

THE EVENING TIMES-STAR, ST. JOHN, N. B., THURSDAY, NOVEMBER 13, 1924

WAIT! WATCH! WAIT!

Till This Day and Hour, When the Greatest, Positively the Greatest Sale of High Grade Dry Goods, Men's, Ladies' and Children's Furnishings, Shoes, Ever Inaugurated or Attempted in This Locality, Will Start at THE IDEAL STORES, Corner of Union and Winslow Streets, West St. John, N. B.

With Dauntless Courage We're Heralding the Season's Greatest Selling Event

A Two-Fisted Go-Get-'em Demonstration to Offer Our Patrons the Most Outstanding Values That Have Ever Been Announced in the History of St. John! Tons and Tons of New Fall Merchandise Will Simply Melt Away Under the Pressure of These Surprisingly Low Prices. Every Price Tag Tells a Story of Tremendous Savings--- Thrift and Economy, For the NEXT TEN DAYS, BEGINNING FRIDAY, NOVEMBER 14th

SPECIALS

From the Dry Goods Department. Lower in price than when the world began its last big scrap.

FIGURE THE SAVINGS

300 YARDS MILL END GINGHAM
In a wide range of patterns, only
Yard **19c**

300 YARDS FLANNELETTE
Suitable for children's dresses, etc. All colors, yard wide.
While it lasts. Yd. **28c**

PINK AND BLUE SHAKER
A good heavy weight for. Yd. **22c**

FACTORY SHEETING
Extra special, 2 1-2 yards wide. Heavy weight. Regular price 75c yd. for Yd **53c**

WHITE SHAKER
36 inches wide, heavy weight. Regular 32c a yard; 5 yards **\$1.25**

CORDUROY VELET
500 Pieces Mill Ends in all shades. Mill ends and assorted lengths. Pc **49c**

300 YARDS INDIAN HEAD
36 inches wide. All colors Yd **24c**

COLOR SHAKER FLANNEL
27 and 36 in. wide. Regular up to 35c yd. Assorted lengths from 1 yard up
Piece **15c**

FIGURED FLANNEL
For Kimonas, etc. Only Yd **29c**

FACTORY COTTON
36 inches wide. Special Yd **12c**

200 Pieces Mill Ends NAVY AND DARK PRINTS
36 in. wide, assorted lengths, from one yard up. While they last
Yard **12c**

150 Pieces Mill Ends WHITE TABLE DAMASK
2 yards wide; very pretty designs, assorted lengths, value to \$1.50 yard, for
Yard **69c**

200 Yards Mill Ends Pieces PRINTED DENIM
36 inches wide, for
Yard **29c**

If the "Tongues" of our fine shoes could speak they would say "Jump in with your both feet"

200 PAIRS LADIES' FELT HOUSE SLIPPERS
In a variety of colors, for **95c**

LADIES' BROWN OXFORDS
Heavy sole and low heel. Regular \$5.00. For **\$2.95**

LADIES' PATENT AND STRAP SHOES
Grey and Fawn. Trimmed, rubber heels **\$2.95**

LADIES' BROWN AND GREY SUEDE SHOES
One strap, two buttons. \$5 value for. **\$3.45**

MEN'S GARTERS
Real Good Brand. 35c value. Now **11c**

76 PAIRS LADIES' BLACK SATIN ONE-STRAP SHOES
High and Military heels. Regular \$5.00. For **\$2.95**

67 PAIRS SLATER BROWN CALF PUMPS
New Tongue effects, \$5.50 value for. **\$3.95**

LADIES' BLACK OXFORDS AND STRAP SHOES
In black and brown, with rubber heels. **\$2.67**

FREE



100 "PRIM LADY" Art Leather Shopping Bags

To The First 100 Customers
Friday Morning, November 14
Purchasing \$3 Worth or Over

CASH

is King and it talks a thousand times louder than gossip.

MEN'S FLANNEL WORK SHIRTS
In grey and khaki shades. **\$1.37**

LADIES' SILK-WOOL HOSE
All colors, special. Per pair **69c**

LADIES' FLEECE LINED HOSE
Black. A good heavy weight for
Pair **38c**

MEN'S LEATHER PULLOVER MITTS
Mule Skin. Regular 75c for. **39c**

PENMAN'S RIBBED UNDERWEAR
All wool. Regular \$2.00 for **\$1.19**

CURTAINS
2 1-4 yards long, with narrow edging of lace. Great value at
Pair **\$1.59**

MEN'S FLEECE LINED UNDERWEAR
Penman's make. **85c**

ONE LOT MEN'S UNDERWEAR
Natural wool and heavy ribbed in the lot. This is a snap; values up to \$1.75 garment. For **95c**

SPECIALS FROM OUR SHOE DEPARTMENT

Men, for safety's sake come early. There won't be enough to go around.

30 Pairs Men's Brown Grain Leather Boots
A good working boot; \$4.00 value
For **\$2.75**

56 Pairs Men's Brown French Toe Calf Boots
Goodyear welts, rubber heels. \$6.00 value. **\$3.95**

32 Pairs Men's Black Recede Toe Boots
Goodyear welts, rubber heels. \$5.00 value. **\$3.45**

75 Pairs Men's Felt Slippers
Leather sole and heel. Regular \$2.00
For **\$1.39**

125 Pairs Men's Black Goodyear Welt Dress Boots
High and medium high toe. Nice dress shoes **\$2.98**

63 Pairs Grain Leather Working Boots
Black and brown. \$3.85 shoes
For **\$2.45**

60 Pairs Men's Black and Brown Dress Boots
In medium high toe, a real good looking boots **\$3.35**

Youths' School Shoes
Sizes 11-13, in a good strong school boot. \$3.00 value
For **\$2.37**

Truthfully Sold LADIES' BLACK AND BROWN HI CUT LACE BOOTS
Sizes 2 to 4. Values up to \$3.50—**33c** for.....

INFANTS' COLORED DRESSES
Sizes up to 3 years, assorted colors and patterns; price **27c**

And Here We Score Again LADIES' COTTON HOSE
Black and Brown **9c** only

Another Rare Treat 200 LADIES' BLOUSES
Assorted Voiles, Dimity, Muslin, etc. Very neatly trimmed. Values up to \$3.50. Special sale price **94c**

CHILDREN'S COTTON HOSE
Good quality and heavy weight. Regular price up to 40c pair. Sale price **18c**

LARGE SIZE TURKISH TOWELS
Heavy weight. Value 95c pair. For **59c**

63 PAIRS WOMEN'S KID NURSES' OXFORDS
Sizes 3 to 7. Cushion sole, rubber heel. **\$2.85**

SHAKER BLANKETS
White and grey. While they last, only. **\$1.95**

THE IDEAL STORES

Corner Union and Winslow Sts.
WEST ST. JOHN, N. B.

SUPREME SALES SYSTEM

EXTRA!! MISSES' HIGH CUT SHOES
Tan or Black \$3.50 value, **\$1.29**

INFANTS' BLACK AND BROWN LACE BOOTS
\$1.25 Value—**43c** for.....

75 PAIRS LADIES' BLACK HIGH GAITERS
15 buttons and buckles—\$2.00 value—**98c** for.....

65 PAIRS MEN'S TWEED WORK PANTS
All sizes, extra good quality. Reg. \$2.95, for. **\$1.43**

MEN'S SOX
Black and brown. **9c** Per pair

MEN'S GREY WOOL WORK SOX
A splendid value for **27c**

ASTORIA SHOES FOR MEN
\$12 quality... **\$4.95**