

MONSTER BROKER'S SALE

-- WONDERFUL SUCCESS

McKechnie's Store, Durham

in hands of A. D. Learoyd, Merchandise Broker, FOR 21 DAYS

This Important Event Involves \$35,000

Merchandise and that means Cutting and Slashing Prices right to the bone. Nothing held back --- Everything must go. Hundreds of People gathered from all points of the country and our Big Staff of 30 Sale Promoters were rushed to death all day and night. Could hardly get the doors closed on the excited buying crowd before midnight. We could not convince them that we would be here 21 days. Three Saturdays more and there will be terrific slaughtering every moment until the Big Sale closes. Anxious Bargain Hunters forced their way to the bargain counters and tables and picked up the Half Price bargain snaps by the hundreds. Such prices made possible only by the gigantic money-raising event. The firm said "get \$15,000 and get it at any cost." The Promoter marched right into prices and said "down they go." The world has never heard of such shameful price-cutting. These are facts and facts are stubborn things. You cannot get over it—the prices below are the most attractive Half Price Bargains ever offered in Canada. An abundance of splendid new merchandise at Half Price.

Economical and Satisfactory Bargain Tips :



Men's & Boys' Clothing

Suits
 Built on purpose for never quiet.
 While they last 2.48
 Going at sale 3.10
 At the sale only 3.75
 Broker's sale 4.25
 Going at the sale 1.25
 Good quality for 1.98
 Good tweeds for 2.25
 Blue worsteds for 3.50
 A natty thing for 2.48
 Old lines going for .75

Men's Suits -- new & up-to-date

750 suits and overcoats purchased from the Fashion Clothing Co., Toronto, 75c on the \$

Mens suits; grey Halifax suits, reg. \$5, sale price 2.50
 Mens suits; good general clothing, reg. \$8, sale price 4.98
 Mens suits; very cheap at reg. price \$9, sale price 6.75
 Mens suits; good quality clo'g, reg. \$10, sale price 7.00
 Mens suits; nicely tailored goods \$12.50, sale price 8.50
 Mens suits; certainly a snap regular \$15, sale price 11.00
 Mens suits; latest style a dressy suit \$18, sale price 12.50
 Mens suits; latest style best quality \$19, sale price 13.75

Men's Overcoats

Men's overcoats; good warm winter coats 6.50 for 4.00
 Men's overcoats. Who needs an overcoat? 7.50 for 4.50
 Men's overcoats good value at regular price 8.00 for 5.00
 Men's overcoats nicely tailored styles, reg. 9.00 for 6.75
 Men's overcoats, best quality line, regular 10.50 for 7.00
 Men's overcoats, latest style good quality 12.00 for 8.75
 Men's overcoats odd lines reg. 8.50 to \$10 for 6.19
 Men's Spring and Fall coats, 48 in long reg. \$8 for 7.50
 Men's spring and fall coats, 48 in long reg. \$10 for 7.50
 Men's coats, all odd lines reg. 7.50 to \$10 clearing at 4.98

Men's Tweed & Worsted Pants

Men's pants, regular price 1.25, at the sale only .89
 Men's pants, regular price 1.50, at the sale only 1.19
 Men's pants regular price was 1.75 at the sale only 1.39
 Men's Pants regular price 2.25, at the sale only 1.75
 Men's Pants regular price 2.50, at the sale only 1.89
 Men's Pants regular price 3.50, at the sale only 2.89
 Boys' Pants, regular 50¢ line, at the sale only .39
 Boys' Pants, regular 75¢ line, at the sale only .56

Boys' Overcoats

Regular 3.50 coats, going for 2.50
 Regular 3.75 coats going for 2.50
 Regular 4.50 coats going for 3.00
 Odd lines reg. 3.50 to 4.00 for 1.75
 Sizes from 5 years to 12.

Shoe Department Snaps

10 Cases new shoes bought at half price go on Sale—
 All new stock

Child's, Misses' and Ladies'

60 pairs child's school shoes, regular 1.25, sale price .75
 75 pair special Misses Box Calf, leather lined school shoes, reg. 2.00 for 1.39
 100 pair special ladies button kid shoes, reg. 1.25 to 2.00 for .49
 75 pair ladies' vic' kid oxfords regular up to 2.25 for 1.12
 38 pair ladies' vic' kid bals heavy sole, regular 2.00 for 1.19
 48 pair special ladies' vic' kid blucher, dull calf tops, regular \$2.25 for 1.48

Youth's, Boys' and Men's.

100 pairs Boys' school shoes in grain and box calf regular 1.50 for .75
 75 pair Boy's vic' kid and box calf, heavy sole regular 2.00 for 1.29
 60 pairs men's shoes—all kinds, regular up to 2.00 for .49
 48 pair Men's vic' kid blucher, regular 2.25 for 1.39
 60 pair men's box calf bals and vic' kid bals, regular 2.50 for 1.69
 75 pair men's buff working shoes, regular \$2.25 for 1.39
 100 pair men's chrome kip, French kip, Canadian kip, regular 3.00 for 1.98
 60 pair men's box calf leather lined, bluchers, regular 3.50 for 2.79
 48 pair men's box calf bluchers, fine G. G. W. make, regular 3.50 for 2.75
 60 pairs men's vic' kid bluchers, patent tip, reg. 3.00 for 1.98

Water proofs for fall work.
 All rubbers selling at cost.

ON 2nd FLOOR

Rugs and Carpets

72 yards carpet, regular 50c, sale price yd .29
 10 yards carpet regular 25c, sale price yd .12
 35 yards carpet, regular 1.00, sale price yd .69
 60 yards carpet regular 75c, sale price yd .42
 56 yds carpet, regular 60c, sale price yd .33
 38 yds carpet, regular 1.00, sale price yd .72
 1 Rug 3 x 4 yd, regular 6.00, sale price 4.48
 2 Rugs 3 x 3 yd, regular \$15 sale price 10.89
 1 Rug 3 x 3 yd, regular \$12, sale price 7.98
 1 Rug 6 x 3 1/2, regular \$16, sale price 12.50

Lace Curtains

Magnificent new stock of Lace Curtains imported direct. As we have bought very heavily we are forced to make an enormous sacrifice. Our remedy—cutting and slashing prices in this department.

25 pair curtains regular 3.75, sale price 2.69
 20 pair curtains, regular 2.50, sale price 1.49
 28 pair curtains, regular 2.00, sale price 1.38
 50 pair curtains regular 1.75, sale price 1.19
 38 pair curtains, regular 1.50, sale price .98
 100 pair curtains, regular 1.00, sale price .49

Bargain Snaps in Linoleum

Linoleum; 4 yards wide } Going at slaughter prices
 Linoleum; 2 yards wide }
 Floor Oilcloth, 2 yds wide, regular 75c, sale price .49

Bargain Snaps in Dishes

6 sets dishes worth 11.00, sale price 8.28
 9 sets dishes worth 8.00, sale price 4.98
 Odd dishes and Crockery ware selling at half price.



Sale is now on. Mark your Calendar, set your alarm clock, tie a string around your finger, do most anything that will remind you that McKechnie's Big Sale is in full blast. Rush in and let us prove our claim for a pound of evidence is worth a ton of talk. Remember McKechnie's broad guarantee is back of every article sold at this Sale.

NOTICE: No Bargain Snaps sold to Merchants

LOYD, Sale Promoter