People never before offered such A Business Event unprecedented in the History of Fenelon Falls. buying chances.

\$20,000 stock at your mercy. All splendid, up-to-date goods, staple as bread and butter.

Big Reductions in Every Line, Every Article. No part of the Store to Escape.

REASON:

That is a Herculean task, but it must be done.

We must have the money, so we take the only

method. Slaughtering everything in the Store.

We are ready for them, every article marked in fore best bargains vanish forever. Get one of our plain figures. A large extra staff to wait on custom- large price list bills. Buy for future as well as presers. Despite the rush no long waiting. Satisfac- ent needs. Come along and save \$ \$ \$.

Hundreds of buyers will visit our store daily. | tion guaranteed every customer. Come early be-

2 SPLINTERS FROM THE GRA

Below are 12 only of our wonderful bargains chosen at random from our big price list bill. Be sure to get a bill and visit the store.

7 BARS COMFORT S 0 1 P 2 5 c.	10c. PRINT 7 c.	FBBEE TRIPS TO TORONTO FAIR.	122 G. MUSLINS 8 G.	\$8.00 MEN'S SUITS \$4.95
\$12.00 WOMEN'S RAINCOATS \$1.25.	50c. DRESS GOODS (40 PIECES) 25c.	On August 25th, the seven people who have the greatest amount of our checks are to be given free trips to Toronto Fair. This Gigantic Sale will make thousands of checks. Get after them. Do not let them go to waste. In order to make the contest keener still, we place a coupon below which explains itself. G E T B U S Y .	1 0 0 SOFT FELT H A T S PRICE	7 BARS SURPRISE S O A P 2 5 G.
\$1.50 MEN'S EVERY- DAY BOOTS 98 c.	61bs. RICE 25c.	Cut out this Coupon and bring it to our store, where \$1.00 will be added to your purchase check, thus: "To Coupon" \$1.00. No person or family is allowed to bring more than one of these Coupons, and this Coupon is of no use whatever except when entered in with a regular purchase check. Checks containing Coupon entries are transferable in same way as other checks. This Coupon is useless 7 days after publication. Coupon must be cut from a newspaper.	\$1.50 BOYS' EVERY- DAY BOOTS 986	\$1.25 MEN'S PANTS 89 c.
Starts Saturday, July 25		ANTIC SA ERRILL BR Fenelon Fall	05.	Ends Wednesday Aug. 5