

PUBLIC IMPRESSED BY FACTS

And Facts are Stubborn Things

Highest Price paid for Produce

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G. & J. McKechnie Selling Half Price as Advertised

Big Departmental Store in the hands of the Merchandise Brokers for 11 days more. No imaginary price cutting but the real thing. It takes considerable money to run a store like this. The world is our market, gold the key to the best makers and lowest prices. This is why we have them all on the run. We buy and sell for Spot Cash.

NO JUGGLING - NO TRICKERY - NO FRAUD
Rush! Rush! Rush! Crowded to the Doors Every Day

Dry Goods Dept.

- 100 pieces SATEEN PRINTS worth 12 1/2 and 15c. sale price, per yard **5c**
- 1 case Flannellets BLANKETS, white and grey, worth 1.25, sale price..... **89c**
- 1 case special Linen TOWELLING, all linen, going at the sale, per yard **4c**
- 2000 yds DRESS GOODS double width, fine quality, worth 25c and 35c, sale price..... **12c**
- 1 case new DRESS GOODS, worth 1.00, sale price per yard **49c**
- Special line WAIST SILKS, worth 50c, sale price **19c**
- 1 case PINK FLANNELLETTE, worth 10c, sale price, per yard **5c**
- Ladies' and Misses WOOL TAMS, 8 dozen cardinal, white and black, new goods, worth 50c for **13c**

Gents' Furnishings

- 1 case of Men's Linen Collars, worth 20c, sale price **5c**
- Men's fine lined GLOVES, worth 1.50, sale price **98c**
- 25c and 35c Four-in-hand TIES, going at the sale **12c**
- 1.50 Men's SWEATER COATS going at the sale **98c**
- Black Sateen SHIRTS, all sizes, worth 60, sale price **39c**
- Heavy wool SOCKS, double toes and heels, worth 25c, sale price **12c**
- Fine black Cashmere SOCKS, all sizes, A1 quality, worth 35c, sale price per pair..... **19c**
- Men's UNDERWEAR, 1 case fleece-lined heavy and good, worth 50c, sale price **39c**
- All wool pink and grey Men's SHIRTS AND DRAWERS, worth 75c, sale price..... **39c**
- Men's splendid BRACES, mohair ends, good elastic, worth 25c, sale price..... **12c**
- 1 case UMBRELLAS, self openers, good quality worth 1.00 and 1.25, sale price..... **69c**

Grocery Dept.

- All new, going at Slaughter Prices.**
- 7 bars COMFORT SOAP, slaughter price..... **25c**
 - or 7 bars SUNLIGHT SOAP, slaughter price..... **25c**
 - 8 lbs Splendid Mixed Tea for..... **1.00**
 - 4 lbs new Fruit RAISINS for..... **25c**
 - 4 lbs new Fruit CURRANTS for..... **25c**
 - 4 packages GLOSS STARCH for..... **25c**
 - 2 cans best RED SALMON for..... **25c**
 - 3 lb box best Fresh SODA BISCUITS for..... **25c**
 - 3 plugs McDONALD TOBACCO, Chewing and Smoking for..... **25c**
 - 8 lbs ROLLED OATS for..... **25c**
- The Biggest \$1 worth Sugar in the city at McKechnie's**

Boot Dept.

- Men's Plough Shoes, strong, well made goods, reg. 1.50 **98c**
 - Men's Buff Bala, regular 1.75 for..... **1.12**
 - Ladies Working Shoes, reg. 1.50 for..... **98c**
 - Ladies Fancy house Slippers, regular 1.50 for..... **98c**
 - Another line Ladies Fancy House Slippers, regular 60c for..... **29c**
 - Big Lot of Misses strong Shoes, reg. 1.50 for..... **1.05**
- These goods are all new. They will prove a big saving for thrifty buyers.

Clothing D'pt

- Boys OVERCOATS age 5 to 11, regular \$5 for..... **1.98**
- Boys OVERCOATS, age 12 to 14, regular \$6 for..... **2.48**
- 100 Men's single JACKETS Reg. \$3.50 to \$6 for..... **1.50**
- 200 Mens TROUSERS regular \$2 for..... **98c**
- Mens OVERCOATS, regular \$8 to \$10 for..... **4.98**
- Mens Tweed SUITS regular \$8 to \$10 for..... **3.98**
- Mens Halifax Tweed SUITS Regular \$8 for..... **1.98**

Ladies' Ready-to-wear Dept.

- About 25 well-made Tweed Skirts, regular 1.50 **1.12**
 - 10 only Ladies' stylish Coats, regular 3.50 for..... **1.98**
- RAINCOATS, HALF PRICE.

A Record Purchase

Men's, Children's and Women's Underwear direct from the Mill

Factory overmakes and need-d the Half Price cash. To be sold.....

Carpets

- Heavy VENETIAN Carpets regular 25c..... **12c**
- Heavy UNION Carpets, reg. 35 and 40c..... **25c**
- Heavy WOOL Carpets, reg. 85c..... **61c**

Crockery

- TOILET SETS, regular \$5 **2.98**
 - DINNER SETS, regular \$8, **5.78**
- All articles in this department doomed to be sold and price will do it.

HATS to fit all Heads and Pockets
 20 dozen more Stiff and Soft English Hats, worth 2.50, for **99c**

Up and down the Big Departmental Store, the pruning knife goes deeper and deeper into prices. Gold \$ for 50c this week. That means selling Choice new Bargains at 50c on the \$. Price inducements certainly count these Hard Times. Crowds coming from Miles and Miles and taking home Hundreds of our Special Bargains. Rush right to McKechnie's, the only real Half Price Sale in Durham. Bank your money with us---we can save you 50 per cent.

A. D. LEAROYD,

Merchandise Broker ; Selling McKECHNIE'S Big Stock, Durham