

THE EVENING TIMES AND STAR, ST. JOHN, N. B., THURSDAY, MAY 27, 1915

9

**A MIGHTY MERCANTILE MOVEMENT**

# FORCED TO UNLOAD

# SALE

## OF HIGH CLASS FOOTWEAR

**Store Closed**

This store will be closed all day Thursday and also Friday morning to enable us to mark down the entire stock and prepare the merchandise in a convenient manner for your selection.

**Doors Open 2 p. m. Friday**

We want 10 experienced extra Salespeople

FOR **8** DAYS ONLY

**Grasp the Meaning**

of this great bargain movement. We are confronted with the serious problem of having a very large overstock. We can't pay our bills with boots and shoes, and so the only thing for us to do is to turn the merchandise into cold cash. To do this in a few days demands very drastic methods. Former prices will be shattered, profits disappear, and cost ignored. You will save dollars. We shall accomplish our object of reducing our stock to normal conditions; but you will have to wake up to the opportunity right quick!

**\$15,000** worth of fine footwear selected from the best manufacturers of Canada for our regular trade will now be offered at such absolute Bona-fide reductions, as will cause a thrill of wonderment throughout the city of St. John, right at the beginning of a season's business.

After deep thought and very careful consideration we have taken this unprecedented step to unload our surplus stock, and we assure the public in all sincerity that the genuine extraordinary price concessions we now make have never been equalled in this city.

**Begins Friday, May 28th., 2 p. m. Sharp**

**MEN ! READ THE PRICES** then ask yourself if you have ever before witnessed such gigantic price reductions on really high-class footwear.

**\$6.00 Boots For \$3.65**

We have selected about 400 pairs of fine quality Boots and Shoes that formerly sold at \$6.00. They comprise some of our very best selling lines, and are from the best shoemakers in America. In the lot you will find high grade Boots of tan calf, black calf, fine Patent Colt; also Low Shoes. They come both button and lace styles, in a variety of lasts that will satisfy the most exacting. The sizes are so well assorted we can fit any foot.

**Unloading Price \$3.65**

We have another line of best quality Box Calf; also Velour Calf Boots, both in black or tan, Goodyear welt sewn soles, dressy stylish, serviceable boots; always considered good value at the regular price of \$5.00.

**Unloading Price \$3.15**

Here is a great bargain in every-day boots, boots for wear, solid leather throughout, Blucher cut. Search the country over and you can't buy a pair less than \$3.50.

**Unloading Price \$2.75****THE CREAM OF OUR FINE SHOES**

is here for you now at a stupendous reduction. We bought them to sell for half as much again. Beautiful boots in fine calf, either black or tan.

**Unloading Price \$4.85****We Ask You to Consider Quality**

The high character of merchandise carried by this store makes it doubly to your advantage. It seldom happens that such well known lines of high-grade goods must be sacrificed right at the beginning of a season's business.

Over \$5,000 worth of new goods have arrived within the past 30 days. Read the prices carefully, and remember the entire stock is on sale.

**We will Exchange, take back or refund your money if any cause for dissatisfaction exists.**

**At 2 O'clock Friday**

we shall sell **Women's \$4.00 Grey Cloth Top Boots**, fine patent leather, plain toes, kidney heels, button styles, correct lasts, for **\$1.48** a pair.

Be here on the tick of the clock !

**FOR GIRLS AND MISSES**

We have hundreds of pairs of shoes for girls, but mention this line as being absolutely the greatest bargains of the times. Dainty, yet strong and worthy wearers, made of fine quality patent leathers and gun metal calf. Some have dull kid uppers, others came with fine cloth tops. You can have button or lace styles. They are made on the famous orthopedic lasts. Sizes 11 to 2. Never sold less than \$3.50.

**Unloading Price \$2.45****FOR ONLY 90c.**

Youcannowbuy Girls' Beautiful Strap Slippers in tans or black and patent. Sizes are 8, 9, 10 only. Former values to \$1.65.

**Unloading Price 90c.****FATHERS AND MOTHERS, BUY BOOTS FOR BOYS!**

High-grade, Heavy, Solid School Boots, in sizes 3, 4 and 5 only. Former prices from \$2.50 to \$3.00.

**Our Unloading Price \$1.85****WE DEFY YOU TO BUY BETTER BOOTS FOR BOYS**

Boys' Boots of heavy genuine box calf, also fine velour calf with Goodyear welted sewn soles, mostly lace styles, but a few button boots. We include in this lot the Celebrated W. L. Douglas Boots; sizes 1 to 5. Former values \$4.00 to \$5.00.

**Unloading Price \$2.95****The Unexpected Often Happens**

28 years of honorable and successful merchandising in this city is the record of this store. Not in all that time have the doors ever been closed to business except on Sundays and legal holidays. We are face to face with serious conditions of a large overstock, and extraordinary means are being taken to rapidly convert a large part of same into cash.

**Genuine Reductions In Women's Boots**

Don't confuse these with the ordinary kind. We are now offering our finest quality ladies' boots in fine patent calf with plain toes, cloth tops, military lace or button styles, made in lasts to fit any foot, and you'll pay \$5.50 and \$6.00 wherever this quality is to be found.

**Our Unloading Price \$3.65****SAVE NOW ON PUMPS**

Handsome Stylish Pumps, all this season's newest plain or colonial styles with new buckle effects. Clarke's Celebrated Patent Colt, Fine Gun Metal Calf; also with fancy vesting tops and cloth insets. Former prices to \$4.00.

**Unloading Price \$2.85**

Ladies' Fine Patent Leather Button Boots with dull kid uppers, Cuban heels. Formerly \$4.00.

**Unloading Price \$2.85****NEW TAN BOOTS**

Ladies' New Tans in lace or button style, shown in four different lasts, high-grade manufacture, splendid fitting, stylish boots. Former price, \$4.00.

**Our Unloading Price \$2.65****FOR ONLY \$2.45**

Ladies' High-class Low Shoes in fine patent leathers, gun metal calf, in black or tans.

**Our Unloading Price \$2.45****THE DOUGLAS SHOE FOR \$3.85**

Here is a line that has never been sold for less than \$5.00. It has a reputation for quality throughout America.

**Our Unloading Price \$3.85**

**Satisfaction or Your Money Back.**

**Store Open Friday  
Till 9 p.m., Sat-  
urday Till 11 p.m.**

**Don't Wait!**

the best will go first and first come gets best choice.

**UNLOADING STOCK OF****PERCY J. STEEL****"The Store of Better Footwear"****519 MAIN STREET - - ST. JOHN****Terms of Sale!**

Owing to the extreme low prices we are making on this stock we must sell on a strictly cash basis and no goods on approval during this sale.

**Shoe The Family Now**