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THE BIG EVENT-THE HELPEUL EVENT

A Hurricane of Lowered Prices has swept our Store, blowing your way--remarkable savings on needables. Early attendance is imperative, as in some cases quantities are somewhat restricted. COME EARLY !

January 24th to 31st inclusive

CHECK UP YOUR NEEDS.

Ladies' Waterproofs Regular 20.00 for 7.75

A very special lot in Navy, Fawn and Saxe, belted and Plain, round and sallor collars, the assortment is small, the value extraordinary. Reg. \$20.00 \$7.75 January Sale Price

WOOL UNDERVESTS—Ladies' All Wool Vests, long or short sleeves, magnificent quality for winter wear, assorted sizes. Regular \$3.00. Jan-\$1.33 nary Clearance Price

CREPE DE CHENE WAISTS—Ladies' Black Crepe de Chene Waists, long sleeve, round neck, embroidered front, 36 to 40 sizes, a Snap. Reg. \$3.39 \$6.50. January Sale Price

CHILDREN'S DRESSES—These come in good wearing Cotton Serges, button trimmings, natty styles, middy effects, long sleeve, shades of Navy, Green and Cardinal, fitting 4 to 10 years. Values to \$2.00. January Sale Price 98c.

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Boys' Wear

Extraordinary Savings

BOYS' RUSSIAN SUITS. 18 of these, in good wearing English Tweeds; nice Dark patterns, belted coat, Polo collar or Sailor collar, lined Pants; to fit 3 to 5 years. \$3.75 Special January Clearnce Price BOYS', RUGBY SUITS.

3-Piece Suits, to fit 8-year-olds, heavy English Tweeds; open knee Pants, lined; \$8.00 values. January \$5.85 5—ONLY—BOYS' RUSSIAN BLOUSE COATS.

To fit 3 to 7 years, in good wearing English Tweeds. Special to \$1.35 CORDUROY SUITS. Combination Corduroy Suits in Brown

and Navy, for 5-year-olds. A snap for those who fit. To Clear \$1.55

MORE SUITS.

11 of them, 3-Piece style, in Greys and Browns,; to fit 7 and 8 years, Pinch back, open knee Pants, lined. Regular \$7.50. January Sale Price \$4.35.

CORDUROY PANTS — Knicked style Corduroy Pants to fit 8 to 10 years. These were originally \$2.75. 98c.

TWEED PANTS—Sizes to fit 3 to 7

pair. January Sale Price Joc.

TWEED PANTS—Sizes to fit 3 to 7 years, in Greys, Browns and mixed Tweeds, up to \$1.30 pair. 89c.

KID MITTS—Here you are, boys, good wearing Kid Mitts, with close clinging knitted wrist; assorted 65c.

PULLMAN CAPS—Boys One-Piece Pullman Caps, in close Jersey Cloths, in Navy and Fancy Stripes, warm enough and good enough for any 87c.

YARD GOODS

from many sections replaced

COTTON POPLINS-27 inch Wash Poplins, beautiful finish to these; shades of Light Blue, Mauve, Pink, Orange, Grey Marone. Regular 45c. yard. January Clearance 38c.

LOOK OVER THESE SPECIALS.

DRESS TWEEDS-Double width Heather mixture Hopsacks, great wear-

ing quality. Regular 75c. PRINTS-Prints of the better grade, 28 inches wide, small check patterns, Mauve and Blue. Jan. 16c.

PLAIN LINENS—27 inch linens, shades of Blue, Mauve, Grey, Green and Pink. The Yard 17c.

MELTONS 54 inch heavy weight Blue grey Meltons, for Top Coats. Reg. \$3.20 yard. January Sale \$1.48

TWEEDS—A couple of pieces of Dark Grey and Dark Brown Tweeds, nice for men's or boys' pants, repriced for January Sale 98c. BLACK CLOTH—A piece of heavy Black Melton Cloth, 54 inches wide.

Reg. \$2.30 yard. January \$1.38

Sale Price

FANCY LININGS-36 inch mercerized linings, they come in quite a variety of fancy mixtures. Reg. 55c. 47c. yard. Jan. Sale Price

COME PREPARED FOR BARGAINS.

SATEENS-Piece upon piece of plain shade Sateens, Navy, Saxe, Rose, Taupe, Cordinal, Reseda, Canary, Orange, Sunny Brown and Brown, January Sale Price 38c.

WOOL SERGES-Fast Navy and Black English Wool Dress Serges, double width. Reg. 90c. January 77c.

COATINGS 54 inch Winter Coatings, nice in tones, warm in weight, every piece this season's importation. Paddy Green, Dark Fawn, Saxe, Navy and mixed sheds. Reg. \$2.19

STAIR DRUGGET-221/2 inch Druggets for stairways, plain with striped borders, assorted mixtures. Jan. Sale Price 64c.

TURKISH CHINTZ—4 piece of floral patterned Turkish Chintz, resersible, hangs nicely, looks good, 36 inches wide, villue for \$1.00 yard. 69c. FRENCH RATINES—Several pieces

of Cream ground French Ratines, showing coloured effects, 27 inches wide, washes good. Regular 65c. yard. January Clearance 44c. Price

CHILDREN'S

Fitting 6 to 10 years, round collar, long sleeve; pockets and belt, snug affairs, a shades of Rose, Emerald and Saxe. Regular \$6.00 January Sale \$2.48 Price "SPORT" HATS—Ladies' and Misses' Cloth and Felt "Sport" Hats, rolled brim, in assorted mixed shades, values to \$1.50. January Sale Price 47c.

PANTALETTES—Children's Jersey Pantalettes, snug fitting affair, for out door wear, shades of Navy, Brown and White, \$1.70 value. January Clear-\$1.19 ance Price

WOOL JUMPERS—Ladies' All Wool Jumpers, round neck, short sleeve, waist girdle, shades of Grey, Navy, Nigger, full fitting sizes. This years \$2.23 import. Regular \$2.50. January Sale Price

Girl's Coats

Less than Half Price

for your bedroom, 27 x 52 size blended shades, at their regula

MILADY'S NEEDS

Figure Remarkable Savings JERSEY KNICKERS-Ladies' Jersey ribbed Knickers, elastic waist and knee, assorted sizes, shades of Navy, Brown,

Grey, Natural and Pink. To \$1.19 WHITE GLOVES-Ladies' Fabric Suede finish White Gloves, double weight, 2 button wrist. Reg. 70c. value. 59c. January Sale Price

BLACK GLOVES Dressed Kid Gloves, in Black, sizes 5½ to 6½ only. a 89c.

MARIBOU TRIMING It's fashionable, comes in shades: Pink, Pale Blue, Maize, Lavender, Emerald, Nile and Grey, etc. January Sale Price 49c. A special lot, fitting 4 to 14 years, in good looking Tweeds, belted, round collar, in Fawn, Grey and Saxe. Regular \$4.25 value. January Sale \$1.95 HEARTH RUGS Most serviceable Rugs

MIDDY SCARVES Always needed for their Middy style Dresses, in plain shades of Sky, Royah Saxe and 27c. CLOCKS-Nickel cased round time pieces, they're accurate, durable and offer you choice of alarm or ordinary. Out of the ordinary in price for Jan. \$1.39

36 inch Silk Crepe de Chene, several pleces of which go on sale in shades of Taupe Grey and Green. \$2.60 value. January Sale Price. The yard . . \$1.29

PINAFORES—A special lot of these in White Lawn, trimmed with Valenciennes lace and insertion, others with Swiss Embroidery. Regular \$1.25. Jan- 54c. WOOL SCARVES—Ladies' Striped Wool Scarves, comfort scarves in \$1.98, handsome mixed shades. Values to \$3.00. January Sale Price . . . WOOL SPENCERS—Comfort over Vests, sleeveless, round neck, buttoned front, in plain Grey and plain Black. Regular \$1.50. January Sale Price 98c.



The Men's Section CLEARANCE SALE

55 Quality

A snap in smart appearing Soft Felts, in shades of Fawn, Grey and Green, were \$3.50 and \$4.00 lines. especially repriced for January Clearance \$2.49

MEN'S GLOVES—Jersey Gloves in Brown shade, good wearing quality. 35c. To Clear.

SOCKS—Stout Wool Socks, heavy ribbed finish in black and coloured. Winter weight. January Special 45c.

NECKWEAR—Several dozen of fancy Navy and Black figured Ties, nice for boys. Regular 40c. Special 25c.

CHILDREN'S VELOUR HATS—Suitable for girl or boy—Velour finish, large rim, in Black, less than Half 69c.

UMBRELIAS—Needed every season; these have a generous spread, firm, rigid frames and curved handles. Were \$3.00. January Spec. \$1.80

MORKING SHIRTS—Heavy Grey Union Top Shirts, warm ones, without collar; were \$2.40. Janu \$1.85

GARTERS—The Diamond Sock Supporter, and others in the wider elastics, all shades; values up to 19c.

MEN'S BRACES—10 dozen of them, strong web finish, with all leather fasteners. R e g u 1 a r 35c. 19c.

SOFT COLLARS—Twill Silk finish, in Cream and White, peak front, smart and becoming shape. January Special Cream and White, peak front, smart and becoming shape. January Special Silk finish, in Cream and White, peak front, smart and becoming shape. January Special Silk finish, in Cream and White, peak front, smart and becoming shape. January Special Silk finish, in Cream and White, peak front, smart and becoming shape. January Special Silk finish, in Cream and White, peak front, smart and becoming shape. January Special Silk finish, in Cream and White, peak front, smart and becoming shape. January Special Silk finish, in Cream and White, peak front, smart and becoming shape. January Special Silk finish, in Cream and White, peak front, smart and becoming shape. January Special Silk finish. Silk finish, in Cream and White, peak front, smart and becoming shape. January Special Silk finish. Silk finish, in Cream and White, peak front and becoming shape. January Special Silk finish. Silk finish, in Cream and White, peak front and becoming shape. January Special Silk finish. Silk finish in Cream and White, peak front and becoming shape. January Special Silk finish front shape from the shape front shape from t shade, good wearing quantity of the control of the

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UMBRELLAS—Needed every season; these have a generous spread, firm, rigid frames and curved handles. Were \$3.00. January Spec. \$1.80

SALE OF

Boys' Shirts

Dozens of them in Striped Flannelette, Blue Cotton Black and
White Drill, and others in Khaki,
with and without collar. Values to

MEN'S COMBINATION UNDERWEAR



FOOTWEAR

A Rip-Roaring Sale too good to miss

"SPORTS" HOSTERY—Very popular—line showing all the favoured shades, in plain and fancy ribbed Wool Cashmere, Coating, Beaver, Grey, Mole, Heathers, Fawn, etc. Up to \$1.40 pair. January Clear—\$1.18 ance Price

GIRLS' and BOYS' HOSE—English Wool Cashmere Hose, in assorted ribs; your choice of Black or Tan; values here to \$1.50 pair. Fridy, Saturday and \$1.10 Monday

GIRLS' LEGGINGS—Knitted Wool Leggings, pull-over style, in Cardinal, Navy and White. Regular up to 80c. To 59c.

LADIES' HOSE—Plain and fancy ribbed Wool Cashmere Hose, popular shades, Coating, Mole, Beaver, Greys and nifty looking Heathers. Regular \$1.75 pair. \$1.58

January Sale Price

BOYS' WOOL HOSE—All Wool, extra heavy and just the kind for all Winter wear; the smaller sizes only; good value at 42c.

Misses' 11 to 2. Special ... \$1.28

Clear

LADIES' HOSE—Plain and fancy ribbed Wool Cashmare Hose, popular shades, Coating, Mole, Beaver, Greys and nifty looking Heathers. Regular \$1.75 pair. \$1.58

BOYS' WOOL HOSE—All Wool, extra heavy and just the kind for all Winter wear; the smaller sizes only; good value at 42c.

"SPORTS" HOSIERY—Magnificent showing of these now, plain and fancy ribbed, as well as silk and wool Hoslery; specially priced or this Sale 69c. up to \$2.39

Misses' 11 to 2. Special \$1.48 WOMEN'S STORM RUBBERS—First quality high cut Storm Rubbers, spool heel; sizes to 6 only. Regular \$1.15. 69c.



\$10 DRESSES for \$3.98

\$10 SKIRTS for \$4.49

Ladies' All Wood Dress Skirts, some very handsome ones too, stripes and checks in abundance and the shade range is somwhat extensive. They are all new, smart and seasonable, values to \$10.00. January Sale Price \$4.49

of all kinds offer especially good values

MARCELIA QUILTS—Beautifully paterned large size White Marcella Quil 78 x 88; now down to a price, making it advantageous to buy them.

up to \$5.50 each Jan. S. Price \$4.6 TILLOW CASES A Snap hemstitch and button-hole edged. They a strong and serviceable. Special

TOWEL SETS—Large White Turki Towel and 2 face cloths, nice your guest rooms. The Set \$1.0

TEA CLOTHS Some in embruinens; others in spotless White Damask, either Special

HONEY COMB QUILTS—Tehy White, 78 x 88 size, known ever



figure conspiciously in this sale

COTTON BLANKETS—These are large size, 68 x 80, thoroughly well fleeced and nicely finished. It's the season for such Blankets. Special \$4.19 the Pair.

CRIB BLANKETS—These are Wool Nap make, 80 x 40 size, twill finish, Pink and Blue bordered. \$1.39 January Sale Price, each \$1.39 WOOL BLANKETS—Our famous English Best of Wool Blankets, extra

lish Best of Wool Blankets, extra full and large, and they have the weight and the necessary warmth. Regular \$12.50 pair. \$10.89

PLUSH MATS—Plain Crimson, Green and Black Plush Door Mats, dressy looking and very durable, \$1.55

PARLOR MATS—Axminster Door Mats, in a variety of retty blended shades, suitable, for any room. \$1.40 \$1.15