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A Message to the Women of St. John!

I Must Unload My Entire

\$ 300,000 STOCK

To the Public at Once!

I AM NOT CONSIDERING PROFITS WHATEVER!

The Newest in Ladies' Wearing Apparel for Spring and Summer, 1923, to be Sacrificed Regardless of Any Cost!

I have been Supplying the Wearing Apparel Wants of a Greater Portion of the Female Population of St. John for the Past Six Years.

I have just returned from the Upper Canadian and American Style Centres. My mission to these centres was not to buy but to try to cancel the orders I had placed for Spring and Summer, 1923, on account of our season being backward, it leaves me with a greater stock than before.

I was Unsuccessful, the Merchandise is Arriving, and I am now going to liquidate this Brand New Stock at Prices that will amaze you.

Be here with the Crowds on Opening Day and get the First Choice of this Brand New Stock.

SALE STARTS FRIDAY, AT 9 A. M.

SPECIAL One lot of Silk Dresses, in Crepe-de-Chene, Satin and Crepe Net, in different styles. Worth up to \$35.00. Going at \$9.95	SPECIAL A few Dresses in Serge, Poirer Twill and Tricotine that will be cleared at \$8.95 A real Bargain	SPECIAL About 25 Spring Coats for immediate wear, in Polo cloth. The very newest styles and shades. Going at \$6.95	SPECIAL One lot of Suits in Serge, Tricotine. Pencil stripe. Some silk lined and tailored. Worth up to \$40. Will be cleared at \$9.95	SPECIAL There will be a lot of Summer Dresses in Gingham, Voile and French Linen. All colors. All sizes. Ranging from \$2.95 up
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One lot of Canton Crepe Dresses. Fancy trimmed. Some with beads; some straight waist lines. Values up to \$35.00. Going at \$14.95
A few Dresses in Satin Canton, Canton Crepe, in straight line. Some pleat trimmed; some beaded; some embroidered trimmings, in different shades. Worth up to \$40.00. Going at \$19.95
About 25 Dresses in Tricotine and Poirer Twill, with brocaded trimmings. Direct from the leading fashion centres. Worth \$28.00. Going at \$14.95
A Wonderful Line of Sport Coats in all wool cloths. Swagger tailored models. Worth \$20.00. Going at \$12.95
One lot of Velour Coats, in all shades. Regular length. Very well tailored. Some silk lined. Worth up to \$30. Going at \$12.50
About 30 Blue Wraps. Beautifully brocaded Tricotine. Some Poirer Twill, with all silk lined throughout. Worth \$55.00. Going at \$37.50
A few Broadcloth Wraps in nice shades; some with large brocaded collars and sleeves. Worth up to \$50.00. Going at \$34.50
One lot of Tricotine Wraps. Especially attractive models with cable trimmings. All silk lined. Regular price \$48.00. Going at \$29.95

A Word From Alex. Lesser

This sale will be of the utmost interest to every woman in the city of St. John and the province of New Brunswick. I am going to make a name for myself at this sale. You will get more for your money here than in any other place in the Dominion of Canada.

Square dealing has always been my guiding principle. I have gone over every article carefully and repriced them myself. Every item is offered at prices that disregard costs and ignore profits. Everything will be marked in plain figures. I hope the people will take advantage of this wonderful saving event. You will get everything just as advertised.

(Signed) ALEX. LESSER.

A few Sports Suits in all pure wool cloths. Different shades. Just the thing for this climate. Regular \$35.00. Going at \$19.95
50 Ladies Suits in the very newest styles. Some tailored long coats. Some Russian effect. Some fancy trimmed, in tricotine and serge. All silk lined. Regular \$40.00. Going at \$19.95

A few Suits in the very best cloth, in navy, in America's best styles. All tailored. Regular \$40.00. Going at \$26.50
One lot of Tricotine Suits. Especially made for street wear. Neatly tailored. In all sizes. Regular \$45.00. Going at \$29.50
About 30 Suits in Tricotine and French Twill. All nicely lined with silk, in box, Russian and Tailored; brocaded and nicely embroidered backs. Regular price \$60.00. Going at \$34.75
One lot of Suits in black, navy and brown. The very newest styles. All sizes. Regular \$40.00. Going at \$27.50
About 25 Skirts, in all shades. Pleated. Makes a wonderful skirt for sport wear. All sizes. Sale price \$5.95
One lot of Skirts in all wool, in new pleat combinations that are absolutely the newest. Sale price \$7.50
A few Sealine Scarfs for summer wear. Very good fur; 72 in. long, with pockets. Sale price \$10.95

No Phone Orders,
No Approvals,
No Returns,
Terms Cash,
Doors Open at 9 a. m.
FRIDAY

ALEX. LESSER'S
210 Union Street
ST. JOHN, N. B.

Sales Ladies
Wanted
Apply Within
Alterations Free
at This Sale