

ANOTHER BIG SLAUGHTER SALE

Forward the Dry Goods Brigade,
There's not a man dismayed,
Although we all know,
Someone has blundered.
Ours not to reason why,
Ours but to do or die.

And the latter we have no intention of doing at the present time, not even to suit any of the "Smart Alec" type who resort to such methods in the rush of the holiday trade to work off their old stock. There is no need for us to slaughter goods, as they were moving out as fast as we could wish, and as we have never learned the trick of marking them up too high, these discounts mean a heavy loss to us. We are convinced our gain will come in afterwards in the increased patronage of the Store. Had we the accumulation of years in our store, it would pay us to pick them out and offer them to you at SWEEPING REDUCTIONS, as goods which have become shopworn are certainly not worth what they once were, but as you all know, there was a clean sweep made previous to the DISSOLUTION OF THE OLD FIRM, AND OUR STOCK IS ALL NEW, GOOD AND DESIRABLE.

However to protect our custom and in order to circumvent some of our very unbusiness like competitors, we will give the same discounts. We will even go one better and offer several desirable lines at

Half Price.

So here goes for 20, 40 or 60 days, if necessary to hold our trade.

Come Here for Genuine Bargains.

As ancient goods are dear at any price.

Half Price 1-3 Off

1500 yds Dress Goods
500 yds Ulster Cloth
450 yds Silk Velvet
300 yds Velveteen
265 yds Fancy Blouse Silk
25 Fur Muffs
30 Fur Collars
All Fur Capes
All Fur Lined Capes
All Trimmed Hats
Children's Gloves
Lot of Men's Gloves
Lot of Dress Trimmings
Flannelette Underwear
Laces, Embroidery
Wings, Breasts, Cord
Ladies' Faninators
Lot of Men's Ready
Made Clothing

Wrappers
Silk Shirt Waists
Lot of Jackets
Gloves
Ribbons
Whitewear
Men's Clothing
Men's Hats and Caps
Men's Fur Coats
Men's Fur Caps
Men's Fur Mitts
Ladies' Fur Mitts
Ladies' Fur Caps
Ladies' Fur Ruffs

Sleigh Robes
Wool Shawls
Wool Rugs
Wool Tams
Ladies' Skirts
Waterproofs
Blankets
Bachelors
Stamped Linens
Cushion Covers
Men's Winter Shirts
Prints
Wristbags
Purses
All goods not mentioned 10
to 20 per cent off
Samples given and Goods
sent on approval as usual.

SENTNER, TRAINOR & CO.,

THE STORE THAT SAVES YOU MONEY.

