

AN EXTRAORDINARY CLEARANCE SALE

To Purchasers of \$10.00 or over, railway fares to distances of 20 miles will be paid

1/4 OFF

For Cash Only

EXTRAORDINARY Because the price reductions are made on Staple lines of year-around usefulness, as well as on seasonable goods.

EXTRAORDINARY, because the reductions are extraordinary and are made on prices originally low. The Clothing is all new and of the Highest Grade. We know of no better way to begin the New Year than to change prices in your favor, this is how we go about it.

Overcoats	\$25.00	now	\$18.75
Overcoats	20.00	"	15.00
Overcoats	15.00	"	11.25
Overcoats	12.00	"	9.00
Overcoats	10.00	"	7.50
Overcoats	7.50	"	5.65

Suits	Cut the Same		
Pants	"	"	"
Caps	"	"	"
Socks	"	"	"
Boy's Overcoats, Reefers, Knicks			
Stockings, Suits, Caps & etc			

Everything Cut for THE NEXT 20 DAYS in the same way

The Store program for January and February is to reduce stocks as much as possible regardless of profit, that is the emphasis of the advertising—Crowding prices down and goods out, you can tell at a glance we mean business, with something more to bank on than the cry of cheapness

Roop and Company

Opposite J. J. Snook Block

One Block North of Station

PRINCE STREET, TRURO, N.S.

SUBSCRIBE FOR

THE CITIZEN

25 cents in Stamps Pays for Three Months.