

STRONG & WHITMAN'S

PRE-INVENTORY CLEARANCE SALE

This is a sale, not of "Cutts", but a GENUINE BIG SWEEPING SALE that embraces the entire stock. We are overstocked and must unload before the first of February. EVERY ARTICLE in the store--with few exceptions--is on sale at genuine reductions. It will pay OUT-OF-TOWN CUSTOMERS as well as those in the town to compare our sale prices with those of other "Sales". Mail orders given prompt and careful attention. We prepay freight on orders amounting to \$10.00 or more. Get your friends and neighbours together and send us an order, satisfaction guaranteed. These are all new fresh goods.

Men's Furnishings

Stanfield's Men's Underwear
Regular \$1.00, \$1.25, \$1.50.
Sale 79c., 95c., \$1.15
Sizes 32 to 46

Men's Heavy Unshrinkable Underwear
Regular 85c. going at 59c.

Men's Fleece-lined Underwear
Regular 60c., now going at 39c.

Boys' Jaegar Fleece Underwear
A splendid article. Sizes 22 to 34. All going at one price. per garment 27c.

Men's Black Dress Overcoats
This is a splendid value.
Regular \$11.75, now \$8.00

Men's Imitation Buffalo Coats
Regular \$11.00 value for \$7.75
Only two left.

Men's Sheep-lined Coats
Regular \$5.25, \$6.75, \$7.50.
Sale \$3.75, \$4.75, \$5.50.
Some with fur collars and sweater necks, all with inside knitted wrists.

Men's Cloth Coats
With heavy flannel lining and belt.
Only \$2.25

Men's Sweater Coats & Sweaters
Regular 80c., 98c., \$1.15, \$1.25, \$1.98, \$2.10.
Sale 59c., 69c., 75c., 85c., \$1.40, \$1.50.

Men's Stanfield's Sweaters
Regular \$1.50, \$1.60, now \$1.15

Boys' Sweater Coats & Sweaters
Regular 45c., 55c., 60c., 85c., 95c.
Sale 29c., 40c., 40c., 59c., 69c.

Men's Overcoats Convertible Collars
Regular \$9.75, \$11.25, \$15.00, \$15.75, \$16.50.
Sale \$6.98, \$8.00, \$10.00, \$11.25, \$12.00

Men's & Boys' Clothing
Boys' and Children's Overcoats and Reefers all at 30 p. c. off.
Thus a Boys' \$3.00 Suit for \$2.10
Mans' \$10.00 Suit for \$7.00
See the big saving.

Men's & Boys' Furnishings
Ties, Collars, Shirts, Hose Suspenders, Hats, Caps, Suit Cases, etc. all at 20 p. c. off.

Ladies' Furnishings

Ladies' Winter Coats
We have a fine line that were selling for \$6.50, \$7.25 and \$7.98 each. Your choice at this sale \$4.75 for \$5.98
Regular \$9.25 for \$7.50
Regular \$10.75 and \$11.50 for \$7.50
Regular \$11.98 and \$12.25 for \$8.50
Regular \$12.50 and \$12.98 for \$8.50
Regular \$14.25 for \$9.75
We have only a few left.

Furs--Furs--Furs
We have still a good showing of ladies' stylish neck furs, which we are closing out at the large discount of 30 p. c. off.

Cashmere & Wool Hose
All our Ladies' Misses' and Children's Hose 30 p. c. off

Ladies' Fleece-lined Hose
Fine lisle finish exceptional value at 28c., now only 19pr.

Ladies' Cashmerette Hose
These are a ribbed hose, nice smooth finish, limited quantity. Two pairs for 25c.

Ladies' Flannelette Gowns
Regular price 85c., 90c., \$1.15.
Sale 60c. 60c. 85.

Ladies' Flannelette & Satteen Waists
Regular price 60c., and 90c.,
Sale 39c., and 59c.

3 Ladies' Handkerchief Specials
Ten dozen plain white, in the narrow hemstitched border, doz. 30c.
Ten dozen plain white cross-bar effect, neat border, 8 for 25c.
Ten dozen plain white with scalloped border and designs, 6 for 25c.

Aviation Caps & Toques
Regular 35c., 45c., 48c., 50c., 55c., 60c., 75c.
Sale 25c., 32c., 35c., 35c., 39c. 60c.

Ladies' Winter Undervests
Regular 18c., 25c., 35c., 53c., 55c., 60c., 85c.,
Sale 13c., 19c., 25c., 39c., 42c., 59c.

Ladies' Flannelette & Satteen Waists
Regular price 60c., and 90c.,
Sale 39c., and 59c.

3 Ladies' Handkerchief Specials
Ten dozen plain white, in the narrow hemstitched border, doz. 30c.
Ten dozen plain white cross-bar effect, neat border, 8 for 25c.
Ten dozen plain white with scalloped border and designs, 6 for 25c.

Aviation Caps & Toques
Regular 35c., 45c., 48c., 50c., 55c., 60c., 75c.
Sale 25c., 32c., 35c., 35c., 39c. 60c.

Ladies' Dress Skirts
The cut prices on these will astonish you. A stylish well-tailored skirt going for \$1.45
Ask to see other prices.

Misses' Winter Coats
Regular \$2.60, \$2.75, \$2.98, \$3.25
Your choice \$2.10
Regular \$3.50, \$3.75, \$3.85, \$3.98
Your choice \$2.75
Regular \$4.50, \$4.65, \$4.75.
Your choice \$3.50

Ladies' Winter Drawers
Regular 35c., 43c., 55c., 58c.
Sale 25c., 30c., 39c.

Ladies' Stanfield's Underwear
Regular 90c., 98c., \$1.15, \$1.25.
Sale 65c., 75c., 90c., 98c.

Corset Covers Corset Covers
The long-sleeved kind
Regular 30c., going for 19c.

Little Girls' Winter Coats
Regular \$1.60, \$1.65, \$1.80.
Your choice \$1.25
Regular \$2.15, \$2.25, \$2.35, \$2.40, \$2.550.
Your choice \$1.75
Regular \$5.25, now \$3.75

Miscellaneous

Eiderdown Comforters
Regular \$3.75, now only \$2.75
A great snap.

Straw Matting Squares
Two only, sizes 3 x 3 going at \$1.50

Wool & Union Squares
Size 3 x 3--Regular \$4.75, \$4.98
Sale \$3.60, \$3.75
Size 3 x 3 1/2--Regular \$5.95, \$6.50
Sale \$4.50, \$6.25
Size 3 x 4--Regular \$6.75, \$9.30
Sale \$4.98, \$7.25

3 Only Tapestry Squares
1 size 3 x 3 price \$7.75, now \$3.25
1 size 3 1/2 x 4, price \$11.85, now \$8.75
1 size 3 x 4, price \$16.50, now \$12.50
This last is a very handsome rug, with medallion centre, colors, woods and green. A great Bargain.

House Furnishings
LINOLEUMS
20 p. c. off
LACE CURTAINS.
30 p. c. off
Art Muslins, Art Satteens, Screens, Table Linens, Towelling, Towels, Sheeting, Pillow Cotton.
20 p. c. off

Hearth Rugs
9, 12 and 14 feet.
Regular \$2.25, \$2.60, \$2.85, \$3.25, \$4.75, \$6.50.
Sale \$1.50, \$1.90, \$2.15, \$2.50, \$3.65, \$4.98

Door Mats
Regular 45c., 60c., 85c., 95c., \$1.25, \$1.50.
Sale 29c. 39c. 65c. 75c. 95c. \$1.20.

Full Bleached White Cottons
250 yds. Regular 9c. quality now 7c.
250 yds. Regular 10c quality now 8c.
250 yds. Regular 11c quality now 9c.
250 yds. Regular 12c quality now 9c.

Clearance of Staples & Domestic
400 yds. Unbleached "Bengal" Cotton Extra value at 12c. going for 9c.

White Flannelettes
200 yds. Regular 10c. quality for 8c.
200 yds. Regular 13c. quality for 10c.
200 yds. Regular 16c. quality for 12c.
These are exceptional values at regular prices. Note the cuts.

Striped Flannelettes
200 yds. Regular 10c quality for 8c.
200 yds. Regular 12c. quality for 9c.
200 yds. Regular 13c. quality for 10c.
200 yds. Regular 16c. quality for 12c.
These are exceptional values at regular prices. Note the cuts.

1500 Yds. Print Cottons
Regular 8c., 10c., 11c., 12c., 15c. yd. Sale 6c., 8c., 10c., 11c., 14c.
A big saving for early buyers.

Wrapperettes & Waistings
Regular 15c., 16c. this sale yd. 11c

Grey Wool Blankets
We have twelve pairs of these left the regular price is \$2.25 and big value for that, but we are clearing them at \$1.75 a pair.

Dress Goods & Trimmings
All our fine stock of Dress Goods and trimmings without reserve going at a discount of 25 p. c. off.

Embroideries, Laces, Silks, Ribbons
And everything not specified in this advertisement 20 p. c. off.

This sale is now on and will positively end Jan- 31. as we then immediately begin to take stock. You can note the tremendous saving. Buy now as the time is short

Good butter in 2 lb blocks, wrapped, at 22c. lb. & Fresh eggs at 25c. doz. will be taken at this sale as cash. Prices subject to market changes.