

The Greatest Clearance Sale in the history of the old Established Silver House

MAKING A CLEAN SWEEP IN EVERY DEPARTMENT
**Extraordinary Reductions Prevail Throughout the
Entire Establishment**

MONDAY, JANUARY 19, THE OPENING DAY

WE announce this January effort with considerable more than our usual enthusiasm, due to the fact that owing to the conditions of the market in the past few months we have been able to secure several splendid lines of merchandise at important price concessions, which are now offered, and can be considered extraordinary values. This sale will be conspicuous among sales,

judging from the viewpoint of economy, size and character of assortments. Every price in this advertisement points the way to a worth while saving.

Every garment, every yard of material, every piece of carpet or square in, fact, every article offered in this Grand Clearance Sale—is of the highest quality and dependable in every respect.

LINENS GOING AT A GREAT SACRIFICE.

In this department we always excel other stores, in point of assortment and lowness of price. White Irish Table Damask, 40c. White Irish Table Damask, 50c. Special Table Damask, 70 in. 65c. Special Double Damask, \$1.20 for 90c. Special Double Damask, \$1.50 for 1.15. Damask Hemmed Napkins, 60c. a doz. Damask Hemmed Napkins, 80c. a doz. Damask Napkins, special, \$1.40 a doz. Double Damask, special, \$2.75 for 2.00. Double Damask Napkins, \$3.50 for 2.75. 60 inch dozen Napkins, up to \$6.00 a doz., all half price.

BLEACHED HUCK TOWELING, 20 INCHES, 14c.

A useful Toweling that cannot be duplicated. Cream Table Damask, 50c. for 37c.

LINEN TOWELS.

2 great special—Linen Huck Towels, with damask border, 40c. and 45c. pair.

REMAINT SALE.

200 Remnants—Table Linen Toweling, Flannelette, Crotchet, Mousins, Prints and Toweling, all useful lengths.

SALE OF NINON.

This fashionable material, in evening shades, must be cleared. Special at 60c.

LINEN TABLECLOTHS.

2-12 yds., 90c. 2-12 yds., \$1.40. 2-12 yds., \$2.25 for \$2.40. 2-12 yds., 4.00 for 3.25. 2-12 yds., 5.00 for 4.00.

TOWELS.

Special Huck Towel, 35c. a doz. Huck Towels, \$1.20 a doz. Huck Towels, 1.50 a doz. Fine Huck Towels, \$2.20 and \$2.75 a doz. Other lines, \$2.50 for \$2.00. Bath Towels, fancy Turkish, 15c. pair. Bath Towels, white Turkish, 25c. pair. Extra large white Turkish, reg. 35c. for 18c.

SPECIAL PILLOW LINENS.

Regular 60c. for 45c.; 65c. for 60c.; 75c. for 55c.

TOWELLING.

Special Huck Towelling, 11c. Linen Huck Towelling, 15c. and 20c.

FANCY LINENS.

Including Side-board Covers, Tray Covers, Fancy Covers, Drawn Linen, all clearing at 20 per cent. discount.

HEMSTITCHED PILLOW-SLIP VALVES.

Pillow-Slips, 2 for 22c.; 2 for 45c.

HEMME SHEETS.

Size 2-12 yds., 60c. Size 2-12 yds., 75c. Size 2-12 yds., 1.05. Hemstitched Sheets, 2-12 x 2-14 yds., \$1.00.

LOW PRICES FOR SHEETING.

These prices are 20 per cent. below today's market rates. 72 in. Sheet, white, 25c.; 72 in. English Sheet, 40c. for 32c.; 72 in. Grey Sheet, 10c.; 72 in. Grey Sheet, 25c.

FIVE HUNDRED ENDS.

Table Damasks and Crotchet; length—2-12 to 5 yards. All at less than cost.

TAPESTRY AND CHENILLE CURTAINS.

\$2.90 for a pair of Tapestry Curtains. \$4.00 Tapestry Curtains for \$3.00. 7.00 Tapestry Curtains for \$5.00. Chenille Curtains, per pair, \$3.00 and 5.00. Chenille Curtains, regular \$7.00 for 5.00.

EMBROIDERED PILLOW SLIPS.

Embroidery Slips, 60c. each. Embroidery Linen Slips, \$1.10 for 85c.

HUNDREDS OF OTHER BARGAINS NOT MENTIONED HERE WILL BE FOUND IN ALL DEPARTMENTS OF THE STORE.

MADAPOLAMS AND LAUNTS AT JANUARY CLEARANCE SALE PRICES.

A great stock purchased before the recent advance in prices. Madapolams, 12-12c. Madapolams, 20c. for 15c. Victoria Lawn, 40c. Persian Lawn, 50c. for 25c. Indian Head, 25c. for 17c. Silk Velvets, 10c. Waist Linen, 30c. After Linen, 45c.

NEW CAMBRIC DRESSES, \$1.00.

Pretty Cambric Dresses, \$1.00. Cambric Dresses, plain shades, \$1.00. All Wool Serge Dresses, \$7.50 for 5.75. Cloth Dresses from \$2.00. Evening Dresses from \$10.00. Evening Dresses, \$25.00 for 15.00.

JANUARY SALE VALUES IN DRESS GOODS.

Their matchless assortment of the season's most fashionable Dress Materials will be sacrificed at a fraction of former prices. Black Silk Stripes Panama Cloth, 35c. Blue Silk Stripes Panama Cloth, 35c. Ottoman Cord in reseda, olive, etc., 75c. Wool Pathans, 42 inches, in camel, navy, green, blue, etc., 55c. for 50c. Wool Pathans, 42 inches, mixed colors, \$1.15 for \$1.00. 200 pcs. Dress Goods in great variety, 25 p. cent. discount.

JANUARY ECONOMY IN WHITEWEAR.

These offerings are well worth taking advantage of. Cambric Gowns, 40c. Cambric Gowns, 50c. for 1.00. Cambric Skirts, 30c. Cambric Skirts, 40c. for 1.25. Princess Slips, 60c.

IN THE MEN'S DEPARTMENT.

Clothing and Furnishings for Men and Boys Clearing at a Mere Fraction of Their True Value.

SPECIALS.

Men's All Wool Cashmere 1-2 Hose in colors of green, red, purple. Regular 40c. for 25c. pair. Mixed Heather and Plain Black Heavy Wool 1-2 Hose. Regular 50c. for 25c. pr. Boys' Wool Stockings, 4-1 ribbed. All sizes at 25c. pr. Boys' Pure Worsted Stockings, regular 60c. for 40c. Men's Heavy Wool Mittens, regular 50c. for 25c. pr. Boys' Fleece-lined Underwear. Size 22 to 24, for 25c. each; 26 to 28, at 25c. each. Men's Soft Front Shirts—regular 75c. for 50c.; regular \$1 for 75c. 10 p. c. off Men's and Boys' Raincoats. Men's Wool Mufflers. Every man needs one, and can have as many as he wishes at 15c. each. Men's Fancy Knit Silk Mufflers, regular 65c. for 45c. Men's Fine Pure Wool Shirts and Drawers: regular \$1.40. Sale price, \$1.00.

20 P. C. DISCOUNT.

Off Men's and Boys' Overcoats. Off Men's Old Pants. Off Men's Winter Night-shirts. Off Men's Winter Pyjamas. Off Men's and Boys' Winter Gloves. Off Men's and Boys' Suits. Off Boys' Knickerbockers. Off Men's and Boys' Winter Caps and Sweaters.

25 P. C. DISCOUNT.

Off Men's Fancy Winter Vests.

SUBSTANTIAL REDUCTIONS IN THE CARPET DEPARTMENT.

1913 was a record year in our Carpet Department. People are realizing that we have larger selections and offer bigger value than any store in Eastern Canada. Tapestry Squares, regular \$10.50 for 6.00. Seamless Tapestry Squares, large, \$30.00 for 20.00. Velvet Squares, 3 x 4 yards, \$30.00 for 20.00. Axminster Squares, regular \$60.00 for 35.00. Axminster Carpets, \$1.45 yd.

BUY YOUR FURS AT THE JANUARY SALE PRICES.

Black Fur Collars, \$4.75 for 3.50. Columbia Seal Collars, \$10.75 for 8.50. French Seal Muffs, \$10.50 for 7.50. Mink Marmot Collars, \$16.50 for 11.00. Mink Collars, \$35.00 for 20.00. Beaver Throws, large, \$35.00 for 20.00. Persian Lamb Muff, \$30.00 for 8.00. Columbia Seal Muff, \$12.00 for 8.00. Mink Marmot Muffs, \$30.00.

THE BIG RUSH WILL BE ON MONDAY.

SHOP IN THE MORNING. PLEASE.

W. & C. SILVER

All Belt Line Cars Pass Our Doors

200 HEARTH RUGS AND MATS.

In almost endless variety of makes and designs. Door Mats, Persian Mats, Reversible, Flannel, Axminster, Wilton, etc., all at 25 per cent. discount.

CARPETS.

Wool Carpets, special, per yard, 60c. Best Wool Carpets, 75c. Union Carpet, 50c. Brussels, \$1.25 for 95c.

2 SPECIALS IN SCOTCH TAPESTRY CARPETS.

Tapestry Carpet in seven designs, floral and Persian, 40c. yd. Special Tapestry Carpet, extra heavy make, great variety of colors and designs, 50c.

STRIKING JANUARY VALUES.

24-inch White Cottons, 7 1/2 and 8c. Cushion Covers, 15c. and 20c. Fur Coats, \$3-4 per cent. discount. Cloth Skirts, 25 per cent. discount. Evening Dresses, \$6.50 and 7.50. Madapolams, 12-12c. Women's Wool Underwear, 50c. New Umbrellas, 75c. and 85c. Women's Flannelette Gowns, 55c. for 70c. Women's Flannelette Gowns, \$1.20 for 90c. Women's Flannelette Gowns, \$1.50 for 1.20. Misses' and Children's Gowns, 30c., 45c. and 50c. Colored Table Cloths, large, 75c. Sample Umbrellas, 75c. Silk Drapes, from 85c.

JANUARY SALE VALUES IN LADIES' WAISTS.

In lace, lawn, net, mull, etc. All new, also in black and white. Regular value is \$4.00 to \$5.00. Offered during the sale from \$1.50 to \$3.50.

THESE PRICES CANNOT BE MATCHED IN UNDERSKIRTS.

All well made and in full sizes. Black Satin Underskirts for 55c. Colored Satin Underskirts, \$1.25 for 90c. Black Satin Underskirts, \$1.50 for 1.10. Black Moiré Underskirts, \$1.75 for 1.45. Black Moiré Underskirts, \$3.00 for 2.00. 25 styles, 2.75. Colored Satin Underskirts, \$1.25. Colored Satin Underskirts, \$1.75. Satin lined with flannelette, \$1.20.

STREET SKIRTS AT HALF PRICE.

200 Street Skirts in serge, Panama, tweeds, etc. Clearing most of these lines at One-half Price.

INCLUDED IN THE JANUARY SALE—SILK STRIPED DELAINE.

We have 200 yards of Silk Striped Delaine in black, white, checked and stripe. Purchased at a big discount from manufacturers. Regular value is 95c. While it lasts, at 55c.

JANUARY SALE VALUES IN SILKS.

36 in. Paillette, in black and color, \$10.00 for \$6.00. 36 in. Black Paillette, \$10.00. Colored Tulle Silks at 25c. Satin Linings, 40 in. 75c. 50 Remnants of Colored and Fanny Silks offered at One-half Price. Silk Striped Marquisette, 40 in. 42c.

JANUARY SALE BRINGS REMARKABLE VALUES IN LADIES' COATS AND COSTUMES.

The most beautiful garments of the season, latest style, handsome, by tailored—all to be cleared at great reduction. Women's Coats, \$30.00. \$12.00 Coats and Costumes, \$5.00. 15.00 Coats and Costumes, 12.00. 20.00 Coats and Costumes, 12.00. 25.00 Coats and Costumes, 15.00.

OPPORTUNITY TO BUY LADIES' RAINCOATS.

Ladies' New Raincoats, \$7.50 for 5.00. Ladies' New Raincoats, regular \$8.00 for \$6.50.

1,000 PAIRS HOSIERY CLEARING.

1,000 pairs Hosiery: women's, men's and children's, in cashmere, wool, worsted, etc., at Greatly Reduced Prices.

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All Belt Line Cars Pass Our Doors

THE DANGERS OF NAVIGATION AT THE MOUTH OF THE BAY OF FUNDY.—An incident of the Wiggins gale of 1893.

Interesting extracts from the files of the Recorder of 1898.

Discussing the dangers of navigation at the mouth of the Bay of Fundy with A. M. Payne, I was informed by him of an incident of the day of the Wiggins gale of Cape Sable in 1893 of interest at the present time.

"During the morning voyage from Liverpool to Portland of the s.s. 'Sarnia' of the Dominion Line," said Mr. Payne, "the possibility of encountering the great storm predicted many months before by Professor Wiggins was a frequent topic of conversation among the passengers.

"It so happened that the inevitable storm was actually arranged for the day foretold by Wiggins. It was a day of the Dominion Line, according to the official record showed the 'Sarnia' to be in the vicinity of Cape Sable on 9th March, the very day given by Wiggins. The threatened day, however, turned out to be an extraordinary day of calm and clear weather, with only a few clouds and signs of a change in the weather appeared on the horizon. A gale of hurricane force developed before 8 p.m., the hour set for the concert. The gales and jolts of the vessel were so violent that the passengers were thrown about as if they were in a washing machine. The vessel was tossed and heeled by the wind the tossing and heeling of the vessel and the passengers were thrown about as if they were in a washing machine. Many supposed the vessel would be given up, but punctually at 8 o'clock Capt. Lindell, the captain of the 'Sarnia', came down from the bridge and opened the proceedings by referring to the assurance of the elements requiring his immediate return and handing over the programme to one of his oldest passengers, the pianist of this incident. Among the number were two special favorites of the skipper's, 'Oh, dear, golden slippers' and 'Climbing up the golden stair' which were rendered in this style and a general atmosphere of hilarity and sociality promoted success, fully diverting the attention of the passengers from the violence of the elements.

GOLF COATS GOING AT A GREAT SACRIFICE.

A Golf Coat is essential to every lady's wardrobe. These prices place them within the reach of all. Golf Coats at \$1.75. Golf Coats, regular \$4.00 for 2.50. Extra heavy double knit Golf Coats for \$2.50.

JANUARY ECONOMY IN CURTAIN DEPT.

800 pairs Nottingham Lace Curtains at 25c. per pair. 200 pairs Swiss Curtains below cost. Nottingham Lace Curtains, \$3.25 value for 2.00.

JANUARY CLEARING PRICES IN BLANKETS AND QUILTS.

Large size Wool Blankets, per pair, \$2.50. Fine Blankets, \$3.00 per pair. Down Quilts, real elder, panel designs, \$2.50 for \$1.50. Down Quilts, \$3.00 for 2.00. Down Quilts, satin panel; regular \$10.75 for \$5.00. White Honeycomb Quilts, \$10.00. Colored Honeycomb Quilts, 70c., 80c., \$1.25.

THESE PRICES CANNOT BE MATCHED IN UNDERSKIRTS.

All well made and in full sizes. Black Satin Underskirts for 55c. Colored Satin Underskirts, \$1.25 for 90c. Black Satin Underskirts, \$1.50 for 1.10. Black Moiré Underskirts, \$1.75 for 1.45. Black Moiré Underskirts, \$3.00 for 2.00. 25 styles, 2.75. Colored Satin Underskirts, \$1.25. Colored Satin Underskirts, \$1.75. Satin lined with flannelette, \$1.20.

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