

## DEMOBILIZE!

### This is the Order to Each Department

Our "Victory" Shoe Sale is working to the mutual benefit of our customers and ourselves—giving the customers shoes at greatly reduced prices and permitting us to reduce our exceptionally heavy stock to a peace-time basis.

While this sale has been on only a few days, we feel that the goods offered will not be with us long at the prices asked, considering the way the public are buying at this sale-some people purchasing two, three and four pairs.

It will pay you well to attend this sale at once and look over the many Real Bargains. Do Not Neglect to Come in and Look Them Over. This list only indicates a few of the

	MIELAD DE	PARTMENT	
\$3.65 Patent Leather Button oots for dress wear. Selling Fast	\$4.65  Black Calf Lace and Button Boots; Also Brown Lace.  Good Assortment	\$4.95 Tan Calf Lace Boots — Recede toe, medium heavy sole. Moderate Style	\$6.50 "Slater" Tan Militar Boot—Plain toe. A Real Snap
	WOMEN'S D	EPARTMENT	N = \$1
90c. A few pairs of Pump Samples and odd sizes Nearly Sold Out	\$1.24  Boudoir Stippers—A variety of shades, colors and styles.  Good Value	\$2.15 Satin, Patent Leather and Dull Kid Pumps. Afternoon Slipper	\$2.95 Cloth Top Button Boot with dull or patent vamps Very Cheap
\$3.95 Brown and Grey Kid Lanall sizes; also Black But Big Sellers	ce Boots— A limited que ton Boots. Leather Lace Boo	uantity of Patent Dorot bts—Ivory Kid tops. makes, g	\$5.95  thy Dodd" and other good rey, brown and black.  Best Quality

Soft Soles, 0 to 4 Sizes 4 to 7 1-2 Sizes 8 to 10 1-2

Slippers, Boots and Moc-Boots .... \$1.05 and \$1.85 Boots .... \$1.75 and \$2.15 Boots casins..... 42c. and 59c. Big Values

BOYS' DEPARTMENT Black Calf Lace Boots-Medium weight. All sizes, 1 to 5. Tan Lace Boots—A little lighter shade, but best quality.

No Approbation!

Goods Mostly at King St. Store!

"HEADQUARTERS FOR RELIABLE FOOTWEAR"

## & Rising, Ltd.

1 KING STREET

212 UNION STREET

**677 MAIN STREET** 

All Kinds - Hard and Soft TELEPHONE 1913 CONSUMERS COAL CO., LTD.

ALWAYS TO THE FRONT IN bon's Specials SPECIAL PRICES AT

For One Week Only CASH STORES Good Prunes
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T. GIBBON, Cor. Pitt & St. James nadian Food Board License, 8-6969

113 Adelaide St., Phone 962
East St. John Post Office, 279-11

USE The Want

For Three Days Only

We have received an early shipment of yearly Spring Dresses hich we will sell at a special reduced price, from \$12.50 to \$22.50 also Suits from \$9.75 to \$18.75. These Suits can be worn all

Silk and Crepe de Chine Waists at 25 per cent. discount. Also

THE PARISIAN CLOTHING STORE 25 Brussels St.—Opp. Carmarthen St.

Efficiency, Combined With Good Values, Makes Satisfied - TRY -

Sereisky & Co. 687 Main Street

Our prices speak for themselves.

6 lbs. B. Soda For 25c.

4 lbs Barley For 25c.

2 pkgs. Cornstarch For 25c.

3 lbs. Graham Flour 25c.

3 lbs. Gran. Cornmeal For 25c.

Tilson's Quaker Oats 28c. per pkg.

3 cans Old Dutch For 27c.

Campbell's Soup 16c. per can

2 pkgs. Cornflakes For 25c.

2 pkgs. Tapioca For 25c.

Sereisky & Co.
687 Main Street Store open evenings, Phone Main 1320 Prompt delivery to any part of City. Food Board Licenses 8-23750. .7-732 94108-2-21

All other Meats and Vegetables at

The Men From "Over There" Will Appreciate More Than Ever

M. R. A. CLOTHES



Society Brand Clothes

In changing from soldier to civilian life, our soldiers will want the very best in value, style, fit, fabric and general satisfaction. We have prepared for them plenty of SUITS AND OVERCOATS and can now offer an adequate soldier. and can now offer an adequate selection of reliable garments of the latest fash

"Society Brand" and other well known makes are included in our stocks.

We know our clothing to be right in every respect and heartily invite your increases.

MEN'S FANCY SUITS. Priced from \$20.00 to \$47.50

MEN'S SERGE SUITS,
Priced from \$20.00 to \$41.50

MEN'S OVERCOATS,
Priced from \$15.00 to \$40.00 MEN'S CLOTHING SECTION-

SECOND FLOOR

SPRING MILLINERY SHOWING In Millinery Section-2nd Floor

Stores Open 9 a.m.—Close 6 p.m. Daily

#### Special Offering for Saturday and Monday Shoppers in Men's and Boys' Furnishings

Good weight garments in odd kinds and sizes to be sold at Greatly Reduced Prices. Men's Shirts and Drawers, in heavy ribbed wool ...... A Big Bargain, \$2.25 PPer Suit Boys' Shirts and Drawers, in heavy plain knit wool, grey and brown

Men's Coat Sweaters, in medium and heavy weights. The colors are grey, khaki, brown and maroon. Shawl, plain and V neck styles are included. On Sale, \$2.50, \$3.00, \$4.00 Boys' and Youths' Sweaters, in coat style with warm convertible collars, medium and heavy

MEN'S PYJAMAS

Made of fine Ceylonette Flan-On Sale, \$1.98 Per Suit

**MEN'S PAJUNIONS** 

In Spring weights of plain and mercerized cotton, solid colors or fancy stripes.

Greatly Reduced, \$2.00 Suit



MEN'S AND YOUTHS'

**WOOL GLOVES** 

In Scotch or fancy knit. These are in grey and heather shades.
On Sale, 60c. and 75c. pair

HALF HOSE

In black ribbed wool and cotton. The balance of an old purchase and a particularly good bargain ..... 30c. sair

#### MEN'S FURNISHINGS SECTION—GROUND FLOOR

EXCEPTIONAL VALUES IN COTTON FILLED BED PUFFS AND COMFORTABLES "Our Own Make" Comfortables in various colors, covered with Silkoline and frilled

with best grade carded cotton. Size 6 ft. x 6 ft. 9...... Price \$4.50 and \$5.50 HOUSE-FURNISHING SECTION-2ND FLOOR

SALE OF WOMEN'S AND CHILDREN'S HOSIERY IN HOSIERY DEPARTMENT -GROUND FLOOR

SPRING NUMBER OF THE HOME BOOK OF FASHION

Now on Sale, 30 Cents

This has Pattern Coupon worth 20c. toward the purchase of any Home Pattern.



# A Host of Money-Saving Specials

## FOR SATURDAY SHOPPERS

Only a Few Quoted Here. Visit Whitewear Department—Third Floor—For Annual White Sale Bargains

Store Open Saturday Evening Until 10 p.m. WOMEN WILL APPRECIATE

HOUSEHOLD REQUIREMENT, SUCH AS SHEETS, TOWELS, PILLOW SLIPS, ETC., AT THESE SAVING PRICES

Seamless sheets, good strong round thread cotton, well made
Specially priced for Saturday \$1.79

each.

Hemstitched pillow slips, made of fine strong English cottons, sizes 40 x 42.
each. Hemstitched pillow slips, made of fine strong English cottons, sizes 40 x 42.
Specially priced for Saturday 45c. each.
Large size huck towels with hemmed

Specially priced for Saturday 46c. each.
Odd lines of huck towels, only two or
three of each kind. All marked at special Saturday prices to clear.

WARM BATHROBES AND DRESS-ING SACQUES ON SALE SATURDAY

Women's Heavy Velour Bathrobes with full flare sleeve, round collar and cord girdle, neat pattern in medium and dark colors, all sizes. Regular \$6.50 and

On Sale Saturday \$5.58 and \$3.98 each WOMEN'S SMART JERSEY DRESSES VERY SPECIALLY PRICED FOR SATURDAY

Ten only of these fine pure wool Jersey Dresses. "The style is there as well as the wearing qualities." Good shades of brown and tan trimmed corresponding colors. All sizes.

Regular \$31.50 to \$37.00

On Sale Saturday for \$25.00

EXCELLENT WEARING BLOUSE SILKS THAT WILL WASH Very special white washable blouse

Specially priced for Saturday \$1.19 per yard.

EXCEPTIONAL VALUES IN HAND
BAGS AND PURSES
Solid leather black handbags fitted
with coin purse and mirror, light and
dark linings, fancy figure or stripe.
Specially priced for Saturday \$1.47 each
Black solid leather strap purses with
car ticket apartment, lined with mid blue
lining.

Price, \$1.65 each.

HOSIERY DEPARTMENT HAS MANY SPECIAL OFFER-INGS FOR SATURDAY SHOPPERS

SHOPPERS

Ladies' cashmerette hose in cream only. Excellent wearing quality. All sizes. Specially priced for Saturday 47c. pair. Ladies' pure wool light weight seamless hose. Specially priced for Saturday 68c. per pair.

Boy's two-in-one rib cotton heavy hose Sizes 9 to 9½ only.

Specially priced for Saturday 28c. pair. Children's cashmere hose in black, cream and brown. Sizes 6½ to 8½ Price 90 to \$1.50 per pair, according to size.

Pure linen 12-inch d'oyles and powder can cases, in a number of new and dainty patterns.

Pure linen tumbler d'oyles, two different designs, 10c, each. SWEATER KNITTING WOOLS
PRICE 39c. A BALL
Fine quality wools suitable for knitting
sweaters, caps, hug-me-tights, shawls,
etc. In shades of rose, resida, Paddy,
helio.

EXTRA VALUE IN WOMEN'S UNDERWEAR UNDERWEAR

Regular 85c. per garment
On Sale Saturday for 65c.

Fine pure white yarns, rib knit, just
the right weight for early Spring wear,
V neck and short or long sleeve vests,
ankle pants. All sizes.

Regular 85c. each
On Sale Saturday 65c. each

NEW TAILORED BRAISSERS "Perfect fit" of good strong coutil pink cotton, tailored scams, clastic shoulder straps, front closing only. "These are very special." Sizes 84 to 46.

Only 75c. cach

Head of King Street

London House

SEASONABLE CLEAN-UP ON SAT-URDAY OF SKATING SETS CAPS AND SCARFS. REGULAR VALUE \$1.25 TO \$1.50

EACH

Special price for Saturday, 75c, each Lovely and warm in plain, fancy stitch, or brushed knits, pure wool yarns good assortment of Season's very best styles and colors. Nile, rose, saxe, Pad-dy, cardinal, tan, yellow, sand, white, in plain or combination colors.

> Regular \$1.25 to \$150 each Specially priced 75c. each

KIDDIES SWEATERS, REGULAR \$3.50 SALE PRICE \$2.68



Warm Pure Wool Sweaters, made with turn down collar and belt for the kiddies. 2 to 6 years in pretty shade of cardinal On sale Saturday \$2.68 each

NEW BLOOMERS

Very fine sily mercerized finish made with elastic at waist line, also elastic and ribbon bow at knee in lovely shade of blue, All sizes \$2.25 per per GIRLS' SAMPLE DRESSES, BIG RE-

DUCTIONS, SLIGHTLIY

They consist of sheer white organdle, swiss muslin, fine lawns, voiles, etc.
Trimmed embroidery, val. lace insertion and wide satin ribbon in sizes to fit girls
to 14 years. "Mothers can save big money on these."