AS USUAL OUR GREAT ANNUAL

JANUARY CLEARANCE SALE

Commences Tomorrow, Friday, January 12, 1923, at 9 a.m., For 7 Days Only.

No Exchanges, No Charges, No Approvals.

6 only, Fur Trimmed Suits. Three fawn, 1 sand and 2 navy. All silk lined and have sold as high as \$65.00.

January Clearance Sale Price \$29.75

9 Special Exclusive Ladies' Winter Coats in Duvetyn and Bolivia. All fur trimmed cuffs and collars. Regular values to \$75.000. January Clearance Sale Price \$35.00

20 only, Flannel Jumper Dresses... \$3.75 each 65 Serge Dresses; sizes 16, 18, 26, 38 and 40. Values to \$27.50.

January Clearance Sale Price \$9.75

TWO REASONS

FIRST-Stock-taking comes at the end of the month, and as all our customers know we do not carry goods over from season to season.

SECOND—As our store is small, our space is still too small to increase our stock to its proper size. We must continue to turn our stock over rapidly.

Our customers realize the benefit this quick transaction is to them, for we always have the latest goods at the lowest possible price. May we just emphasize the well known fact that we operate on the principle of a large and quick turnover and a small, reasonable profit. We cannot do business without profit but at our GREAT CLEARANCE SALE profit is not our object. We want to dispose of the lines advertised, and without further comment we leave the judgment of our bargains to the women of St. John, and only wish to assure you of efficient and courteous service if you visit our store.

3 Racks of Coats, all fur trimmed and full lined, marked out at prices to almost give them away.

No. 1 RACK

29 Fur Trimmed Duvetyn Coats. All lined and interlined in all sizes and colors. This lot of coats sold up to \$27.50.

Lesser's January Clearance Sale Price \$14.95

\$9.75, \$9.75, \$9.75 All our Silk Taffetas and Messeline Silk Dresses in stock—90 in all. These values up to \$25.00. A dress for everyone.

RACK No. 2

40 Ladies' Velour Coats, fur trimmed with fur collars. All lined and interlined. Values among this lot up to \$37.00.

Lesser's January Sale Price \$19.95

CANTON CREPE DRESSES

Only 47 dresses, in all sizes. Values to \$40.00. These are the greatest values ever sold in St. John. January Clearance Sale Price \$15.00 RACK No. 3

29 Fur Trimmed Coats. All silk lined and interlined. Values up to \$45.00. Two Plush Coats in this lot.

Lesser's January Clearance Sale Price \$24.95

75 Black Siberian Fur Stoles. Value to \$20.00. January Clearance Sale Price \$5.95 SAVE \$40 TO \$80 ON A FUR COAT

2 only, French Chapel Seal Coats. All silk lined with skunk collars and cuffs. These coats were regular \$165.00.

January Clearance Sale Price \$95.00

1 only, Plain French Electric Chapel Seal Coat, 42 inches long; silk lined. Regular \$140.00. Lesser's January Clearance Sale Price \$80.00

PONY COATS

3 Russian Pony Coats, with skunk sable collars and cuffs. Regular \$135.00.

January Clearance Sale Price \$72.00

4 Pony Coats, seal trimmed. Regular values to \$95.00. January Clearance Sale Price \$53.50

If interested, these coats will extend a great sav-

20 Per Cent Off All Dresses Not Mentioned in this advt., in store.

20 Mannish Tailored and Velour Coats. Plain, full lined \$10.95

ALEX. LESSER'S, 210 Union Street **OPPOSITE OPERA HOUSE**

STORE OPEN MONDAY, FRIDAY and SATURDAY **EVENINGS**

STORE OPEN

MONDAY, FRIDAY

and SATURDAY

EVENINGS

Fashion and Apparel for Winter in Southern Florida

Endless Variety of Sports Clothing-February Likely to Call for Wraps when the Cold Spell Comes.

(New York Evening Post Correspondence)

Miama, Fla., Jan. 11-What to wear

whatever she elects to wear. Bathing suits during the past two

r three seasons are more and mor d knickers to match vie with the opular one piece bathing, facetiously eferred to by Kenneth Roberts as two-fifths."

Such instants house effect over gathers bopular one piece bathing, factoric over gathers bopular one piece bathing, factoric over the proper of the possible of the proper

MRS. WARD PAINTS WITH SKILL AT 90

From Age of Eighteen Up to FRIBLE SOLLETY From Age of Eighteen Up to
Last Year She Exhibited at Royal Academy.

we British design, it is certain that they embody every lesson the British carned in the war and represent the adapted in the war and represent the hostess at two very enjoyable bridges recently at her home in Princess street. On Friday evening she entertained at a small bridge, at which the prize-winds with the content of the prize-winds and the war and represent the hostess at two very enjoyable bridges recently at her home in Princess street. the United States may, under the treaty, lay down new battleship keels, it will not be possible to put superior ships in the water merely by increasing the size and adding to offensive and defensive equipment, as has been the case in the past. It is only by refinement of designs, by saving weight in the ship herself to permit increase in the righting power, that an advance can be made.

And it is here that the vision of naval experts comes in, for they must gamble on the soundness of their conclusions as to what future naval battles will be like. If they guess correctly and stress what is to prove the dominant factor when the clash comes, whether it be speed, armor, guns, torpedo pnotection, aircraft capacity or the wise combination of all these elements, the ships they plan may some day have a deciding voice in directing the course of world history.

The prize winners were Miss Olivia Gregory and Mrs. Clayton Teed. The rooms were very prettily decorated with rose candles, carnations and narcissus. Among those present were Mrs. Kenneth Campbell, Mrs. Freeman Hamm, Mrs Paul Cross, Mrs. A. F. Blake, Mrs. Teed, Mrs. Rex Ganter, Mrs. Lloyd Drew, Miss Olivia Gregory, Miss of Montreal.

On Monday evening Mrs. Sinclair entertained at a bridge of five tables. The prize-winners were Mrs. Hugh Gregory, Mrs. Albert Brown, Robert Paterson and Edwin Armstrong. Among those present were Mrs. Hugh Gregory, Mrs. Albert Brown, Miss Marion Belyea, Miss Zella Parlee, Miss Marion Belyea, Miss Zella Parlee, Miss Marion McLean, Miss Marjorie Sancton, Miss Sybil

ENTERTAINED AT BRIDGE

Mrs. D. Lawton and Mrs. Roy Lewis of Montreal.

On Monday evening Mrs. Sinclair entertained at a bridge of five tables. The prize-winners were Mrs. Hugh Gregory, Mrs. Albert Brown, Robert Paterson and Edwin Armstrong. Among those present were Mr. and Mrs. John Gillis, Jr., Mr. and Mrs. Hugh Gregory, Mr. and Mrs. W. Grant Smith, Mr. and Mrs. Albert Brown, Miss Marion Belyea, Miss Zella Parlee, Miss Marion McLean, Miss Marjorie Sancton, Miss Sybil Barnes, Dr. J. C. Doore, Charles Secord, Arthur Rankine, Edwin Armstrong and Robert Paterson.

WOOD AND COAL

BUSH COAL - \$10.50 Dumped; in bags on ground floor \$11.00 C.O.D. QUEEN BROAD COVE.

CBEAN PICTOU McGivern Coal Co. 12 Drury Lane and 12 Portland St.

Phones Main 42 and Main 3666 Just Received

A large shipment of soft coal— Scotia Comfort, Acadia Lump, Scotia Nut, Broad Cove. **Prompt Delivery**

D. W. LAND Erin Street Siding, Phone 4055 Union St. Office 2010 Peter St. 874

COAL

High Grade Screened Soft Coal for Household Use. Also Hard Coal in all

Maritime Nail Co., Limited COAL DEPT. Phone M. 3233.

Hardwood

Sawed Any Length \$2.75 per quarter cord \$4.75 per half cord pecial Prices on Carload Lots Phone M. 252 Phone 2876 after 6 p.m. McCormack & Zatzman 77 Smythe St. 7207-1-16

FOR SALE—2-y Cut Wood, \$2.50 large truck.—W. P. Turner, Hazen Street Extension, Phone 4710. FOR SALE—Dry Slab Wood.—C, A. Price, corner Stanley-City Road, Main 4662.

Af a meeting yesterday afternoon of the buildings committee of the Muni-cipal Council the matter of the restor-ation of the old courthouse in King square was discussed. It was decided that it would be better to erect a new building than to attempt to restore the one destroyed by fire. Nothing defin-ite, however, was arrived at.

WOOD AND COAL

Dry Wood

Heavy Soft Wood, Hard Wood for grate, Choice Kindling Wood Spool Hard Wood for kitchen range is better than coal.

City Fuel Co. 257 City Road 'Phone 468

SUN COAL & WOOD CO.

HIGH GRADE SOFT COALS BROAD COVE ACADIA PICTOU

PEERLESS LUMP DRY HARD and SOFT WOOD—Quarter Cord Loads.

Prompt delivery

78 St. David Street Phone M. 1346

COAL

Scotch Anthracite

Trebles and Doubles Sizes R. P. & W. F. STARR

LIMITED

49 Smythe St. 159 Union St.

COAL Splendidly screened, all good grades. Commercial, Sydney, Spring Hill, and Thrifty, Prompt delivery by bag, bbl. or ton. H. A. FOSHAY, 118 Harrison. Phone M. 3808

ACADIA That HARD BURNING SOFT COAL—\$13.00 Screened, for Kitchen or Grates or Hall Stove. \$12.00 Run of Mine. Excellent for Furnaces. Delivered anywhere in St. John or Fairville. COLWELL FUEL CO.

Phone-West 17 or 90. COAL! Delivered by the Bag.

Barrel or Ton. CARSON COAL CO.

WITHIN REACH OF THE PHONE you (an have COAL at your home by

Bag, Barrel or Ton L. S. DAVIDSON, 27 Clarence St. Phone 1813