

Abraham Fair and Square

SENSATIONAL Price-Cutting SALE

Abraham Fair and Square

"IT'S ON"

"IT'S ON"

We want you to compare these prices with what other stores advertise. We want you to consider quality too. Newspaper talk is cheap. If you come and see the goods we offer to-day at such startling reductions, you'll readily understand why so many people trade at THIS BIG STORE.

LISTEN

We've got the Knife in all Furs and Fur Coats

Women's Winter Coats

All Half-Price

These are all this Season's Styles. It is a sin to sell them at the price, but we must carry out the policy of this store to carry no goods over from one season to another. That's why we are clearing every coat at half-price.

8.75 Coats now **4.37** 11.00 Coats now **5.50**
9.75 Coats now **4.87** 13.50 Coats now **6.75**
10.00 Coats now **5.00** 14.50 Coats now **7.25**

Felt Shoes

Almost Given Away

Men's \$3.00 Felt Shoes, sale **\$2.00**
Men's 2.75 Felt Shoes, sale **1.90**
Men's 2.25 Felt Shoes, sale **1.25**
Men's 1.75 Felt Shoes, sale **1.00**
Men's 1.40 Felt Shoes, sale **95**

Men's Overcoats Being Slaughtered

If you've been waiting until the Price-Cutting Sale started—its your turn now "Its On" 5 Men's Light Weight Overcoats, splendidly tailored with best farmer satin lining, all sizes from 38 to 42. Regular \$10.00. Sale price \$5.00

Men's \$12.50 Overcoats	\$8.75
Men's 15.00 Overcoats	9.00
Boy's 5.00 Overcoats	3.75
Boy's 6.50 Overcoats	4.35
Boy's 4.50 Overcoats	3.25
Boy's 4.00 Overcoats	2.50
Boy's 7.50 Overcoats	4.50
Boy's 3.00 Overcoats	1.00

Half-Price Rubbers and Overshoes

These goods are all First Quality, but we are overstocked in these lines and are bound to clear every pair regardless of cost.

Men's Rubbers, size 9, 10 and 11, regular \$1.00. Sale price	49c
Women's Jersey Cloth Overshoes, High snow excluders, sizes 4,5,6,7,8, reg. \$2.25	1.25
Women's Fine Jersey Cloth Storm Overshoes, regular \$1.25. Sale price	75c
Children's High Storm Overshoes, Two buckles, regular \$1.40. Sale price	98c
Men's Leather Leggings, reg. \$1.75. Sale price	98c
Boy's Leather Leggings, regular \$1.25. Sale price	85c
Men's Jersey Cloth Overshoes, regular \$1.50. Sale price	1.15

Our Stock of Furs and Fur Coats is heavy. The Winter thus far has been mild and we have Hundreds of Dollars tied up in Furs that should be sold. It's the chance of a lifetime for you. Buy to-day at these cut prices and you'll have the good of them for all of the cold weather.

To-Day's Your Day

Gentlemen—Get a Good Dollar Cap for 49c. Take your choice of any Cap in stock—only 49c; some were \$1.25.

THE J. D. ABRAHAM COMPANY

THE STORE THAT SETS THE PACE

\$1.25 Winter Caps Sale 49c

Your choice of any Winter Cap in Stock 75c, 80c, \$1.00 and \$1.25.

Take your Choice for only 49c

Large Sales

Small Profits

McKECHNIES' WEEKLY NEWS

1914

BIG REDUCTIONS IN PRICES OF OVERCOATS

Tweed Overcoats, regular \$7.00 for	\$4.75
Beaver Overcoats, regular 9.50 for	5.98
Tweed Overcoats, regular 9.50 for	6.25
Tweed Overcoats, regular 10.00 for	8.48
Tweed Overcoats, regular 12.00 for	8.75
Beaver Overcoats, (fur collar) 12.00 for	9.75

FLANNELETTE BLANKETS

Notwithstanding the great increase in the price of Flannelette Blankets we are now selling 11-4 at \$1.35 during January.

A fine selection of Dress-goods in the Newest Designs.

A select stock of floor coverings in Oilcloth Linoleums and Rugs.

A new stock of the E.T. Corsets, see our \$1. Corset usually sold at \$1.25.

THE HIGHEST PRICES FOR PRODUCE

G. & J. McKechnie

Departmental Store

Durham

Curious Signboards.

An eighteenth century Glasgow sweep suspended over the door of his house the announcement: "Barny Keir, he does live here. He'll sweep your vents, and not too dear. And should they chance to go on fire He'll put them out at your desire."

Edinburgh once enjoyed the distinction of possessing the most prolix sign-board on record: "John Main, Stationer, Bibles, Testaments, Psalms, Hymns, Prayer-books, Catechisms, Proverbs, Books, new and old, in various branches of literature. Money or exchange for old Books; Papers, Pens, and Ink; Wax and Wafers; Blacklead, Hair, and Hair Pens; Colored Books, Memorandum Books, Religious Tracts, Books neatly bound, on moderate terms."—London Mail.

Bear Fighting.

In the seventeenth century on feast days the life of the czar of Russia was enlivened with such amusements as a battle to the death between a bear and a spearman, in which, it is said, frequently the man lost his life. In the event of a successful issue the spearman was rewarded by being taken to the royal cellars, where he was allowed to drink as much as he liked.—Cri de Paris.

Not Enough Practice.

"Oh, Johnnie, Johnnie," said the aunt reproachfully, "why is it you never remember to say 'Thank you?'" "I expect it's 'cause I don't get things given to me often enough for practice," answered the young diplomat, hopefully eyeing a box of chocolates.—Philadelphia Ledger.

Easily Explained.

Grinn—What's happened to disturb the friendship between Nupop and Cut-up? Each one of them says the other is an intolerable bore. Barrett—Nupop's recently become the father of a firstborn and Cutup's just had a surgical operation.—Exchange.

Just a Reminder.

"You must give me credit for making money last," declared the wife. "But don't forget that I make it first," said the husband.—Buffalo Express.

Legal Note.

Bix—My lawyer tells me I have a strong case. Dix—He probably means that it is one that will last for years.—Boston Transcript.

Poor Guesser.

Patience—Is Will good at guessing games? Patrice—I think not. He said he guessed I'd learn to love him.—Yonkers Statesman.

All Sorts.

First Diner—Let me see. I think I'll order some lamb. Second Diner—Don't! I never order lamb in this place. It's rotten before you get it.—Boston Transcript.

One Voice Music.

Composers have not scorned writing airs to suit the style of particular singers, thus, as Francis Rogers remarks, "storing up for the usual voices of subsequent generations much travail and sorrow." Mendelssohn crowded "Hear Ye, Israel," with high F sharps to give Jenny Lind, whom he adored, a chance to display the particular beauty of her voice in that region, with the result that that air has been a sore trial to most sopranos ever since. Faure, the famous French baritone, also had a particularly facile and mellow high F sharp, and many parts were written especially to give him a chance to exhibit it to the gasping multitude. But in most baritone voices this F sharp is the very limit of the upper range, and, although it may have both power and brilliance, it seldom possesses either meekness or facility; consequently all the roles written for Faure (Meyerbeer's "Dinorah," for instance) are particular trying for the ordinary baritone.—Argonaut.

Wearing Shabby Clothes.

It's a great thing to wear shabby clothes and an old hat. Some of the best things I have ever known, like these experiences of the streets, have resulted from coming up to life from underneath, of being taken for less than I am rather than for more than I am.

I did not always believe in this doctrine. For many years—the years before I was rightly born into this alluring world—I tried quite the opposite course. I was constantly attempting to come down to life from above. Instead of being content to carry through life a sufficiently wonderful being named David Grayson, I tried desperately to set up and support a sort of dummy creature which so clad, so housed, so fed, should appear to be what I thought David Grayson ought to appear in the eyes of the world. Oh, I spent quite a lifetime trying to satisfy other people!—David Grayson in American Magazine.

Kleptomaniac.

The paragraphist opened his typewriter, adjusted a sheet of paper, lit his pipe and sat for a moment immersed in thought. Then he clicked off a single line of copy. He glanced at what he had written, and a look of surprise came across his classic features. Then he gasped, shrieked and went into a fit of hysterics.

His colleagues rushed into the room, but he was beyond human aid. In ten minutes he had laughed himself to death. Then one bethought himself to look at the last lines those fingers, now cold and still, had written. At the top of the all but unsullied sheet appeared these words: "Another shop-lifter arrested in one of our big stores has been dismissed with a warning and her name withheld from the papers. What used to be called a crime is now replete a mania!"

That was all. But it had caught the paragrapher unawares. — Cleveland Plain Dealer.

VARNEY.

Miss Bella Hay of Proton spent a week with her aunt, Mrs. Richard Barber.

Miss Nellie Phillips of Holstein is visiting her aunt, Mrs. J. J. Wilton. Mrs. Jas. McIlvride is suffering from a sore wrist, which was sprained by a fall on the ice.

Mr. Alfred McCabe was away from Wednesday till Tuesday attending the funeral of his father near Chatham. During his absence Mr. Wm. Long took charge of the mail route.

Mr. Melvin Hoy arrived home from the west last week. The Grange held their monthly meeting on Friday last and had a busy time ordering grass seed, corn, seed, etc.

Mr. Mansfield Leeson and sister Margaret are attending the free courses at the O.A.C., Guelph, for a couple of weeks.

A scheme has been devised in Pennsylvania to reduce the cost of radium by simplifying the process of extraction.

The civilians who are accused of grafting in the British Army canteen scandal are employees of Sir Thomas Lipton's firm.

The First Step

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W. H. Shaw, President 393-395 Yonge Street, Toronto
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Durham Continuation School

The school is thoroughly equipped in teaching ability, in chemical and electrical supplies and fittings, etc., for full Junior Leaving and Matriculation work.

THOS. ALLAN, Principal and Provincial Model School Teacher. 1st Class Certificate.

Intending Students should enter at the beginning of the term if possible. Board can be obtained at reasonable rates. Durham is a healthy and attractive town, making it a most desirable place for residence.

The record of the School in past years is a flattering one. The trustees are progressive educationally and spare no pains to see that teachers and pupils have every advantage for the proper presentation and acquisition of knowledge.

FEES: \$1 per month in advance
W. M. F. ROYMARSON, D.D., Chairman.
C. RAMAGE, Secretary