

POOR DOCUMENT

MC 2035

THE EVENING TIMES-STAR, SAINT JOHN, N. B., SATURDAY, JULY 4, 1925

# EVERETT FURNITURE STORE

## IN MAD SCRAMBLE FOR BUSINESS

To Take The Most Terrific Loss in History!

When Monday morning, July 6th, rolls around and the hour of nine is reached, only one thing will prevent a blockade of excited humanity in front of A. ERNEST EVERETT'S Big Furniture Stores, and that will be because the people of Saint John and surrounding district have not "opened up their eyes," to the full realization of the vital importance of this opportunity.

**The Plain Facts! They Need No Coloring!**

There has been an overwhelming depression in the Retail Furniture Business. Big dealers are, to put it frankly, "hard up." They have oversized stocks and they all need the money. Their payrolls must be met. To hold their stocks would mean a terrific future loss by depreciation. To sacrifice their stocks at prices that will create a demand for them, and thus keep the wheels of progress turning, is the better way. Better for the people and better for the merchant. Please understand this one fact clearly. The whole object of this \$100,000.00 sacrifice of high grade furniture and rugs is to revive business; to start a new era of home furnishing, and to focus the eyes of the people on the

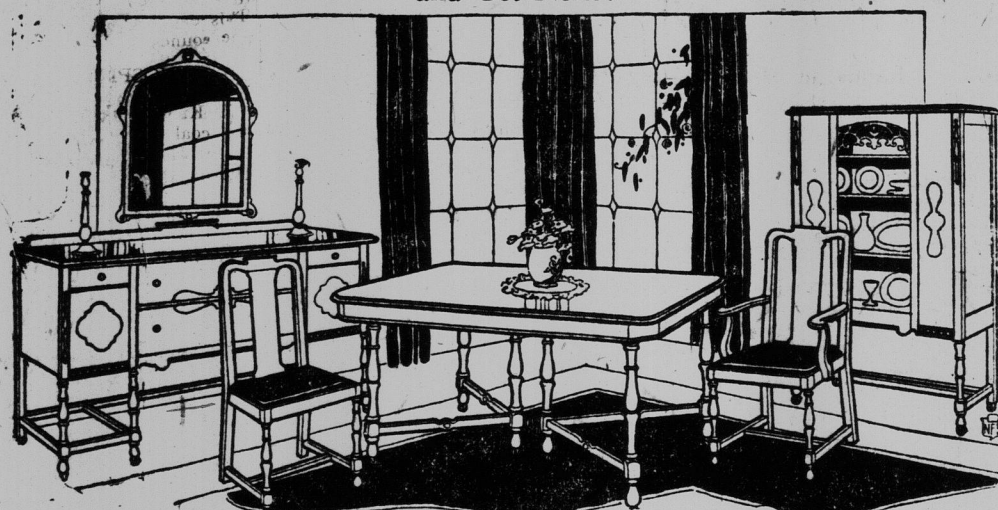
**A. ERNEST EVERETT FURNITURE STORE, 91 Charlotte Street**

DON'T MISS COMING! DROP EVERYTHING! BE HERE AT OPENING! COME MONDAY!

**Sale Opens Monday, 9 a.m., on the Dot!**

**GREAT SACRIFICE STOCKS, NOW ON SALE AT  
PRICES STAGGERING BELIEF!**

Here's Where DINING ROOM SUITES Yell for Mercy  
and Get None!



8 PIECE WALNUT TWO TONE SUITE ..... \$73.85  
9 PIECE QUEEN ANNE WALNUT SUITE ..... \$198.75  
9 PIECE ITALIAN WALNUT TWO TONE SUITE—  
One of the finest ever shown ..... \$356.85

REMEMBER, FOLKS—We have the Finest and Largest  
Stock in All New Brunswick

### CASH IS KING

You may hear of sales where credit is offered on a very generous scale, but one glance at the prices on these goods is enough proof for any "Doubting Thomas" to be convinced that there is no other way that such a large stock of the very finest, highest grade Furniture and Rugs could be merchandized.

Again the real purpose of this sale is to convert this stock into money.

Therefore **TERMS OF SALE ARE CASH.**

### LIVING ROOM SUITES

At Prices That No Home Can Afford to be Without One.  
3 PIECE CANE MAHOGANY SUITE ..... \$169.85  
3 PIECE MAHOGANY SUITE ..... \$99.85

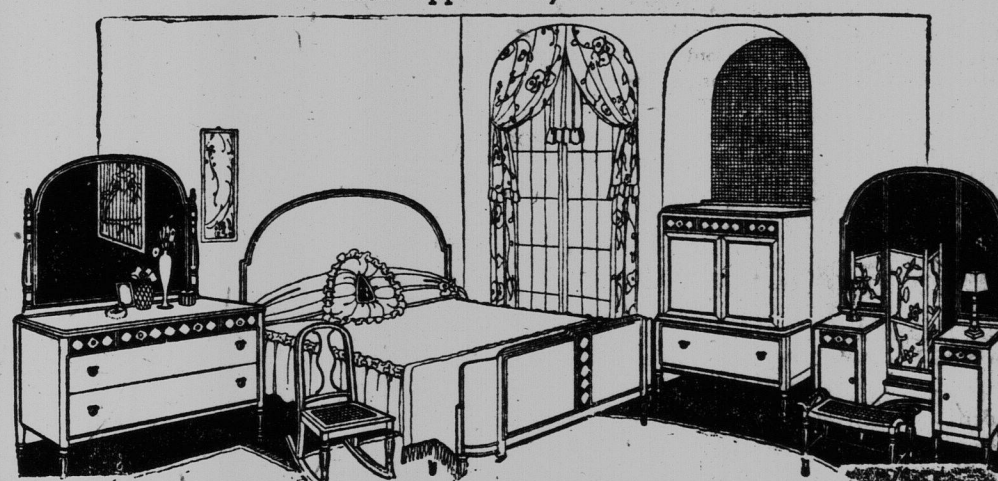
## Special for Monday only

BRIDGE LAMP ..... \$14.85  
PORCELAIN KITCHEN TABLE ..... \$8.85  
BABY CARRIAGE, Large Size ..... \$14.95  
BABY STROLLER ..... \$11.85  
2 PIECE TAPESTRY LIVING ROOM SUITE ..... \$39.85  
PARLOR PICTURES IN PAIRS ..... \$10.95  
LARGE FULL SIZED REED CHAIR ..... \$12.65  
REFRIGERATOR, White Enamel Lined ..... \$21.65  
DAVENPORT TABLE ..... \$26.85  
END TABLE, Walnut ..... \$10.95  
WILTON RUG, 9x12 ..... \$64.85  
CANDLE STICKS, Pair ..... 95c.  
COSTUMER ..... \$4.85  
HALL RACK, Full Form Mirror ..... \$23.95  
ALL SOFT MATTRESS ..... \$6.95  
SHIRT WAIST BOX, Cretonne, 36 in. .... \$8.95  
BATH MIRROR ..... 95c.

Only While They Last.

**Free Delivery to All  
Parts of the Province  
of New Brunswick**

If you ever think you will need a BEDROOM SUITE, here's the  
Golden Opportunity to secure it.



5 PIECES OF WALNUT FINISHED, with a Bed, Large  
Dresser, Full Vanity Wardrobe and Rocker ..... \$198.65  
5 PIECE WALNUT SUITE ..... \$139.85  
2 PIECE MAHOGANY SUITE ..... \$98.65

Thirty years of honest merchandizing is proof enough for any  
one—when we say bargain we mean 100 per cent. bargain.  
These are real bargains.

### NO INTRODUCTION OF STORE NEEDED

A. ERNEST EVERETT has been in the retail furniture business for over 30 years, and now can say that he enjoys a reputation which only a few merchants have.

First, he has never had a sale other than special articles, and when he says he is selling his stock at a tremendous sacrifice, all can well afford to believe he is telling the truth.

Second, he himself can well afford to brag of his reputation for fair and square dealing with the public at all times.

### CHESTERFIELD SUITES

3 PIECE FULL LOUNGING LENGTH, Mohair and  
Tapestry Combination covered, Snyder Sani-Bilt Suite \$169.00  
3 PIECE BEAUTIFULLY TAILORED SUITE—Covered  
in Sand Colored Mohair with Hand Blocked Cushions \$179.00

**A. ERNEST EVERETT**

91 Charlotte St. ➡

➡ 84 King St.

**100 Presents FREE To The First 100 People Coming Through The Door At Opening!**