## MC 2035 POOR DOCUMENT

THE EVENING TIMES AND STAR, TT. JOHN, N. B, SATURDAI, FEBRUARY 1, 191;

## After Stock-Taking Sale at Brown's

THE FACTS ARE THESE: We find we have too much stock on hand. We are compelled to unload. Although the goods are all new and desirable we have made the prices so low that to miss these bargains would be a loss to you.
REMEMBER! THESE PRICES POSITIVEIY END SATURDAY, FEB. 8TH.


## I. Chester Brown, 32 and 36 King Square

Next, keninuw mempe


OUR FEBRUARY CLEARANCE SALE COMMENCES SATURDAY
Your choice of Our Entire Up-to-date, Well Assorted Stock. Thousands of doliars worth of high class shoes at big reduc-
tions
Odd lots broken sizes and samples will be offered low tions. Ongh to effect a Ready Clearance-many less than half-price. You will Save Money on every Shoe you buy, We have No
Old Stock which makes this sale the onportunity of the vear. Old Stock which makes this sale the opportunity of the ye CASH ONLY. No APPROBATION. $\$ 7.00$ Boots - at $\$ 6.00 \|^{\$ 4.00 \text { Boots }}$

| 6.50 | and 6.00 Boots - at | 5.00 | 3.00 Boots $\quad . \quad$ at $\$ 3.00$ |
| :--- | :--- | :--- | :--- | :--- |


| 5.00 Boots - at 4.00 |
| :--- |
| 2.50 Boots - at 2.50 |

4.50 Boots - - at $3.50 \|_{2.00 \text { Boots - - at } 1.65}$

During this sale every line is put in at the above reductions off our prices already the lowest in the trade, which means a wonderful aving to our patron

## FRANCIS \& VAUGHAN 19 KING STREET



Men Are Getting Nearly As Much Sense As Women

By J. R. HAMILTON

$\stackrel{\substack{\text { Manager wana } \\ \text { (Copyrghted) }}}{ }$ UTE often now you hear a man say, "When do the stores begin holding their winter shoe sales? I want to lay in my year's supply of shoes."
Or, you will heara man tell his wiff." "Better look through the papers $m$ y dear. before you buy that stuff." And "my der." who has never done onything
deae but fook through the papers for the past ten years before the hat bought any
 sutr, sity pollowing the advertising in her own shrewd way
stant
But it peakks well for the growing inselligenceco of mosst men to sec that they are be
A store can actuald offer exceptitonal bargines, as quite a few stores are doing in
Not only that, ut thase men seem
money on the personal lhings they buy.
In oher words, the old, Tom-fool idea about advertising has just about passed away. Advertising is a low priced Scientific selling method, which is used
by all ot the brightest business concerns. When a store can sell 2000
pairs of



 iniocuast inat adeveritiong
vol bargains. for you.
Don't wory about these toreses They have had to figure in season upan cutting
heir prices out of season, and if you don tget your shara of these bergaliss now. their pricies out of season, and if you do not get
you certainly are not geting what is coming to you.
There are some remarkable bargains being offered in this paper these days, and any
man who doesnt watch the advertising and get his share ought to be ashemed

