

Donald.
 Arthur returned to her home
 on Wednesday after a
 week with her daughter
 Hugh McDonald.
 Lunny and sister Miss
 Hilden, Sask. visited the Mo-
 family one day last week.
 and varied are the woods-
 work in the old Collinson
 present.
 Hazel Young of Durham High
 went over the week end with
 Miss Mary Lamb.

EVERY CHILD

Needs nourishment
 not only sus-
 tains strength but
 promotes nor-
 mal growth.

SCOTT'S EMULSION

Food- tonic that is
 of special significance
 to children.
 Those who are
 not thriving
 ought to take
 Scott's Emulsion

MILLS

Business
 sale
 of Chopped
 Mixed Chop
 Flour, etc.
 use you right.

WHEAT

Best price.
 and Buckwheat
 town every
 ers early.
 and be convinced
 market.

DURHAM

LY NEWS

of
 Rubbers
 Children's

can buy. This
 on them.
 When you
 Cross. They are
 Rubber.

to 10¢, per pr. 70c
 to 2, per pr. 1.00
 to 13, 1.00
 to 5, 1.10
 to 7, any last, 1.10
 to 11, per pr. 1.40
 2.40
 shoes 3.00
 at special prices

ed Prices
 g 3.00, \$4.50
 ury wear,
 rubber heel, 3.75
 y dressy shoe, 6.50
 7.75
 very com- 7.75

comfortable, 4.35
 el, reg 6.50, 5.75
 st, reg 6.75, 5.50
 Shoes for the Boys
 Prices this week.

and always keep the
 designer Quarterite's

CHNIE

MEET ME

Face to Face at Durham, Ont. MY PRICES TALK

WATCH and WAIT for the BIG Opening Day, Friday, Jan. 14th at 9 a. m. Get here

10 Days to sell this Stock

The Bargains are Here
COME!

If sterling values can do it, I'll keep you busy

In the SOX Dept.

While they last, I will sell and Balmer always keeps his word. Everything listed here is a genuine bargain, only possible at Balmer's Sale. Now for the interesting details:

- 2.00 values for 1.69
- 2.00 values for 1.29
- 75c values for49

A COLOSSAL EVENT Such a Sale as This

The Pins knocked from under high prices.

BURNETT'S Big Gents' Furnishing Sale OPENS Friday, Jan. 14th at 9 a. m. Get here.

The History Making Merchandise Sale of the Day

Truly your greatest bargain opportunity. Stop, Think, Consider. Do you grasp the importance of this announcement? In plain English it means Burnett's great Big stock is on sale right at your very doors and through the power of shattered prices, we mean to compel your attendance during this sale. EXTRA sales-people to take care of the big crowds. Come Opening Day. Come Every Day. Bigger and better bargains will await you.

Balmer extends the welcoming hand to every man in this sale of

Men's Suits

I appreciate says "J. A. B" that you men are having a hard time in togging up satisfactorily at small cost. This is how I help you:

- \$50 Values for \$37.50
- \$45 Values for 33.75
- \$40 Values for 31.49

What are these Ties Worth?

- asked Balmer. We answered up to \$2.00 and he promptly cut the price to 69c
- 2.00 value for 69c
 - 1.50 value for 69c
 - 1.00 value for 69c

Listen

Don't be surprised to see many a man and wife, including the whole family, walk out of here with a bundle under both arms. It is an investment—a clean pick-up—a good buy—a sale that gives the high cost of living a bugaboo—a resounding whack, a rude jolt and a knock out blow. It is a sale no individual can let pass without doing harm to his purse. Because values of this kind won't last any longer than ice cream cones at a kid's picnic.

Now its up to you Good People for 10 Days

DAZZLING MERCHANDISE OFFER

THERE comes a time in every business when cash is more desirable than profits—When, regardless of the selling value of merchandise, it must be converted into cash as rapidly as possible to satisfy the demands of the proprietor. Just now no possible profit that we might make on our brand new, up-to-the-minute stock looks as good to us as an immediate supply of cash. We would rather have cash at a loss than to hold this merchandise. To you as a buyer, this means that now is one of the golden opportunities in years, for in

10 Whirlwind Bargain Days, ending Jan. 25

We will clean out every item of this entire stock. Not a piece, not a single item is to be excepted—all are to be converted into cash as quickly as possible—for we have determined upon a radical reduction. We have determined upon a sale in which profits will be forgotten, in which wholesale costs will be unconsidered, and in which no price slashing that will lead to an immediate conversion of merchandise into cash will be thought too severe.

This is the chance to provide for yourself and family for months to come. This is the time when you can buy for three fourths,

two thirds or even one-half and less of real value. This is the bargain time thrifty folks who would reduce the high cost of living have been eagerly awaiting.

Of all the great value giving sales this store has offered, this Cash Converter Sale is to be the greatest—greatest in values offered, greatest in assortment of merchandise and consequently greatest in volume of business done.

No person within reach of this store can afford to miss this great sale, for it offers wonderful savings on every day needs.

EXTRA SPECIAL First Three Big Days

Friday, Jan. 14th, Saturday, Jan. 15th then Awful Monday, Jan. 17th

To stimulate interest in the opening of this great Event, numbered Tickets will be given to all adults each day up to six o'clock Monday night, Jan. 17th. On Tuesday, January 18th, large numbered tickets will be placed on prizes and if the number on your ticket corresponds to the number on a prize, it's yours FREE. Keep all tickets you get here up to Monday night, Jan. 17th. Bring them to our Store Tuesday Jan. 18th, look out for your corresponding ticket number and notify us when you see it on a prize. All prizes will be on exhibition—See our window full of them. Don't destroy or throw away any tickets—the very ones you slight may be a prize winner. Incidentally take a moon at our Show Window and the sun rising on those wonderful presents.

Mr. Balmer says: Right judgment can only be arrived at through experience. You know nothing of the advantages I offer unless you are a patron of my sale.

OVERCOATS Worth \$30 and \$40 each, I'll sell while they last:

- \$30 value for \$19
- 30 value for 21
- 40 value for 33.75

When a Merchant turns over his stock to me, I never give it a thought. I sell everything to the bare walls and counters. I pay no heed to regular prices. Sell the goods, reserve nothing. These are my orders. No "Bankrupt" rubbish; No fake or make-believe. I would not tolerate it for a single minute. Everything crashed out with a selling price and taken from regular stocks.

J. A. BALMER, Prince of Modern Merchandising in Full Charge at

GEO. S. BURNETT'S Store, Durham, Ont.

ART. NEWMAN, Sales Manager

I AM HERE

To sell out this entire \$8000 stock, sick and clean to the last Dollars worth. My orders are "Hammer down the Prices, go the Limit." Never mind the cost, sell the goods at prices that will force the closing out of the entire stock in 10 days and now its up to you good people.

When it comes to

Sweaters

I'm the King Pin, says Balmer. And it really seems so when you can buy Sweaters at prices like these.

- \$7.00 Value for \$3.98
- \$5.00 Value for \$3.98

"Step to the back of the store for bargains in

ODD PANTS"

suggests Balmer.

Take your choice of these, \$14, now selling at... \$8.98

Take these

Boys' Caps

reg. priced \$1.25 for 79c

Best Makes of

Underwear

reg. 2.50 for 1.98

PRICES SINK TO The Very BOTTOM

Not Selling Out Just Out-Selling

As a Thunderbolt

From a clear sky comes this announcement which will no doubt prove a surprise to the many patrons of this store and possibly startle the more skeptical.

This will prove an occasion so different, so extraordinary that even a comparison to similar events would be ridiculous. There is but one alternative for us "See the goods sell for what they will bring."

If you live within a radius of 50 miles it will pay you to take advantage of this opportune saving event.

Meet me Face to Face at George S. Burnett's Friday, Jan. 14th, at 9 a. m.

Friday Morning at 9 Sale Starts

Positively no goods sold at Sale prices before the advertised time of opening.

Store Locked Tight

For re-marking and re-arranging stock and nothing sold until advertised time of sale—Friday, Jan. 14th

We've Said Good-bye to Profits

10 Days to sell this Stock

Open Evenings for Your Convenience

The firm who let Mr Burnett have these

MEN'S HATS

at the price he bought them, was certainly doing the public a favor, affirmed Balmer, and he promptly passed on the Bargains as usual.

- 6.00 value for 2.98
- 4.00 value for 2.98