

Horse Rugs 25 p. c. off

Splendid warm Horse Rugs of every good sort—the "Stay on" kind Kersey's—canvas lined—warm rugs of every description strongly made and at great reductions.

Every price and all at 25 p. c. discount.

Prowse Bros. Ltd.
CHARLOTTETOWN'S BIG DEPARTMENTAL STORE

Boots 25 p. c. off

All heavy fall and winter Boots, strongly made—good stock—all new and stylish lasts made by the best maker—all go at big reductions.

All heavy winter Boots 25 p. c. off.

GREAT \$20,000.00 STOCK TAKING SALE

Lasting Twenty Days—February 1st to 20th

Men's Furnishings Less

One Third



We haven't forgotten the men—there are bargains galore for them here too.

- Men's Caps—1-3 off.
- Men's Gloves—1-3 off.
- Hats—one-third off.
- Winter Shirts—1/4 off.
- White and Fancy Shirts—1/4 off.
- Etc. Etc.

To-day Feb. 1st., we inaugurate a great **STOCK REDUCING SALE**:—We take stock Feb. 20th, and before that date must convert thirty thousand dollars worth of goods into cash! A big undertaking but generous discounts of 25 p. c. to 50 p. c. will be given—there will be unexcelled buying opportunities for everybody.

Choose today from one of the finest Stocks in the Maritime Provinces—25 p. c. to 50 p. c. off! The goods are here—they **MUST** be sold—we must have \$20,000 in cash before stock taking!

Millinery Half Price

We must make a complete clearance of every sort of millinery. Handsome hats and trimmings at great reductions.

All trimmed and untrimmed Hats

Half Price

Great bargain in Flowers, Feathers, Plumes and all sorts of millinery accessories at big price reductions.



One Third Off All Furs!

Everybody knows what superior Furs this store sells—the high grade quality and the invariably low prices. There's splendid choosing here to-day in rich Furs of every sort.

Take your choice at one-third off.

- Men's Fur Coats—1-3 off.
- Men's Fur Collars—1-3 off.
- Men's Fur Gauntlets—1-3 off.
- Fur Sleigh Robes—1-3 off.
- Ladies' Furs of every description at equally great reductions! Think of securing your choice from over one hundred elegant neck pieces at one-third off. But that's the opportunity that's offered you by this great sale.
- Ladies' Fur Neck Pieces—1-3 off.
- Ladies' Fur Jackets—1-3 off.
- Ladies' Fur Gauntlets—1-3 off.
- Ladies' Fur Caps—1-3 off.
- Ladies' Fur Muffs—1-3 off.

Our Fur Department should be thronged with eager buyers. Such elegant Furs!—Such low prices. Invest now for future needs.



Fine Clothing One Third off!

Superior clothing for Men, Youths, Boys—every size, the latest styles, every new weave and coloring.

Choose quickly—to-day—at one third off.

Here we offer at all times the clothing that is made by Canada's best clothing makers. At any price it is good clothing; at one-third off the quality remains unchanged—but there's a radical difference in the prices.

"Progress Brand"—"W. R. Johnson"—"Fit-Reform"—clothing worth wearing.

- Men's Raglans—one-third off.
- Men's Overcoats—one-third off.
- Men's Reefers—one-third off.
- Men's Suits—one-third off.
- Men's Odd pants—one-third off.
- Men's Rainproofs—one-third off.
- Men's Sheeplined Coats—one-third off.

A splendid stock of Boys' Clothing in all popular styles—every size—tweeds and serges.

- Boys' Suits—25 p. c. off.
- Boys' Overcoats—25 p. c. off.
- Boys' Odd Coats—25 p. c. off.



PROGRESS BRAND CLOTHING

Stylish Dress Fabrics 25 p. c. off



One of the biggest and most complete stock of Dress Fabrics—the newest cloths—tweeds—venetians and fancy effects—a large range of beautiful black goods in all weights—the season's newest weaves—twenty-five per cent off.

Here's the opportunity to secure that new dress at a saving—Beat choosing today.

- Mantle and Coat cloth—1-3 off.
- Remnants—Half Price.

Hats—One Third



The largest stock of Men's Soft and Soft Hats in the Province to choose from.

Every Hat a bargain! "Christie"—"Scott"—"Stur"—"folk"—The best English

and American styles. Choose a new one at one-third off.

Carpets—One Third



Ends of Carpets enough for a small room—a hall or stair.

50 Ends of Tapestry—20 ends of Brussels—choose at 1-3 off. Odd Lace Curtains—1-3 off.

Straw Matting—1-3 off.

Mantles and Skirts One Third off



Finest coats—perfect fitting skirts—natty costumes—all at great big price reductions.

Come today if you're wise! Ladies' Coats—one-third off. Ladies' Black Skirts—one-quarter off. Ladies' Colored Skirts—one-third off. Ladies' Costumes—one-third off.

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