

Commences
SATURDAY,
JAN. 4, 1913

JAN'Y CLEAR

During Stock - T

THE GREATEST BARGAIN

According to Our Usual Custom, We Will Carry No Present Season's Goods Over to Another, All Winter Goods Must Be Cleared Before Inventory.

Women's Winter Wearing Apparel

We have now come to the clearing-up of Stocks We carry no Garments from one season to another--hence these remarkable reductions for immediate clearance

Women's Winter Cloth Coats

Made of imported reversible cloths, tweeds, chinchillas, diagonals and chevots, full length garment, 50 to 54 inches long; the swell coats of the season, coats at \$13.50 to 20.00, clearance price **9.50**

Children's Coats

| | |
|---------------|------|
| \$4.00 Coats | 2.50 |
| For | |
| \$5.00 Coats, | 3.00 |
| For | |
| \$7.00 Coats, | 4.50 |
| For | |

Women's Tailored Skirts

Every garment made of splendid pure wool materials in fine French serge, chevots, panamas and Scotch tweeds. The very latest styles of the season; regular \$5.00 **3.75**
Values up to \$10.00, **5.00**



LUXURIOUS FURS

The choicest and most dependable Fur stock in Western Canada. We can't afford to carry these over to another season although it might pay us the way raw furs are advancing in price now. An entire clearance is to be made at sacrifice prices. You know well the prestige of this store for fine furs; our reputation of 20 years' selling and our guarantee stands behind every garment you buy here. The mild weather prevailing up to the present has left us with a considerable stock of Fur Coats and Fur Pieces in Scarfs and Muffs which must go at these little prices.

Natural Muskrat Coats

Fine dark, rich skins, 48 and 50 in. long, roll collar and revers, plain coat sleeve or with turn back cuff, Skinné satin lining; our standard \$100.00 value, **65.00**
Sale price

A Few Special Muskrat Coats

made of fine soft, pliable southern rat, not quite as heavily priced as the other but rich in appearance, soft glossy skins, regular **59.00**
\$75.00, for

A Number Short Fur Coats

Comprising Astrachan, Greenland Seal, Wombat, Wallaby and Bulgarian Lamb. These were made in our usual good style when short coats were fashionable and were worth \$25 to \$40, **5.00**
Your choice each

A few in Grey Lamb, Natural Coon, Electric Seal and Astrachan, splendid quality and satin lined; their only fault, they are short. **15.00**
Your pick

Wallaby Coat

1 only Wallaby Coat with Western sable collar, 50 inches long, up-to-date style, regular \$60, **35.00**
Sale price

A few fur lined coats still on hand which we offer at HALF PRICE.

Small Furs

Fur Sets and Fur Neck Pieces and Muffs in the choice renowned furs such as Mink, Persian Lamb, Russian Ermine, Alaska Sable, Beaver, Black Fox, Black and Blue Wolf, Canadian and Russian Mink

Grey Lamb, Squitter and Opposum, all go on sale at ONE-QUARTER OFF.

A lot of Neck Pieces and Muffs laid out for easy choosing. **HALF PRICE**

Afternoon, Dinner and Evening Gowns



We have quite an assortment of these beautiful garments that were brought in for the Christmas trade. They are the most elegant of the season's styles but will be sacrificed to adjust stocks for inventory; they are made of fine mesaline silks in colors and black and in combinations of chiffon and beautiful trimmings:

| | |
|-----------------|-------|
| \$30.00 values, | 19.50 |
| For | |
| \$35.00 Gowns, | 23.00 |
| For | |
| \$40.00 Gowns, | 25.00 |
| For | |
| \$45.00 Gowns, | 28.50 |
| For | |

Women's Cloth Dresses

In beautiful pure wool serges, hair line chevots, panamas and broad-cloth; all offered at sweeping reductions for immediate sale. Prices will range from \$6.50 to \$15.00.

And so on. Substantial reduction in the higher and better qualities.

A Lot of Children's Odd Drawers

For ages about 2 to 5 years, fine quality, ankle length, buttoned at the sides; the price was 40 and 50c, but they are odd and must go. The price **15c**

25c Jap. Crepes 10c

Plain and fancy Japanese Crepes, suitable for kimonos, house dresses, etc., regular value 25c, **10c**
January clearance price

15c English Flannelette 10 yds for 1.25

Fine English Flannelettes in stripe and check effects, in all best washing colors, 32 to 36 in. widths, regular 15c, January clearance **1.25**
10 YARDS FOR

Imported Velvet Coats

These are the most dressy and elegant garments brought to this country. For special occasions there is nothing more elegant and so becoming.

| | |
|-------------------|-------|
| \$46.00 Value, | 26.00 |
| For | |
| \$55.00 Garments, | 35.00 |
| For | |
| \$68.00 Garment, | 40.00 |
| For | |
| \$85.00 Garments, | 50.00 |
| For | |

Underwear

Women's, Misses and Children's Knitted Underwear; abundant choosing from well assorted stocks of the very best makes:

| | |
|-----------------------------|-----|
| Regular 35c and 40c values, | 25c |
| January sale price | |
| Regular 50c values, | 39c |
| January sale price | |
| Regular 75c quality, | 50c |
| January sale price | |

Bargains in Hosiery

Defiance Brand Plain Cashmere 25c. We offer in the January Clearance Sale 50 dozen Women's plain black Cashmere hose in sizes 8 1/2, 9, 9 1/2 and 10, the famous Defiance Brand, at per pair **25c**
All Wool Worsted Hose 25c. Boys, Girls' and Women's, all wool 2-1 ribbed worsted hose in qt sizes 6 1/2 to 10, a great January Bargain at per pair **25c**



60c 2-1 Ribbed Pure Wool Worsted Hose For 50c. Pair.

Beautiful fine, pure-wool worsted, 2-1 ribbed hose in all sizes from 8 1/2 to 80" regular 60c pair, a bargain no woman should miss in this January Sale, at **50c** per pair
35c 2-1 Ribbed Cashmere Hose, 27c. Pair; 4 Pairs \$1.00

Women's and Misses 2-1 ribbed Cashmere Hose, full fashioned, seamless and absolutely fast syle, a January Clearance Sale Bargain.

Carpets and Housefurnishings Tremendous Reductions

Made by the celebrated Scotch and English manufacturers, splendid designs and colorings, with borders to match.

\$1.75 quality, **88c** Lengths less than a piece, from 12
Half Price
\$2.00 and \$2.25 quality, **1.00** to 30 yards just enough for
Sale Price many a room. To clear
Luxurious Axminster for the price of a Tapestry. Hurry! Don't be disappointed.

4 Frame Brussels Carpets

In pretty designs of Brown, Green and Blue Colorings, suitable for dining room or bedroom, \$1.35 value, special sale price **75c**

Seamless Axminster Rugs

Rich deep pile Rugs, from the famous makers Templeton & Sons, than which there is none better; everlasting wear and satisfaction.
10-6 by 13-6 Rug, \$55, for 42.00
9 x 12, reg. \$40, for 29.50
9 x 10-6, reg. \$35, for 25.00

Brussels Rugs

Best English and Canadian manufacture, excellent for hard wear:
\$18.00 Rug for 14.50
\$20.00 Rug for 14.75

Linoleums

Heavy printed linoleum, direct from Kirkaldy, Scotland, in tile and floral designs, floor oak and matting designs, reg. 55 and 60c yd., **45c**
January sale price

Oilcloths

Good hard wear Oilcloths in all widths 36 to 90 inches wide, worth 35c and 40c., **25c**
Sale price

Scotch and American Window Lace Nets

Suitable for parlors, dining rooms and bed rooms, in white, cream and drab shades; this is the fashionable material today for draping windows. A great assortment specially priced at **25c**
Regular 40c value.

Blankets and Comforters

Short lengths, from 4 to 10 yards, good lengths for most purposes, ends of the best selling patterns, worth up to 75c per yard, clearing **25c** at per yard
Scotch and Canadian makes of White Wool Blankets, the best known you can choose from, our choice stock TWENTY PER CENT. OFF.

THE BARGAIN

THE NEW GROUND FLOOR ADDITION, (WEST END) WITH REMARKABLE

NOTIONS OF EVERY DESCRIPTION AT PRICES THE VALUES. BRING THEM

HAIR PINS, 8 PACKETS FOR 5c. TOILET PINS, 72 pins on assorted color 5c sheet.

HAIR PINS, 2 BOXES FOR 5c. PINS, 2 SHEETS 365 Pins on 5c per sheet.

Our regular 5c boxes of mixed Pins and sizes. 500 PINS FOR 5c Assorted sizes strong pins.

HAIR PINS, PER BOX 5c. 200 Pins, assorted kinds, in box usually sold 10c per box. SAFETY PINS, In white only, assorted on card.

WOOL MENDINGS, 3 BALLS 10c. Black only, usually sold at 5c per ball. SAFETY PINS, Our regular 10c white, in sizes assorted.

WOOL MENDINGS, 3 CARDS 5c. Our regular 2 cards for 5c, in colors white, black, grays and browns, extra large cards. SAFETY PINS, The Bell net, biggest bargain.

FEATHERSTITCH BRAID, @ 12 YARDS FOR 5c. 45 SAFETY PINS, India Tappet.

FEATHERSTITCH BRAID, 12 YARDS FOR 25c. A much better quality than above. TWILLED TAPET, In white or paper roll.

HAT PINS, 6 FOR 5c. 10 inches long, with black or white heads. TAPE MEASURE, Indispensable usually sold

HAT PINS, 4 FOR 5c. Extra large round heads in black only. HOOKS AND EYES, In black or white.

LACE PINS, 2 CARDS FOR 5c. In pearl, brilliant or assorted colored heads, reg. price 5c per card. HOOKS AND EYES, In black or white.

THE MERCHANTS