

# A Compulsory Selling of Merchandise

## C. B. PIDGEON'S

### Entire \$30,000 Stock IN THE HANDS OF THE ADJUSTORS

#### To The Public---The Reason

I realize that this announcement will prove a great surprise to the many patrons of this store, and no doubt startle the most skeptical. Having been connected with the Militia for some considerable time, I felt it my duty to respond to the Call of my Country, and am now on active service with the Second Canadian Overseas Contingent, and it will be only a short time when I shall be leaving with my company for the front.

It is only natural that I should feel concerned and extremely anxious to leave my business in the best possible condition—Manufacturers have to be paid. We can't pay bills with merchandise, so I have decided to turn a large part of this immense stock into Cold Cash at once to obviate any strenuous financing on the part of my bookkeeper and manager in my absence. As my military obligations do not permit of my giving the personal attention necessary to accomplish this adjustment, I have placed the business temporarily in the hands of the Cullingham Adjustors with imperative instructions to adjust the stock and raise the necessary amount of cash needed for the same at once, regardless of cost or profits. We can't wait for a long adjustment. Time is short. There will be no half way measures, drastic action will be taken to effect immediate results, and you can come to this sale expecting the greatest bargains ever offered in the City of St. John.

I trust the public will take advantage of this extraordinary offer, thereby assisting me to accomplish the desired results.

C. B. PIDGEON.

#### Read The Full Details

As adjusters in full charge, we have no long drawn out tale of woes to tell. Neither is it necessary for us to offer any flimsy excuses. We have received very definite instructions from Mr. Pidgeon to make a thorough adjustment of this entire stock. We find over \$30,000 worth of high-class merchandise in all, right up-to-date, a large part of which was bought for the present season. On our shoulders rests the responsibility of raising \$10,460 cash, the amount required to make a satisfactory adjustment and pay up all bills. Of this amount we find it compulsory to raise at least \$4,700 in the first 24 selling hours of the sale Friday and Saturday. We state the exact conditions as we find them, and have accepted the inevitable, sacrifice all profits and more, and feel safe in saying this will prove the most powerful dispensation of high-class merchandise ever attempted in the City of St. John.

We strongly advise your early attendance before lines and sizes are broken.

THE CULLINGHAM ADJUSTERS.

## Begins Friday, January 8th, 10 a.m., Sharp

### OVERCOATS

Going at a Sacrifice

MEN'S and YOUNG MEN'S WINTER OVERCOATS—Good, Heavy, Serviceable, All-Wool Tweeds, Heavy Linings, Shawl Collars, Correct Shades; all sizes in the lot. Regular Values, \$12.00

Adjustor's Price \$6.98

OVERCOATS for Men and Young Men, in Specially Attractive Patterns, Heavy Winter Weights, Well Lined and Fashionably Tailored. Values to \$15.00.

Adjustor's Price \$8.86

BEAUTIFUL OVERCOATS for Men and Young Men—Finest Quality All-Wool, Heavy Weight Winter Overcoats, Extra Well Lined and Finished, Tailored Throughout in Correct Style. Values \$18.00 to \$22.00.

Adjustor's Price \$11.98

PANTS AT BIG REDUCTIONS—Good, Serviceable, Stylish Cut, Separate Pants.

Regular Price, \$2.00.....For \$1.28  
Regular Price, \$2.50.....For \$1.48  
Regular Price, \$3.00.....For \$1.97  
Regular Price to \$4.50.....For \$2.68



### EXTRA!

Hats and Caps, Value to \$3, for 10c. each

To add interest to this great event we will sell to every purchaser of a man's Suit or Overcoat—no matter what price you pay for it—Friday and Saturday only, your unrestricted choice of any Hat or Cap in our stock worth up to \$3, for 10c. each. Remember, doors open Friday at 10 a.m., sharp. Don't wait!

### Store Closed

This store will be closed all day Wednesday and Thursday while we mark down the entire stock and arrange it to facilitate the serving of the crowd.

Every Garment and Every Article Carries with it the C. B. Pidgeon

### IRON-CLAD GUARANTEE

of satisfaction or your money back. We will not tolerate any misrepresentations—everything will be sold just as advertised, and we can assure every customer that the square deal business policy and customary honesty of this store will be fully extended during this great sale.

### Men's Suits

At Prices That Will Crowd This Store



We Want to Sell One Hundred Suits on Friday and Saturday. Here's How We Intend to Do it. Read the Tempting Prices, and Remember, First Come First Served.

MEN'S TWEED SUITS—In Neat Dark Patterns, Good Strong Linings and Well Finished Throughout—a Good Business Suit. Regular Values to \$10.00.

Adjustor's Price \$3.95

TWEED BUSINESS SUITS for Men and Young Men, in Correct Styles, Fashionable All-Wool Tweeds, Perfect Workmanship Throughout. Regular Values to \$12.00.

Adjustor's Price \$6.65

EXTRA FINE QUALITY—All-Wool Tweeds and Serges. Suits for Men and Young Men; plenty good enough for best wear; Fashionably Tailored. Regular Values to \$15.00.

Adjustor's Price \$8.95

A LOT OF FINE TWEED and WORSTED SUITS, Picked from the Broken Lines of \$25.00 Suits. All Marked One Price.

Adjustor's Price \$13.65

## NO RESERVE!

## NO TIME LIMIT!

### We Expect Crowds

from all parts of this city. Thrifty Buyers who appreciate such remarkable money-saving opportunities as are now offered here, will be eager to get their full share of the bargains.

We shall be ready for you with a big staff of extra salespeople, and you may be sure of prompt attention.

ADJUSTING STOCK OF

## C. B. PIDGEON

Cor. Main and Bridge Streets  
ST. JOHN

### Our Time Is Limited

For this reason we place no restriction or limitations on this stock.

The moment we raise \$10,460 cash, this great slaughter ends.

Do yourself the justice of investigating.