

MASTERFUL AND MIGHTY! FAST AND FURIOUS!

An Event in the Business World that Must Command Your Attention!

JUST THINK!

J. W. MONTGOMERY'S ENTIRE STOCK

consisting of **STAPLE and FANCY DRY GOODS**, Men's and Ladies' Ready Made Fine Clothing, Furnishings, Mantles, Rainproof Coats, Suits and Skirts, with one hundred other articles too numerous to mention here. Everything will be thrown on the market at the mercy of the public, and sold for less than the actual cost of the raw material by the **Toronto Brokerage Co.**, of Montreal, known from ocean to ocean as the World's Greatest Bargain Givers.

Sale Commences TOMORROW, THURSDAY, APRIL 4th,

And will Continue for 9 Days, and 9 Days Only.

This Stock Must be Turned into Cash at Once, Regardless of Cost or Value. It is not a question of what an article cost or what it is worth, but rather how low must we cut the price to get rid of the goods at once. This Sale means multitudes of savings to you, Great Generous Savings, the Economist's Harvest, the most advantageous moment for shrewd, careful buyers. Every Article—Every Item in the Store an Immense Bargain. The most stupendous movement of new, clean, up-to-date merchandize. All bought for this Winter and Spring Season, but conditions imperatively demand turning the stock into Cash at once, and to do this J. W. MONTGOMERY'S STOCK IS BEING SACRIFICED TO YOU.

A \$5.00 Bill Spent in Our Store will do the Work of \$15.00 Spent Elsewhere.

Below we give you a few items from the 1000's of splendid values that we are sacrificing during this closing-out sale. Read them carefully—think over fully—reflect deeply, and then say whether within your memory or knowledge you have ever known of such immense bargains being offered before, and remember, these items are but a sample from many hundreds of equally big bargains to be had at J. W. MONTGOMERY'S STORE, St. John. **Prices Cut to a Whisper. Come. See for Yourself. Come.**

Flannelettes, per Yard, 4c.

No such price-slashing ever undertaken before

1150 yards Prints, in all colors, worth 9c, for .. 50
Flannelettes, heavy make, good 12 1-2c value, only .. 70
Wrapperettes, splendid 14c quality, only .. 80

— THE CHANCE OF A LIFETIME. —

Sensations!

Clarke's Best Cotton and Sewing Thread .. 30
So that everybody may participate in this unparalleled selling, only four spools will be sold to any one customer.
Dress Gingham for only .. 50

Dry Goods.

300 Yards English Cashmere Dress Goods, worth 45c, Brokerage price .. 190
350 Yards Fine Black Serge, worth 85c, Slaughter price .. 390
190 Yards Fancy English Mohair, worth 75c. Brokerage price .. 390
42 Inch Scotch Mixture, all colors, worth \$1.10, .. 490
10 Pieces Heavy Cloth Dress Goods, all colors, 44 ins. wide—a splendid material for Separate Skirts or Children's wear, worth 35c, while it lasts .. 150
300 Yards Extra Heavy Costume Cloths, 54 to 60 inches wide, all pure wool, positively worth \$1.25, Toronto Salvage Co.'s price .. 690

Ladies' Spring Jackets.

A few of the very best, they are in navy, gray and black, all good styles. We must get rid of them. Here is your chance. They are yours for practically what you will give.
200 Ladies' Spring Coats, worth \$8.00, for .. \$3.98
125 Ladies' Mantles and Rainproof Coats to be sold cheaper than the cost of production.
Blouses, a few extra good ones on hand. Have sold up to \$1.50 each, your pick to close, .. 490
Ladies' Underskirts, full lengths in all sizes, worth \$1.25, now .. 690

Tailor-made Skirts, Spring Jackets, etc.

160 Swell Up-to-date Coats, cut in the height of fashion, will be sold all over Canada this Spring for from \$12.00 to \$16.00, price .. \$5.49
265 Ladies' Rainproof Raglans, very latest styles, worth \$10.00 to \$12.00, .. 2.98
186 Ladies' Skirts, \$2.50, \$3.00, \$3.50 value to be slaughtered at .. 1.98
Misses' Skirts, .. 1.59
Ladies' Short Coats, worth \$10.00 .. 2.49
\$4.00, \$5.00 and \$6.00 Skirts, .. 2.88

Dress Goods—A Sacrifice.

Serge, in Light and Navy Blue, for only .. 220
Fancy Satin Cloths, in Green and Cream, etc. .. 110
Highest Quality Dress Goods—New Checks—worth double the price .. 230
Fancy Mohairs, in Black, Blue and Brown, .. 290
Cashmere, Black and Colors, .. 390
Silk Velvet, worth \$1.50, for .. 350

Ladies' and Children's Furnishings.

Ladies' Wool Underwear, worth 60c, .. 29c
Children's Wool Underwear, worth 40c, .. 19c
Children's Stockings, 20 cent kind, now .. 9c
Ladies' Cashmere Hose, worth 50c, .. 19c
Boys' Fleece Underwear, worth 50c, .. 29c
90 Pairs Corsets, worth 70c, .. 18c

Wrappers.

A Good Print Wrapper, 69c. The Best .. \$1.09

Furnishing Department.

Handkerchiefs in all colors to be sold at .. 20
An enormous quantity of Men's Caps almost given away.
Men's Fleece Lined Underwear, worth 60c, at .. 39c
Men's Working Shirts, best on earth, .. 37c
Men's Dress Shirts, suitable for Sunday wear, worth up to \$1.00 and \$1.25. Our price .. 48c
Overalls, worth 80c, .. 39c
All Wool Underwear, regular price \$3.00 per suit, doomed price, each garment, .. 98c
30 dozen Lisle Thread Socks, worth 25c, .. 9c
25c Neckwear, .. 9c
25c Braces, .. 10c All 50c Suspenders, .. 19c
35c Wool Socks, .. 15c
Fine Cashmere Socks, regular 30c, .. 18c
50c Neckwear goes at .. 19c
Black Cashmere Hose, Ladies' and Children's, per pair .. 19c

Farewell Smallwares.

Needles, per paper, 1c. Pins, per paper, 1c. Dressing Combs, each, 6c. Embroideries, per yard, 3c. Dress Shields, per pair, 6c.

Dress up the Boys! You will never buy Boys' Suits so cheap again.

350 Boys' Suits, worth \$2.50 to \$8.00, go at .. 79c to \$2.98
Nothing Reserved! Everything Goes!
11,000 other articles, impossible to mention in this document, at the same ridiculous prices.

A Wirlwind of Bargains—Clothing.

150 Men's Well Made Suits, all to match, worth \$8.00, Toronto Brokerage Co.'s price, .. \$2.98
No such price-slashing ever undertaken before.
270 Men's All Wool Suits, sold all over for \$10.00, our price, .. 3.98
165 Men's Up-to-Date Suits, cut in the height of fashion, single and double breasted, some Tweeds and some Worsteds, would be cheap at \$13.00; our price, .. 4.98
240 Men's Tailor-made Suits, best workmanship in Canada, worth and sold all over for \$14.00; Toronto Brokerage Co.'s price, .. 5.50
175 Men's Hand-made Suits of Black and Blue Serge and some Scotch Tweeds, worth and sold all over for \$16.00, to be slaughtered at .. 6.98

The Chance of a Lifetime.

Men's Dress Suits, some silk and some satin lined, the very latest 1907 patterns, single and double breasted, all imported fabrics. They equal and are guaranteed to excel any \$18.00 merchant tailor-made suits, .. 6.98

148 Men's Suits, made by Canada's Best Wholesale Tailors, a famous brand, which we are forbidden by contract to advertise. These suits equal and are guaranteed to excel \$22.00 merchant tailor-made suit or your money back. 9.85

Cast Your Eyes on Those Bargains!

275 Men's Well Made Pants, worth \$1.25, for .. \$0.69
175 Men's Fine Made Pants, suitable for Sunday wear, worth \$2.00, now for .. 0.98
190 Pairs of Men's Fine Tailor-made Trousers .. 1.75

GOOD BYE OVERCOATS.

Raincoats, worth \$8.00, for .. 3.00
Good Beaver Coats, well made, worth \$10.00 .. 4.98
Spring and Fall Toppers and Bristols, Cravenettes. Every thread waterproof, worth \$12 to \$14 .. 6.98
350 Men's High Style Overcoats, cut in the latest styles, to be sold at unheard of prices. Don't fail to see them.

TOWELS.

Linen Towels, good line, each .. 40
Bath Towels, good quality, each .. 80
A full strong line of Table Linens and Napkins must go for almost nothing.

ALLOW NOTHING TO KEEP YOU AWAY. THE HOUR IS SET—THE DATE YOU KNOW.

There Will be a crowd, but you will be jostled by a pleased, good-natured people. Bring the children, and it will be a gala time for them.

Remnants! Remnants! Remnants!

The balance of our stock of Dry Goods will be cut up into REMNANTS, heaped up on one Big Bargain Counter, and REDUCED TO ALMOST NOTHING.
Miles and Miles, Miles and Miles of Cotton Prints, Flannelettes, Tickings, Sheetings, etc., at Manufacturer's Prices and Less.

It is the duty of every person to save money. Money saved is money earned; the price quotations on the merchandise marked in our store exemplify that the best and the greatest values in the land stare you in the face. The question is, can you dare, in justice to yourself, overlook a chance like this to save half that you would be obliged to pay in the regular way of clean up-to-date merchandise. Don't allow anything to keep you away from this sale; you can't afford it. Be on hand when the door opens and you will never regret it the longest day you live. For never were prices so ruthlessly cut. **Never was an effort more determined. Profits forgotten and cost not considered. Stop everything, at least for one day, and borrow the money, if you have not got it.** and visit the most legitimate sale ever conducted in this part of Canada.

We want you all to come and help us to move out this merchandise, and as an inducement we will treat you to the Greatest Bargain Feast ever held in St. John—200 Caps will be thrown into the crowd. Come and grab one.

We will refund railroad fare to all purchasers of \$20 worth, coming from a distance of 25 miles. Let nothing keep you away. Car fare refunded to every purchaser of \$5 worth. **Store will be Open Evenings while the Sale goes on.**

All we want you to do is to come and see. If you come you will buy, and when you will buy you will send your friends. **You Will Come. Of Course You Will Come.**

Merchants wishing to take advantage of this mighty slaughter—far below the wholesale price, must call between 8 and 9 in the morning. Mail orders filled while the floods last.

BE SURE THAT YOU ARE IN THE RIGHT PLACE. The Greatest Value Giving Sale ever placed before the public. Everything must be sold, and most of it will go for less than the cost of the raw material. Positively opens without postponement, **Thursday, April 4,** and closes in 9 days, **April 13.**

The Toronto Brokerage Co., of Montreal, Selling J. W. Montgomery's Enormous Stock.
7 and 9 King St., Opposite the Bank of Montreal, St. John, N. B.