

STUPENDOUS PRICE CUTTING

Jan'y Clearing Sale

ERNST'S

Where the good clothes come from

SATURDAY A REAL RED LETTER DAY!

One cannot conceive the great bargains we have in store for them during this sale. There is no use talking, there never were values like these offered in Kitchener or elsewhere that we know of. We are bound to make our clearing a success; we must get rid of the goods. We are overstocked, but overstocked with the very finest and best of clothing, hats, caps, boots and shoes and men's furnishings. The immense stock must be cleared to make room for next season's goods which are already piling in on us. 20 per cent to 33 1-3 per cent reductions of every article in the store. Come to-morrow and get your share of the good things.



Men's Overcoats worth 18.00, only \$12.98
Men's Overcoats worth 20.00, only \$14.98
Men's Overcoats worth 22.00, only \$16.98
Men's Overcoats worth 24.00, only \$18.98

Men's Overcoats worth 30.00, only \$23.48
Men's Overcoats worth 32.00, only \$25.68
Men's Overcoats worth 35.00, only \$27.48
Men's Overcoats worth 40.00, only \$29.98

Here's the chance of a season to get a Suit at a big saving.

1000 Pairs of Men's Trousers selling at less than present price of cloth.

Men's regular \$28.00 Suits only \$19.98	Men's regular \$24.00 Suits only \$16.98
Men's regular \$30.00 Suits only \$22.48	Men's regular \$22.00 Suits only \$14.98
Men's regular \$32.00 Suits only \$24.98	Men's regular \$18.00 Suits only \$12.98
Men's regular \$35.00 Suits only \$27.98	Men's regular \$15.00 Suits only \$10.50
Men's regular \$37.50 Suits only \$28.98	Men's regular \$13.00 Suits only \$9.50

Men's Trousers, value \$2.50 for \$1.98
Men's Trousers, value \$3.50 for \$2.69
Men's Trousers, value \$4.00 for \$3.39
Men's Trousers, value \$4.50 for \$3.59
Men's Trousers, value \$5.00 for \$3.79
Men's Trousers, value \$6.00 for \$4.59
Men's Trousers, value \$7.50 for \$5.98

Boots, Shoes and Rubbers

Women's red, brown, gray and black Cosy Slippers, regular \$1.35, sale price... **95c**
 Children's and Misses' Felt Slippers a big assortment. Values up to \$1.25, sale price... **69c**
 200 pairs Women's fine kid and gunmetal shoes, regular \$3.50, \$4.00 and \$4.50, sale price... **\$1.98**
 Women's and growing girls' Kid and Patent Lace and Button Shoes, high and low heels, regular \$5.00, \$5.50, \$6.00, sale price... **\$3.95**

For the Men

Dark tan English Bals, with Neolin soles, regular \$7.50 now... **\$5.95**
 Gunmetal Calf, English Bals, with Neolin soles, regular \$6.50, now... **\$4.95**
 Heavy Work Shoes, with vical soles, regular \$4.00, now... **\$2.95**

For the Boy's

Boys' Heavy School Shoes, sizes 1 to 5, regular \$4.00, now... **\$2.95**
 Boys' fine Calf Shoes, sizes 1 to 5, very special... **\$3.50**
 Youth's fine Calf Shoes, sizes 11 to 13, sale price... **\$2.95**

Buy clothing of the highest quality at the lowest price.

Mothers, your interests are ours and in this sale we have provided lavishly for you and your boy in cloth that will please him and make him the envy of all boys who wear Ernsts' clothes. Come and partake of the bargains the like of which you'll not have offered to you for many a long day.

Regular \$6.50 Overcoats only \$4.98
Regular \$8.00 Overcoats only \$5.98
Regular \$9.50 Overcoats only \$6.98
Regular \$12.00 Overcoats only \$8.98
Regular \$14.00 Overcoats only \$10.50
Regular \$16.00 Overcoats only \$12.60
Regular \$18.00 Overcoat only \$13.90

Boys' Suits, all ages, 2 1/2 to 18 years:
Regular \$6.50 Suits for only \$4.98
Regular \$7.50 Suits for only \$5.98
Regular \$9.00 Suits for only \$7.48
Regular \$10.00 Suit for only \$8.48
Regular \$12.00 Suits for only \$9.98
Regular \$14.00 Suits for only \$10.80

Men's Underwear

at "Final" Reductions, 2 p.c. Underwear
 \$1.00 Men's Fleece lined Underwear, now... **75c**
 \$1.35 Men's Elastic Ribbed Underwear, now... **95c**
 \$1.50 Men's Scotch Knit and Elastic Ribbed Underwear, now... **\$1.19**
 \$2.00 Men's Scotch and Knit Elastic Ribbed Underwear, now... **\$1.50**

Combination Underwear

Our prices are the wonder of the retail trade—they positively cannot be matched elsewhere at anywhere near these reductions. Don't you see how it works out to your economy to buy now and buy for years to come.
 \$2.50 Men's Union Combination Underwear, now... **\$1.98**
 \$3.50 Men's Union Combination Underwear, now... **\$2.68**
 \$4.00 Men's Union Combination Underwear, now... **\$2.98**
 \$5.00 Men's Union Combination Underwear, now... **\$3.75**

Furnishings for Men and Boys

Just a few of the astounding values to be found at the triumphant sale Underwear section. Just a word to the thrifty; get in on these money-savers.

Men's Neckties

At Prices You Would Hardly Believe Possible
 And they're all beautifully fashioned. Ties including the most favored designs for spring wear.
 39c Men's Neckwear now... **25c**
 50c Men's Neckwear now... **39c**
 75c Men's Neckwear now... **50c**
 \$1.00 Men's Neckwear now... **75c**

Men's Shirts

OUT THEY MUST GO TO THE TUNE OF CLEARANCE PRICES.
 Spr it's buying chance you'll probably never get again. The shirts are all of quality materials, sprightly patterns and perfect fitting.
 \$1.25 Men's Stiff Cuff Shirts, now... **89c**
 \$2.00 Men's Stiff Cuff Shirts, now... **\$1.50**
 \$2.00 Men's Soft Cuff Shirts, now... **\$1.50**
 \$2.75 Men's Soft Cuff Shirts, now... **\$1.95**
 \$1.00 Boys' Shirts, now... **75c**
 \$1.25 Boys' Shirts, now... **95c**

Men's Mufflers

Mufflers that combine artistic designs and color with long and serviceable wear.
 \$1.00 Muffler now... **65c**
 \$1.50 Muffler now... **95c**
 \$2.00 Muffler now... **\$1.48**
 \$3.00 Muffler now... **\$1.98**

Men's Sweater Coats

Are Ticketed with Most Alluring Sale Prices
 Every man can find his particular style among them at the most extraordinary price-saving the trade ever heard of:
 \$2.50 values now... **\$1.69**
 \$3.00 values now... **\$1.98**
 \$4.00 values now... **\$2.98**
 \$5.00 values now... **\$3.98**
 \$6.00 values now... **\$4.95**
 \$8.00 values now... **\$6.98**

Men's Socks

In heavy medium and lightweight knit, all perfect fitting and wear-resisting socks that are marvels of value at the "zero" prices marked:
 35c Men's fine heavy Sox, now... **25c**
 50c Men's fine heavy Sox, now... **35c**
 75c Men's fine heavy Sox, now... **50c**
 \$1.00 Men's fine heavy Sox, now... **75c**

Ottawa-Prescott Section Is First

FIRST TENDERS TO BE CALLED IN TWO WEEKS.
 Toronto, Jan. 22.—Contracts to be called for in the near future by Hon. Finlay MacDermid, minister of public works and highways, it is understood, cover a construction program for the session of about 100 miles of highway of a substantial type.

The first contracts will be advertised within the next two weeks and will provide for the construction of the Ottawa-Prescott highway, over a distance of about 50 miles. The other contracts to be awarded later will provide for the construction of short sections at various points along the main province highways from east to west.
 "The highways department, however, will have men out over practically the whole highway this summer," stated W.A. McLean, deputy minister of highways.
 Preparatory Work.
 Much of the work to be done

apart from that covered by they contracts, will be of a preparatory character and in the main the contracts will be for actual construction of culverts, etc., being done Government men.
 The type of construction for the big highway will vary according to local requirements and the proximity of road building material. One either side of the big municipalities, permanent pavements will be laid concrete where suburban traffic is exceptionally heavy and tarred macadam or some other type of surface. Much of the work to be done

The body of an American military policeman has been found in Paris suburbs with wounds indicating that he had been murdered.
 The taking over of the highway makes it necessary for the highway department to make arrangements for exercising supervision over traffic. It is expected that provincial officers will be stationed on the highway to see that the speeding is kept within bounds. This service will not mean added expense since the experience on the Toronto Hamilton highway is that fines collected from motorists exceeding the speed limit easily cover the cost of policing.

THE PEARL.
 The Sunbeam said to Moonbeam:
 Meet me at dawn on the sea
 And over the waves of the water
 I shall tell you and you tell me,
 What on earth we encountered;
 I in the daylight bright,
 You in the slumbering hours,
 In the darkness of the night.

And then they passed:
 The sunbeam east, the moonbeam west,
 The one to work, the other to rest.
 And they met again in the early light,
 When together came the dawn and the night.
 And told each other where they had been,
 And told each other what they had seen.

The sunbeam said:
 I saw the joy, as the mother awoke

 CATARRH OF THE STOMACH IS DANGEROUS

 "Thousands Have It and Don't Know It" Says Physician. Frequently Mistaken for Indigestion—How to Recognize and Treat

 "Thousands of people suffer more or less constantly from furred, coated tongue, bad breath, sour burning stomach, frequent vomiting, rumbling in stomach, bitter eructations, gas, wind and stomach-ach, bitter eructations, gas, wind and stomach acidity and call it indigestion when in reality their trouble is due to gastric catarrh of the stomach," writes a New York physician.

Catarrh of the stomach is dangerous because the mucous membrane lining of the stomach is thickened and a coating of phlegm covers the surface so that the digestive fluids cannot mix with the food and digest them. This condition soon breeds deadly disease in the fermented unassimilated food. The blood is polluted and carries the infection throughout the body. Gastric ulcers are apt to form and frequently an ulcer is the first sign of a deadly cancer.

In catarrh of the stomach a good safe treatment is to take before meals a teaspoonful of pure Bismarated Magnesia in half a glass of hot water as hot as you can comfortably drink it. The hot water washes the mucous from the stomach walls and draws the blood to the stomach while the bismarated magnesia is an excellent solvent for mucus and increases the efficiency of the hot water treatment. Moreover the Bismarated Magnesia will serve as a powerful but harmless antacid which will neutralize any excess hydrochloric acid that may be in your stomach and sweeten its food contents. Easy, natural digestion without distress of any kind should soon follow. Bismarated Magnesia is not a laxative is harmless, pleasant and easy to take and can be obtained from any local druggist.

Don't confuse Bismarated Magnesia with other forms of magnesia, mild, citrate, etc., but get it in the pure bismarated form (powder or tablets), especially prepared for this purpose.

NEGLECTED COLDS

lay the foundation of chronic chest troubles. Many cases of consumption can be traced to neglected colds in childhood.
 A cold should receive prompt treatment with Peps. Peps is the direct treatment. It is breathable and therefore quickest and most effective.
 Peps are so pleasant to take that children never refuse them and their absolute freedom from harmful drugs makes them especially suitable for children's coughs, colds, sore throat, bronchitis, etc. Every mother should keep Peps handy. All dealers 50c. box.

PEPS

with a kiss her boy.
 And I saw the love in the maiden's eyes
 And it made me tingle, way up, in the skies,
 And I saw success in the face of man
 As strong and happy, his work he began
 Whenever I went, wherever I came,
 The singing and laughter were the same.

And then the Moon:
 You saw the light;
 But mine came from the darkness of night.
 The silent prayer, the hopeless sigh,
 The look in the dark, out of tearless eye,
 From aching breast, the trembling fears,
 From breaking hearts, the endless tears,
 And he showed the sunbeam a crystal clear,
 Which he had found,—a human tear.

And they mixed together, the tear of the night,
 With the sunbeams story of joy and light,
 And wondered what the mixture may be;
 But it slipped their hands and dropped in the sea,
 And in the waters churning and swirling
 Was thus created the wonderful pearl.
 C. Ide, Jan. 23, 1919.

The Colorado Cattle Growers Association and Colorado Horse Breeders Association meet in annual convention today in Denver. Winter meeting at Havana, Cuba.

Bargains in Real Estate

Some good Bargains in Real Estate. For sale

- ON COURTLAND AVENUE, one block from Benton Street, 6 roomed brick house, with all modern conveniences, in first class condition, large lot at... **\$2500**
- ON CHURCH STREET, 6 roomed solid brick house, with all modern conveniences at... **\$2700**
- ON FOUNDRY STREET, NORTH, 7 roomed brick house with all modern conveniences, including garage at... **\$3200**
- ON FRANCIS STREET, half block from King Street, 7 roomed brick house with all modern conveniences everything in first class condition, large garden, chickenpens, fruit and shade trees, hot water furnace, at... **\$3350**
- ON ALBERT STREET, NORTH, close to Weber Street, 7 roomed brick house, with all modern conveniences, large garden, at... **\$2500**
- ON KING STREET WEST, 6 roomed red brick house, with all modern conveniences, garage, large lot, at... **\$2750**
- ON VICTORIA STREET, 6 roomed brick house with all modern conveniences at... **\$2400**
- ON MOUNT HOPE STREET, 6 roomed house with part conveniences, including 3 extra lots at... **\$1800**
- Machine 1—
 ON SCOTT STREET, 8 roomed house with all modern conveniences, hot water heating, extra lot, garage, for... **\$3500**
- ON ELLEN STREET, 7 roomed brick house with all modern conveniences at... **\$2750**
- ON COURTLAND AVENUE, new red pressed brick house with all modern conveniences, large lot at... **\$2400**
- ON WILLOW STREET, 6 roomed brick house with part conveniences at... **\$2000**
- ON BENTON STREET, 6 roomed brick house with all modern conveniences, garage, at... **\$3300**
- ON COURTLAND AVENUE, 6 roomed new red pressed bungalow with all modern conveniences, sun room at... **\$2550**
- 45 ACRE FARM, good buildings, good land, close to the town of St. Clements at... **\$3750** easy terms.
- 28 ACRE FARM, with good buildings, good land, 4 miles from Kitchener at... **\$3500**
 Can give for above properties prompt possession on reasonable terms.
 These are all very good bargains.
 Have houses in all parts of the city for sale, come in and I will be pleased to show the properties to you.
 Mortgage Money to loan on reasonable terms.
 Conveniently.
 Several nice houses for rent.

C. G. Pritschau
 184 King Street, West. Phone 1876.

Friday
 Out Sale.
 and BOYS' OVER-
 reduced prices on all
 Sweater Coats, Suits,
 or Clothing Store, 44
 in Shoes, Slippers
 or Shoe Store, 41 King
 many lines at greatly
 FOR PRICES.
 Shoe Repairing?
 and Clothing
 Merchants.
 44 King St., E.,
 SOME PEOPLE
 YOU KNOW
 is our aim to make this col-
 interesting. If you are going
 or have friends visiting you,
 op us a line or phone 395 or 396.
 friends of Mr. W.G. Sahit will be
 to note that he has again returned
 civilian life, and has resumed his
 ition with his former employers
 sers Boehmer Bros.
 Mr. E.C. Pieper has returned from an
 ended trip to Little Rock Ark.
 Mr. J.H. Kellogg of Windsor was in
 n yesterday.
 the woods or in hiding, but there
 no statistics to show just how
 ny of them have been landed.
 The number is not as large as
 haps might have been expected.



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