

OUR STOCK is selected with care, good taste, and nothing but the best merchandise that money can buy. Our customers can depend on our goods giving perfect satisfaction.

OUR SALESPeOPLE are requested not to force sales or urge you to buy. Come and look compare values, and buy if it pleases you to do so. Prompt service is our motto.

Make your Dollars do Double Duty while these prices are in force

BINNING'S

Calgary's Best Store

Established 1900

OUR STORE POLICY is to give everyone full value for their money. Goods that are not satisfactory we want you to return, and get your purchase money returned.

OUR DRESSMAKER has a reputation for good work, perfect fitting garments, combined with giving our customers good style. Satisfaction guaranteed in every case.

Sale opens this morning and closes Tuesday, January 15

For Nine Days Only

Tremendous Sacrifice of Profits

A GIGANTIC STOCK

Sale opens this morning and closes Tuesday, January 15

For Nine Days Only

Reduction Sale

A Big Stock Reduction Sale, commencing Saturday morning, Jan. 5th. For two weeks past we have been going through our stock marking down winter merchandise. The price cutting has been most severe in every particular. Stock must be reduced very materially before inventory is taken and in order to accomplish this we are making one of the most generous offerings to the public that it has ever been their privilege to share in. It is our intention to exhibit a brand crisp new stock for Spring trade. All Winter goods must go at once, and we feel confident that your money could not be expended to better advantage than in partaking of the most exceptional bargains we are offering. Remember This Sale is for Nine Days and Nine Days Only. Everything marked in plain figures. Competent help will attend to your wants, and Remember, Bargains and Satisfaction are assured to all.

Every Article in our Fur Department will go at Ridiculously Low Prices.

These Goods must be out of the way before stock taking. Our store policy does not allow us to carry over goods from one season to another if low prices will dispose of them. Here are a few items for example.

One Black Fox Set for \$75. A beautiful fine, soft, glossy fur, muff is round shape and scarf has large head and tail, regular \$25.00	One Elegant Mole Fur Set A decidedly new fur, in grey, short smooth fur, large Empire muff and collar is made with long stole front, very dressy and serviceable, regular \$50.00
On Sale at \$15 for sett.	On Sale at \$29 for sett.

\$65 Fur Caperines Selling now at \$39 each
Positively less than Wholesale Value

We have six elegant Fur Caperines and Stoles that we have been asking \$65.00 and \$60.00 for, made of genuine Alaska Sable, rich Isabella fox and Persian lamb, with sable trimmings, beautifully made with high or low collar, or round shapes with long stole effects, with braid and tail trimmings, regular values \$65. and \$60. on sale at each **\$39**

ALL MINK FURS REDUCED.	HOW WE SELL SABLE NECKWEAR.
Mink Scarfs, reg. \$25. now \$19.	
Mink Scarfs, reg. \$35. now \$25.	
Mink Scarfs, reg. \$40. now \$30.	\$15.00 Scarfs; now \$10.00
Mink Coats, reg. \$50. now \$40.	\$20.00 Scarfs; now \$15.00
Mink Stoles, reg. \$60. now \$45.	\$25.00 Scarfs; now \$19.00
Mink Stoles, reg. \$125. now \$79.	\$30.00 Scarfs; now \$22.00

Sweeping Sale Prices on Fur Coats. Fur Lined Coats at Immense Reductions

Ladies' Astrachan Fur Coats \$28.00. Made of good fur that will give satisfaction, fine even curl, quilted linings, fashionably cut and good fitting, all sizes, regular \$35.00 and \$40.00. Reduced to \$28.00

Fur lined Coats at \$85.00. Made of choice broadcloths, in navy or cardinal, 50in. long, loose fitting styles, made with Alaska sable collars and lapels, squirrel linings, lovely coats, regular \$110.00 on Sale at \$85.00

Fur Lined Coats at \$100.00. Shells are made of fine all wool broadcloths, in brown, myrtle or olive green, handsome collars and lapels of rich Canadian Mink, musk rat or clear grey squirrel linings, made in two styles seven-eighths in length, regular values \$150.00 and \$175.00. While they Last, at \$100.00.

Persian Lamb Jackets at \$125.00. Made of extra fine quality of fur, very glossy, close, even curl, made with newest sleeves, girdle around waist, satin linings, fashionably cut and well made, regular values \$175.00, Special Sale price \$125.00.

Heavy Ulsters with Fur Collars \$30.00. Made of heavy all wool kersey cloths, in black, 50in. long, quilted linings, made very plain and loose fitting, collars and lapels of Columbia sable, regular \$40.00, on Sale Special at \$30.00.

A Great Crash in Costume Prices.

\$27.50 Suits selling at \$15.00



Ladies' Suits, made of natty tweeds or plain Venetians and vicunas, coats are made in neat tight fitting styles, manish shapes or Bolero effects, skirts are neatly made with pleats, jackets are silk lined, sizes 32 to 40, regular \$27.50, \$25.00 and \$22.00 Special Sale price **\$15**

500 Skirts here that must move out at once
\$8.50 and \$9 Skirts selling at \$5.00 each

Women's Skirts, made of new plaids, swell tweeds, black cloths, etc., every garment is perfectly tailored and good fitting, the colors are navy, grey, brown, green, cardinal and black, nicely trimmed with buttons and pleats, lengths 37 to 42, regular \$9 and 8, Clearance price, each **\$5**

A Sale of Fur-lined Capes at \$10 Value \$25

Women's Fur Lined Capes, made quite long, lined throughout with grey squirrel or hemster, colors of black Thibet, coverings are made of brocaded materials or plain black kerseys, regular value \$25. to sell quickly at, each **\$10**

The Ready-to-Wear Dept. Shows a Great Destruction of Profits

There is a vast quantity of garments in this department, and these goods must make their farewell appearance before stock taking their time is up here. Out they go at these prices. Our loss is your gain. **GET HERE EARLY.**

Lot No. 1—Women's Coats at \$25.00, made of tweeds, freizes or kerseys, in three-quarter lengths, loose or tight fitting, lined or unlined garments that are well made, warm and heavy sizes 32 to 38 only, colors grey tweeds, navy, Oxford or black kerseys and freizes, regular values \$5.00 to \$10.00, Reduction sale price \$2.50 each.

Women's and Misses' Coats at \$5.00. Made of very natty new winter tweeds, in colors of navy, grey, green, cardinal or brown, loose fitting, some with Empire backs, other numerous styles in the assortment, regular \$8.00 and \$10.00, Sacrifice price \$5.00 each.

\$13.50 Jackets on Sale at \$7.00. Ladies' 42in. Coats, made of winter tweeds, in grey, brown and navy, in the new Prince Chap styles and Tourist effects very swaggar, up-to-date garments, every one is new this season, sizes 32 to 38, regular values \$13.50 and \$12.00 Stock Reduction Sale price \$7.00 each.

A Sale of Coats at \$10.00. Made of swell tweeds, in checks, plaids, herring bone effects, etc., 45in. long, made in semi-fitting or Tourist styles, garments that have style, durability, etc., every coat is made to wear, keep its appearance and hold its shape, regular values \$15. and \$16.50, Closing Out price \$10.00 each.

\$25.00 Coats on Sale at \$15.00. Here is where you do get style in this assortment, made of checks, shadow plaids, invisible checks, fancy mixtures, etc., every garment is 50in. long, semi-fitting, Tourist or Prince Chap styles, neatly trimmed with contrasting shades of cloth or velvet and buttons, regular \$25., on Sale at \$15.00 each.

Stock Reduction Sale of Waists. Profits completely sacrificed

Ladies' Waists at \$1.00, regular \$1.75. Truly sensational sale of new winter waists, made of lustrous and Ceylon flannels, the lustre waists come in black, navy, white, brown and reseda green, made with pleats and tucks, newest sleeves; the Ceylon waists are dark and light colors, in shades of navy, with designs, other styles in plaids or stripes, nicely tucked, some are made in surplice styles, also a number of woollen plaid waists in bright colors the assortment includes some black satin waists that are good, regular \$1.50, \$1.75 and \$2.00, all to Clear at each **\$1**

\$2.75 Waists selling at \$1.75 Most remarkable values

400 Ladies' Waists, made of tamaline silks, lustrous, Panama cloths, etc. the silk waists are made of tamaline, in shades of brown, yellow, pink, sky and Nile, made with tucks down front, new sleeves; the lustrous and Panama waists come in shades of white, cream, black, cardinal, navy, myrtle, brown, sky, trimmed with braid, pleats, tucks and fancy stitching, sizes 32 to 44, regular \$2.75 to 5.50, Clearing **\$1.75** Out price.



54 Dress Tweeds, regular \$1.50 clearing at 50c. a yard. You will have to hurry if you want any.

700 yards of All Wool Dress Tweeds and green pebble cloths, canvass cloth, fancy tweeds, in plaids and heather mixtures, correct materials for winter costumes, skirts, shirt waist suitings, never in our lifetime have we offered such values, real worth is \$1.50 a yard, Great Stock Reduction Sale price, per yard **50**

(See Window Display.)

200 Scotch Costume Tweeds to be cleared at 95c Prices that insure a speedy clearance of the lot

35 only Handsome Costume Lengths, 6 1/2 and 6 yards to the piece, in shades of grey, navy, green, brown, black no two alike in the assortment, goods that we have sold over our counters this season at \$2.00 a yard, and really beautiful materials, Stock Reduction Sale price to clear, per yard **95**

125 Louise Silks, closing them out at 50c
A Real Stirring Sale of Values for you

Elegant Louise Silks, in shades of navy, cardinal, brown, sky and Nile, rich, soft, lovely materials, in small neat checks or floral patterns, every thread pure silk and will not cut, regular \$1.25 values, on sale at **59**

Here are some Prices that will make you think hard

A Towel Bargain at 15c. Made of huckaback linen, size 18 by 36, striped borders and hemmed, or pure white and hemstitched, fine quality and good value at 25c. Reduction Sale price 15c. each.

Canton Flannel at 8c. Unbleached quality, quite heavy material and very useful for children's wear, regular 10c., on Sale at 8c. per yard.

Eiderdown Flannelettes 15c. In great demand for dressing saques, bath robes, etc., in fancy Japanese patterns and small designs, shades of sky, olive, grey, navy and cardinal, good quality, regular 25c. Reduced to 15c. per yard.

15c. Towelings at 10c. per yard. 500 yards of Glass Towelings and Crash Towelings, 18 to 33 inches wide, and well worth 15c. per yard, it will sell fast at 10c. a yard.

10c. Flannelettes Sell at This Sale for 5c. a yard

1,000 yards only Flannelette, 28in wide, firm quality good patterns, in dark or light colors, quality we have sold at 10c a yard, on Sale Special at 5c. a yard. (Limit 12 yards to a customer.)

A Rousing Sale of Underskirts at \$2.50, values worth regular \$4.50, \$3.50, \$3.25

An assortment of Underskirts, made of colored moire, in navy, myrtle and brown, made with deep ounce of pleats, another style is made of black mercer sateens, with deep flounce of taffeta silk, another kind is made of fine mercerised sateen, with deep 30in. accordion pleating and two frills, regular values **\$2.50** \$4.50 3.50 \$3.25 a rousing special each



Calgary's Best Store

BINNING'S

Calgary's Best Store