Red Mark Sale... \$14.50

Especially well made suits of fine all-wool Panama cloth with 26 inch coat, new style narrow skirt. Come in navy, brown and black Panama. Red Mark Sale... \$11.90

Wonderful value in Donegal Tweed Suits, made very prettily, with tailored straps and band round the bottom of the skirt. Trimmed with self-colored buttons. Come in navy and brown. Value up to \$9.50. Red Mark Sale \$9.50

Very fine Black Taffeta Silk Coat, elaborately trimmed with jet-tail braid on lapels, collar and down front. Red Mark Sale... \$11.95

RED MARK SALE—LADIES' SPRING SILK COATS.

Large number of imported Very soft quality black Silk Coats. All new styles. Size 34 to 40. Remarkable value. \$19.75. Red Mark Sale... \$15.95

Trimmed Black Silk Coat, trimmed with braid on lapels, collar and down front. Red Mark Sale... \$10.75

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RED MARK SALE OF WASH GOODS.

To save on wash fabrics at the very beginning of the season is truly unusual; but that is just what this Red Mark Sale does. Here are instances—

RED MARK SALE IN WASH GOODS DEPARTMENT.

1,000 yards of pretty new muslins for children's dresses, floral or conventional design, and some with dainty polka dot. Red Mark Sale... 10c. per yard

700 yards new design printed Dress Muslin and Batiste, very dainty design, all fast washing colors. Pick of the season's new goods. Red Mark Sale, 12 1/2c. per yard, 8 yards for \$1

1,000 yards of new stripe Ging-ham and Scotch Zephyrs. Some plaid, all pretty clean, fresh designs. Blue, pink, brown, helio, etc. Red Mark Sale, 10 1/2c. per yard

500 yards of Linene Suitings, on plain colors, sky wisteria, blue, tan, natural, grey, rose, or reseda. For coat suits or wash dresses. 34 inches wide. Red Mark Sale, 12 1/2c. per yard

Mercerized Repp Suitings, of very attractive material, in good plain colorings for coat suits, etc. Comes in black, rose, champagne, sky, natural. Red Mark Sale, 15c. per yard

1,200 yards of Printed Cambrics and Regattas; all clean, fresh goods. Red Mark Sale, 10 1/2c. a yard

RED MARK SALE—LADIES' SPRING HOSIERY.

1,000 pairs Ladies' Sheer Lisle Hosiery, part of a special importation. Ladies' very sheer Lisle Hose, in black and tan, 3 inch garter top, extra special heel and toe. Hermsdorf dye, fast color, every pair guaranteed. Value up to 40c. a pair. Wonderful Stocking for the money. Red Mark Sale, 27c. a pair

Lot 2—Counter line of black or tan, fast color, Cotton Hose, extra strong. Red Mark Sale, 2 pairs for 25c.

Children's Plain Top Sox, in brown, navy, white or sky, with plaid tops. Red Mark Sale, 10c. a pair

RED MARK SALE—JEWELRY DEPARTMENT.

A very large variety of Dutch Collar Pins and pretty Brooch Pins, in various designs. Some with antique settings. Regular price up to 39c. Red Mark Sale, 12c. each

25c. Bar Pins, 3 sizes, dull and bright gold. Red Mark Sale, 17c. each

RED MARK SALE—LADIES' SPRING WALKING GLOVES.

Real English "Nappa" Cape, two dome fasteners, in tan and brown. Every pair guaranteed. Red Mark Sale... 69c. a pair

Fine French Kid Gloves, two dome fastener, good soft skins, and spring shades of tan and brown. Red Mark Sale 78c. a pair

RED MARK SALE—LINEN DAMASKS AND NAPKINS.

Real Irish Linens. Remarkable line of snow white Damasks, all fine linen, special for this sale. 70 inches wide, extra good floral and conventional designs, full bleach. Regular value 85c. per yard. Red Mark Sale... 69c. per yard

Also 61 inch Cream Damask, extra heavy, poppy design. Regular value 60c. Red Mark Sale, 47c. per yard

RED MARK SALE—STAPLE DEPARTMENT.

All-linen Towels, 50 dozen Hand Towels, white or red border, size 17x34 ins.; regular value 30c. and 35c. per pair. Red Mark Sale 12 1/2c. each

Salvo of fine Damask Napkins. All linen, in excellent designs to match tablecloths; size 20x20. Regular \$1.75 per dozen. Red Mark Sale... \$1.38 per dozen

Guest Towels of fine quality huck, hemmed, value up to 45c. and 50c. per pair. Red Mark Sale, 37c. per pair

20 x 20 Union Linen Damask Napkins. Regular \$1.25. Red Mark Sale, 97c. per dozen

Galatea for Boys' Suits and Blouses. Very strong English Galatea, khaki color, with white or dark colored stripes. Just the thing for boys' suits or blouses, or girls' dresses. Red Mark Sale, 12 1/2c. per yard

Extra good quality Hemmed Slips, full 40 inch size. Regular 36c. per pair. Red Mark Sale Price... 28c. per pair

500 Yards Good English Shirting. Fine strong Shirting, in best selling patterns. Close English make, light and dark grounds. Regular price up to 16c. per yard. Red Mark Sale... 12 1/2c. per yard

100 Shaker Blankets, Extra Large Size. 12x4 Shaker Blankets, mill seconds, white or grey, with blue or pink border. Regular price, \$1.75. Red Mark Sale... \$1.49

Art Muslins. Very useful for summer cottages. Printed designs on cream ground, some with border on each side for curtains, 36 inches wide. Value up to 17c. Red Mark Sale, 7 1/2c. a yard

15c. Brass Curtain Rods, with fittings... 10c. each.

Very pretty frilled White Muslin Curtains, with band of insertion and five-inch ruffle, 2 1/2 yards long. Regular price \$1.25. Mark Sale... 89c. per pair

100 pairs 11x4 Grey Shaker Blankets at mill prices. Large size. Red Mark Sale, \$1.19 per pair

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RED MARK SALE—LADIES' LINGERIE DRESSES.

A number of remarkable bargains for this sale only. Ladies' white Lingerie Dresses, with band of white embroidery down front, lace at sleeves and yoke, back and front, and band of insertion round bottom of skirt. Very prettily made. A remarkable triumph for a white wash dress at this price. Red Mark Sale... \$2.59 each

Extraordinary well made Lingerie Dresses, trimmed with wide cluny insertion on waist and skirt. This costume is as pretty as any line shown last year at \$5.75. Red Mark Sale, \$3.65

Fine soft finished Chiffon Taffeta Waists, made in tailored style with fine tucks, self-covered buttons, silk ruffle down front, band cuffs. Very serviceable business waists. Red Mark Sale... \$2.75

Fine Satin de Chene or Soft Silk Waists, in brown, navy, green or black, very prettily made, with Kimono sleeves. Regular \$4.50. Red Mark Sale... \$3.75

Just a few at this price. Black Panama dresses, trimmed with rat-tail braid in black. Regular price \$12.00. Red Mark Sale... \$8.90

Very Fine All-wool Panama Dresses, new straight style for slender figures. Come in black only. Regular price \$17.90. Red Mark Sale... \$13.90

Fine Grained Leather Bags with oxidized frame, leather lined or silk poplin lined. Value up to \$2.25. Red Mark Sale... \$1.58

Children's Mocha Leather Bags with chain, black, green or tan, with gilt or silver frame. Red Mark Sale... 39c.

35 dozen Ladies' Colored Border Handkerchiefs, in various designs. Special purchase for this sale. Red Mark Sale 6 for 19c., or 31-2c. each

100 dozen Linen H. S. Handkerchiefs. An extraordinary purchase. Every handkerchief in the lot worth double the price. Red Mark Sale, 39c. per half-dozen

500 Yards of White Dress Muslins. Fine dimities and muslins in this sale. Fine spots, stripes and checks. Value up to 16c. Red Mark Sale... 12 1/2c. per yard

45 inch White Organdies. Fine Organdies for confirmation dresses. An opportunity to buy at this low price; full 45 inches wide, value up to 28c. a yard. Red Mark Sale Price... 19c. per yard

400 Yards White Victoria and Persian Lawns. 38 inch White Victoria Lawn, extra good quality for the price. Regular 16c. Red Mark Sale... 12 1/2c. per yard

For underwear, infants' wear, etc. 36 inches wide. Value up to 20c. Red Mark Sale... 12 1/2c. a yard

1,000 Yards White Window Muslins. English White Window Muslins in coin spot, stripes or mission designs. Regular up to 25c. a yard. Red Mark Sale... 17c. a yard

Large assortment of colors in good quality Tapestry Portiers that would be sold up as high as \$2.75 to \$5.25 per pair. To be sold in singles or in pairs at a saving of 33 1/3 to 50 per cent. Red Mark Sale, \$1.25, \$1.50, \$1.75 each

White or Ecu Serim, 36 inch. Red Mark Sale... 10c. per yard

Double Width Cretonnes. For portiers and closet hangings, dark ground, reds and green predominating. Regular 35c. Red Mark Sale... 23c. a yard

Very pretty and summer-like, easy to wash. Come with white grounds, with pink, blue or rose colored designs in centre and border. Medium double bed size. Red Mark Sale, \$1.19 each

White Quilts. Great bargain in English White Quilts, all new designs; value up to \$2.50. Size 61x84. Red Mark Sale... \$1.89

Lace Curtains—Red Mark Sale. 150 pairs Nottingham Lace Curtains. Some are sample lines, value up to \$2.25 per pair. Red Mark Sale... \$1.19

75 pairs of fine lace or net Curtains, in many different designs. Plain centres, single or double borders. Value up to \$3.75 to \$5.00. All one price. Red Mark Sale, \$2.95 per pair

300 yards colored Rajah silks or shantungs for suits or dresses. Excellent in washing. Come in blue, grey, brown, green. A great many odd lengths to be sold very low in price to clear. There are many dress lengths. A great number of pieces suitable for ladies' separate coats or skirts. Regular 75c. and 85c. Red Mark Sale... 47c. per yard

400 yards "Yedon" silks, spot design, very pretty design for summer dresses or evening wear. Come in all light shades, such as sky, rose, green coronation blue, reseda, helio, amethyst, cream, black, grey. Red Mark Sale... 33c. per yard

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