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REGULAR $\$ 2.00, \$ 2.25$, and $\$ 2.50$ VALUES GOING AT $\$ 1.00$ To-night and Monday we make an earnest endeavor to clear fancy parasol tocks - every parasol in the store is concerned. and the prices are lower than parasols of such prettiness have ever sold at before. Plento onist ones will go first, and all are different-Displayed for tonight'


Clearance of Wash Suits and Dresses
Whether you prefer the wash syit or pretty dress, the values are such as

The NORTHWAY CO., Limited



## GENUINE REDUCTION sALE <br> 

On Monday, August ist 1910, we will commence one of the Greatest sales in the history of this county. Values never dreamea of will be offered during this sale. Price reductions will be general in all departments.

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The firms whose names are represented in our advertising columns are worthy of the cunfidence of every person who has money to spend. The fact that they advertise stamps them as enterprising, progressive men of business, a credit to their town, aud deserving of patronage. Our advertising columns comprise a buyers' guide to fair dealing,good goods honest prices.

