

AN UNPARALLELED UNDER-PRICING EVENT THAT WILL BE ON THE TIPS OF TONGUES OF THOUSANDS OF PEOPLE IN ST. JOHN AND FOR A RADIUS OF 50 MILES—A SELLING EVENT RICH IN SCOPE WITH SPARKLING VALUES FOR ALL

Giant Price-Splintering Sale!

A BARGAIN LANDSLIDE FOR
TEN DAYS

Mr. A. Fine Says :

THE PRICE REDUCTIONS ARE THROUGH!

Here are the real facts about this sale. Mr. A. Fine says: Throughout the entire period of my business career, my policy has always been "satisfactory merchandise," and in this my first real sale, I am more determined than ever that this policy shall be carried out to the letter. I have enjoyed a fine business, but like a good many other merchants I find I have entirely too much stock on hand. I got into a bad habit when merchandise was scarce, buying too large quantities, in my desire to accommodate the public without delay.

It means a tremendous amount of money tied up in a stock, half of which is idle, not even earning common bank interest. I am determined to put it to work and I am going to give the public the most stupendous bargain event ever staged in St. John. Price is no object now. Immediate disposal of half this \$35,000 stock is necessary, and while I am at it I intend to make a darn good job of it. Remember the date—Thursday, May 15, at 9.30 a.m. (Signed) A. FINE

Every thrifty person will hail with delight the summons of the season's greatest event. The values you and your neighbors will obtain at this sale will stand unchallenged for many days and perhaps many years to come. The goods are here, the bargains are at fever heat. You will find an air of bustle throughout the store, everything moving in rapid-fire order, a greatly augmented sales force at attention thoroughly systematized to handle the greatest crowds St. John has ever seen.

FINE'S \$35,000 SHOE STOCK HITS
THE BOTTOM

This Store
The Reputation of

IS BEHIND EVERY STATEMENT IN THIS ADV.

Here is the supreme selling event in my career. The biggest and best sale I ever attempted. It bubbles over with rare money savers of timely import! Right at the beginning of the spring season you have this beneficial opportunity to buy boots, oxfords and pumps at prices far below anything you've seen in years.

One of the main reasons for this special bargain event is to cement the friendship of my old customers closer, and gain the patronage of hundreds of new ones. Therefore in the event of anything arising whereby you desire to exchange your merchandise, I will gladly serve you with courtesy and promptness. That is the policy of this store, and it is embodied with every transaction during this sale. Exchanges will be made till 11 o'clock every morning and during the evenings except on Saturday, when, owing to crush of business, we will be unable to make them.

This Great Sale will mark the opening of a new era in the progress of this store. I invite every person to investigate my statements.

Selling begins Thursday, May 15, at 9.30 a.m.

IT'S JUST LIKE FINDING MONEY!
133 PAIRS WOMEN'S STRAPS

Original \$3.50 and \$4.00 values.

There is so much to gain in this shoe sale that hundreds of women will be here early Thursday morning to attend this extraordinary sale of \$3.50 and \$4.00 strap shoes at \$1.29. Many styles will be available at this surprisingly low price. Low straps in military, Cuban and low heels. All of splendid quality and many of them are of the best known makes. A most unusual saving opportunity that ought to bring thrifty women here by the score.

ON SALE AT 9.30 A.M. THURSDAY MORNING



Women's \$4.00
Patent Straps

What a Sale This Will Be.

Just imagine, dozens of pairs Women's \$4.00 low shoes going at the low price of \$2.37. This event brings the biggest shoe values we have ever offered in many a day and contains just the styles that St. John women want.

You may select from stylish Patent One Straps, made with low rubber heels and the Smart New French toe. Some \$2.37 value at

Women's Calf
Oxfords

It is seldom that you are able to enjoy an advanced sale of exclusive and authentic styles of Spring Footwear—especially presented at prices so low that St. John women will mark it as an event of extreme importance.

For instance this group consists of Brown and Black Calf Oxfords made on Goodyear welt lasts with Cuban and low heels. Stylish lasts—\$4.50 values

Women's \$6.00 Calf
Oxfords

These smart Mahogany Calf Oxfords are sure to make a hit with the women. They are made with tough springy Crepe Soles, plain Square Toes and trousers crease vamp. Orig-inal \$6.00 values

Vici Kid House
Slippers

Values like this will show you the advantage of coming to this sale. Imagined at \$1.35 you can choose a pair of women's fine Vici House Slippers. Regular \$2.25 values.

Men! If You Know Value When You See It You'll be Here on the Run!

It is safe to say these values will be the talk of the town. Hundreds of pairs of Men's Brown and Black Oxfords going out at the lowest prices in years. Think of it men! Stylish Brown Oxfords made with the popular "French toe." Black Vici Kid Oxfords made on Goodyear welt lasts all reduced from \$5.00 to \$2.95.

Where have you ever seen or heard tell of such amazing offerings in Footwear? \$2.95

A POWERFUL DEMONSTRATION OF
PRICE-CUTTING

Little Gent's \$2.75 Bluchers

Made on broad, good fitting lasts, with rubber heels. They will stand plenty of wear and give satisfaction. Sizes 8 to 10½

Youths' \$3.00 Bluchers

Substantial well made boots that are sure to stand the hardships of rough wear. Made on broad Blucher lasts, with rubber heels.

Boys' \$4.50 Bluchers

Made from brown or black calfskin. Guaranteed solid leathers, with rubber heels. They are good fitting boots and neatly finished. Sizes 1 to 5½. Going at

Boys' "English" Bluchers

In construction or for wear these boots are without equal. They were imported direct by us for this sale. Leather lined and made with square toes. You can't beat them for wear. \$4.50 values. Sizes 1 to 5½

Men's Cotton Hose

Fine plain knit yarns, with seamless feet. 28c values. Colors of brown or black

Men's 75c Silk Hose

Splendid Fibre Silk Hose, made with seamless feet, in colors of black, brown, grey or sand

Women's 50c Silk Hose

Full fashioned with seamless feet. Choose from colors of black or grey.

Women's 75c Silk Hose

In a splendid variety of colors, such as black, sand, brown and white. They are seamless and full fashioned. Special

\$1.50 Fibre Silk Hose

Select almost any shade you want from this splendid assortment. We expect the women folks to demand a big supply at

Men's \$5.00 Bluchers

You men who are searching for value and serviceable footwear will decide upon this splendid line of Bluchers when you see them. They are made from good strong leather, with heavy soles and rubber heels. One would almost wonder how we can afford to sell such good shoes at this price. All sizes

Men's Stylish \$6.00
Oxfords

Come to this sale if you want to save \$2.05 on good Calf Oxfords. They are all Goodyear welts and made with the New Fashionable "French" Toe in Blucher styles.

They are smart, dressy and attractive. Men! the values in this group are nothing less than wonderful! \$3.95

Sale Begins Thursday, May 15 At 9.30 A. M.

EVERYTHING GOING AT PRICES THAT
WILL FAIRLY MAKE YOU DIZZY

We want every professional Bargain Hunter for miles around to come. We want every critical purchaser of merchandise to come and put us to the test. This mighty distribution of stock begins in real earnest Thursday Morning, May 15th, at 9.30 a.m.

NOW COMES THE REAL SALE OF THE YEAR!
Hundreds of pairs of \$5.00, \$6.00 and \$7.00
WOMEN'S STRAP SHOES AT \$2.95

Such an array of the most charming models in Footwear could only be expected of this store!

Promptly at 9.30 a.m., Thursday morning we will open our doors to the greatest collection of low shoes ever seen in this city. Dozens of different styles are shown in this collection of super values, representing savings to \$4.50 the pair.

You may choose from patent straps, with low or Cuban heels; patent with suede trimmings; patent with fancy effects; in fact there's no end to the variety. All Goodyear welts and rubber heels. For goodness sake come early

Women's \$7.00 Kid
Cross Straps at \$4.95

There's style and distinction in these Beautiful New Kid Cross Strap Shoes for women. They are made with Louis heels and hand turned soles and reduced to a remarkably low price for such values.

\$4.00 Grey Elk Sandals
\$2.95

Here's another saving that is so typical of this sale. Women's Grey Elk Sandals, patent leather finish with low heels. Extra value at the Regular Price of \$4.00. Stylish and fashionable for spring wear.

DOLLARS

Misses' \$4.00 Boots

Made from Brown and Black Calfskin in High Cut Styles. Strong and substantial Boots that will give service and comfort. Made with "Nature" comfortable fitting toes.

Misses' \$2.75 Patent
Slippers

Made with the sensible "nature" Toe and trimmed with green and grey laces. Sizes 11 to 2

Misses' \$3.25 Patent
Oxfords

Made with the "Bulldog" Sole which is ever so popular for its wearing qualities—Elk Saddle and Rubber heels. The Nature shape toe makes them popular for Misses. \$3.25 values

for

Children's Barefoot
Sandals

Made from Brown leather in various open work effects. Original values to \$1.65. Priced as follows:

\$1.25 Infants' Sandals

\$1.45 Infants' Sandals

\$1.65 Infants' Sandals

Children's \$2.75 Boots

Made in Hi h Cut Styles from Brown and Black leather. Well made in every way and finished with "Nature" toes. A rare value at the price. Sizes 8 to 10 1-2

Infants' Patent Straps

New smart and dainty are these little straps for wee kiddies. They are made with cushion inner soles and outer soles of Elk.

Sizes 3 to 7 1-2

\$1.19

A. FINE
233 Union Street - - St. John, N. B.

TEN DAYS OF BRISTLING, SIZZLING HOT
VALUES COOKED TO YOUR TASTE

There's not an inch of space in this store, occupied by our big stock of Footwear, that we have not gone over carefully, scrutinizing every article, reducing the prices to such a level that it is bound to create a sensation in merchandising. Be on hand Thursday, May 15th.

HERE'S THE LAST WORD IN BARGAIN GIVING!
ABOUT 160 PAIRS OF

WOMEN'S \$7.00 and \$8.00 BOOTS 95c

If all the women who attend this sale are fortunate enough to secure a pair of these splendid calf boots at 95c, they may consider themselves in luck.

We've gouped 160 pairs of these boots together and priced them for quick riddance at 95c, irrespective of the former value. Here you will find boots that sold in the regular way at \$7.00 and \$8.00 the pair. They are all of high grade calfskin; made with Goodyear welt soles, and to say the least a whirlwind value at 95c the pair. Hundreds of women will be here when the doors open. So Come Early!

Men's Imported
English Boots \$3.95

\$6.00 Values. These boots were imported direct by us from English manufacturers. They are solid leather and made to stand service and hard wear, which is so typical of the English product. Made on broad lasts and lined with leather. Wonder value at the price.

"Astoria" Boots and
Shoes \$6.95

Values \$9.00 to \$12.00

No one will deny that "Astoria" made boots and shoes at \$6.95 are not extra big values. Here's the reason: We've taken over one hundred pairs from stock lines that we discontinued, which we intend to clean up at \$6.95 the pair. Regular values to \$12.00.

CROWDS

From far and near will storm our doors to enjoy this monster feast of Bargains.

Men's \$6.50 Boots

Made from high grade calf leathers in Black or Brown colors. They are full fitting, broad lasts in Bal. styles with medium toes. Regular \$6.50 values. Sizes 8 1-2 to 11 only

Men's \$5.00 Grain
Bluchers

Made from solid grain leather with Bellows to exclude dirt and water. They are sewn with waxed thread and finished with standard screw and sewn soles. A typical "Grab" work shoe

Men's \$8.50 Vici Kid
Boots

Comfortable soft leather and made on sensible broad lasts with cushion inner soles. They are made on Blucher lasts with Rubber heels, which ensures the wearer of comfort to the last word. Sale price

Men's \$7.50 Boots

Tony Red Calf leathers in "Balkan" lasts and medium recede toes. They are stylish. Made with Rubber heels and welt soles. Original \$6.50 and \$7.50 values. At the price men, they're the best value in years.

\$5.95