

# THE TALK OF THE TOWN

Alex. Russell, The Big Store, Durham

## Closing-out, quit-business Sale

Attracts the Public. Clothing and Shoes for Men, Women and Children, Dry Goods, Hardware, Groceries, Etc., almost given away

Like flies around the honey jar our competitors have swarmed in an attempt to duplicate the enormous money-saving opportunities offered during this great Sale, but as the GENUINE is always detected from the SHAM, the people have not been fooled, and today saw the greatest crowds ever known in the history of retail merchandising. This store was crowded from early morning until the hour of closing; thousands took advantage of the wonderful bargains offered and went home happy.

We repeat if you are found of saving money, if you should like to save fully 50 per cent on your clothing, shoes, dry goods, hardware, etc., purchases; if you know real bargains and don't want to be fooled by imitations come to the National Salvage Co's Sale at Alex. Russell's the Big Store of Durham. To-day and every day until Saturday November 14th. Come prepared to buy your entire wants for the next two years to come, one dollar will buy two dollar's worth of Merchandise, not ancient relics, but clean, new goods, direct from the Manufacturers. Remember this stock is absolutely new, while still complete, will not last much longer. This is the final call. Do yourself the justice of investigating before it is too late. **DOWN GO THE PRICES WITH A THUNDERING CRASH**

We advise you to take advantage of this sale while you may and secure the greatest clothing, shoe, dry goods, hardware, groceries, etc., bargains it has ever been your privilege to partake of. **Stock Going Rapidly. Hurry in and don't delay, you can't afford to miss this Sale.**

### Down! Down!! Go the Prices Smashed to Smithereens

#### Our Remedy

To dispose of Alex. Russell's—The Big Store—Stock of Clothing, Shoes, Dry Goods, Hardware, Crockery and Groceries, the National Salvage Company of Toronto, will not move a dollar's worth of these goods away. We wish to save the trouble of packing the stock, hauling and railroad transportation, and as we have but 9 more days' time, **OUR REMEDY** is to cut the prices square in two. This has never been done heretofore in the Dominion in NEW Up-to-date Merchandise. No old stock. Everything is the best. The stock has been invoiced, and we find the makes of the best Canadian and American factories and mills are represented here. The entire stock is marked in plain figures for a quick turn over.

#### Durham's Most Stupendous & Remarkable Sale ever known

Eclipsing all other sales. An original, direct appeal to economical instincts of thinking people, to whom the saving of a dollar is equivalent to a dollar earned. This magnificent stock, involving \$25,000 worth of the very best goods that money could buy, must be all sold in 9 more days' time. We are forced to make an enormous sacrifice. Can you? Dare you? In justice to yourself and family overlook the great money-saving opportunity of your life? **Yes!** The chance of a lifetime now stares you in the face! Read these prices, it will prove the most profitable reading you have done for years.

**ELECTRIFYING BARGAINS!**  
**MAGNIFYING MERCHANDISE!!!**  
**UNPARALLELED VALUES!!!**

#### Men's Furnishings

Men's Fancy Dress shirts, worth \$1.00, to close at..... **39c**  
Men's work shirts, the best 50c values on earth, to go at..... **38c**  
Men's wool Sweaters, regular price \$1.25, at..... **59c**  
Heavy wool socks at..... **9c**  
Men's fine underwear, positively worth 50 and 75c, at..... **38c**  
Men's high grade all wool underwear, worth \$1.50 at..... **85c**  
Men's hats, worth up to \$2.50, while they last at..... **88 & 69c**

#### Ladies' Underwear

Ladies' heavy ribbed underwear to go in this closing out sale at..... **13c**  
Ladies' fine underwear, worth 35c, sale price..... **19c**  
Ladies' high grade wool underwear, the 75c grade at..... **39c**  
Ladies' Flannellette gowns, regular price \$1.00, to go at..... **59c**  
Ladies' muslin corset covers, 25c grade at..... **16c**  
Ladies' Muslin Drawers at..... **19c**  
Ladies' Muslin Gowns, \$1.00 value, at..... **62c**

#### Dry Goods

1000 yards DRESS GOODS, plain black and figured serge, 75c grade, per yard..... **.27**  
500 yd Venetian Dress Goods, all shades, 85c value, per yard..... **.40**  
785 yards Dress Goods, this lot includes all the latest patterns worth 1.25 per yard..... **.69**  
Dress Gingham, 15 & 20c goods per yd..... **.10**  
Fancy Prints 12 1/2 and 15c values, per yd..... **.71**  
Fancy Satens, 30c grade, per yard..... **.19**  
2000 yards Flannellette, all colors, 12 1/2c value per yard..... **8c**  
Linen Towelling per yard..... **6c**  
White figured Table Linen, reg. 45c yd worth \$2 to clear at..... **98c**

LACES AND EMBROIDERIES

Come and buy a few yards; it will be worth your while.

**NOTIONS ALMOST GIVEN AWAY.**

#### Groceries

At rock bottom prices. We quote only a few prices showing how the entire stock will be sacrificed.  
Best granulated sugar, 25 lbs..... **1.00**  
High grade black tea, positively 50c grade 3 lbs for..... **1.00**  
McCormick Soda Biscuits, 3 lb. box..... **21c**  
Safelite Parlor matches reg. 13c per pkg..... **9c**  
Washing Ammonia, 10c goods, per pkg..... **7c**  
Corn Starch, regular price 10c per pkg..... **7c**  
Tomatoes, regular 15c value per can..... **9c**  
Corn or Peas, regularly 10c per can..... **7c**  
Savory soups 15c value per can..... **10c**  
Ham, Chicken and Veal loaf, ready for lunch 15c grade per box..... **10**

#### Hardware

This Department consists of Ranges, Heaters, Tinware, Graniteware, Paints, Varnish, Washing Machines, Tools and Hardware of all description.  
**HARDWARE** will be sold at a fraction of its real value. Prices too numerous to mention. You will find it to your advantage to investigate the wonderful money saving opportunities this Department offers during this closing out Quit Business Sale.

#### Wall Paper

Less than Half Price. 10c grade to go at..... **3c**  
20c grade at 8c 15c grade at 6c 25c grade at 10c

#### Carpets and Linoleums

will be sold at a fraction of their real value.

Ingrain carpets, wear-well quality, 40c goods per yard..... **21c**  
All wool carpets, 36 inches wide, regular value 75c and 85c per yard..... **50c**  
Tapestry Carpets, worth 65c per yard..... **39c**

#### Crockery and Chinaware

At enormous Bargain Prices.

#### Men's Suits and Overcoats

We positively guarantee you a saving of \$4 to \$10 on any Suit or Overcoat purchased during this 10 day Sale.

Men's Suits and Overcoats plain and fancy positively worth \$5.00, all to go quickly at only **3.98**  
Men's Suits and Overcoats, large variety of up-to-date patterns to select from, reg. price \$12.50, to go at..... **5.85**  
Men's high grade suits and overcoats, perfect fitting garments in every particular, latest styles and shades, positively worth \$15.00, must go at..... **7.35**  
Men's finest suits and overcoats, equal to the best hand tailored suits and overcoats, some heavy silk and satin lined, a wonderful garment at \$20.00, to go in this closing out sale at..... **10.85**  
**Boys' and Children's Suits**  
Boys' suits, all sizes, worth up to \$5.00 to close at..... **1.98**  
**Men's Pants**  
Men's good durable pants, well-made, stylish cut 2.00 values, to go at..... **89c**  
Men's high grade dress pants, all the latest patterns and styles, worth up to \$5.00. Come and pick them out at..... **2.39**

Men's Sultings at your own Price.

#### Ladies' Ready-to-wear Garments

Almost given away

**Ladies' Jackets**  
Ladies' Jackets—Big assortment of stylish material, all nicely made and positively worth \$10.00. Come quickly and pick them out at only..... **1.98**  
One lot of Ladies' Jackets, worth up to \$8.00 while they last..... **98c**  
Ladies' extra long coats. These are all nicely tailored in the latest jaunty effects \$15.00 values must go at..... **4.98**  
**Ladies' Wrappers**  
Ladies' Wrappers, worth \$1.00 to close at..... **59c**  
**Ladies' Fur Jackets at the actual cost of Raw Material.**  
**Ladies' Fur Scarfs and Muffs at one-half regular price.**

#### Ladies' Skirts

One lot Ladies' Skirts, all nicely made, worth \$3.00. Sale price..... **1.39**  
Ladies' Dress Skirts, positively worth \$6.00, to go at only..... **2.49**

#### Ladies' Waists

Ladies' Waists, in light and dark colors, nicely made, worth up to \$1.50, at..... **69c**  
Ladies' silk Waists, a big assortment worth up to \$7.00..... **1.98 to 2.98**

#### Shoes for Men, Women and Children

At these prices this stock will melt away quickly, like a snowfall before a July sun.

One lot Men's shoes, Box and Satin calf worth up to \$2.50 all to go at..... **.98**  
Men's dress shoes, well made, every pair guaranteed, worth \$2.75 must go at..... **1.48**  
Men's fine dress shoes, this lot includes every style and kind of leather worth \$3.50, sale price..... **2.19**  
Your choice of the best shoe in the house at..... **3.98**  
200 pairs Ladies' fine shoes, actual value \$2.00 all to go at..... **1.19**  
150 pairs Ladies' fine dress shoes, every pair worth \$2.50, at..... **1.59**  
Ladies' High grade dress shoes, value up to \$3.50 to go at..... **1.97**  
One Lot Ladies' slippers while they last at..... **19c**

Misses' and Children's Shoes almost given away.

All Rubber Goods must go—Prices no object

#### Blankets

11x14 Flannellette Blankets, regular price \$2.00 at..... **1.19**

#### Lace Curtains

\$2.00 lace Curtains, sale price \$1.16. \$2.50 lace curtains, for \$1.89. \$3.00 and \$ 50 for \$1.87.

Only 9 More Days  
Of Bargains

If you value money and wish to make one dollar do the work of two, be here before Saturday, November 14th and benefit accordingly.

## ALEX. RUSSELL, BIG STORE

AT DURHAM

Stock now in the hands of the National Salvage Co., of Toronto for immediate disposal. **Make no mistake. Be sure you find the right place. Look for big green sign.**

The Big Sale  
Now in Progress

Stock going rapidly. Don't fail to secure your share of these bargains. There never was and there never will be such a sacrifice sale in Durham or Grey County again.