

THE WONDER  
OF THE YEAR**A TREMENDOUS CAMPAIGN SALE**THE WONDER  
OF THE YEAR**\$28,000**worth of up-to-date Fall and Winter General Dry Goods, Ladies' Ready-to-Wear Garments, Men's and Boys' Clothing and Furnishings, Ladies' and Men's Furs—  
AT THE MERCY OF THE PUBLIC.

**T**HE Wholesale Manufacturer, the Retailer and the Buyer will wonder how it is that we can sell the quality of goods that we handle for such a little money, and right in the heart of the season. The reason is—that we think now being right time to let the general public have bargains, why should a business man strangle the people with high prices for the only reason that the buyers need those goods right now. If the workman works hard for small money, the merchant should sell him goods at small profits. That is the policy we follow, and we challenge any store in this district to give you better value for your money than we do. Give your brains a chance to help your pocket book. Opportunity may knock at your door more than once; we hope it will. But don't expect opportunity to fall asleep on your doorstep. This is a good buying opportunity that you should grasp NOW, as many are the needs that confront you with the advent of Winter.

**OUR SALE OF SALES Starts At 9 a.m. THURSDAY, DEC. 8**

HERE ARE SOME OF THE PRICES---LET THEM TALK

**HOUSEHOLD NEEDS****FLANNELETTE BLANKETS.**

10-4 size. Sale Price.....	93c. pr.
11-4 size. Sale Price.....	\$1.18 pr.
12-4 size. Sale Price.....	\$1.42 pr.
All Wool Blankets, regular price \$4.00	
Sale Price.....	\$2.79 pr.
English Art Cretonne, regular price 15c. yd.	
Sale Price.....	9c. yd.
Turkey Red Table Cloths, size 60 x 82, regular price \$1.50. Sale Price.....	98c.
White Linen Table Cloths, with red borders, size 60 x 84, regular price \$1.25. Sale Price.....	75c.
66 inch Unbleached Table Linen, regular 50c. yd. Sale Price.....	35c.
70 inch Pure Table Linen, Bleached, regular price 75c. yd. Sale Price.....	48c.
18 Inch Cotton Crash Towelling, regular 8c. yd. Sale Price.....	5c.
18 Inch Linen Crash Towelling, regular price 12½c. yd. Sale Price.....	7½c.
Hemmed Huck Linen Towels, plain and bordered, regular 35c. pair. Sale Price.....	23c. pr.
Ladies' Fine Gloria Silk Umbrellas, suitable for gift, fancy handles, regular \$3.50. Sale Price.....	\$1.98

**FLANNELS AND WASH GOODS.**

English Wrapperette, neat designs, regular price 12½c. yd. Sale Price.....	8c. yd.
English and French Wrapperette, neat designs, regular price 18c. yd. Sale Price.....	12½c. yd.
34 Inch English and Canadian Striped Flannel-ette, regular price 12½c. yd. Sale Price.....	9c. yd.
English and French Flannel-ette, 36 inch, regular 18c. yd. Sale Price.....	12½c. yd.
Bleached and Unbleached Canton Flannel, 30 inch, regular price 12½c. and 15c. yd. Sale Price.....	9c. yd.
36 Inch Checked Apron Gingham, regular 12½c. yd. Sale Price.....	9c. yd.
40 Inch Persian Lawn, regular price 25c. yd. Sale Price.....	15c. yd.
All our Fancy Muslins, Dotted Muslins, Lawns, Etc., to be cleared out regardless of cost or value.	

**DRESS GOODS AND SILKS.**

English All-wool Vicuna Cloth, 50 inches wide, all shades, regular 75c. yd. Sale Price.....	45c. yd.
All Wool French and English Venetians and Broadcloth, regular \$1.00 and \$1.25 yard. Sale Price.....	65c. yd.
Cream, Blue and Black, All Wool Serge, very wide, regular price 75 and 90c. yard. Sale Price.....	49c. yd.
42 Inch French Satin Cloth in all the newest shades, regular 65c. yd. Sale Price.....	39c. yd.
Tartan Plaid Dress Goods, double width, regular price 35c. yd. Sale Price.....	18c. yd.
All Wool Scotch Plaid, regular price 65c. yd. Sale Price.....	35c. yd.
Many other lines of Dress Goods, Tweeds and Suitings to be cleared out at Sale Price.	

**Ladies' and Children's Ready to Wear Goods**

Our complete stock of Ladies' Winter Coats, made of Beavers, Fancy Tweeds, Broadcloth, Diagonal Stripes. Prices ranging \$14.50, \$16.50, \$18.00 and up to \$22.50, will be sold at exactly half price.

Clearing Lot of Ladies' Heavy Tweed Tailor-made Skirts, worth from \$5.00 to \$7.50. Sale Price.....	\$2.48
Ladies' English Vicuna Cloth Skirts, well made, regular \$3.50. Sale Price.....	\$1.79
Ladies' Diagonal Striped Cloth Skirts, in all the leading shades. Best tailoring and latest styles, regular price \$7.50. Sale Price.....	\$3.79
Ladies' English Moire Underskirts, made with accordion plaited frills, regular price \$1.25. Sale Price.....	69c.
Children's Cream Bearskin Coats, regular \$2.50. Sale Price.....	\$1.48
Children's Velvet Coats, well made and lined. Regular price \$3.00. Sale Price.....	\$1.95
White Lawn Waists, odd lines and odd sizes, will be cleared out at half price.	
Fancy Silk Net and Lace Waists, sold at greatly reduced prices.	
Ladies' Flannelette Nightgowns, regular price \$1.25. Sale Price.....	75c.
Ladies' Ribbed Cotton Underwear, White and Natural Color. Regular price 35c. each. Sale Price.....	23c. each
Ladies' Fleece-lined Underwear, Natural and White Colors, regular price 75c. each. Sale Price.....	45c. each
Ladies' Imperial Natural Wool and Elastic Knit Ribbed Shirts and Drawers, regular price \$1.25. Sale Price.....	85c.
Regular \$1.00. Sale Price.....	49c.
Boys' and Girls' Winter Underwear will be sold at Sale Price.	

**FURS.**

Japanese Mink Scarfs, regular price \$9.00 and \$10.00. Sale Price.....	\$5.98
Japanese Mink Storm Collars, extra large size, regular price \$18.00. Sale Price.....	\$13.48
Alaska Sable Ruffs, double trimmed with natural tails, regular price \$16.50. Sale Price.....	\$9.48
Japanese Mink Muffs, regular price \$12.00 and \$14.00. Sale Price.....	\$7.48
Ladies' Muskrat Fur-lined Coats, with Sable Collars, regular price \$65. Sale Price.....	\$42.00
Men's Marmot-lined Coats, German Otter Collars, regular \$35.00. Sale Price.....	\$22.50
Men's AL Coon Coats, well furred and best selected skins. Regular price \$85 and \$90. Sale Price.....	\$57.50
Ladies' Russian Lamb Jackets with plain and Sable Collars, regular \$60 and \$65. Sale Price.....	\$35.00

**BOYS' CLOTHING.**

Boys' Two Piece Suits, Norfolk style, regular price \$3.00 and \$3.50. Sale Price.....	\$2.68
Boys' High Grade Two Piece Suits, regular price \$5.50 and \$6.00. Sale Price.....	\$3.98
Boys' Three Piece Suits, regular price \$5.50 and \$6.00. Sale Price.....	\$3.98
Boys' Three Piece Suits, regular price \$4.50. Sale Price.....	\$2.99
Boys' Three Piece Suits, high grade, latest make and styles, short pants or knickerbockers, regular price \$7.50 and \$9.00. Sale Price.....	\$4.98
Boys' Reefers, regular price \$2.25. Sale Price.....	98c.
Boys' Reefers, regular price \$3.50. Sale Price.....	\$1.98
Boys' Overcoats, high grade make, all wool tweed, sizes from 28 to 34, regular price \$8.00. Sale Price.....	\$4.98
Boys' Tweed Knickers, regular price 75c. For \$1.00. For.....	69c.

**MEN'S CLOTHING.**

Men's Suits, odd lines, prices ranging from \$7 to \$10, to be cleared out at.....	\$2.98
Men's Canadian Tweed Suits, regular price \$10 and \$12. Sale Price.....	\$5.98
Men's High Grade Suits, regular price \$14.50. Sale Price.....	\$8.48
Men's High Grade Suits, best tailoring and trimmings. Regular price \$16.50 and \$18.00. Sale Price.....	\$11.98
Men's Freize Reefers, Corduroy lined, regular price \$5.50 and \$6.50. Sale Price.....	\$3.98
Men's Black Beaver Overcoats, regular price \$10.00. Sale Price.....	\$5.98
Men's All Wool Tweed College Ulsters, regular price \$12.50. Sale Price.....	\$7.48
Men's College Ulsters. Regular price \$14.00. Sale Price.....	\$8.48
Men's High Grade, All Wool, Scotch Fancy Tweeds. Regular price \$18.00. Sale Price.....	\$11.98
Men's Black English Beaver and Melton Cloth Overcoats, regular price \$15.00 to \$16.50. Sale Price.....	\$9.98
Men's High Grade Beaver and Melton All Wool Black Overcoats, regular price \$18.00 and \$20.00. Sale Price.....	\$11.98
Other lines of Men's and Young Men's Overcoats at greatly reduced prices.	
Men's Beaver Cloth Overcoats, lined with a curly robe lining and fur collar, regular price \$20.00. Sale Price.....	\$12.98

**MEN'S TROUSERS.**

Men's All Wool Canadian Tweed Pants, regular price \$2.50. Sale Price.....	\$1.39
Men's Untearable Heavy Home-made Tweed Trousers, regular price \$3.00. Sale Price.....	\$1.98
Men's English Imported Worsted Trousers, regular price \$3.00. Sale Price.....	\$1.89
Also similar reductions on other lines.	

**HOSIERY.**

Ladies' Plain Cashmere Stockings, fall weight, regular price 35c. Sale Price.....	23c. pr.
Boys' and Girls' Heavy Ribbed Woollen Stockings, correct winter weight, regular price 35c. and 40c. Sale Price.....	23c. pr.
Ladies' and Boys' Ribbed Heavy Worsted Stockings, regular price 40c. Sale Price.....	25c. pr.
Ladies' Llama, All Wool Cashmere Stockings, best English make. Regular 50c. Sale Price.....	25c. pr.
Ladies' and Men's All Wool Coat Sweaters at a greatly reduced price.	

**MEN'S AND BOYS' FURNISHINGS.**

Men's odd lines, Soft and Hard Bosomed Shirts, good patterns, all sizes in the lot, prices ranging from 75c. to \$1.25. Clearing Price.....	39c.
Men's Extra Fine Soft Bosomed Shirts, just in for Xmas trade, regular \$1.35 and \$1.50. Sale Price.....	88c.
Men's Large Silken Handkerchiefs, a great variety. Regular price 15c. Sale Price.....	10c.
Men's Large Red and Blue Handkerchiefs, 10c. line. Sale Price.....	5c.
Men's Large White Handkerchiefs, 10c. line. Sale Price.....	5c.
Men's Silk Four-in-hand and Hook-on Ties, regular price 25c. Sale Price.....	12½c.
All other Ties at greatly reduced prices.	
Men's Police and Fireman's Braces, regular 25c. Sale Price.....	18c. pr.
Boys' Braces, regular 15c. Sale Price.....	7c. pr.
Men's Black Cashmere Socks, regular 25c. Sale Price.....	19c. pr.
Men's Heavy Wool Socks, Ribbed and Plain. Regular 25c. Sale Price.....	15c. pr.
Men's Unshrinkable Elastic Ribbed Underwear. Dark shades, regular 75c. Sale Price.....	49c.
Men's Imperial Elastic Ribbed Underwear, regular price \$1.00. Sale Price.....	65c.
Men's Imperial Natural Wool, High Grade Underwear, also Penman's and other makes, regular price \$1.50. Sale Price.....	95c.
Men's Sanitary Wool Fleece-lined Shirts and Drawers, regular 50c. Sale Price.....	38c.
Men's Union Knitted Top Shirts, regular price 65c. Sale Price.....	42c. each
Men's Unlined and Silk-lined Gloves, Dent's and Perrin's make, regular price \$1.25 and \$1.50. Sale Price.....	89c. pair
Men's Lined Moca Gloves and Mitts, also Heavy Driving Mitts and Woollen Mitts at greatly reduced Sale Price.	
All Silk Handkerchiefs and Silk Mufflers are to be sold at greatly reduced prices.	
Men's Flannelette Nightgowns, regular price \$1.00. Sale Price.....	69c.
Men's Spring Open Umbrellas, regular price \$1.50. Sale Price.....	89c.
Similar reductions on other lines.	

All kinds of Ladies' Fancy Handkerchiefs suitable for Christmas Gifts. Mens' Linen Handkerchiefs, Childrens' Bonnets, Toques, Clouds, etc., will go at greatly reduced prices. There are hundreds and hundreds more Bargains that the space does not permit us to mention, therefore come! We'll make it pay you, and pay you well. We're going to shrivel the prices on piles of reasonable merchandise so that every dollar bill will appear to be twice its ordinary value.

Don't Forget the Opening Day, Thursday, December the 8th

Store will be closed all day Wednesday to Remark Goods

FOLLOW THE CROWD TO 180 PRINCESS STREET, OR RATHER GET THERE BEFORE THE CROWDS SURGE IN FROM ALL OVER.

**THE MONTREAL STOCK CO.**

JOS. ABRAMSON, Manager

Between  
Redden's  
and  
Crawford's  
Groceries

180

=

Princess Street

=

180

Don't  
Forget the  
Place