The Purchasing Power of Your \$1.00 at This Store Means \$1.25 and \$1.35 Regular Values!

Any store can make this claim, but

Close comparison is the best test.

The easiest sales we make are to

Our "Record Sales" each month and

Almost everything in the store reduced from 10 to 20 and 30 per cent.,

and in some cases more. Many lines

we cannot purchase again at our pres-

ent cut prices. If prices remain up,

we are foolish; if wholesale prices drop, we are wise. With the manu-

facturing difficulties and labor prob-

lems, the shrewdest buyers see no possibility of phenomenal change in

prices for spring 1921 Notwithstand. ing these facts, we are going to play

OUR BIG REDUCTIONS FROM

CHRISTMAS

season are the best evidence we have

of prices being right, our merchandise being satisfactory and our service be-

We court the closest compariso

those having made comparison

LOWERING OUR STOCK OF MERCHANDISE BEFORE Men's Overcoats, Suits,

Waterproofs, Trousers, Sweaters — All reduced

Big saving in prices in

Overalls, Smocks, Wool

Shirts, Gloves, Mitts-

Ladies' Coats of the

higher grade. All wool

\$45, balance at \$37.50.

Shoes, Rubbers, Rub-

ber Boots. Piles of

them, some lines great-

THE SEEING EYE

ly reduced in price.

relours, worth *\$42 to

Piles to choose from

to clear quickly.

do they do it?

every department.

ing appreciated

"Safety First."

Fine English Tapestry Square Carpets all reduced.

Men's Hats and Capsand piles of them, all at big reductions.

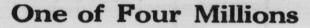
Stanfield's Underwear requires no advertising. All well known; all down in price.

PRESENT VALUES will give our customers a chance, to purchase from Great Stocks of Standard Merchandise. Just what they want, at unmatched prices, no difference from what source

"EXPERIENCED" SALESLADY WANTED

J.N. CURRIE & CO. THE STORE WITH THE GOODS

THE COUNTRY WEEKLY





(A Photograph Direct from the War-Stricken Area)

per Month Preserves the Life of Millions of war orphans in Central Europe are growing

up undernourished and stunted.



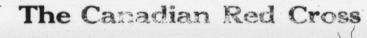
Thousands of them are dying of typhus, tuberculosis and small-pox.

There is almost a complete lack of the nourishing foods growing children need, of clothing, of doctors, nurses and medical supplies. " The condition of the children is pitiable in the extreme.

Upon this coming generation depends largely whether these nations will be healthy and right-minded or a hot-bed of anarchy and degeneracy-a menace to the world.

It has been found by experience that the cost of caring for a waif child is approximately three dollars per month; that of the supplies that are required by imports about one dollar is needed; and therefore the dollar that we provide, together with the local support of local governments, local municipalities, local charities and local services practically preserves the life of one child.

> The British Empire War Relief Fund will be administered in Europe by the British Red Cross in co-operation with the League of Red Cross Societies. Send your con-



Enclosed find	chiene ro ney order : cari	·			
as my contribu	tion 13 the Card	San Hed Crais	Aki ty for	Coropana Relia	
Nam	ie				·

Please send your contribution to the local Rod Cross Branch or to The Canadian Rod Cross, 410 Sherbourne Street, Toronto.





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