

Going Out of Business SALE

The Most Sensational Sale in the History of Fredericton.

This Sale will be hailed with eagerness by thousands of people in Fredericton and vicinity. We start this sale with one object in view--that is to turn our Whole Stock into Cash as quickly as possible, irrespective of Cost or Value--Prices have been shattered beyond recognition and we will leave no stone unturned to accomplish our motive--That is, Realize Cash in a Hurry.

\$30,000 Worth of General Dry Goods Must Be Sold--AT ONCE.

Everything Must Go
The Prices Say So

Magnifying
Merchandise

ELECTRIFYING
BARGAINS

The more you Buy
the more you Save

A Great Feast for
you all--Come and See

Sale Opens MONDAY, Jan. 19th.

We Have An Extra Staff of Clerks to Serve the Vast Throngs of Humanity.

The Greatest "Storm in Prices" of Our Entire Career.

Don't Forget the Date. Doors Open at 9.30 a. m.

No Goods on Approval

No Goods on Credit

No Telephone Orders

: CAST YOUR EYES ON THESE BARGAINS :

SHAKER BLANKETS

Just what you want for the cold weather. Just think of it. You never had a chance to buy them at these prices before

10x4 11x4 12x4
98c \$1.18 \$1.45

MENS WORKING PANTS

Grey Homespun Pants the kind that usually sell for \$2.00 and \$2.25 on Sale while they last for **\$1.39 only** Also about 50 pairs of Tweed Pants to let go at **\$1.17 pair.**

COATING SERGE

54 in. good quality Red, Green and Navy. Great for Childs Coat, Boys' Suits, etc. This Serge will be sold for

73c yd.

FLANNELETTE

Suitable for wrappers, girls dresses, separate waists, etc. Good assortment of colors. The whole lot put down to sell at

71.2c a yd.

Don't pass these

GREY FLANNELL

in a good, medium grey color, fine for Men's Shirts **19c yd.**

Another quality of pure wool Flannel, good grey color. A whole piece to go at Sale **27c**

FURS! FURS!

Too many different prices to tell you about. Every piece of Fur must be sold. We can tell you **Half Price** takes them. What a snap for you.

MENS CORDUROY PANTS

They wear like iron. Keep the wind out and look good. A few pairs left. You can have them for

\$1.58 pair

EIDER DOWN PUFFS

The Real Thing light as a feather and warm as toast. Sale Prices Range

from \$3.83 up

Everybody likes these.

WOOL BLANKETS

White with colored borders. The cold weather says buy a pair, quick. It's a shame to sell them so cheap but we can't keep them

Sale \$2.63 up

COMFORTABLES

Only a few in stock. No Reserve. Somebody will get a bargain. Good covering, good colorings

Sale \$1.59 up

WINTER COATS

For Ladies and Children. Very glad we have not got many we would treat them as same of the furs, **Just Cut Them in Half.**

LADIES SWEATERS

Good any time of year, you will buy one of these whether you need one or not. Price is as low as **98c.** We have better ones too, you'll see when you come.

AVIATION CAPS

Great for girls going to school, sleigh driving, snow shoeing, &c. You could afford to throw them away at the prices they will be sold at

Sale 23c up

WINTER UNDERWEAR

Too many qualities and prices to tell about. All we can say now is that prices will run from **19c** a garment upwards. Lay in a good supply of these goods.

WOOL HOSE

For ladies and boys you can have them if you manage to get near them. For **19c** pair. This Sale will reduce the cost of living.

VELVETEENS

Everybody wants a velvet dress. Here comes the opportunity. Assorted colors

Sale 47c yd.

FLANNELLETTE NIGHGOWNS

1N WHITE the most desirable color. Prices start at **59c** Come quick if you want one.

AMAZON CLOTH

54 in. wide spot proof. You would consider it good for 65c. You can have it for **39c** shades Garnet, Green and Black.

PLAID DRESS GOODS

in pretty Scotch plaids. Very fashionable just now. Elegant for School Dresses. Price starts at **21c**

REMNANTS DRESS GOODS

A whole counter full to choose from. Every one a real live bargain

KID GLOVES

Fine, soft quality of French Kid Tans and Black. They are yours for **79c** pair.

PRINTS

Our whole stock to pick from 3 prices only

Sale 6c, 8c, 11 1-2c.

We don't want a yard left over

COLORED WINDOW MUSLINS

Buy it now and save it till Spring Housecleaning. Sale Price as low as **9c** per yard

DRESS SILKS

Yard wide silk in assorted colors. We expect the ladies will jump at these. It means a new dress for the "Con" or Governor's Ball. Come Early **87c** yard

TWEED DRESS GOODS

Mixed Tweed Dress Goods 42 in. Fine for little boys suits, separate skirts, girls dresses, etc. Sale **33c** up.

GREY WOOL BLANKETS

In 6 and 7 lbs. The 6 lb we have marked to sell at **\$1.68** The 7 lb to sell at **\$1.98.** These are some of the greatest snaps and will be picked up rapidly

KIMONA CLOTHS

A nice, fleecy, soft, Heavy Kimona Cloth. Colors pink and blue with white spot. Sale **17c** yard. It won't be with us long at that price.

STEAMER RUGS

Pretty, plaid Steamer Rugs. Some use them for Carriage Rugs or Lounge Cover. Sale **\$1.13** upwards.

TENNANT & HOLDER