

January Clearance Sale

Introducing The January Clearance Opportunity Which Will be the Most Important Event in Brantford This Month

WHAT IT WILL DO

The January Clearance is the talk of the town, and every one is wondering what great bargains will be in the thousands and thousands of dollars worth of new and desirable merchandise to be distributed.

AT THE LOWEST PRICES

ever quoted on goods of equal quality and desirability. The January Clearance brings the greatest opportunity to save money that has ever been offered.

COME AND SEE

JANUARY CLEARANCE SALE

to this store is what a good housewife is to every home at housecleaning time. To clean up and get things in tip-top shape is the task assigned to the January Clearance Event.



Read!

Why The January Clearance Sale Will Be The Most Important Event In Town Will Be Known By The Opportunities It Brings

Read!



You Can Save Stacks of Money on Coats

Lot No. 1.

Mixed Tweeds, including a few blanket coats in grey and red. Mostly small sizes, 16-36. Values to \$15.00, special price

\$5.95

Lot No. 2

Smart models in good tan and brown tweeds. Convertible collars, good bone buttons, flare back, under arm belt. Special price—

\$6.95

Lot No. 3

Lovely rich dark tweed, showing full back or semi-style with full ripple. Deep plush collar, cuffs trimmed to match. Bone or plush buttons, regular \$16.50, special price—

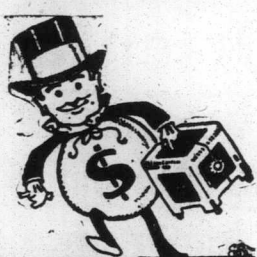
\$9.95

SEE OUR WINDOW DISPLAYS

Boys Sweater Coats 59c

Five dozen only Boys' Wool Sweater coats, made with plain knit and military collars. All sizes, grey only. Good value at 89c., January clearance sale price—

59c



Embroidery Bargains

An Opportunity to Procure Remarkable Values in Embroideries

Embroidery Flouncing 29c Yard

One Table Swiss Embroidery Flouncing, 27 inches wide, small patterns, for children's dresses and larger for underskirt flouncing. January Clearance Sale price, yd. 29c

16 Inch Corset Cover Embroidery—19c Yard

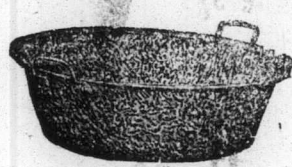
150 yards Fine Nainsook Corset Cover Embroidery, some with eyelet and blind work. January Clearance Sale price per yard. 19c

1000 Yards Fine Nainsook Embroidery—These are four inches wide. Suitable for all kinds of underwear. Goods scalloped edge with dainty eyelet patterns. January Clearance Sale price 9 1-2c., 12 1-2c., and per yard. 14 1-2c

Main Floor

On Sale 9 to 9:30 O'clock Wednesday

Enamel Dish Pans



Sale Price 19c

On Sale 10 to 12 Wednesday Morning

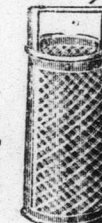
Tea Kettles



Two Sizes Sale Price

32c and 39c

Three-In-One Grater



Sale Price 10c

Enamel Double Boilers

Sale Price 49c

On Sale 2 to 3 Wednesday

Enamel Self-basting Roasters

Sale Price 39c

—Down Stairs Store

LADIES' SWEATER COATS

Plain Knit Sweater Coat with V shaped neck. Suitable for house wear or under winter coat. Colors are cardinal, navy, grey. January Clearance Sale price—

\$1.98

—MAIN FLOOR

WAISTS MUST GO

The time has come when a complete clearaway must be made in the Waist Section. This is certainly your opportunity to supply your needs for now as well as the future.

Smart Voile Shirt Waists

\$1.49

Colored pin stripe in black, mauve, and sky. White pique collar, may be worn high or low.

Dainty White Voile Waists

\$1.89

Embroidered in small floral design. Yoke and sleeves finished with hemstitching. Collar and front edged with cream or white guipure lace.

Jap Silk Waists

\$1.95

In several pretty styles. Fronts are finished with tucks and embroidered. Long sleeves with turn back cuffs, and roll collars which may be worn high or low.

Second Floor

UNDERWEAR Men's Sweater Coats \$1.69 FOR LESS

White Flannelette Night Gowns, high neck and long sleeves and embroidery trimmed. Good quality. Price. \$1.00

Children's Flannelette Night Gowns, neck and sleeves worked in scalloped edge. Good quality, sizes 2 years to 16. Price 75c. and. 85c

Children's Fleece Lined Waists, in natural or white. Price. 25c

Ladies' Vests and Drawers—In natural or white wool and cotton mixture. Worth 75c. Special. 50c

Ladies' Combinations, high neck and long sleeves, wool and cotton mixture, good winter weight. Price. \$1.69

Black Sateen Petticoats, in large out side size. Splendid value. Price. \$1.25

Black Petticoats of Soft English Moire with fine plaited flounce. Price. \$1.50

Kitchen Aprons, of blue chambray with bib that slips over the head. Price. 19c

Second Floor



Start a Bank Account on What You Save on These Silks

1000 Yards Pure Silk Crepe de Chene and Washing Messaline Satin, 98c yd.

Wednesday morning at 9 o'clock and until all are sold, we will sell one thousand yards of pure silk crepe-de-chene and washing messaline satin, full yard wide. Beautiful soft quality. Suitable for dresses, blouses, slip linings, etc. In shades of white, ivory, flesh, pink, maize, sky, atee, navy, blue, Hunter's green, Resida, Taupe, battleship, Burgundy, Rose, Wistaria, amethyst, golden brown, nigger, purple, orchid and black. This offer will no doubt be the last we will be able to give at a price less than \$2.00 a yard as the market is soaring. But we are alert to the situation and made this purchase some months ago. Hence the price

98c a yard

—MAIN FLOOR

E. B. CROMPTON & CO., LIMITED

BRANTFORD
WO

Opening Game of Local
Victory for Local

For the first time in many years, the Brantford Hockey Team were able to the laurels of victory from the black of Paris on their last night, the final score 5-2. The play throughout was closely contested and penalties were somewhat the match was, on the whole one. The ice, which was in good condition in the early of the game, gradually softened in the last period, was cut considerably. The game was satisfactory from the local point, the win placing Brantford an enviable position, not because of the victory itself, but account of the fact in their first game of season, and after very practice the locals were able to feat a Paris aggregation on own ice, a feat but seldom plished in the past, and no during the past few years. conclusion of the game, A Gould expressed himself as satisfied with the outcome while he intimated that changes would be made in the future with the object of strengthening the team, nothing was announced at the time. Players of both teams worked to avert a loss and in the final Paris made a determined effort to overcome the lead of opponents, but without success work of the players of both was of a high standard, usually found in junior hockey only exception, being that the an evident lack of combination but this fault was rectified to extent as the game progressed as the players warmed up to work, better play in this resulted, especially by Paris, who one or two occasions threatened the Brantford goal taking the puck from one of the ice to the other.

A good sized crowd of Brantforders left here on the speed shortly after seven o'clock, many others went up on the car and on the L. E. and N. sized crowd also turned out Paris, so that both teams were dently cheered on to victory their respective supporters.

In the face-off Paris secured puck and led away with a run the Brantford end, and for the few minutes the battle waged and exciting near the local Paris was leading in the aggregate and after fifteen minutes played the rubber in the Brantford the shot being made by the centre man. Three minutes later in the sense of Hayes, who had been off for tripping, Barker was successful in beating Stewart to the at the close of the third, Paris by a substantial margin, 2-0. Soon after the players had the ice in the second section of game a halt was called on account of the Paris penalty keeper objection to Hayes taking the ice too soon. The difficulty was adjusted and the game proceeded with the Brantford boys determined to cut down the lead, and the opponents equally decided to maintain it. At this time many good



GENERAL NIVELLE, FRENCH
YEAR OF VICTORY
The French commander in chief.
dun. She is an American.
Hospital. She says he is a

Ma Believes in

