POOR DOCUMENT

THE EVENING TIMES AND STAR, ST. JOHN, N. B., FRIDAY, MAY 26, 1922

Jersey suits at Lesser's extraordinary sale. See adv. on page 7. 5-27

Will the young lady and gentleman who witnessed the accident to a lady on street car at Mowatt's Drug Store on Friday, February 24, please phone Main 1178

LADIES' DRESSES. Silk, canton and serges, greatly reduced. See Lesser's announcement on page 7.

Piano lessons, reasonable.—43 Morsfield street, right hand bell 29—T.f. Do not overlook Lesser's extraordin ary sale announcement on page

Ladies' suits marked considerable a Lesser's extraordinary sale. See an-nouncement on page 7. 5—27

BETTER QUALITY FOR LESS MONEY IN BARGAIN BASEMENTS

So Claim Best Economists Who Have Been Studying Question.

Some of the greatest economists of the country have of late been studying ways and means of bringing down the cost of living. They recognize the fact that it costs a large amount of money to distribute goods from their origin to the final consumer.

tribute goods from their origin to the final consumer.

It is a serious problem at the present time to reduce the usual overhead expenses in retail establishments by any appreciable amount, but in reality the Bargain Basement methods of merchandising have done much to solve this problem, and have materially assisted the reduction in living expenses by consistently offering better qualities of goods for considerably less money.

The reason that this can be done in Bargain Basements is because the usual overhead expenses are cut to a minimum, approbation, charge accounts, refunds, quality fixtures and other overhead expense items being entirely eliminated. Also the goods are bought for less money because they are procured in large quantities and for cash. These are the main reasons why goods of real quality can be sold for so little money in Bargain Basement Departments.

This is recognized in the larger cities and the people take full advantage of it so that Bargain Basements have won a recognized plant merchandising, a place that is so ident in its ability to save its custom. In money that every city should have its Bargain Basement place that is so a little in its ability to save its custom. It money that every city should have its Bargain Basement and no doubt it will not be long before St. John will have its Bargain Basement store and will be classed with these other progressive cities.

5-26

Wall Paper

other progressive cities.

Great Bargain Sale of Wall Papers, 15c. and 20c Papers reduced to 10c. roll; 20c. to 30c. Papers reduced to 25c.; 35c. to 50c. papers reduced to 25c.; odd lots, 5c. and 7c. roll; Oatmeal Papers, 25c. roll. Odd Borders 3c. yard up.
Ready Mixed Paints.
Bargains in Ladies' Silk, Crepe de Chene and Georgette Waists, values up to \$8.00; sale price \$2.50 each. You must see these Waists to appreciate the values. Children's Dresses, 35c., 50c., 75c. Children's Middie Blouses 50c. up. Children's Stockings, 10c., 15c., 25c. Cups and Saucers, 17c., 20c., 25c. Plates 20c., 25c.

20c., 25c.
Curtain Scrim 15c. yard.
Remnants Cottons, Prints, Cretonnes,
Shaker Flannel at bargain prices.
Bargains in Cut Glass Dishes, special
reduced to \$1.00 each.
Seeds, Turnips, Corn, Peas and Beans.
Store open Monday and Saturday eve-

Arnold's 157-159 Prince Edward St.

Double (Saving

Motor Car Tires

EXTRA SPECIAL REDUC-TION with protection incident-ally against coming advance in prices, gives double saving to those who buy at our

Fire Sale

of Motor Car Tires which are only slightly water-damaged, but as good as new. Call and Phone Main 4608

J. M. DIMOCK & CO.

8 Clarence Street

AN AERIAL AMBULANCE.

Do not overlook Lesser's extraordinary sale announcement on page 7.

Pantry Sale, Presbyterians' Young Ladies' Club at 168 King street, West, o'clock Saturday, May 27.

Ladies' suits marked considerable at Lesser's extraordinary sale. See announcement on page 7.

To TOMORROW

A bench warrant for the arrest of Willam Humble A to the form of the arrest of Willam Bart form of the form o

You carry

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travelling

bag

No. 50

FORMER ACTRESS

Lesser's extraordinary sale. See announcement on page 7.

FOR TOMORROW

AT THE DIANA SWEETS, FRENCH COOKED ICE CREAM. Made in two flavors—vanilla and burnt almond. It is something that has never been made in St. John before. Do not maked. This ice cream made and sold only by Diana Sweets.

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Jersey suits at Lesser's extraordinary sale defined the law, both and day. Chester P. Brown the president in the chair. The boy's church beld its closing meeting for the chair. The boy's church beld its closing meeting for the chair. The boy's church beld its closing meeting for the chair. The boy's church beld its closing mee

Portable Victrola

Reduced to \$62.50

HUSBAND CANNOT LIBEL HIS WIFE BEWARE OF THE MOTH



MAGEES FUR STORAGE IS SAFE

BEFORE

You Close Your House and go to the country-

BEFORE Warm Weather Comes-

BEFORE

The Busy Moth Gets to Work and the Costly Damage is Done to Your Furs or Woolen Clothing-

> TRUST MAGEE'S

Scientific Fur Storage System To Care For Your Expen sive Furs

Guaranteed Protection Moth, Burglary.

and Valuable Apparel.

Rate, 3 p. c. of the Value.

Magee's Sens., Ltd.

Master Furriers St. John, N. B.

LOCAL NEWS

One thousand yards of white shaker, only 15 cents yard.—Babb's Dept. Store, 104-106 King St., West. 5—27

LADIES' DRESSES. Silk, canton and serges, greatly reduced. See Lesser's announcement on 5—27.

See Lesser's extraordinary sale anincement on page 7.

GREATER DEMAND FORCES
PRICES UP

Ladies' coats greatly reduced. See an-At the Diana Sweets—Do not miss our pecials tomorrow. 5-27

FOR A BETTER CUP OF

Humphrey's Freshly Roasted Coffee

Sold retail at

HUMPHREY'S Coffee Store

14 King Street.

Optical Service

49 Germain

This means more than the mere supplying and fitting of glasses. Of greatest importance is the examination which determines the success or failure of an attempt to make your eyes more useful and comfortable.

Our increasing clientele is sufficient evidence of the abil-ity with which our examina-tions are made.

We shall be pleased to make an appointment to examine your eyes at your convenience. D. BOYANER, 111 Charlotte Street.



A Wedding Gift Guide

To help the planning of individual wedding gifts we have arranged a window showing what a relief it is to consider furniture in special pieces.

With every recent bride counselling to feather the nest bit by bit, there'll be many a covetous eye cast on this merely representative display of such household milestones as Sewing Tables, Table and Piano Lamps, Windsor Chairs in oak, mahogany and walnut, Wingback Chairs, Flower-pot Pedestals in every wood, Tea Wagons and separate living room Furniture.

Come here to compare, choose what others won't duplicate—the gift loved longest.

Marcus

30-36 Dock St.

Open May Evenings,

Housecleaning and Moving

GO HAND IN HAND

Brighten up your home now with new linoleums and oilcloths on your floors, or window shades. With moving, you will need new furniture, etc., to make your home look attractive. We have everything in furniture and floor coverings to select from.

LINOLEUMS in four yard widths; in floral and block designs. Best grade, at \$1.00 and \$1.25 per square

OILCLOTHS in one and two

LINOLEUM SQUARES in all

OILCLOTHS in floral and block BLINDS! BLINDS!

CONGOLEUM SQUARES in ex-A Large Variety of Linoleums and Oilcloths in Exclusive Patterns to Select From.

Amland Bros., Ltd. 19 Waterloo Street

The increased consumption of tea in 1921 (during which year, by agreement, the tea growers of Ceylon and India had curtailed production) forced the price of tea steadily upwards to the present abnormally high level. The lowering of the duty in England will mean still greater demand, and authorities on tea tell us that still higher prices may be expected.

Ladies' coats greatly reduced. See an-



been striving to secure. At your dealer's if you ask Butter Nut Bread From Robinson's Kitchons

Two Economical Flours of Unusual Excellence

McLeod's "SPECIAL" and "OUR CHIEF"

Best is Cheapest

The McLeod Milling Company STRATFORD, ONT.

H. J. Gillespie, St. John, Agent for New Brunswick.

Wholesale Distributors of Victor Victorlas and J. & A. MCMILLAN For Maritime Provinces and Gaspe Coast, P. Q.

Carry in one hand the

music of the world

The Portable Victrola No. 50 is as easily carried as a travelling bag and is built to withstand all the wear and tear of travel. At home or away your summer days will be happier with this

A demonstration will gladly be given

at any,

"His Master's Voice"

dealers

Berliner Gram-o-phone Company, Limited

THE PHONOGRAPH SALON LIMITED 19 KING SQUARE (Opposite Imperial)

523 Main Street DRUGGIST

"HIS MASTER'S VOICE" RECORDS AND VICTROLAS.

JOHN FRODSHAM

All The Latest Records In Stock

Telephone 1119

The C. H. Townshend Piano Co. Ltd. 54 King Street, St. John, N. B. 801 Main Street, Moncton, N. B.

FOR SALE BY

The McDonald Piano And Music Co.

7 Market Square, St. John, N. B.