# THE NEW ERA. 



"The Store of quality"
Murphy-Wallker
Company
Has Special bargains for this week on all wool dress goods, Ladies coats and all Ladies Dresses in Wool and Silk Sweaters. Ladies wool underwear will go below cost
Watch For Big Advertisement Next Week.

## Murphy-Walker <br> Company

# Mitchell - Gillett Dry Goods Company THE SALE OF SMILES 

## The Most Startling January Price Upset That This Country Has Ever Known

## JANUARY CARNIVIL OF ECONOMY

If you get as much pleasure in paying low prices again, as we do in selling goods for so little, this will indeed be a happy sale. It gives us a new thrill to be able to bring goods to you at these low figures, and we can see that this enjoyment is shared by our sales folks, as they anticipate the enthusiasm and delight our customers will experience when they are told how low these prices are.
We want to start the new year right, and make it a happy one so far as it is in our province to do so. It means sacrificeonourpart because we are doing without our normal profit, but we sincerely believe that we are doing our bit to restore normal business in the community and keep business going.
Everything that you buy during this sale helps this good object without profit to us, and besides it means a great saving to you while prices are at the lowest point they will be for some time to come.
Please Keep this in mind: Prices are lower now than they will be soon againfor 2 reasons

1. Manufacturers have accepted big losses to keep business active during the month of January.
2. We have cut out most of our profits and take big losses on many kinds of goods for the same reason.

Part of the story of this sale is told on this page, but vastly more is here at the store to be learned when you come in. There is news here in abundance too good to be missed.
Surprising as the prices may be as they appear in this advertisement, the valuesduring this sale will be vastly more startling when you see the actual merchandise and assortments which are included in this offering

> No matter what your need maý be, now is the time to buy. Come as often as you can for it willbe well worth your while. Remember, our stock is complete in e very way. Nothing old. shop-worn or out of style.

RULE OF SALE---Nothing on approval, C. O. D., Charged and all sales final.


ladies and childrens hats
Fisk, Gage and Spiegel. All this seasons Latest Styles. Gconomy Price ...... 33 1-3\% Diseount $25 \%$ Dascount
Ladies and Childrens Silk, Lisle and Cotton Hoosiery
ECONOMY SALE PRIGE ECONOMY SALE PRIGE $\quad 25 \%$ Discount $25 \%$ DISCOUNT
Our Entire Stock of Mens and Boys Furnishings, ineluding Shirts, Underweer, Hoslery, Collars, Neckwear and Cloves. ormen EE SPECIAL COUNTER FOR EXTRA bargains in SHOES, HOSTERY, THREAD AND NOTIONS: Ladies and Childrens Underwear in such Reputable Lines
as Dove and Munsingwear. - Economy sale Price, $25 \%$ off Extra Special Jem and Jewel Hair Nets, Cap and Pringe 4 for 25 ecats. and $\$ 200$ Grades, Economy Sale Price, 650 , 80 C , and $\$ 1.00$ 10,000 Yards val lace, edge and insichtion, ie vo. Coats Thread, Economy Sale Price, 5e kech

## Positively Nothing Reserved Except Butterick Patterns. <br> Every item in the house will have Reduced Prices

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