

A GREAT SUCCESS!

That Is All Anybody Could Call It!

The opening day of our sale was a great success. From opening to closing time there was not a slack moment. The store was crowded all the time and we had crowds waiting outside. All eager to come in and get some of the wonderful bargains we were offering. Many could not get in at all. To these we wish to say that we will have just as many bargains, real bargains, the kind that mean saving you money, for every remaining day at this sale as we had on opening day.

You may come here any time with the assurance that everything in the store has been marked at a rock-bottom price, in most instances below actual wholesale cost, that we have the goods and back every statement we make.

WERE YOU ONE OF THE FORTUNATE ONES

who succeeded in getting into our store on Saturday? If not, just ask your neighbor, she was there, and she will tell you the bargains we have are simply incomparable. Values must be seen to be appreciated. Do not think this sale consists of a lot of cheap goods, for it does not. We have only the best of everything to offer you, and

THERE IS NOTHING CHEAP BUT THE PRICE

Be convinced! Come in, look around. There is no obligation to buy, but satisfy yourself that this is

THE GREATEST BARGAIN EVENT THIS TOWN HAS EVER HAD! For WEDNESDAY and THURSDAY.

Among the many other bargains displayed, we shall feature the following items. Make sure you get one.

Men's Suits

Another lot of Men's Suits, just a few will go for **\$10.25**

Other Suits Selling at..... \$15.00
A Good Serge Suit for..... \$19.00

John Palmer Plough Boots

Oil Tanned. These are worth a great deal more than **\$4.25**

High Grade Serge Dresses

Navy Blue and Black, guaranteed Botany Serge **\$19.89**

A few more left for only **\$10.25**

Children's Stockings

Sizes up to 7½

This is the regular 40c value, only

15c

Fall & Winter Overcoats

Early Fall and Winter Overcoats. We do not wish to carry these over. We have no storage room, so you get them for only

\$6.95

Worth 3 times as much

Mackinaw Shirts

Men's Mackinaw Shirts, all colors, all wool, all sizes. Buy now for future service

\$3.75

Little Girls' Sweaters

Little girl's sweaters only

\$1.15

Medium Weight Combinations

Men's medium weight cotton combinations

\$1.90

Single garments 90c.

Children's Dresses

Children's Gingham Dresses, sizes 6 to 12. All nicely made and assorted colors. Pretty little things

\$1.50

Women's Drawers

Women's. Flannellette Drawers. These are great values. Ask to see them

90c

Little Girls' Spring Coats

Dark Gray, with velvet collars. Only a few left, get one for

\$4.50

Boy's Suits

Many styles and colors. All sizes up to 10 years

\$6.50 and \$7.50

Toilet Soaps

One dozen cakes to a box. Assorted scents. This is a great bargain, just think only

40c

A lot of Women's Corsets, values up to \$5.50 will go for only **\$2.75**. More Women's Raincoats will go for **\$3.75**, come get one

Come in, we have bargains in all lines, Suits, Dresses, Boots, Shoes, Waists, Underwear, Hats, Caps.

COME—Everything a Bargain—Bring your Friends—COME

These will go just as fast as the first lots did, so come early and make sure you get some of them. Do not put it off until lots are broken up, perhaps gone completely, but come while assortments are complete. By so doing you will have a much wider variety from which to make a selection. Remember! you owe it to yourself and family to buy goods where your money will purchase the most, and this is the place. Be sure you come to it. LOOK FOR THE BIG SIGNS OF

The W. W. JOHNSON CO.

Old Park Property

Opposite Town Hall

Leave babies at home
No Phone Orders

NEWCASTLE, N. B.

No Reservations
Every Sale Final