

You have the money
We have the goods
Let us exchange

THE BIG STORE

DURHAM

A fair exchange proves satisfactory to both parties
We need the Money
You do, or will need the goods

Come and inspect the goods and prices. If you do this you will profit by it.

THIS STORE INAUGERATES

A MIGHTY CLEAN SWEEP SALE

For 10 Days, Commencing Saturday, March 9th

What's it for? Just briefly we'll explain. After taking stock we find that there is \$7000.00 more stock in "The Big Store" than there should be. Our Stock Book does not misrepresent anything to us. **WE MUST UNLOAD.** Here is \$25,000.00 worth of clean, up-to-date stock when it should be \$18,000.00.

When bargains are offered to us we are not slow to take advantage of them. Candidly speaking that is why we are overloaded. We know from our dealings with the people of Durham and vicinity that they are fully as intelligent as ourselves and will buy goods they need when offered to them at two-thirds their actual value. Therefore we intend to make a "Mighty Clean Sweep" of this \$7000.00 worth of stock. You will have the whole of this \$25,000.00 of up-to-date goods to choose from, so don't miss the opportunity which this sale offers you.

THIS IS "THE BIG STORE" THAT IS TALKING TO YOU NOW

And we don't spend money on bills like this to tell you that we will give you a slight reduction in the price of these goods. Our reduction knife sank very deeply so that the prices will be startling to you. They will be the talk of the town and country for miles around. We must have \$7000.00 out of this immense stock in a few days. Prices will reach their lowest limit in this sale. Any of your friends from the West, or anyone going to the Great West, should in justice to themselves take advantage of this wonderful **Cut Price Sale.** Don't let anything keep you away, if you do, you will miss the best buying opportunity ever offered to you.

Our store is full of the best goods that money can buy in Dry Goods, Clothing, Furs, Carpets, Linoleums, Oilcloths, Wallpaper, Crockery, Glassware, Hardware and Groceries. Best and largest stock in town.

BARGAINS! BARGAINS! BARGAINS!

The following will give you an idea what to expect. In order to know the real bargains you must inspect the goods. Use the common sense with which nature has endowed you, and come early to "THE BIG STORE."

<p>Furs The season has been a good one, we have only a few left. The greater the bargains in this case.</p> <p>4 Men's Fur Coats 4 1 Canadian Coon Coat, worth 50.00 for ... 37.90 1 Russian Calf Coat, worth 35.00 for ... 27.50 1 Black Dog (Bishop) Coat, worth 18.00 for ... 11.90 1 Dyed Wombat Coat, worth 35.00 for ... 27.90</p> <p>5 Ladies' Fur Jackets 5 1 Astrachan, size 44, length 30 inch, worth 42.50 for ... 33.00 1 Astrachan, size 38, length 30 inch, worth 32.00 for ... 23.75 1 Astrachan, size 34, length 30 inch, worth 37.50 for ... 29.75 1 Astrachan, size 34, length 24 inch, Black Martin collar and reverses, worth 44.00 for ... 32.75 1 Bocharan Lamb, length 24 inch, size 3 1/2, Sable collar and reverses, worth 52.00 for 41.50</p> <p>16 Neck Furs 16 Consisting of Ruffs, Stoles, Throw Scarfs, Caperines, etc. Made from Thibet, Grey Lamb, Sable, Black Martin, Russian Lamb and Mitra. A few Fur Caps and Muffs to be cleared at almost your own price.</p> <p>22 Ladies' Cloth Jackets 22 To be sold regardless of manufacturer's cost. We must sell them. These were worth from 6.50 to 15.00. They'll go for the small price of from 1.25 to 9.90. You ought to buy these.</p> <p>22 Ladies' Cravenettes and Rubber Coats 22 Sold regularly at 7.00 to 8.00, your choice during sale ... 5.50</p>	<p>Men and Boys LISTEN Here's a Clothing Bargain. It's a chance for you.</p> <p>120 Men's Suits 120 New and Up-to-date, 1907 Made of tweeds and worsteds, in stripes and overchecks, sold regularly from 7.50 to 16.00. ... Sale price 5.75 to 11.90</p> <p>80 Youth's and Children's Suits 80 New makes and cheerful patterns, sold at 2.50 to 6.00 ... Sale price 1.25 to 4.50</p> <p>27 Men's Suits 27 Carried over from last season. Just sizes 36, 37 and 38. Good pure wool tweeds, were 8.00 to 12.00 ... Sale price 4.95 to 6.90</p> <p>70 Men's Pants 70 Nearly all this season's goods and make. Regular 1.35 to 3.50 ... Sale price 98c to 2.49</p> <p>46 Boys' Knickers 46 To clear during sale at ... 45c to 89c</p> <p>37 Boys' Odd Vests 37 Worth 50c and 75c ... Sale price 29c to 45c</p> <p>40 Men's Overcoats 40 12 Dress Overcoats, new, and good value at regular price 9.00 to 10.00, sale price 6.90 20 Dress Overcoats, ranging from 11.00 to 15.00, sale price ... 8.75 to 10.75 8 Heavy Frieze Coats, high storm collars, 7.50 to 8.50, sale price ... 5.95 15 Youth's Overcoats, from 6.50 to 9.75, sale price ... 4.90 to 7.50 Men's Cravenettes and Rubber Coats at similar reductions.</p>	<p>\$100 Wallpaper \$100 They are all marked at the regular price. You can surely make your selection from such an endless variety of patterns and colors, ranging from 5c a roll up to 25c. Just think! when you come to pay your bill we'll only charge you 65c for \$1.00 worth of paper during this sale.</p> <p>Carpets, Linoleums and Oilcloths We have such a large variety of Carpets in Tapestry, Brussels and Woollens that space does not permit a description, but you will save money by making your choice now while the sale is on. LINOLEUMS and OILCLOTHS from 1 yd. to 4 yds. wide, at greatly reduced prices.</p> <p>2000 Yds. Table Linens Bleached and Unbleached This immense stock was bought at a price because the manufacturers had to sell. Look out for SNAPS. 100 Linen Towels to sell at ... 7c 100 Linen Towels to sell at ... 10c 500 yds. Towellings at ... 5c to 9c 70 Counterpanes 1.50 for ... 98c 65 Counterpanes 1.90 for ... 1.29</p> <p>70 Ladies' Ready-to-wear Skirts 70 These are made from Homespun and fancy overcheck tweeds, heavy Venetians and serges, regular price from 2.75 to 7.50 ... Sale price 1.98 to 5.75 Ladies' Waists, in lustre, sateen and silk, also Wrappers and Under-skirts must skidoo and price will do it at this sale.</p> <p>Remnants All short ends are marked with Remnant tickets. Look through them, they are cheap.</p>	<p>Men's Furnishings 200 Men's working shirts, worth from 60c to 1.25, for ... 48c to 95c 350 white and fancy print shirts, far too many for The Big Store. Here's a bonanza for you. 1.00 shirts for ... 69c All kinds of snaps in Ties, Gloves, Braces and Half Hose. Underwear of all kinds at prices that will pay you to buy for next winter. Men! if you want a suit length now is your chance. Get it at a sale price.</p> <p>You'll Need These Ladies' Neckwear ... 25 p.c. off Ladies' Hosiery, 40 to 50c for ... 29c Ladies' Hosiery, 25 and 30c for 19c Ribbons, Laces, Gloves and Corsets all at reduced prices. Prints, Gingham, Muslins, Vestings, Flannelettes, Wrapperettes and Shirtings will be at special prices during this sale.</p> <p>Crockery and Glassware 20 per cent. off all Fancy Crockery, Dinner Sets, Toilet Sets in abundance to choose from. Glassware of all kinds and you save 2.00 on 10.00 worth of this staple goods that don't go out of date.</p> <p>Groceries For Saturday, Mar. 9th Only 4 Packages Jelly Powder, reg. 10c size for ... 25c 3 Packages Empire Soda, reg. 5c size for ... 10c 3 Packages Flaked Beans, reg. 15c size for ... 25c 6 Pounds Best Figs for ... 25c 10 Pounds Oatmeal for ... 25c 22 Pounds Granulated Sugar for ... \$1.00 Can't describe all the goods in a store on this bill. If you need anything that's not mentioned come and see how little it will cost you while the Mighty Clean Sweep Sale lasts.</p>
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It costs you nothing to see what we are offering you. Convince yourself that our Bargains are genuine. Cash and Trade only During Sale. No Credit will be Given for this 10 Days.

ALEX. RUSSELL

DURHAM, ONT.