

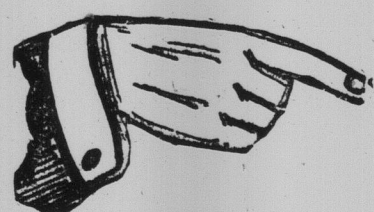
POOR DOCUMENT

MC 2035

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THE EVENING TIMES AND STAR, ST. JOHN, N. B., THURSDAY NOVEMBER 1, 1917

Next Door
Jackson's
Restaurant



YOU



North Side
King Square
Big Sign

IF you are a Man **Read on.** This is meant for **YOU.** If you are a Woman interested in any man, **Read on.** This is for **YOU.** No matter who you are **Read and Tell,** if you wish to make friends, for this is the

Biggest Selling Event Of The Year!

Merchandise is all new, fresh from the factories. You know regular prices on these lines. Our prices appear below. We know this will create a sensation among the men of the city and dealers are asking how we can do it but that is our business. **This is the biggest setback any merchant has offered against the High Cost of Living and soaring prices.**

If you have Friends outside the City, write them of this Money-Saving Opportunity
NO STORE IN THIS CITY CAN COMPETE WITH US, WE BOUGHT RIGHT AND SELL RIGHT

Open
Friday
10 a.m.

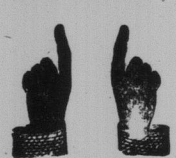
"AN EVERYMAN'S SALE"

Not an ordinary, cheap, clearing out; but a merchandizing event in the City's History. In buying here you secure the best only and our prices will

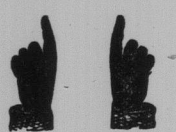
PROVE A REVELATION

Open
Friday
10 a.m.

ALL
SALES
FOR
CASH
ONLY



To-
morrow
10
O'clock



MEN'S SOCKS

Men's Grey Socks at..... 19c. pair
Men's Black Socks at..... 17c. pair
Men's Silk Socks, in all popular colors..... 23c. pair
Socks..... 13c., 2 pairs for 25c.

Woollen goods will particularly be off the market next year, we are informed. These Sweaters are of best material. A SNAP!

SWEATERS

Men's Woollen Coat Sweaters—Regular \$2.50..... Sale price, \$1.29
Men's Wool and Cotton Sweaters—Regular \$1.75..... Sale price, 89c.
Boys' Sweaters (in Wool)—Regular 75c..... Sale price, 49c.
Youths' Sweaters—Pure Wool. Regular price, \$1.50.. Sale price, 78c.

BOYS' PANTS

Boys' Tweed Pants—All sizes, 5 to 16 years. Regular \$1.75, Sale price, \$1.18
Boys' Cottonade Pants—Regular \$1.25..... Sale price, 78c.

MEN'S PANTS

Men's Pants—Black and Striped, all sizes. Regular \$5.00 lines, Sale price, \$2.68
Men's Tweed Pants—Regular \$2.50..... Sale price, \$1.48
Men's 8 oz. Cottonade Pants—Regular \$2.00..... Sale price, \$1.39
Men's Lighter Weight Cottonade Pants—Regular \$1.75, Sale price, \$1.19
Khaki Pants—Military goods. Worth \$3.50..... For \$1.78

NOTE THE TIME:

Store Open Each Evening Until
10 o'clock
Saturday Evening, Later

OUR FIVE LEADERS

Underwear
Overalls
Shirts
Pants
Sweaters

SALESLADIES WANTED

We require the services of Ten
Salesladies. Apply on premises
any time today or this evening.

UNDERWEAR

Men's Wool Ribbed Underwear—The famous Penman manufacture.
All sizes. Selling at any other dealers at \$1.50, One Big Sale Price, 79c.
Men's High-Grade Fleece-lined Underwear—All sizes. Selling
everywhere for 85c. per garment..... Big Sale price, 59c.

BOYS' UNDERWEAR

Boys' All-Wool Ribbed Underwear—Regular price, \$1.25, Sale price, 79c.

MEN'S, YOUTHS' AND BOYS' OVERALLS

Men's Overall Pants, Without Bibs—Selling everywhere for \$1.50 and \$1.75..... Sale price, 98c.
Men's Khaki Overalls—Extra good quality, with bibs. Selling everywhere for \$1.75..... Big Sale price, \$1.29
Youths' Overalls—All sizes. Selling everywhere from \$1.00 to \$1.25..... Sale price, 69c.
Boys' Overalls, with Bibs—All sizes. Selling everywhere from 75c. to \$1.00..... Sale price, 49c.
Blue and White Striped Overalls—Selling everywhere for \$2.00, Big Sale price, \$1.39
Special Lot of Men's Black Overalls—All sizes..... 69c.
Double Knee Overalls—In black only, with bib; all sizes. Made to stand any wear they may be put to. Regular price, \$2.25, Big Sale price, \$1.48

JUMPERS TO MATCH ALL OVERALLS AT SAME PRICES

MEN'S SHIRTS

Men's Sateen Working Shirts—All sizes. Selling everywhere for 65c. to 75c. Sale price, 39c.
Men's Laundered Shirts—All the latest fabrics and colorings. Selling from 25c. to \$2.00. Sizes 14 to 17.... Big Sale price, only 79c.

\$8,000
Worth
of
Bang
up
STOCK

To-
morrow
10
O'clock



5 KING SQUARE

ALMOST STRAIGHT ACROSS FROM THE MARKET

NEW BRUNSWICK SALE CO.