

IMPORTANT CHANGE IN A PROMINENT STORE

The "Jolliffe" Store Has Changed Ownership

After January First It Will Be Known As

"COURTNEYS"

SPECIAL STOCK TRANSFER SALE TO START AT ONCE

Beginning **TUESDAY MORNING, JANUARY 5th**

Mr. Courtney, who has so successfully managed the "Jolliffe" Store the past two years has purchased the entire business, and will assume control on January 1st. Mr Courtney has planned as an introductory feature of the change in ownership,

A Special Stock Transfer Sale

At which time Sweeping Reductions will be made on all Suits, Coats, Skirts, Waists, Millinery, Ladies' Furnishings, Notions, Hosiery, Underwear, Gloves, Ribbons, etc., etc., now in stock, and such dependable merchandise as this store carries. A change of ownership in any mercantile house results in a "cleaning house" event, a closing out of surplus, broken lines, etc., at actual cost and less, and in many cases a fraction of their worth.

THAT IS THE OBJECT OF THIS GREAT SALE

And then, we want everyone in Fairmont and vicinity to visit us and get acquainted. We are here to stay and will endeavor to merit your patronage and increase the business of this popular Store, by making your wishes your commands to us, and which we will endeavor to comply with to our utmost ability, and with sincerity and integrity make your interests our interests, and no better way to accomplish this than by your attendance at this, "THE MOST IMPORTANT SALE EVER HELD BY THIS STORE."

SILK PETTICOATS

\$ 5.00 Skirts . . .	\$3.50
6.50 Skirts . . .	4.50
7.50 Skirts . . .	5.50
10.00 Skirts . . .	6.75
12.00 Skirts . . .	8.00

Rich Muslin Underwear Values

\$1.50 Skirts, Transfer Sale Price	85c
2.00 Skirts, Transfer Sale Price	\$1.25
2.50 Skirts, Transfer Sale Price	1.50
3.50 Skirts, Transfer Sale Price	2.00

UMBRELLAS
For Women—

\$1.50 styles	90c
2.00 styles	\$1.25
3.50 styles	2.00
4.00 styles	2.75
5.00 styles	3.00

Bring Your List of Muslin Underwear

\$1.00 Gowns, Transfer Sale Price	65c
1.50 Gowns, Transfer Sale Price	85c
2.00 Gowns, Transfer Sale Price	1.25
2.50 Gowns, Transfer Sale Price	1.50

UMBRELLAS
For Men—

\$1.00 styles	75c
1.50 styles	90c
2.00 styles	1.25
3.50 styles	2.00
5.00 styles	3.00
7.50 styles	4.50

Under Muslins at Muslin
... Prices ...

25c Corset Covers, Transfer Sale Price	15c
50 Corset Covers, Transfer Sale Price	35c
75c Corset Covers, Transfer Sale Price	50c
\$1.00 Corset Covers, Transfer Sale Price	65c
1.25 Corset Covers, Transfer Sale Price	75c
50c Drawers, Transfer Sale Price	35c
75c Drawers, Transfer Sale Price	50c
\$1.00 Drawers, Transfer Sale Price	65c
1.50 Drawers, Transfer Sale Price	89c

FURS
Stylish Muff and Neck piece—

\$18.00 Sets	\$12.50
20.00 Sets	14.00
25.00 Sets	15.00
35.00 Sets	25.00

Orders for Knit Underwear To Go

25c Knit Vests or Drawers, Transfer Price	15c
35c Knit Vests or Drawers, Transfer Price	19c
50c Knit Vests or Drawers, Transfer Price	35c
75c Knit Vests or Drawers, Transfer Price	50c

FURS
About one dozen fur Neck Pieces sold at \$5.00 to \$7.50 each. Transfer Sale Price \$2.00

Never Again These Underwear Prices

\$1.00 Fine Ribbed Vests or Drawers, Sale Price	65c
1.25 Fine Ribbed Vests or Drawers, Sale Price	75c
1.25 Union Suits, Transfer Sale Price	75c
1.50 Union Suits, Transfer Sale Price	85c

MILLINERY
Your choice of any Hat in our store at one-half former price. Some at 1-3 there value.

Prices Like this on Underwear? Never
One lot of Men's Shirts and Drawers to close out entirely, as we do not handle Men's wear of any kind. This good quality of Underwear cost 37 1/2c each. Transfer Sale Price 25c

HANDKERCHIEFS
Dozens of handkerchiefs slightly mused during holidays marked half price.

1/2 OFF WOMEN'S NECKWEAR
EVERY Neckpiece in our store all New, bought for the Xmas trade, Cut to Half its former price. This applies to Neck Ruffs, Feather Boas, Fancy Neckwear of all kinds, stocks, Jabots, Lace Collars, etc. Spend some of your Christmas money now when you can get double value.

Think of these Coats at the Prices AND ALL NEW TOO

\$ 7.50 Women's Black Kersey Cloth Coats, Sale Price	\$ 3.75
10.00 Women's Black Kersey Cloth Coats, Sale Price	5.00
12.50 Women's Black Brondelouth Coats, Sale Price	6.25
15.00 Women's Black Brondelouth Coats, Sale Price	7.50
20.00 Women's Coats, Black and Colors, Transfer Price	10.00
25.00 Women's Coats, Black and Colors, Transfer Price	12.50
50.00 Women's Coats, Black or Color, Transfer Price	15.00
35.00 Women's Coats, Black or Color, Transfer Price	17.50

These Skirts have the Graceful Drape REAL VALUE FORGOTTEN

\$ 7.50 Black Voile Skirts, Transfer Sale Price	\$ 3.50
10.00 Black Voile Skirts, Transfer Sale Price	5.00
12.50 Black Voile Skirts, Transfer Sale Price	6.25
15.00 Black Voile Skirts, Transfer Sale Price	7.50
17.50 Black Voile Skirts, Transfer Sale Price	8.75
18.50 Black Voile Skirts, Transfer Sale Price	9.25
20.00 Black Voile Skirts, Transfer Sale Price	10.00
\$35.00 Women's Coats, Black or Color, Transfer Price	17.50

You'll Come in the Morning for these Suits

\$25.00 Tailored Suits, Newest Styles, Transfer Sale Price	\$12.50
30.00 Tailored Suits, Newest Styles, Transfer Sale Price	15.00
35.00 Tailored Suits, Newest Styles, Transfer Sale Price	17.50
45.00 Tailored Suits, Newest Styles, Transfer Sale Price	22.50
50.00 Tailored Suits, Newest Styles, Transfer Sale Price	25.00
60.00 Tailored Suits, Newest Styles, Transfer Sale Price	30.00

Children's and Misses' Long Coats
Sizes 8 to 15 Years. Ever Buy a Coat at Such Prices?

Every \$4.00 Coat, New this Winter, Transfer Sale Price	\$2.00
Every \$5.00 Coat, New this Winter, Transfer Sale Price	2.50
Every \$7.50 Coat, New this Winter, Transfer Sale Price	3.75
Every \$10.00 Coat, New this Winter, Transfer Sale Price	5.00
Every \$12.50 Coat, New this Winter, Transfer Sale Price	6.25

How About This Hosiery?

18c Women's Stockings, Sale price	10c
25c Women's Stockings, sale Price	13c
35c Women's Stockings, Sale Price	21c
40c Women's Stockings, Sale Price	25c

CHILDREN'S HEAVY RIBBED COTTON HOSE—
Sizes 6 to 9. None heter for 25c pr. Sale price 12 1/2c

Wisdom In Buying this Hosiery

50c Women's Hosiery, Transfer Price	35c
75c Women's Hosiery, Transfer Price	50c
\$1.00 Women's Silk Hosiery, Transfer Price	65c
1.25 Women's Silk Hosiery, Transfer Price	75c
1.50 Women's Silk Hosiery, Transfer Price	85c

CHILDREN'S GOOD CASHMERE HOSE—
Sizes 5 to 8; regular 25c stockings. Sale price 12 1/2c

Waists for a Year at These . . . Prices . . .

\$1.00 Tailored Waists, Transfer Price	50c
1.50 Tailored Waists, Transfer Price	75c
1.75 Tailored Waists, Transfer Price	88c
2.00 Tailored Waists, Transfer Price	\$1.00
2.50 Tailored Waists, Transfer Price	1.25
3.00 Tailored Waists, Transfer Price	1.50
3.50 Tailored Waists, Transfer Price	1.75
5.00 Lace Waists, Transfer Sale Price	2.50
6.50 Lace Waists, Transfer Sale Price	3.25

CHILDREN'S HEAVY RIBBED, FLEECE LINED STOCKINGS—
Sizes 6 to 10; our 25c quality. Sale price 12 1/2c

These Waist Prices Big Economy

\$2.50 Silk Waists, Transfer Sale Price	\$1.50
3.50 Silk Waists, Transfer Sale Price	2.00
4.50 Silk Waists, Transfer Sale Price	2.25
5.75 Silk Waists, Transfer Sale Price	3.00
6.00 Silk Waists, Transfer Sale Price	3.00

WOMEN'S GOLF GLOVES TWO-CLASP—
All colors; regular 50c gloves. Sale price 25c

You Know This Corset Brand

\$1.00 Royal Worcester Corset, Sale Price	65c
1.50 Royal Worcester Corset, Sale Price	85c
2.00 Royal Worcester Corset, Sale Price	\$1.00
2.50 Royal Worcester Corset, Sale Price	1.25
3.00 Royal Worcester Corset, Sale Price	1.50

CHILDREN'S SILK MITTENS—
Pink, Light Blue and White; 35c value. Sale Price 15c

Gloves-Prices Which Will Appeal to You

\$3.50 16 Button, Best Kid Gloves, Transfer Price \$1.75	
1.00 16 Button Silk Gloves, Transfer Sale Price	50c
1.50 16 Button Silk Gloves, Transfer Sale Price	75c
2.00 16 Button Silk Gloves, Transfer Sale Price	1.00

ONE LOT OF EMBROIDERY
to close out. Sold from 15c to 20c yd. Transfer Sale Price 5c yd.