

TREMENDOUS 4 WEEKS STOCK REDUCING SALE BEGINNING SAT., FEB. 17 ENDING SAT., MAR. 17

To make room for new Spring Goods that are coming in, and to clear out many lines that we have decided to discontinue. I will put on THE BIGGEST SALE THAT HAS EVER BEEN STAGED ON THE MIRAMICHI, in my line of business.

Big in Range of Goods—Big in Values.

THIS SMASHING SALE will crumble prices to a fineness, that it will pay you to buy, especially at the present time. All wholesale prices on WOOLENS, COTTONS and FOOTWEAR have already advanced 20 to 30 per cent. and look higher.

BUY AND BUY NOW YOU WILL BE DOLLARS IN POCKET

BARGAINS—\$—BARGAINS—\$—BARGAINS

Mens Underwear

Men's all-wool underwear, 2 piece and combination, medium weight, just right for this time of year.

2 piece regular price per garment \$2.00
Sale Price \$1.35

Combinations, regular price \$3.50
Sale Price \$2.48

Mens Pants

Hundreds of pairs of them. Look these Pant values over, all good material and well made.

Reg. price \$3.00, **Sale Price \$1.95**

" " 4.00, **Sale Price 2.75**

" " 4.50, **Sale Price 3.25**

" " 5.50, **Sale Price 3.85**

Mens Felt Hats

The latest style in black, dark and light grey.

Reg. price \$4.50, **Sale Price \$2.49**

Boots

Men's fine calf goodyear welt boots
Regular prices \$6.50 to \$7.50

Your choice now for \$4.98
Don't miss this chance.

Caps

We want to reduce our stock of these caps and have marked them down regardless of cost. Get around early and make your choice, they won't last long at these prices.

Reg. price \$.75, **Sale Price \$.25**

" " 1.50, **Sale Price .98**

" " 1.75, **Sale Price 1.15**

" " 2.50, **Sale Price 1.49**

A dozen other lines to choose from as well

Gloves

The Railway Man's Special. Over 500 pairs of Gauntlet Gloves at regular prices sold \$1.25 to 2.50
Your choice now for 98c per pair.

Mitts

All good quality leather, lined with warm material, to go at **98c per pr.**

Shirts

Men's English Flannel Shirts, reversible collar, nice assortment patterns, large and roomy

Reg. price \$2.50, **Sale Price \$1.69**

Here are some other values

Reg. price \$2.00, **Sale Price \$1.48**

" " 1.75, **Sale Price 1.19**

" " 1.50, **Sale Price .99**

Mackinaw Coats

Men's all wool Mackinaw Coats, full Norfolk style with belt, well made, and first-class in every respect.

Reg. \$10.00 value, **Sale Price \$7.00**

Overall Special

Made by Peabodys for a jobber. Good material, well made and roomy. To go at less than the present wholesale prices. **\$1.75 per garment.**

Breeches

Men's heavy breeches, all wool.
Reg. price \$5.50, **Sale Price \$3.95**

Mackinaw Shirts

Men's Mackinaw Shirts, all wool, regular price \$4.50.

Sale Price \$3.50
Don't forget stream driving you will need one there.

HERE IT IS!

The real slaughter of prices, if we could slaughter them any more, is on our

Harness and Horse Goods

Here is where we are going to discontinue many lines. The space here is not large enough to list all the bargains. You will have to see the large tables and lines loaded down with these wonderful bargains to realize what we are offering. Here are a few of the many lines. Read them over carefully you will never have the like of them offered again, and you will have to act quickly, as these goods move fast.

Here is the Harness you have been waiting for, and there are only 3 sets of them, they are a good weight of leather, 5-8 Winker Bridle, good Reins, Russet Hand Parts, Overdraw, Strap or padded Saddle, Double Girth, good weight Breechin and Breast Strap, Solid Nickel Mounting. This harness is our own make throughout, and first-class in every respect.

Reg. price \$25.00, **Now \$16.50**
With Collar **18.00**

American Whips

Imported direct by myself, so as to have reliable and satisfactory goods to offer my customers.

Regular 50c Whips, **Now 35c**

" 75c " **Now 60c**

" \$1.00 " **Now 75c**

How would you like to buy your HOSIERY

At Wholesale?

Here is your chance, your choice of two weights.

MEN'S FINE WOOL SOX

our own manufacture, made from a 3 ply fine green and brown heather yarn medium weight very warm and comfortable, great wear.

4 Pairs for \$2.00

during this sale. Don't miss getting a pair if you want to know real foot comfort.

MEN'S HEAVY WOOL SOX

Reg. price 85c to go at **49c pair**

Moccasins

Horse Hide and Oil Tan Moccasins at prices that will astonish you to clear them out.

Work Boots

500 pairs Men's Heavy Work Boots first quality goods, different heights of leg, all to go at

One Price \$3.95

A real bargain for the early buyer.

Gum Rubbers

Men's heavy gum rubbers, leather tops and double wear Red Rubber Sole

Reg. price \$4.50, **Now \$3.85**

Also Boys', Youth's and Children's Gum Rubber Shoes to go at cost, to clear them out.

Something for the Ladies

3 ply Wool Yarn.

in 3 popular shades, grey heather, and lovat regular price \$1.25 per pound
Sale Price, only 89c per pound

G. M. LAKE

The Harness and Shoe Pack Man, Newcastle, N. B.