

REASONS WHY FORD'S ARE SELLING OUT

THEIR PRESENT BIG STOCK AT ABOUT WHOLESALE PRICES

At Their Temporary Premises in the Hamilton Carriage Show Rooms

Almost everybody hereabout knows that we were forced to vacate our old store opposite the Post Office for the short period of six months.

Fortunately Mr. Guiry takes over the building from the present owner on 1st March next, and we return at that time.

In the meantime we are devoting our attention to selling out the Stock, which is about three times too big for our present premises.

It will be more profitable to cut the prices and let the people benefit thereby, than to pay for Storage, Insurance, etc.

The public response has been most gratifying and it stands as a testimony to the public confidence in the FORD STORE and

We Simply Must Keep at This Sale, Which Has Created a Regular Havoc in Prices . . . of the Most Daring Kind . . .

What matter if you are a little crowded in buying when you can save from Fifteen to Fifty Per Cent. on good new seasonable goods?

OUT THEY GO. Here are a few hints, but you must come to the store to realize the full meaning of this remarkable Selling Out Sale.

Come as early and as often as you can—it's worth coming miles to a Sale of this kind.

Stylish New Fall and Winter Coats, Skirts and Waists.

FOR WOMEN, MISSES AND CHILDREN, All Going at Deeply Cut Sale Prices.



The starting gun of the Fall trade and right at the beginning of the season. A sale of brand new Fall Coats, Skirts and Waists, in fact all Ready-to-wear Garments are marked down. Certainly the best bit of news buyers could wish for. We're crowded up with so many coats that the only remedy is to sell them and sell them quickly at close to and many at less than manufacturers' prices.

You have splendid choice from our big stock of widely different styles. If one style does not meet with approbation there is another, if not that then there is another, and so on until perfect satisfaction is assured.

Great saving in the price, so come early and get first choice. Here are a few prices for your benefit.

Lot No. 1 Consists of about 50 Coats for Women and Misses, at 99c mostly short, tight fitting styles, Tweeds and black Cloths, all sizes, formerly up to 7.50 each, Selling Out Prices. 99c

Lot No. 2 This splendid lot of Coats in short, tight fitting styles at 2.48 suitable for fall wear, Tweeds and plain cloths in assorted good colors and black, any size for misses or women, sold regularly up to 10.00 each, Selling Out Price. 2.48

Lot No. 3 This price affords a good choice of loose, semifitting or tight back styles, short or long lengths, light or dark colors, all sizes, regular up to 12.50, Selling Out Price. 4.90

Lot No. 4 All this season's styles 7.50 to 19.00 in swell new light colored Tweeds of checks, stripes and plaids, three-quarter or seven eights lengths, stylishly trimmed with strappings, velvets or buttons, full loose backs, the nobbiest lot of coats we ever showed, but on account of crowded temporary quarters we are forced to cut the prices and get them out quickly; regular values 10.00 to 25.00, Selling Out Prices. 7.50 to 19.00



About 300 Women's and Misses' Skirts made in the new fall designs of the serviceable new Tweeds, Broadcloths, etc., all sizes, regular prices 2.50 to 10.00, Selling Out Prices. 1.50 to 7.50

Women's Silk Waists of good quality washing Japan Taffeta Silk, new fall styles black or white, regular value, 2.75, Selling Out Price. 1.98

Women's new Lustre Waists, black or white, neatly made in all sizes with deep pleats down front and back, regular value 2.00, Selling Out Price. 1.49

Men's Goods at Deeply Cut Prices.

10 dozen Men's \$1 and \$1.25 Colored Print Shirts, broken sizes, at. 69c

2 cases Men's Wool Underwear clearing at per garment. 49c

1 case Boys' Fleece Wool or Union Underwear at per garment. 19c to 49c



Men's \$1.25 Fine Dress Kid Gloves, new shades at. 89c

Notions at Wholesale Prices.

Pins at 1c a paper.
Needles at 3c a paper.
Tape 1c Bunch.
Silk Thread 4c a spool.

Selling Out Our Fur Stock at the Deepest Kind of Price Cuts.

All because our place is too small to accommodate our extra large stock and we must make a clean sweep of it.



When you consider the exceptional opportunity to buy Furs at the beginning of the season, you will surely be induced to buy now. Be beforehand for the same reason as you buy coal in summer time to save and prepare for cold weather.

Never did we have such an excellent assortment and certainly never sold at such cut prices.

We just mention a few prices to show reductions and will ask you to come and see the goods—even for comparison sake.

Ruffs and Muffs in some of the season's best styles, and reliable Furs, such as these: Alaska Sable, Best Canadian Mink, Isabella Fox, Japanese Mink, Mink Marmot, black or white Thibet, Columbia Sable, etc., selling like this, \$32 kinds \$25; \$25 kinds \$19.50; \$20 kinds \$16; \$18 kinds \$13.50; \$10.00 kinds \$7.90; \$7.50 kinds \$5.90.

Women's Fur Jackets of black Astrachan, Tullipun, Electric Seal and Russian Lamb, selling out prices \$15 to \$179; regular prices \$20 to \$200.

Women's Fur-lined Coats, lined with Hamster, Squirrel, etc., trimmed with Columbia or Alaska Sable, Mink, etc., black fawn or navy shell of fine broadcloth, all reduced to sell quickly. Come and see them.

Men's black Martin Fur Coats, all sizes, fine smooth fur pelts that are guaranteed to stand the hardest of wear. \$27 Coats now \$22; \$30 Coats now \$24.75; \$20 Coats now \$16; \$15 Coats now \$10.

Men's fine quality Raccoon Fur Coats, well matched, full furred skins of nice dark shade, thoroughly guaranteed, also some Men's Fur-lined Coats. All Sell Out Prices \$5 to \$10 under regular value.

Women's, Misses' and Children's Capelines or Collars of black Coney, Electric Seal, Grey Persian Lamb, Alaska or Columbia Sable, Japanese Mink and many other reliable Furs, wide choice of good styles; regular prices \$3.50 to \$35, Selling Out Prices \$1.98 to \$28, with prices between like rungs of a ladder.

Better Buy These Gloves, Hosiery, Underwear, etc., and Save 1-3 of the Price.

- 10 dozen Women's 25c Ribbed Cashmere hose at per pair ... 19c
- 25 dozen Women's 35c Union Undervests and Drawers at ... 25c
- 10 dozen Women's and Children's 25c Wool Gloves, per pr. ... 19c
- 10 dozen Women's \$1.00 Kid Gloves at per pair. ... 75c
- 13 dozen Women's 75c Corsets at. ... 49c
- 10 dozen stylish new Silk or Leather Belts. ... 25c
- 3 dozen 25c Waite Embroidered Collar and Cuff Sets at. ... 19c
- 5 dozen Women's 75c and 85c stylish Handbags, solid leather ... 49c
- 5 dozen Women's striped Flannelette Gows at. ... 49c
- 10 dozen Infant's white Bibbs edged with lace at 6 for. ... 25c
- Sale of Umbrellas for ladies at \$1.48, \$1.25, 8c and. ... 73c
- Men's Umbrellas at \$1.25, 98c, 73c and. ... 49c
- 4 dozen Women's \$2.90 Golf Coats at. ... 2.19
- 7 dozen Boys' or Girl's 35c Honeycomb Totes at. ... 25c
- 10 doz. Women's white Lawn H'd'k'fs, Selling Out Price 2 at ... 25c
- 25 pieces 25c Taffeta Silk Ribbons, 3 1/2 inches wide, all good shades, Selling Out Price. ... 12 1/2c



Come to Ford's for Stylish Millinery AT SALE PRICES.



Even in our temporary quarters we're prepared to meet your Millinery requirements better than ever. Moving a few doors doesn't change our styles or the quality of our materials used in making Hats, but it does make us determined to sell more goods. If low prices and good value combined

with good work will induce you to come here for Millinery, then you'll come, for our Hats have been most reasonably priced for this Selling Out Sale.

Hats at \$2.90, 3.90, 4.90



Don't Fail to Look Us Up When It Comes to Millinery.

Good Buying in Staples.

- 1 case 250 white Marseilles Quilts at. ... 1.19
- 500 yards 35 inch 10c Flannelette or Wrapperine at. ... 8c
- A full stock of Table Linens and Napkins marked down about 25 per cent.
- Flannelette Blankets at per pair, 98c and. ... 75c
- Wool Blankets going at Mill Prices, regular \$3.00 to \$6.50 at \$4.90 to. ... 2.19
- 300 yards 7c all Linen Towelling at. ... 5c
- 500 yds. 15c black or colored Sateens, Selling Out Price 12 1/2c
- 3 pieces 18c Cottonade for Smocks or Working Shirts at 12 1/2c
- 12 1/2c Wrapperettes, new patterns and colorings, all at. ... 10c
- Crochet Cotton and Silk at per spool. ... 4c

Save on Dress Goods and Silks—all are Reduced to Make Room Quickly.

Never have we had so many real bargains in our Dress Goods Department, New Goods and staple lines, in fact not a piece that has not been remarked. See ours before choosing if you want to save money.

Priestley's Dress Fabrics, all going at cut prices of 15c to 25c a yard. See them.

50 pieces \$1.25 and \$1.59 new Fall Tweed Suitings at. ... 85c

39 pieces 75c Poplins, Tweeds, Cashmeres, Venetians, etc., any new shade, all clearing at. ... 59c

5 pieces 50c and 75c Homespun, 34 inches wide at. ... 39c

400 yards best quality Japan Taffeta Silks at. ... 21c



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