

A Great Sacrifice Sale Of Our Entire Stock of High-Class Merchandise

This sale will give our friends and customers the opportunity to buy at price reductions never before attempted by any retail store in Eastern Ontario.

Below we mention but a few in each department.

Every article has been re-priced regardless of former cost. Take advantage of these low prices now.

Fur Department

These are the biggest Fur reductions ever offered at any fur sale in the history of Brockville.

Choice Hudson Seal Coats, with all-round belt, large gathered collar and cuffs, of Kolinsky, regular \$880, **\$425.00** now

The Same Style Coats as above, with Opposum collar and cuffs, regular \$520.00, now **\$265.00**

Snappy Sports Model of Hudson Seal, with large shawl collar and cuffs, and 8-inch border of best quality Alaska Sable; regular price \$560.00, **\$350.00** now

Best Quality Hudson Seal Coats, with deep self border, large shawl collar and cuffs of Scotch Mole, regular \$800.00, now **\$395.00**

Hudson Seal Coats, with self trimming, regular \$455 to \$660, now **\$400.00** from \$235.00 to

Neckpieces of Labrador Fox, in black, brown and taupe, animal style, regular \$49.50 to \$82.50, now **\$29.00 to \$45.00**

Large Animal Style Wolf Neckpieces, in black, brown and taupe, regular \$30.00 to \$66.00, now **\$21.00 to \$39.00**

All other Manufactured Furs reduced accordingly.

Ready-to-wear Department

These reductions were never duplicated in Brockville. Separate Skirts in Fancy Tweeds, Plaids, Navy and Black Serge, and Tricolets.

Any \$10.00 Skirt, now \$ 5.00
Any \$13.50 and \$14.50 Skirt, now 7.50
Any \$15.00 Skirt, now 9.50
Any \$16.00 and \$16.50 Skirts, now 10.00
Any \$18.00 Skirt, now 10.50
Any \$20.00 Skirt, now 12.00
Any \$25.00 Skirt, now 16.50

All other Skirts at similar reductions.

WOMEN'S AND MISSES' DRESSES OF SILK, SERGE AND TRICOLETS

Nearly all sizes and colors.
Regular \$25.00 Dresses, now \$16.50
Regular \$30.00 Dresses, now 20.00
Regular \$35.00 Dresses, now 21.50
Regular \$40.00 Dresses, now 28.50
Regular \$45.00 Dresses, now 33.00
Regular \$50.00 Dresses, now 34.50
Regular \$60.00 Dresses, now 42.50
Regular \$65.00 Dresses, now 43.50
Regular \$75.00 Dresses, now 53.00

WOMEN'S AND MISSES' CLOTH COATS

In all the latest styles and colors, black included, sizes 15 to 44.
Regular \$18.75, now \$10.00
Regular \$25.00, now 12.50
Regular \$28.00, now 15.00
Regular \$30.00, now 17.00
Regular \$35.00, now 22.00
Regular \$38.00, now 24.50
Regular \$45.00, now 28.00
Regular \$50.00, now 33.00
Regular \$60.00, now 40.00
Regular \$78.00, now 50.00
Regular \$85.00, now 53.00

All Children's Coats at similar reductions.

ALL MEN'S AND BOYS' CLOTHING, HATS AND FURNISHINGS AT SACRIFICE PRICES

Robt. Craig Co. Ltd.
Brockville Ontario

LOCAL NEWS

ATHENS AND VICINITY

AUCTION SALES.

THE MERCHANTS' BANK OF CANADA would like to draw your attention to the fact that they make a special business of handling Farmers' Sale Notes, either discounting same or making collection when due.

Should you have any idea of holding a sale they would very much appreciate being given an opportunity of taking care of the business for you.

The manager will be glad to attend your sale personally, and assist in any way feasible.

Their specially prepared Auction Sales Register and Sale Notes are furnished free of charge.

Consult the Manager and ascertain his method in defraying your advertising costs.

Ice Cream, also Oysters in plate or bulk at Mand Addison's.

SAFETY DEPOSIT BOXES

The Merchants' Bank of Canada has just installed an additional nest of Safety Deposit Boxes, and you are cordially invited to inspect them. The number of burglaries and hold-ups is increasing alarmingly. Fires are ever occurring. Bonds, Stock Certificates, and all other valuable documents should be properly safeguarded. If you own a Bond, Stock Certificate or other valuable papers, not necessarily negotiable, you need adequate protection.

If you require this kind of accommodation, you are respectfully requested to consult the Manager—you will find him in his office during banking hours.

Be sure and read and cut out the big announcement on another page of the Union Evangelistic services just starting in town. Plan to attend them nightly.

The musical Eckardts are billed to appear in the Town Hall on the evening of Tuesday, February 1st.

Many of the old timers remember this musical family when they played in the School House here twenty years ago. Remember the date Tuesday February 1st. Come early if you want a seat.

The Council of Rear Yonge and Escott will meet on Saturday Feb. 5th, at one o'clock, for appointment of Road overseers, etc.

The Womens Auxiliary—Athens are holding a social evening at the Rectory, Monday evening Jan. 31 at 8 o'clock. Fun, refreshments and programme, 25c. Everybody welcome

Solving your coal problem? A. B. C. coal Briquettes cheapest, hottest, cleanest fuel, order now for immediate delivery. At Beach's Store.

All will be pleased to hear that Miss Bertena Green and others who went last fall as Missionaries to Egypt, reached their destination safely on Dec 4. Miss Bertena writes that there are over three hundred pupils in the school. Holiness movement seventy of whom are boarders, they seem anxious to be taught.

Mr F. Blancher spent some time this week with friends in Smith Falls and Lombardy.

Born On Jan. 6th, 1920 at Elbe to Mr and Mrs Wm. Neddo, a boy. (Still born)

Born—On Jan. 24, 1921 at Elbe, to Mr and Mrs Leslie Bonsteel a son.

Mrs Harry Vollick and children are spending some time with Mrs. Vollick's parents Mr and Mrs Henry Hagerman.

Mrs Harry Stevens was called to Brockville this week because of the illness of her mother, Mrs Brown.

Dr and Mrs Wesley Stevens of Westport spent part of last week here at the home of Mrs Stevens parents Mr and Mrs Scovill.

Mr A. E. Donovan, Ex. M. P. P., was requested to respond to the Toast "Water" at the Sports Banquet the other Evening. Some of his friends thought they would have a joke, but Mr Donovan was equal to the occasion. Said he:—

Mr Chairman, Ladies and Gentlemen you have asked me to respond to the toast of "Water", the purest and best of all things created. I want to say to you that I have seen it glisten in tiny teardrops on the lids of infancy, I have seen it trickle down the blushing cheeks of youth, and go in rushing torrents down the wrinkled cheeks of age, I have seen it in tiny dew drops on the blades of grass and leaves of trees, flashing like polished diamonds when the morning sun bursts in resplendent glory o'er the Easter Hills; I have seen it trickle down the mountain sides in tiny rivulets with the music of liquid silver striking on beds of polished diamonds; I have seen it the rushing river rippling over pebbly bottoms, purling about jutting stones, roaring over precipitous falls, in its mad rush to join the mother of waters and in the mighty mother of waters I have seen it go in slow and majestic sweep to join the ocean, and I have seen it in the mighty ocean on whose broad bosom float the fleets of all nations and the commerce of the world. But Ladies and Gentlemen, I want to say to you now that as a beverage it is a question for discussion these very dry days of Prohibition many say it is a complete failure.

Auction Sales

Wednesday, Feb. 2, at one o'clock, at the residence of the late Alexander Taylor, Athens, Household Furniture, Etc. A. M. Eaton, Auctioneer.

Tuesday, February 1, at 10 a.m., at Charles Murphy's, Oak Leaf, Farm Stock & Implements, Etc. and some Household Furniture.

H. W. Imerson, Auct.

Friday, February 4th, at 12 o'clock noon, W. B. Halladay, Charleston, Farm Stock, Implements, Etc.

H. W. Imerson, Auct.

McLean's Grocery

No Special Sale—But a Sale Every Day.

We quote just a few prices that are deserving of special mention:—

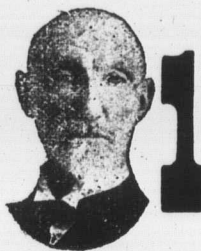
BROOMS, special each 25c
Lard, package 25c
Corn, can 15c
Figs, cooking, package 20c
Prunes, package 25c
Black Tea 50c
Raisins, package 25c
Onions, extra special bus. 1.60

Some Extra Nice Beef and a Nice Lot of Choice Dairy Butter on hand at very reasonable prices.

G. D. McLean,
Athens Proprietor

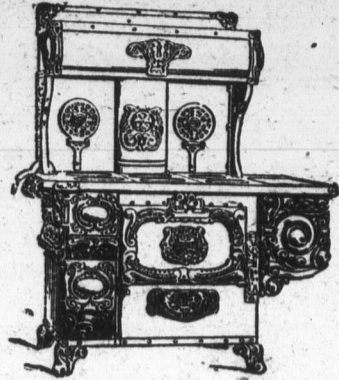
Town Hall Athens

Tue. 11 St
Feb.



T. ECKARDT
(Of Eckardt's Swiss Bell Ringers)
Who has toured Canada with his own company for the past thirty years.

10% Discount on Stoves We Have in Stock



The factories Have not yet intimated a decline in the price of stoves nor will this occur until there is a drop in the price of steel. Nevertheless we are offering this reduction to clear what stock we have on hand. We invite you to make an early inspection of the stoves we have on the floor.

THE Earl Construction Company

Genuine Ford Repair Parts
GARAGE AND AUTO SUPPLIES
Athens Ontario

Are Your Eyes Right?

If you do not have eye comfort, make an early visit to our "Optical Parlor"

We have the most Scientific Equipment for Eye Sight Testing, backed by years of successful experience.

We can assure you of a Prompt, Courteous and most Expert Service.

H. R. KNOWLTON

Main St. Athens Graduate Optician

Get Your Milking Machine

NOW

We are representing the

EMPIRE

Any Reductions in Price will be allowed up to time of starting.

More Empires in use in this district than all other makes.

We have a supply of

CUTTERS

on hand which we will dispose of at very attractive prices to clear.

If you are thinking of buying a house we have several on our lists attractive prices.

Singer Sewing Machines, Pianos, Organs

A. Taylor & Son

Athens Ontario