

MERCER'S

\$40,000.00

EXECUTORS' CLOSE-OUT SALE

For over 40 years this store has always endeavored to render intelligent, conscientious service. We say, in all modesty, that this store has grown to its present proportions on the solid foundation of square dealing and integrity. The founder of the firm, the late Hugh Mercer, has passed on, and now his Executors are definitely instructed to dispose of this stock of High Grade Quality Merchandise without any delay. It must go to the bare walls. Goods will be marked in plain figures at prices you can't resist. Won't the Bargain Seekers have a treat? It will be a sale such as you may have dreamed about, but never seen demonstrated.

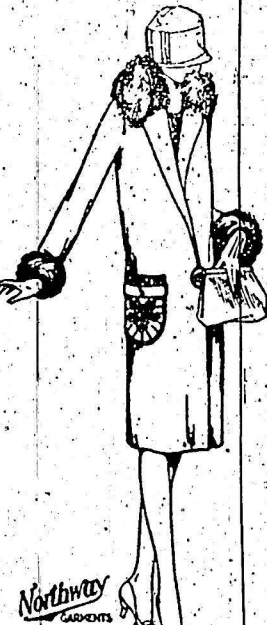
Ladies' Winter Coats
Knitted, Kid and Chamoisette
58c. to \$2.29

Super-Savings

Men's Fine Shirts
Oxfords, Broadcloths and other good materials, separate or attached collars, \$1.39 to \$1.98

Honey Tweeds and Worsted
\$3.95 to \$19.95

Blue and Grey Worsted
\$19.95 to \$24.95



Ladies' & Children's Underwear
All Wool or Cotton
In Silk, Silk & Wool,
19c. to \$1.59

Dress Goods
Broadcloths, Foulards, Rayons, Voiles, Silk Crepes, Crepe de Chenes, Cantons, Celanese, San Toys, Serges and Flannels.
49c. to \$2.98 a yard

Ginghams, Prints, Gingham Voiles, Flannelettes, Etc.
At prices below cost.

Window Blinds
Cream or Green 78c.

Curtain Materials
19c. to 89c. a yard

Bath Towels
22c. to 69c.

House Dresses
78c. to \$1.49

Granny's Own Sweater Yarns
24c a skein.

Bloomers
Fleece-lined, Dimity and Broadcloth, 37c. to 59c.

Princess Slips
Dimity and Broadcloth 39c. to 89c.

Congoleum Rugs
Size 9x6 \$4.89
Size 9x12 \$8.98

Stanfield's Underwear
Green Label \$1.29
Gold Label \$1.49
Red Label \$1.79
Blue Label \$2.19

Bed Spreads
Krinkle Crepe \$2.29
Rayon \$3.89

FOOTWEAR
We have it for the whole family. At our Close-Out Sale Prices, it will pay you to provide several pairs for each one in the home.

LADIES' NEW
Orthopaedic Oxfords and Slippers at \$3.98.
Numerous lots of discontinued styles in Empress and Slater Makes at \$1.29

LADIES' AND GIRLS' RUBBERS AND GOLOSSES
This season's goods — Prices will astonish you.

LADIES' HOCKEY SHOES
\$2.98

MEN'S AND BOYS' FINE SHOES
Priced below factory cost.

Men's Fine Socks
Silk, Silk & Wool, All Wool or Lisle, 38c. to 78c.

Men's Fine Shirts
Oxfords, Broadcloths and other good materials, separate or attached collars, \$1.39 to \$1.98

Special
Men's Fine Shirts, about 3 dozen only at 89c.

Work Shirts
In Flannel or Heavy Cotton and Chambray, 78c. to \$1.89

Felt Hats
50c. to \$2.98

Men's and Boys' Hockey Boots
\$2.69 to \$4.29

Sweaters
For Men and Boys, 49c. to \$3.98

Boys' Suits
from \$2.95 to \$8.95



Men's and Boys' Heavy Rubbers
at prices that will astound you

Fine Rubbers and Overshoes
below wholesale prices

Silk Slips, Bloomers, Nighties and Pyjamas \$1.29 to \$2.69

HOSIERY
Holeproof and Mercury Brands
174c. to \$1.39 a pair

Sale Commences
Saturday, Feb. 1st,
at 9 o'clock in the morning

"JUMBO" VALUES
AT "PIGMY" PRICES

H. MERCER ESTATE
Markdale, Ontario

OVERALLS AND SMOCKS
Big 88 Brand and others
\$1.59 to \$2.19

Heavy All-Weather Socks
19c. to 59c. a pair

TERMS
Strictly Cash
No Returns