

**FLAMING
ADS.**

Are simple things to write up.

We have schools where advertising is taught—just the same as any other profession. To do big things is another matter. It is no trick to attract the eye, but it is a trick to keep a store crowded from Monday to Saturday. This cannot be done by delusions and snares. There must be something else at the back of it. **WHAT IS IT? YOU ASK. PRICE** is the answer. We are selling goods at this Great Bankrupt Sale at less than Wholesale Prices, and good goods at that.

**THE
CRUMLEY BROS. STORE**

has always been noted for first-class stock.

**WE ARE NOT MAGICIANS
OR
INDIAN MEDICINE MEN**

but just ordinary people who have bought something that is worth 100 cents for 42 cents, and are now trying to get about 65 cents for it. That is the whole story, and we are selling it fast. But we want to sell faster.

WE MUST VACATE these premises, and consequently are forced to cut our prices right down to unload our stock, so be one of the wise ones and pick up some of our Bargains.

THE CALL OF YULETIDE

This is the season when friendship warms and one thinks of the other, buy something useful, something to wear, it is the best present you can give.

And if you want to get it at the right price
CRUMLEY BROS. STORE
132 PRINCESS ST. IS THE PLACE.

Where the Great Bankrupt stock sale is going on.
Where the Bargains are Real Bargains.
Where Everything is marked in plain figures on a big colored tag.
Where we want your business and are willing to work to get it.

SPECIALS FOR THIS WEEK.

<p>Handkerchiefs In Red, White and Blue. Big ones. The kind you pay 10c. for. WE SELL THEM AT 3c.</p>	<p>Ladies' Whitewear A fine assortment. All kinds. 33 PER CENT. TO 50 PER CENT. DISCOUNT.</p>	<p>Ladies' Suits Great Variety. 33 PER CENT. TO 50 PER CENT. DISCOUNT.</p>
<p>Excelda Handkerchiefs Some call them Silkine. The 25c quality. WE SELL THEM 3 FOR 25c.</p>	<p>For The Home Japanese Matting. Reegular 25c a yard. WE SELL IT AT 17c.</p>	<p>Laces and Ribbons Embroideries, Trimmings and all smallwear at exactly half the marked regular price.</p>
<p>Ladies' Skirts Some very good ones in this lot worth up to \$6. WE SELL THEM AT \$2.48.</p>	<p>Linoleum Heavy English quality. Sold all over at 50c and 60c OUR PRICE IS 38c A YARD.</p>	<p>Ladies' Coats Nice, stylish Garments. Sold all over at \$10.00 and \$12.00. OUR PRICE IS \$5.98.</p>
<p>Staple Department Flannellettes, Cottons, Prints, Linens, etc. Real good Bargains. 33 PER CENT. TO 50 PER CENT. OFF</p>	<p>Rugs and Squares Great Snaps. \$17.00 Rug for \$10.00 \$12.00 Rug for \$6.00</p>	<p>Wools Very little left now Unbreakable 48c a lb. Berlins and Zephyrs 4c a Skein</p>

CRUMLEY BROS. STORE

132 PRINCESS STREET KINGSTON

WATCH OUR STOCK GO DOWN.

Every time you come to our store you can see the change. Holes all over. The people are quick to take advantage of Real Bargains. Be one of the wise ones.

STORE OPEN EVERY EVENING THIS WEEK.