

THE EVENING TIMES AND STAR, ST. JOHN, N. B., WEDNESDAY, JUNE 23, 1915

# A MIGHTY BARGAIN MOVEMENT!

## A STUPENDOUS MID-SUMMER SACRIFICE SALE

### OF ENTIRE \$29,000 STOCK

#### High-Class Clothing and Furnishings for Men and Boys Footwear for Men, Women and Children

**We Need the Money**

This season has been very backward, and we find ourselves overstocked in many lines. We're frank to admit the truth. We are forced to reduce this big stock and turn a big portion of it into CASH at once, so as to meet pressing obligations. We've made our profits on the goods we sold during the early season, so now we are prepared to turn this Surplus Stock into Cash, absolutely regardless of cost or profit. We tell you plainly, we can't afford to carry it over.

HERE'S A TEN-DAY BARGAIN  
EVEN THAT WILL SAVE  
YOU DOLLARS!

**Wait!****Wait!!****Wait!!!**

This great event is an extraordinary sale, with money saving benefits so apparent it will pay you to investigate. Surprises in the way of Tremendous Bargains await you at every turn. Read every item carefully. *Come, bring this advertisement with you!*

**FOR TEN DAYS ONLY****Astonishing Bargains--Tremendous Selling Activity--COME! SAVE NOW****A Timely Opportunity**

Such as this, at practically the beginning of the Season, should appeal with great force to every family in St. John and surrounding country. When you can buy all you need in seasonable wearables for Men and Boys, and Boots and Shoes for every member of the family at positively bargain prices, why hesitate. Thrifty people will find cause for exultation in these many rare chances to save. Come! Get your full share of the bargains now.

DOORS OPEN 10 a.m. THURSDAY

## Amazing Price Reductions, Don't Delay!

**\$10 in Gold And other Valuable Prizes**

To add interest to this great sale, we have selected a number of useful articles, such as Clocks, Silver-plated Spoons, Knives, Pipes and other household articles, which we shall give absolutely FREE to customers.

**Here Are the Conditions**

To every purchaser of a Suit, Overcoat or Raincoat, no matter what price, we shall issue a special ticket with a number on it; one of these numbers will correspond with a number which is now sealed in a box in our window. This box will be opened on Monday, July 5, and the number of the ticket will then be advertised in the daily press, and whoever has the duplicate number will receive the \$10 in Gold. Will it be you? Save your checks.

To every purchaser of \$1 and over from any goods in the store, we shall give a special numbered ticket with each dollar spent. These will participate in the twenty other prizes. Ask the clerk all about it when making your purchase. Be sure and save your checks.

**Now for the Biggest Bargains of the Year in Men's Clothing**

**BE HERE WHEN THE CLOCK STRIKES TEN, THURSDAY**  
We know Thursday is a somewhat inconvenient day for most men. We know, too, that we have to drag you from the office, store or shop. We are prepared to do it. You'll find it well worth your while to knock off for the whole morning if need be to get here. Read these convincing and startling price concessions:

**MEN'S TWEED SUITS**—Former value to \$10.00.  
At the opening of the Sale, \$4.98

**Save Four Check**—It may be the Lucky Number and win the \$10 in Gold

**MEN'S FINE TWEED SUITS**—Former value to \$12. Now \$7.75

**Save Your Check**—It may be the Lucky Number and win the \$10 in Gold

**MEN'S STYLISH TWEED SUITS**—Former values to \$15. Now \$9.85

**Save Your Check**  
**MEN'S SCOTCH TWEED AND FINE SERGE SUITS**—Former value to \$18. Now \$13.85

**MEN'S HIGH-GRADE TWEED AND WORSTED SUITS**—Former value to \$25. Now \$16.85

**Save Your Check**  
**ONE HUNDRED PAIRS MEN'S SEPARATE PANTS**—Worth up to \$3.50; all sizes; neat dark patterns and shapes. Now \$1.87

**THREE HUNDRED MEN'S NEGLIGEE SHIRTS**—In neat summer stripes, coat style. Former value \$1. At this Sale, Only 59c.

**MEN'S OVERALLS and JUMPERS**—Heavy black duck. At this Sale, Only 41c.

**MEN'S WORK SHIRTS**—At this sale, 42c.

## SALE BEGINS THURSDAY JUNE 24th.

**10 a.m. Sharp****We Pay Your Fare**

Car fares refunded to all city customers whose purchases amount to \$2.00 and over.

Railway or steamboat fares paid to all out-of-town customers within twenty-five miles who trade \$15.00 or more.

**BUY RETURN TICKETS** and show the return half when making purchases.

**Our Ironclad Guarantee**

is your safeguard. Whether you buy a suit of clothes or only a collar button, it is our earnest endeavor to please you. We realize that your satisfaction depends on many things. We pay as much attention to the small details as the bigger ones. We cannot afford to have you come here and go away dissatisfied. We are proud of our reputation for honorable and successful merchandising, and if you are not satisfied with any purchase after home inspection, bring it right back and we will refund your money without quibble or question. You've simply GOT to be pleased.

**This Great Family Shoe Store Now Offers You These Extraordinary Values****FOR MEN**

**FINE TAN CALF BOOTS**—Blucher style; just the thing for seasonable wear. The soles on every pair have gone through the genuine oak tanning process; the materials and workmanship are of the very best quality. Every pair is Goodyear welted, remember. Come along and see them. We want everyone to be correctly fitted before you buy.

Former values to \$6.00.  
At this Great Sale, Only \$3.98

**MEN'S \$2.25 WORKING BOOTS**

At this Great Sale, Only \$1.48

**MEN'S \$3 BOX CALF BOOTS**

At this Great Sale, Only \$1.98

**FOR BOYS**

We have a big lot of **BOYS' BOOTS** in sizes 4 and 5 only; good, stout, serviceable shoes. Worth up to \$2.50.

At this Great Sale, Only 78c.

**Be Here When the Doors Open—Save Your Check****FOR WOMEN AND GIRLS**

A big lot of **FINE QUALITY LOW SHOES**, in black, tan and chocolate; just the thing for summer wear, or a good "Extra" pair for house wear. Values to \$2.50.

At this Great Sale, Only 48c.

**The Thing to Do is to Come Early**

Doors Open 10 a.m. Thursday

**WOMEN'S HEAVY BOOTS**

Values to \$2.25. Now \$1.48

**WOMEN'S MILITARY CLOTH**

**TOP BOOTS**—Plain patent leather front, new, stylish kidney heels. Regular \$5.00 values.

At this Great Sale, Only \$2.78

Don't Wait—Come Early—Save Checks

**FASHIONABLE PUMPS FOR LADIES**

—Fine patent leather. Former price, \$3.00. Now \$1.85

**Read and Profit NOW**

**GENUINE PANAMA HATS**—\$4.00 value. Now \$1.98

**FINE PANAMA HATS**—\$6.00 value. Now \$3.98

**STRAWS AT REDUCED PRICES**

**BOYS' CLOTHING**

**TWEED SUITS FOR BOYS**—Regular \$4.50.

This Special Sale, Now \$2.48

**BEAUTIFUL NORFOLK SUITS FOR BOYS**—Regular \$5.50.

Reduced to \$3.98

Save Your Check—It May Be a Lucky Number

\$2.00 and \$2.50 HATS FOR 98c.

Here are **MEN'S STIFF HATS** that actually cost more to manufacture, but we have more in stock than we should have at this time of the year, hence this great bargain chance. Even if you don't need it to wear right away, you can't afford to miss the opportunity.

**A SEASONABLE ONE**

**MEN'S BALBRIGGAN SHIRTS AND DRAWERS**—All the hot weather is to come. You must have them, then why not now!

Here they go for 23c.

**MEN'S BLACK COTTON SOX**—For 12 1-2c. pair

SUIT CASES. Now 98c.

## The BIGGEST BARGAINS in St. John or Your Money Back

**Truth is Mighty**

We lay the matter before you in bare, bold truth, and tell you honestly that it is imperative for us to turn this merchandise into cash at once. We mean just what we say, and intend to make this sale the most successful ever held in this city. From a standpoint of economy, it will surpass anything we have ever before attempted.

**"IN THE LOW RENT DISTRICT"**

# C. B. PIDGEON

Cor. Main and Bridge Streets, St. John

Right opposite the Indiantown steamboat landing

**It's the Quality**

of the merchandise that makes our Guarantee Possible that Sells the Goods.

This sale now makes it doubly to your advantage to trade here; begins

**THURSDAY****JUNE 24TH. 10 A.M.**