

You have the money
 We have the goods
 Let us exchange
 Bargains Going Every Day

THE Big Store

A fair exchange is satisfactory to both parties.
 We need the money
 You do, or will need the goods

DURHAM

Come and Inspect the goods and Prices: If you do this you will Profit by it.

This Store inaugurates for 10 days Commencing Saturday, March 9th, a

MIGHTY CLEAN SWEEP SALE

What's it for? Just briefly we will explain. After stock-taking we find that there is \$7000 more stock in the BIG STORE than there should be. Our stock book does not mis-represent anything.

WE MUST UNLOAD. Here is \$25000.00 worth of clean, up-to-date stock, when it should be \$18000.00. Help in the work.

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 worth of stock. You will have the whole of this \$25000 up to date stock to choose from, so don't miss the opportunity which this sale offers you.

This is the Big store that's talking to you now and we don't spend money on advertising so largely to tell you of slight reductions 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 many miles around.

We must have \$7000 out of this immense stock in a few days. Prices will reach the lowest limit in this sale. Any of our 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 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, oilcloth, Wall paper, crockery and glassware, Hardware and groceries. The best and largest stock in town.

BARGAINS!

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The following will give you an idea what to expect. In order to know the real bargain you must inspect the goods. Use the common sense which nature has endowed you and come early to the Big Store.

<p>FURS! FURS! The Season has been a good one and we have only a few left.</p> <p>4 Men's Fur Coats 4</p> <p>1 Canadian Coon Coat, worth \$50 for \$37.90 1 Russian calf " \$35 " \$27.90 1 Black Dog (Bishop) " \$18 " \$11.95 1 Dyed Wombat " \$35 " \$27.90</p>	<p>Men and Boys--Listen! Here's a clothing bargain, it's a chance for you.</p> <p>120 Men's Suits 120</p> <p>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>\$1100.00 Wall Paper</p> <p>They are all marked the regular price, you can surely make your selection from such an endless variety of patterns and colours ranging in price from 5 c. a roll to 25 cts.</p> <p>Just think when you pay your bill we will only charge you 65 c for \$1.00 worth of paper during sale.</p>	<p>70 Pairs Men's 70 Pants</p> <p>Nearly all this season's goods and make, regular \$1.95 to \$8.50, sale price 98 cts to \$2.49.</p> <p>46 Pairs Boys' 46 Knickers</p> <p>To sell, during Sale, at 45 cts to 89 cts.</p>	<p>Men's Furnishings. 200 Men's Working Shirts worth from 60 cts to \$1.25, sale price 48 cts to 95 cts. 850 White and Fancy print shirts, far too many for the BIG STORE. Here's a Bonus for you. \$1.00 Shirt for 69 cts.</p> <p>Ladies' Neckwear 25 p c off. Ladies' Hosiery 40 to 50 cts per pr., for 29 cts. " 25 to 30 cts " for 19 cts. Ribbons, Laces, Gloves and Corsets all at reduced prices. Prints, Gingham, Muslins, Vestings, Flannel-ettes, Wrapperettes and Shirtings. All to sell at special sale prices.</p>
<p>5 Ladies' Fur 5 Jackets</p> <p>1 Astrachan size 44, length 80 in. \$42.50 for \$38.00 1 " " 38, " 30 in. \$32.00 " \$28.75 1 " " 34, " 30 in. \$37.50 " \$29.75 1 " " 34, " 24 in. black martin collar and Revers worth \$44.00 for \$32.75 1 Bochoran Lamb, sable collar and Revers, size 36, length 24 in worth \$52.00 for \$41.50</p>	<p>40 Mens Overcoats 40</p> <p>12 Dress overcoats new and good value regular prices \$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 Freize 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>Crockery and Glassware 20 p. c. off all fancy crockery, Dinner sets, Toilet sets and Glassware. You have abundance to choose from and it means \$10.00 for \$8.00.</p> <p>Groceries. FOR SALE SATURDAY, MARCH 9. ONLY. 4 packages Jelly Powder, reg 10c size for 25c. 6 lbs best figs for 25c. 3 packages Empire Soda for 10c. 3 packages flaked beans reg 15c size for 25c. 3 packages Mince Meat reg 12 1/2c for 25c. 10 lbs Oatmeal for 25c. 22 lbs Granulated Sugar for 1.00.</p>	<p>37 Boys Odd Vests 37</p> <p>Worth 50 c. to 75 cts. Sale price 29c to 45c.</p> <p>70 Ladies' Ready-to Wear 70 Skirts</p> <p>Made from Homespun, Fancy overcheck tweeds, Heavy vicunas 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 underskirts. All must skidoo and price will do it at this sale.</p>	<p>All kinds of Snaps in Ties: GLOVES, BRACES AND HALF HOSE. Underwear of all kinds that will pay you to buy for next winter. MEN if you want a suit length, now is your chance. Get it at sale price.</p>
<p>16 Neck Furs 16</p> <p>Consisting of Ruffs, Stoles, Throw-Scarfs, etc., made from Thibet, Grey Lamb, Sable, Black Martin, Persian Lamb and Nutra. A few fur caps and Muffs to be cleared almost at your own price.</p> <p>22 Ladies' Cloth 22 Jackets</p> <p>To be sold regardless of manufacturers' cost. We must sell these. These were worth from \$6.50 to \$15.00. They'll go now for the small price of from \$1.25 to \$9.90. You ought to buy these.</p>	<p>27 Men's Suits 27</p> <p>A few of last seasons. Just sizes 36, 37, 38. Good pure wool Tweed, were \$8.00 to \$12.00, sale price \$4.95 to \$6.90.</p> <p>80 Youths and 80 Children's Suits.</p> <p>New makes and cheerful Patterns, sold at \$2.50 to \$6.00, sale price \$1.25 to \$4.50.</p>	<p>Remnants</p> <p>All short ends are marked with Remnant tickets. Everything that goes by the yard in this lot. Look through them, they are Money Savers.</p> <p>It costs you nothing to see what we are offering you. Convince yourself that our bargains are genuine.</p>	<p>Carpets, Linoleums and Oil-cloths.</p> <p>We have such a large variety of carpets in Tapestries, Brussels & Woolens that space does not permit a full description, but you will save money by buying while the sale is on. Linoleums and oilcloths from 1 to 4 yards wide at greatly reduced prices.</p> <p>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>	<p>22 Ladies Cravenette and Rubber Coats</p> <p>Sold regularly at \$7.00 to \$8.00, your choice during sale for \$5.50.</p> <p>2000 yds Table Linen. BLEACHED AND UNBLEACHED This immense stock was at a price because the manufacturer had to sell. LOOK OUT FOR SNAPS 500 yds Towelling from 5 cts to 9 cts a yd. 100 Linen Towels to sell at 7 cts each. 100 " " 10 cts " " 70 counterpanes \$1.50 for 98 cts. 65 Fringed all round \$1.90 for \$1.29.</p>

This Sale lasts from the 9th till 20th of March. 10 days full of bargains for you. See that you get them. Cash and Trade only during these 10 days: no credit will be given. Call early.

ALEX. RUSSELL

That Label.
 Our Mailing Sheet has corrected to date
 Does Your label Please you
 VOL. XXVIII,
 The New S
 Men's New Cor
 Spring Suits—all latest colorings—plaids, Sizes 36 to 44, anywhere. The ing clothing here Fine Imported fabric highest class in ever Men's new worsted 35 Men's Suits to New young men's
 Boy's Spring S
 ing for. Bring your will please—so will
 New Spring
 If you want to to a new hat or shapes and them.
 MEN'S NEW SPIR
 New fresh good colors and fine THE NEW COAT
 Have you ever We have the colorings.
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 Gloves 25c & 35c
 Dress G Black, Grey 25c per yd.
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