

Forced To The Wall

Over Bought and Now We Must Take the Consequences

Extra heavy buying, and the recent slumps in prices has left on our hands a tremendous stock of Men's Suits and Women's High Grade Clothing, Shoes, Furnishings, etc. All brand new, up-to-the-minute goods in the season's newest styles

OUR CREDITORS ARE CLAMORING FOR MONEY

Men's Wool Socks Reg. 65c. at 39c.
Men's Cotton Socks Reg. 39c., at 12c.
Men's Lisle Socks Reg. 40c., at 19c.
LADIES' DEPT. Ladies' Silk Hose All colors. Reg. \$3.50 Sale price \$1.48
Ladies' Lisle Hose Brown and Black Reg. 75c., for 33c.
Ladies' Black Lisle Hose Reg. 65c., for 29c.
Men's Duster Coats Reg. \$5.00, for \$1.98
One Big Lot Men's Sport Shirts All sizes. Reg. \$2.50, for \$1.48

Bills must be paid or we will be put out of business, the only way open to us is to turn the stock into CASH, even though we lose money. With our back to the wall, we were forced to call for outside help, and to our assistance came

The W. W. JOHNSON COMPANY
of MANCHESTER, N. H.

who have taken control at

The King Square Sales Company

and instructed to sell their stock for whatever it will bring.

OVERALL DEPT.
Men's Overalls
Assorted colors, all
sizes, white, blue, black,
khaki.
Reg. \$3.00, for \$1.48

One Big Lot
Men's Dress Tweed Pants
Reg. \$5.00, all sizes,
for \$2.48

Men's Blue Serge Dress
Pants, all sizes.
Reg. \$8.00, for \$4.98

Men's Policemen's Braces
Reg. \$1.25, for 69c.

Men's Assorted Shirts
All sizes. Reg. \$3.50,
for \$1.48

The Days of the Sale are July, Wed. 14th, Thur. 15th, Fri. 16th, Sat. 17, and Continues for 10 Days. Sale Opens at 9 a. m.

The Biggest Smash in Prices St. John Has Ever Seen

MEN'S HAT DEPT. Straw Hats, all sizes. Reg. \$1.25, for 39c. Men's Caps Reg. \$3.00, for \$1.48	Men's Working Shirts All good make and as- sorted sizes. Reg. \$1.58, for 69c.	Regardless of the price we paid for our goods this well known com- pany is determined to turn the stock into CASH. Consider what this means to you. You have ONE GREAT CHANCE to get your money's worth; aye, more than your money's worth. OUR LOSS IS YOUR GAIN. We have been looking over the price tickets attached by the W. W. Johnson Company to our goods, and realize that we are going to lose heavily by this forced sale. But what can we do? We need the money, and the matter is out of our hands. THE STORE IS NOW CLOSED TO ARRANGE THE STOCK AND MARK DOWN THE GOODS FOR THIS GREAT SALE BY ORDER OF W. W. JOHNSON & CO.	LADIES' WHITEWEAR DEPARTMENT One Big Lot of Women's Shirts, Reg. 50c. Sale price 23c.	One Big Lot Men's Blucher Boots, Reg. \$9.00, for \$5.48
Men's Suits, beautifully modeled. Reg. \$35.00, for \$19.00	Men's Silk Neckties Reg. \$1.50, \$2.00. Sale price 69c.		One Big Lot of Ladies' Corset Covers Reg. \$1.00, Sale 39c. Ladies' Allover Aprons Reg. \$1.98, for 89c.	One Big Lot of Men's Sample Boots, All latest styles, and the very best make, bought for the sale. Reg. \$12, \$14, \$16. Sale price \$7.48
One Big Lot Men's Knitted Ties, All colors. Reg. \$2.50, for 98c.	One Big Lot of Men's Black Twilled Pants. Reg. \$6.50. Sale price \$2.98		Men's Raincoats, All beautifully shaded and good quality. Reg. \$17.00, for \$7.98	BOYS' DEPARTMENT One Big Lot of Boys' Wash Suits, all shades. Reg. \$2.50, for \$1.49
One Big Lot of Men's White Linen Handkerchiefs, Reg. 25c. Sale price 8c.	One Big Lot of Boys' and Youths' Overalls. Reg. \$1.98. Sale 79c. All colors.		Big Lot Men's Heavy Work Shoes, black leather. Reg. \$6, sale price \$2.98	One Big Lot Ladies' Assorted High Grade Boots, Reg. \$7 to \$14. Sale price \$2.98 up
All Wool Sweaters, All colors and sizes, to be cleared at \$1.98. Don't miss it.	MEN'S DEPARTMENT One Large Lot of Men's Combinations, All sizes. Reg. \$3.00. Sale price \$1.48	Men's Summer Under- wear. Reg. \$1.25, Sale price 49c.	One Big Lot Men's Dress Boots, Reg. \$10, sale price \$6.48	Men's Oxfords, Black and Tan, all styles. Reg. \$9.00, Sale price \$5.98
			One Big Lot of Men's Sneakers, Reg. \$2, sale price 98c.	

THE BILLS COME DUE FAST AND FURIOUS --- IT'S PAY DAY --- THEY MUST PAY UP

AS SOON AS YOU ENTER OUR DOOR the money in your pocket is doubled. 50c., one dollar's worth. Keep this in mind, and postpone your shopping until the SALE STARTS, then come right down on the opening days, and buy for all you are worth.

WANTED
50 SALES PEOPLE
APPLY AT THE
STORE AT ONCE

TO THE MEN OF ST. JOHN—Never before and probably never again will you have such a chance as this. We have a range of Rain-coats, new, stylish, and splendidly tailored in all latest patterns, that positively must be cleared. It's up to you, so get here on time.

It's the Chance of Your Life -- Remember the Days
Wed., Thur., Fri. and Sat. and Continues for 10 Days

Save This AD and Bring It With You—Make No Mistake, Look for the Big Sign

W. W. JOHNSON COMPANY Over the Door at **THE KING SQUARE SALES COMPANY**
DIRECTLY OPPOSITE THE MARKET