

I TRAVELLED HUNDREDS OF MILES TO SHAKE KINGSTON BACK TO ITS FOUNDATION, AND SO HELP ME I WILL—THE MAN IN CHARGE

A SUDDEN  
SWEEPING  
SMASHING

# LET-GO

OF THE  
ENTIRE  
STOCK

Stuchen Bros. entire stock, consisting of Men's, Women's and Children's Wear, Dry Goods Furniture, Boots and Shoes, placed in the hands of the Merchants Sales Brokers for disposal, in order to close up the estate of the Late Mr. S. Stuchen.

## SALE STARTS SATURDAY, OCTOBER 24th, 9.00 A.M. SHARP

The sale with a reason and a purpose that will make all former sales pale to a mere shadow.

It is inevitable that we break all former records in merchandising—disregarding all former precedents in this, our greatest effort since the inception of this store. Thousands of dollars' worth of new Fall and Winter merchandise being received daily, will go at prices that will meet with your fondest expectations. Nothing in this entire stock has withstood the terrific onslaught. When this sale opens Saturday, October 24th, at 9 a.m. you will think that a bomb has exploded all former prices to pieces—it will be like a bolt of lightning from a clear sky—such is the sensational merchandise event about to take place. The most outstanding event in years. You've never seen anything like it—the scope, the power and the speed of this enormous sale will astound you. It's overwhelming! You will feel the greatest excitement the moment you enter the store—you'll sense immediately that something has happened of tremendous importance to everyone. Here are just a few prices that will stagger, bewilder and amaze the public of Kingston. Everything in the store will be on sale.



**MEN'S OVERCOATS, \$8.95**

We want to shout it from the housetop so that every man will hear that these are the greatest values ever offered in Men's Tweed Overcoats—dark shades—full lined—broken sizes—regular to \$80.00.  
On sale ..... \$8.95

**STOCKINGS, 5c. PAIR**

To encourage early morning shopping on the opening morning of the sale, we are going to sell to the first 50 adults entering our store on Saturday morning, October 24th, Ladies', Men's and Children's Wool, Cotton and Silk Stockings—assorted shades—all sizes—regular 50c. pair . . . for 5c pr.  
READ! HEED! SPEED!

**LADIES' COATS, \$5.00**

Making good our reputation for values in these Ladies' heavy Winter and Sport Coats—Tweeds, Polos, Velours, Plushes and other Cloths. All sizes. Assorted styles. Regular \$25.00 values.  
All to go on sale ..... \$5.00 each

**Ladies' Dresses \$6.49**

Ladies, you will realize the advantage of this lot of Poria Twill Crepe Serge and Tricotine Dresses—Navy Blue, Black, and other shades—former selling price \$15.00. All sizes.  
On sale ..... \$6.49 each

**Ladies' Silk Stockings 39c pr.**

Here's the reason why our store will be crowded while others will look like a church on Monday. Ladies' Silk Hosiery, all the new shades—regular 75c.  
On sale ..... 39c. pair

**LADIES' HOUSE DRESSES, 59c.**

Women, an event like this is worthy of first place in your day's programme. Ladies' House Dresses and Allover Aprons—Gingham and Print—beautiful patterns—all sizes—regular \$1.35.  
On sale ..... 59c. each

**BOOTS & SHOES If the Tongues of Our Boots and Shoes Could Talk They Would Say Jump in With Both Feet**

**LADIES' SHOES, 98c.**

Set your alarm clock and get up early to grab these Ladies' fine Kid Leather Shoes. Black and Brown Oxfords and Strap styles. All sizes—regular to \$4.50. Opening day of sale . . . 98c. pair

**BOYS' CANVAS RUNNING BOOTS, 39c. Pair**

Mothers, hurry and run for these. Boys' Canvas Running Boots—Black, Brown and White—Crepe and Rubber Soles and Heels. No. 1 quality—sizes 8 to 11. Regular \$1.25 pair.  
On sale ..... 39c. pair

**MEN'S BOOTS, \$2.79**

Men look here! Heavy and fine guaranteed solid leather Boots—Black and Brown—all sizes. Regular \$5.00 a pair.  
On sale ..... \$2.79 pair

**LADIES' DRESSES, \$7.95**

Ladies, this is a sale with full steam ahead. 10 only. Ladies' Satin and Silk Crepe, fine Afternoon and Evening Dresses—the season's newest shades and styles—all sizes—regular \$16.00.  
To go on sale ..... \$7.95

**SPECIAL 1 THREAD, 1c. SPOOL**

To create a friendly interest in this big selling event the opening morning of the sale, Saturday, October 24th, we will sell to the first 100 customers entering our store COATES' THREAD—White or Black—all numbers. Reg. 8c. for ..... 1c. SPOOL

**LADIES' HATS, \$1.95**

100 Trimmed and Model Hats—many a woman is going to be the proud owner of a new Fall Hat—that is the foregone conclusion, for there isn't a woman who can resist the temptation of these Ladies' Trimmed Model Hats—all the newest shapes, styles and shades for bobbed or unbobbed hair. If you have never attended a Millinery sale, we would advise you to be here early at 9.00 o'clock. Values to \$8.50. On sale ..... \$1.95 each

**LADIES' BLOUSES, \$1.79**

A variety of styles that will delight the most fastidious. Just arrived, to go at slaughter prices. Ladies' Georgette Crepe Silk Blouses, assorted shades—some with collars—long sleeves—the newest styles—all sizes—regular \$4.50. Going on sale at ..... \$1.79 each

**Ladies' Dresses 98c**

I am off in high gear. Women try and follow me on this lot of Ladies' Gingham and Voile Afternoon Dresses—assorted shades—all sizes—regular \$2.50.  
On sale ..... 98c. each

**Children's Reefers \$2.98 ea.**

Children's Foxes' Serge Reefers with sailor and plain collar—emblem on sleeve—all sizes. Regular \$4.50.  
On sale ..... \$2.98 each

**LADIES' VESTS, 39c.**

There is no limit to the unbelievable values we offer in Ladies' Vests for Fall and Winter wear—regular to 75c. All sizes.  
On sale ..... 39c. each

**MEN'S WOOL SOCKS 29c. Pair**

If you can't attend yourself, send some one to lay in a supply of these Men's All-Wool Grey, ribbed Socks. Regular 50c.  
On sale ..... 29c. pair

**MEN'S FLANNEL WORK SHIRTS, 89c.**

Men, buy as many as you can even if you have to borrow money. Flannel Work Shirts, Grey and Khaki—double seams—all sizes—reg. \$1.50.  
On sale ..... 89c. each

**MEN'S CAPS, 79c.**

It's many a long day since you have seen prices like these—Men's Wool Tweed Caps—fur bands and plain, newest shapes and colors—all sizes—regular to \$2.00.  
On sale ..... 79c. each

**CHILDREN'S STOCKINGS, 19c. PAIR**

We cannot remember the day when such Stockings have been sold at this price. Children's Black and Brown Ribbed Stockings, all sizes. Regular 35c.  
On sale ..... 19c. Pair

**TIES, 9c EACH**

Silk and Silk Knitted Ties, fancy and plain shades, newest designs—regular 60c.  
On sale ..... 9c. each

**MEN'S FINE SHIRTS, 79c.**

Men, this is an opportunity once in a life-time. Fine, Negligee Shirts—beautiful patterns—all sizes. Regular \$1.50.  
On sale ..... 79c. each

**COMFORTERS, \$2.95**

There is sure to be a rush for them—beautiful Chintz Comforters, filled with batting. Large sizes. Regular \$4.00.  
On sale ..... \$2.95

**YES!**

We need no introduction to the people of Kingston—for the past few years we have been serving the people faithfully and now we have decided to put on a sale, in order to close up the estate owing to the death of Mr. S. Stuchen. Our store being loaded with brand new merchandise and new winter goods arriving daily, and our creditors demanding money, realizing it was a big undertaking to stage this sale, we have employed The Merchants Sales Brokers, well known sales promoters, to come and assist us. Now folks read and believe every word in this advertisement—everything in the store will be on sale and marked in plain figures. Come, expecting to see wonderful bargains—you'll not be disappointed.

**STUCHEN BROS.**

**FRIENDS, READ THIS!**  
I am not here to waste words. I have come here to sell the big stock and close up the estate of the late Mr. S. Stuchen. Nothing can stop me—it has been turned over to me with positive instructions to turn it into cash. I have been given free reign. I put the prices on the goods and what I put in print the firm of Stuchen Bros. will vouch for. I will use no sentiment—I am here to sell the goods and sell them I will. I will forget profits, ignore costs. I have agreed to do it and my word is my bond. You'll regret when this sale is over, when it's past and gone, and you have not secured your share of these wonderful bargains. I am going to show you folks what real price-wrecking is.  
Yours for bargain-giving.  
THE MERCHANTS SALES BROKERS.

**MEN'S PURE WOOL UNDERWEAR, \$1.19**  
If winter comes be prepared—Men's pure wool Ribbed Underwear—Fenneman's make—Shirts and Drawers—all sizes—regular \$1.75.  
On sale ..... \$1.19 garment

**MEN'S SUITS, \$8.95**  
These Suits will loosen the strings of the thriftiest purse—Men's Wool Tweed and Worsted Suits—single breasted—dark and light shades—sizes 36 to 42. Selling regular for \$20.00.  
To go on sale ..... \$8.95

**MEN'S GUM RUBBERS, \$2.79**  
Men, here are Gum Rubbers that will make you come running and will stretch your dollars—heavy Gum Rubbers with heavy soles and heels—buckled and laced. All sizes. Regular \$2.50. On sale ..... \$2.79

**SUGAR 5 Pounds for 25c.**  
Never before a bargain like this! The opening day of the sale we will sell 5 pounds of Granulated Sugar for 25c with every purchase of Groceries in our Grocery Department for \$2.00 or over.  
—5 LBS. TO EACH CUSTOMER—

**MEN'S TROUSERS, \$1.49**  
You can't help but be convinced when you step in this store and look over these Pants—Wool Tweeds and Cottonades—all sizes—regular \$2.50.  
On sale ..... \$1.49 pair

**GIRLS' COATS, \$5.95**

Here is a good reason why you should hurry to this sale—Girls' and Misses' Winter Coats in Tweeds and Velours—the season's newest styles—assorted colors—some with fur trimming—sizes 10 to 15 years.—Regular \$12.00.  
On sale ..... \$5.95

**MEN'S WORK SHIRTS, 69c.**

Just now is when you want them and especially at this price—Men's Blue Chambray, Khaki, and Striped Shirts—all sizes—regular \$1.25.  
On sale ..... 69c. each

**MEN'S FLEECE-LINED UNDERWEAR, 69c.**

Here's a great chance to save money on Men's fleece-lined Underwear—Fenneman's make Shirts and Drawers to match—all sizes. Regular \$1.25.  
On sale ..... 69c. garment

**LADIES' COATS, \$9.95**

Ladies, these Coats are going at startling prices, considering their former values. French Duvelyn, Bolivia and Velour Cloths—beautiful, fur-trimmed Collar and Cuffs—others fur trimmed bottoms—the newest styles. Regular \$20.00.  
On sale ..... \$9.95

**BOYS' OVERCOATS, \$6.49**

Prices so low as I quote here are not usually linked with this quality. Boys' heavy Tweed Coats—Wool and Serge Linings—sizes 28 to 34. Dark Grey shades. Regular to \$18.00.  
On sale ..... \$6.49

**MEN'S CASHMERE HOSE, 39c.**

Men, get here early to take advantage of these All Wool Lama Cashmere Hose—black only. Reg. 75c.  
On sale ..... 39c. pair

**FURNITURE**

A real opportunity unfolds itself here. The balance of our stock of Furniture, including Beds, Springs, Mattresses, Dressers, Dressing Tables and Chiffoniers to go at prices that could not be equalled. Wholesale space will not allow us to mention prices—every piece of furniture must go at some price. Come early and take advantage!

**LADIES' SWEATERS, \$1.95**

Here is a splendid line of Ladies' pure Wool Pullover Sweaters—beautiful colors in the newest styles—all sizes—regular \$3.50.  
On sale ..... \$1.95 each

**OVERALLS, 98c.**

This is an opportunity to share in values that cannot be duplicated later. Men's Heavy Denim Blue Striped Overall. All sizes. Regular \$1.50.  
On sale ..... 98c. pair

**WINDOW SHADES, 69c.**

Folks, you can't afford to have people look in your windows when we will sell Window Shades, Green and Cream colors—regular window shades—No. 1 quality—regular \$1.25.  
On sale ..... 69c. each

STORE CLOSED ALL DAY FRIDAY, OCTOBER 23rd, TO MARK DOWN PRICES AND ARRANGE STOCK

# STUCHEN BROS. COR. KING & PRINCESS STS. KINGSTON, ONT.

EXTRA SALES PEOPLE WANTED. APPLY AT THE STORE TO THE MAN IN CHARGE.