

# FACE TO FACE WITH A CRITICAL SITUATION

# ENTIRE STOCK INVOLVED

**FRASER'S LIMITED, HUGE \$25,000 STOCK** of Men's and Boy's High Grade Clothing and Furnishings goes in gigantic public sale for **10 DAYS ONLY.** Prompt action is necessary, our store is jammed from cellar to roof with merchandise--**WE MUST--WE WILL UNLOAD. WAIT, WATCH, LOOK FOR OPENING DAY.**

## SATURDAY, FEB. 15th, 9 A. M.

### The Cause of This Mighty Slaughter

In order to protect customers and ourselves, months ago we bought or contracted for large quantities of goods. We expected and have had a big increase in our business, for which we thank you, however the increase has not been sufficient to offset our huge buying orders--as a result we are heavily overstocked. With us it is a serious situation--This gigantic stock must be turned in cash, and in order to accomplish this in shortest possible time we have engaged an expert merchandise man from Toronto and given him full authority to mark down and throw out the goods at prices which are bound to sell. Come and share in the bargains. **FRASER'S LTD.**

### IMPORTANT NOTICE!

This store will be closed all day **THURSDAY, F. B. 13th** and **FRIDAY, FEB. 14th**--no goods for customers allowed in on these days, as we are marking down stock building dozens of new costumes and making preparations such as never seen before, as this is a colossal event. **TERMS OF SALE--CASH ONLY--** Let nothing keep you away--you owe yourself to take advantage of this, the greatest of all Bargain Events.

**READ EVERY WORD** of the few lines below--but there are hundreds waiting to get in--Store is loaded with merchandise and is being sold out in this Big Rousing 10 Day Money-Saving Event.

### We Must Keep Faith

The firm of Fraser's Ltd. is well and favorably known for miles around, having built up a large business by square, honest business methods. It is also well known they carry nothing but dependable merchandise--but to state it briefly they are **HEAVILY OVERSTOCKED.** We have passed our word to cut this huge stock in half in 10 days. This means drastic action and terrific selling. We must now keep faith--and realize the only way is to startle this community with prices so amazingly low that they will come for 30 miles and buy for months to come. Every price on this bill guaranteed correct.

(Signed) F. J. CLARK, Sales M'gr.

## Look How Former Prices on This \$25,000 Stock are Slashed For Fast Selling

### FURNISHINGS

#### MEN, DON'T MISS THIS ONE.

Men's negligee shirts made from splendid wearing and washing materials, both soft and stiff cuffs, the product of such famous factories as "W. G. R.", "Tooke" and "Arrow." When you consider that the material alone used in these shirts is worth far more than we ask for the finished garments, you will realize the importance of coming early and buying a supply for months to come. Every shirt guaranteed. Come with the crowds. Out they go **.89**

#### 9 O'CLOCK SPECIAL FOR THE BOYS

Splendidly made negligee shirts for boys will be closed out less than half price. Mothers, you will do well to lay in a stock of these shirts as you cannot begin to make them at our sale price **.39**

A big selection of high grade negligee shirts in choice materials and patterns. Shirts that any man may be proud to wear. Here is your opportunity to make a big saving on high class goods. But come early, men. Worth \$2.25. Clear them out at **1.19**

#### MEN'S LINED GLOVES 69c.

Plenty of frosty weather yet to come, anyway, get them for next year at this price. Men's Jersey gloves, with warm fleece lining--a glove that will give comfort and wear well. Reg. \$1.00 Sale **.69**

#### MEN'S SOX AT BIG REDUCTION.

Men's heavy rib sox away less than factory cost worth 60c now **.39**  
Men's extra heavy all wool sox--can't be bought anywhere less than 85c now **.48**  
Men's fine black cashmerette hose will go quickly at this price **.29**

#### EXTRA! EXTRA!

Men's fine all wool cashmere hose worth every cent of 85c. Many charge \$1 for hose of this nature. Hundreds of pairs but you'll have to come early as they will be snapped up quickly. Far less than mill prices today--Out they go **.49**

#### BOYS' PURE WOOL HOSE 69c.

You mothers, who have been paying \$1 and \$1.25 for wool worsted hose will surely be glad of this chance. But take warning and come early **.68**  
Rush price

Flannelette nightgowns for men also go in this great clearance. With flannelette selling at 30c and 25c, the saving on every nightgown is considerable. Easily worth **.89** Sale price **.40**

Boys' fine rib wool and fleece lined underwear all to be closed out at one price. **.59**

Men's fleece underwear, all sizes, selling at \$1.25 in most stores this year. We will rush our's out at **.78**

#### \$2 WOOL UNDERWEAR NOW \$1.19.

Men's Heavy Rib all wool underwear, men you know it is impossible to secure them in the regular way less than \$2. Necessity compels us to unload our huge stock. Consider yourself lucky if you get a couple of suits at this ridiculous price **1.19**

Men's Heavy Grey Rib underwear; the kind that gives indefinite wear and is guaranteed unshrinkable. The sale price won't begin to buy these garments at the mill today. Come early, closing out price **1.30**

#### \$3 ALL WOOL UNDERWEAR \$1.55

Even in normal times you never got such splendid all wool goods as these, at this price. One thing is certain it will be a long, long time before you get a chance like this again. Be wise, men buy them for next year. This item will crowd the store at 9. So come with the crowds **1.55**

#### BARGAIN IN HIGH GRADE OVERALLS

With overall prices higher than ever for Spring, you men who appreciate a big, roomy, well cut and well made overall will do well to

get a couple of suits at this sale. Heaviest weight denims in plain blue, black or elastic back, union made, guaranteed in every way. Selling every day **2.35**  
While they last

#### MEN'S WORK PANTS \$1.98

These are well cut and well made. We merely mention the price and they come early. Closing out at **1.98**

#### BOY'S CLOTHING

**HERE IS A CROWD BRINGER--READ IT**  
Boys Suits, most of them being made from all wool serges, tweeds and worsted--splendid wearing fabrics every one. The sale price represents the cost of about one yard of the goods--they are well tailored and perfectly finished. For school suits you cannot beat them as they will stand plenty of hard wear. They sold as high as \$8 but we will clear them out less than cost of making. **3.50**  
Come early boys. On Sale

#### BOYS \$8 OVERCOATS NOW \$3.95.

All wool tweed overcoats, well made and lined throughout only about 30 in this lot so been hand when the doors open Saturday. They go out at the amazing price **3.95**

#### BEAT THIS IF YOU CAN.

Big lot of boys suits, some with 2 pairs of pants, Norfolk and belted styles. Could not be replaced to sell less than \$10. Join the early buyers that will crowd this store Saturday and secure one of these suits **5.35** at

Wide selection of Boys high grade suits in pinch back and belted styles--up to the minute in every respect. We must turn this huge stock into cash quickly so place a remarkably low price on these classy garments. Out they go at **7.50**

#### READ THIS--THEN ACT QUICKLY.

In order to crowd the store at 9 o'clock Saturday we will sell one lot of men's and young men's 3 piece suits at a price that barely pays for cost of manufacture. They are well made and thoroughly dependable in every respect.

We doubt if you could duplicate them anywhere less than \$18. Yes, this is the sale price **10.00**

Another lot of men's suits, principally in tweeds will be cleared out at startling reductions. Sale price **12.50**

#### \$20 SUITS NOW \$14.50

Men's and young men's models, best of tailoring and trimmings, many Fit-Reform suits in the lot--and you know that means the Best. They could not be bought to sell for \$20 today but that is another story we are here to clear out this stock so out they go at **14.50**

#### HURRY FOR THIS ONE.

Men's suits, the acme of perfection, real examples of the tailors art, perfect in fit, fabric and workmanship. Many hand tailored models in fine wool tweeds and worsted. It is no exaggeration to say they're worth \$25.00 because the same suits could not be bought today to sell for \$30.00. Come early men for best selections. All one price **16.50**

#### READ! READ! EXTRA SPECIAL!

Many of our finest blue and black all wool English serge suits--every one a beauty--if you have priced serge suits recently you will know that the price range is \$35 to \$60--nothing cheaper for all wool goods. We guarantee every one of these suits and they are certainly a gift at our sale price. We will close this lot out on Saturday at **20.00**

#### OVERCOATS WORTH \$20 FOR \$9.60.

Men's winter overcoats fashioned from beautiful fancy all wool tweeds. Not a great number but you're a lucky man if you get one--practically no wear out to these. **9.60**  
Rush Price

**This Will Be the Biggest Bargain Carnival Ever Attempted in this County. Come Early.**

**This Colossal \$25,000 Stock Goes on Sale Saturday.**

We are now very busy marking down and preparing stock, so will therefore sell no goods till 9 o'clock Saturday. As most lines are away below wholesale we reserve right to limit quantities so as to prevent other merchants from buying large lots, thus depriving the general public of their share in the bargains.

**USE YOUR OWN JUDGMENT. COME TO THE STORE. EXAMINE THE GOODS.**

# Fraser's Limited

OPPOSITE STANLEY HOUSE INGLIS STREET

## TRURO, N. S.

### SPECIAL APPEAL

The time is short; you must act quickly. This sale opens on February 15th and positively closes on Wednesday, February 26th. Store closes Thursday and Friday, January 13th and 14th. Come with the crowds.

**SATURDAY, FEBRUARY 15th**  
**VALUES UNSURPASSED**