

A Wireless Message of Importance To You!

Store Closed
 All Day Thursday
 For Inventory and
 Marking Down of
 The Entire Stock and
 Undergoing Impor-
 tant Changes.

S. JACOBSON & CO'S

ENTIRE \$10,000 STOCK

AT 32 MILL STREET

INVOLVED!

Quick Action
 Now Imperative--
 We Are Compelled to
 Turn This Stock of Mer-
 chandise Into Cash--
 No Matter What The
 Sacrifice -- Extraordi-
 nary Measures Are Be-
 ing Taken.
 Doors Open 10 a. m. Friday!

An event that will surpass any former value giving demonstration ever before attempted in this city--immediate pressing demands make it imperative that we should raise the sum of \$4,860 within the next few days--we fully realize that drastic action is necessary and have decided to offer this stock of merchandise to the public at such low prices that will ensure our getting the amount we require at once.

High-Class Clothing For Men and Boys--Boots and Shoes For Men Women and Children--Hats--Men's Furnishings--Trunks, Etc.

Prices Wrecked in Every Line - - - Tremendous Bargains!
BE HERE WHEN THE DOORS OPEN FRIDAY 10 A. M.

Here's Your Chance Men!

Clothes of Quality that will prove the climax in price cutting:--
 Men's Tweed Suits--Good, Serviceable, Dark Shades, Correct Styles; bought for this season's business to sell at \$10.00. Now \$4.98
 Blue Serge Suits for Men--Nicely Tailored, in Single-breasted Sacoque Style, good linings; just the thing for Spring wear. Worth \$12.00. Sacrifice Price, \$6.98
 High-grade Tailored Suits--Neat Patterns. Worth \$15.00. Sacrifice Price, \$8.60
 Fine Quality Tweed and Worsted Suits for Men, Stylish, Good Fitting Suits, first-class in every particular. Values to \$20.00. Sacrifice Price, \$12.80

MEN'S PANTS FOR 98c. A PAIR.
 About 72 Pairs in this lot, Neat, Dark Stripes, all sizes. While they last, take your pick for 98c
 Men's Pants--Value to \$2.00. For \$1.19
 Men's Pants--Value to \$2.50. For \$1.49
 Men's Pants--Values, \$3.00 and \$3.50. For \$1.98
 This lot includes fine Blue Serges and Worsteds.

About 15 Men's Good Raincoats--Worth \$9.00. For \$3.98
 \$10.00 Raincoats. For \$4.98
 \$12.00 Raincoats. For \$6.48
 \$15.00 Raincoats. For \$7.98

Everything Marked in Plain Figures

Sale Begins Friday April 30th 10 A. M. Sharp

and will continue for a few days only until we raise the amount necessary to meet the demands made upon us.

Red Hot Bargains!

Don't Forget

You Mr. Workingman!

15c-Handkerchiefs. For 7 each
 50c. Silk Neckwear. For 20c. each
 35c. Elastic Web Braces. For 19c. pair
 25c. Heavy Wool Socks. For 15c. pair

Heavy Black Duck Overalls and Smocks--75c. values. Sacrifice Price, 35c.
 17 Dozen Soft Felt Hats--All good styles. Values to \$2.00. Sacrifice Price, 87c.

Balbriggan Shirts and Drawers. For 27c.

A Shirt Chance

Men's Fine Quality Cambrie Shirts, new neat stripes, cut in coat style. Value \$1.00. Sacrifice Price, 49c.
 Another Line Negligee Shirts, right up-to-the-minute, all new goods; always sold \$1.50. Sacrifice Price, 98c.

Entire Stock At Like Reductions

The Greatest Slaughter of Merchandise in Years!

Boys' Clothes and Boots

Boys' Suits--Good, Stout, Serviceable Tweeds in nice, neat, dark patterns; sizes 24, 25, 26, 27. Value to \$3.50. Sacrifice Price \$1.98
 Boys' Suits--Nicely Tailored, of Good Quality Tweeds; sizes 23 to 33 breast. Values to \$5.00. Sacrifice Price, \$2.89
 Blue Serge Suits for Boys -- Extra Good Quality, cut in Norfolk styles. Values \$6.00 and \$8.00.
 Sizes 24 to 28. Sacrifice Price, \$3.98
 Sizes 29 to 33. Sacrifice Price, \$4.75

HOW'S THIS?

Boys' Odd Pants, worth 75c. For 39c
 Boys' Box Calf Boots--Value to \$2.50. Sacrifice Price, 98c.
 Boys' Good, Stout School Boots--Sizes 11 to 13. Values \$2.00. Sacrifice Price, \$1.29
 Boys' Extra Quality Boots--Specially Well Made, Guaranteed Solid Leather Throughout. Value to \$2.50. Sacrifice Price, \$1.69

Truth Is Mighty

We have told you in all frankness the exact conditions. We are positively compelled to make this great sacrifice. We are forced to sell. It's your chance to buy and save money.

We Want 15 Experienced Sales-people. Apply Thursday Morn- ing, 10 to 12.

Public Notice!

The critical moment is at hand, when we are absolutely compelled to sacrifice this stock in order to raise sufficient money to meet very pressing demands. We have, therefore, cut and slashed the prices to ensure public response at once. We have only a few days to do it. We assure you of the biggest bargains of a lifetime.
 S. JACOBSON & CO.

Shoes For Women

At Startling Price Reductions
 Patent Leather, Cloth Tops, Button Style--Never Sold Less Than \$3.50. Sacrifice Price, \$1.98
 Finest Quality Patent Leathers, Neat Cloth Ankle--Value \$4.50. Sacrifice Price, \$2.98
 Fine Dongola Kid Boots--Button Style, Fashionable Heels--Value to \$3.00. Sacrifice Price, \$2.19
 Very Fine Gun Metal Calf Boots--Button Style--Value to \$3.50. Sacrifice Price, \$2.19
 Ladies' Heavy Walking Boots--Fine Quality Box Calf, Either in Lace or Button Style--\$4.50 Value. Sacrifice Price, \$3.29
 Girls' School Boots. For 98c.
 Girls' Fine Dongola Kid Boots--Value \$2.25. For \$1.39
 Children's Patent Leather Strap Slippers. For 98c.
 Women's \$3.50 Colonial Pumps, fine patent leather, kidney heels. Value \$3.50. For \$2.48

Look Here Ladies

We have picked out a big line of Ladies' Fine Quality Patent Leather Boots, odds and ends, of good selling lines, dull kid tops; also in Chocolate tan. Values to \$4.00. Speak Quick, \$1.48
 Women's \$2.00 Dongola Kid Boots. For 98c.
 Fine Patent Leather Pumps--Out steel buckle, fashionable heels. Values to \$3.00. Sacrifice Price, \$1.98
 Children's Boots--Size 5. Value \$1.50. For 27c.
 DON'T WAIT!

Shoes For Men

At Hammered Down Prices

Genuine Box Calf Boots, Goodyear Welted, Sewn Soles, wide, common sense last, some leather lined, good oak tanned sole leather. If you can buy this boot anywhere for \$4.00, you would be getting a snap. But Our Sacrifice Price is \$1.98

Men's Special Make, Sound, Solid Leather Boots for Working. Sacrifice Price, \$2.18
 Fine Quality Velour and Box Calf, Double Soles. Values \$4.50. Sacrifice Price, \$2.98
 \$4.50 Box Calf Boots. For \$3.48
 \$5.00 Fine Calf Boots. For \$3.89
 \$5.50 Extra Quality, Leather Lined, Waterproof Soles, Goodyear Welted. For \$3.98
 50 Dozen Men's 75c. Work Shirts. For 35c.
 Blue Duck Railroad Shirts--75c. kind. For 47c.
 \$1.50 Suit Cases. For 79c.

The Finger of Scorn

was never pointed at this store. Our dealings with the public have always been above reproach. We need the money now and need it quick, hence this great bargain movement. You may rely on all goods being sold exactly as advertised. No misrepresentation will be tolerated. We want your future trade, too.

The Word Bargain

Never had a truer, stronger meaning than now at this Great Sale. High quality of merchandise with prices hammered down to the lowest level.

Everything at Sacrifice Prices - - Absolutely No Reserve!
 NOTE THE ADDRESS **S. JACOBSON & CO.**
32 MILL ST.

Near Union Street. St. John, N. B.
 STORE OPEN TILL 9 O'CLOCK EVERY NIGHT

A Last Word

We guarantee every purchaser absolute satisfaction. Purchases may be exchanged if not satisfactory for any cause whatever. The prices quoted here are absolutely without precedent or hope of repetition.