

JANUARY Clearance SALE

SALE STARTS SATURDAY MORNING, JANUARY 2nd AT 9:30 A.M.

Fall and Winter Merchandise must be moved regardless of cost. Owing to the very mild Fall and Winter our heavy goods didn't move, so out they go, giving the people of Prince Edward Island an opportunity to buy needed goods at a big saving. New Goods at New Low Prices—Read over the offerings listed below—no elevators or stairs to climb—our business is all on the ground floor with new low prices which help keep the cost of living down.

MEN'S WINTER OVERCOATS

All wool Elysian and fine Velours—Brown, blue and grey.

OUT THEY GO—LESS 33 1/3% DISCOUNT

MEN'S JACKETS AND STATION WAGON COATS

Included in this lot are Leather Jackets, quilted satin lined Sur Coats, plaid Jackets, Men's Parkas.

OUT THEY GO—LESS 25% DISCOUNT

MEN'S SUITS

A special line of all wool worsteds, single and double breasted models. Values to \$52.00—

SALE PRICE \$34.95

MEN'S ALL WOOL SWEATERS

Pullover, Sleeveless and Coat Sweaters. Zipper and button style—

CLEARING—LESS 25%

MEN'S PYJAMAS

Broadcloth and Flannelette.

OUT THEY GO—LESS 25% DISCOUNT

Men's WINTER CAPS, GLOVES and Fancy wool HOSE—Out they go **Less 25%**

All Wool Plaid MOTOR RUGS **Less 25%**

BOYS' DEPARTMENT SPECIALS

Fancy Wool SWEATERS, HOCKEY SWEATERS, HOSE & TOQUES, WOOL JACKETS, PARKAS, STATION WAGON COATS, WINTER JACKETS—Out they go **Less 25% Discount**

MILLINERY DEPARTMENT SPECIALS

(1) Table slightly soiled Hats to clear at only 50c ea.

(2) Table of Ladies' Felts, Velvets and Velvetene. Clearing at **\$1.00**

(3) Table of Ladies' Hats, all light colors. To clear at **\$1.98**

BALANCE OF STOCK HATS

OUT THEY GO AT 1/2 PRICE

CLEARING ALL LUGGAGE

Including Ladies' Overnight, Week-End Cases, Men's Club Bags and Gladstone Cases—

OUT THEY GO—LESS 25% DISCOUNT

CARPETS, CURTAINS & FLOOR COVERINGS ALSO DRAPERIES

Axminster Rugs, discontinued designs. Sizes 9x12, 9x10 1/2 and 6 3/4 x 9—on sale at **25% Discount**

Special prices on all other rugs and mats during this sale.

A special line of Axminster Mats, mottled design. Size 45x27. Sale Price **\$5.49**

A special clearing line of Rexoleum and Baroleum Rugs, all first quality, clearing at the following prices: 6x9, \$4.40; 7 1/2x9, \$5.40; 9x9, \$6.50; 9x10 1/2, \$7.75 and 9x12, \$8.75

Deluxe quality Rexoleum, first grade material, all good designs. 2 yds. wide \$1.25 per yd.; 3 yds. wide \$2.15 per yd.

Damask Drapery material, 48 in. wide in shades of green, grey, blue and brown, worth up to \$2.50 per yd. On sale for **\$1.67 per yd.**

Tapestry furniture covering, 54 in. wide, regular \$3.75, clearing for **\$2.69**

Ruffled Curtains, ivory, 43x84 in. Special, pr. **\$2.89**

Draperies in cretonne and monks cloth. Size 45x81 in. On Sale **Less 20%**

SALE OF TOWELS - - SALE OF TOWELS

First quality Bath Towels, plain and striped. Size 20 x 38. Reg. 1.59 a pr. Sale price **\$1.19**

A better quality. Size 20 x 40. Reg. \$1.95 a pr. Sale Price **\$1.49**

Bedspreads in Chenille and Homespun. Clearing at **Special Prices.**

Cretonnes, discontinued floral designs. Clearing **Less 33 1/3 Discount**

LADIES' FALL and WINTER COATS

A Good Assortment of Patterns and Sizes

OUT THEY GO

LESS 25%

LADIES' DRESSES

All silk and woolen dresses, good clean new merchandise. Regular prices from \$9.95 to \$12.95. Selling for **\$7.95**

Another line of ladies' all silk and woolen dresses, better quality. Regular prices from \$14.95 to \$17.95. Out they go for **\$10.95**

All our good Dresses in all sizes—new fall goods. Out they go **Less 33 1/3 Discount**

One rack of Ladies' Housedresses, assorted sizes and colors. Reg. \$2.98 to \$4.95. Sale Price **\$1.59**

See our Special Table of slightly soiled Lingerie, including Pants, Slips, Pyjamas, Gowns and Bed Jackets. Clearing at **1/2 Price & Less**

See our rack of soiled Blouses, assorted sizes. Out they go **Less 33 1/3% Discount**

DRESS GOODS - HOSIERY - SWEATERS COTTONS and CHILDREN'S WEAR

Kiddies' Snow Suits, 2 pc. and 3 pc. Sizes 2 to 6x. Reg. \$7.95 to \$12.95. Selling **Less 20% Dis.** Boys' and Girls' Coat, Hat and Leggings. Size 1 to 3x. Reg. \$12.95 to \$19.95. Selling **Less 20% Discount** Kiddies' Dresses, sizes 1 to 6x. Reg. \$2.98 to \$4.98. Selling **Less 20%** Girls' and Teen-age Dresses. Sizes 7 to 14 yrs. Reg. \$3.98 to \$7.98. Selling **Less 20%** Girls' Coat Sweaters. Sizes 8 to 14. Assorted colors. Special at **\$2.85** Kiddies' Corduroy Overalls. Sizes 2 to 6 yrs. Special **\$1.79** Girls' Coat Sweaters, assorted colors. Sizes 7 to 14. Special **\$3.50** Kiddies' Coat Sweaters. Sizes 2 to 6 yrs. Reg. \$1.65. Sale Price **\$1.39** Kiddies' Lined Jeans. Size 4. Special **\$1.79**

LADIES' NYLON HOSE

45 gauge 30 denier. Good shades. First quality. Regular \$1.50. Sale Price **95c a pr.**

See our Table of Soiled Goods of Children's and Ladies' Wear **1/2 Price** Kiddies' Flannelette Pyjamas and Sleepers. Out they go **Less 20%**

SALE OF TOWELS

SECONDS

Bath Towels, plain and striped. Size 20 x 40. Reg. \$2.10 a pr. Sale Price **\$1.65** A better quality. Size 20 x 40. Reg. \$2.40 a pr. Sale Price **\$1.89**

Print Cottons—a good assortment of patterns. Reg. 60c. Out they go at **49c a yard.**

REMNANTS

Cotton, Chintz, Flannelette, etc. **1/2 PRICE**

REMEMBER OUR COLOSSAL JANUARY CLEARANCE SALE STARTS SATURDAY, JANUARY 2nd AT 9:30 A.M.

Prowse Bros. Limited

For Better Merchandise At Lowest Prices

MEN'S SUITS & OVERCOATS CAN BE BOUGHT ON THE EASY PAYMENT PLAN

TIP OF THE WEEK FROM YOUR MASTER DEALERS

- Charlottetown L. J. Rossiter
- Summerside Prince Edward Island Fur Pool Ltd.
- O'Leary H. B. Willis Inc.
- French River Arthur A. Campbell
- Central Bedeque Dunk River Dairying Co.
- Albany L. D. McLeod & Sons
- Victoria L. D. McLeod & Sons
- Stanley Bridge Reid's Feed Service
- Wheatley River Preston Rackham
- Morell Dingwell & Rossiter
- Kilmuir McGowan's Ltd.
- Murray River D. M. McKinnon
- Brookfield Cruwys Bros.
- Mount Stewart Clark's Feed Service

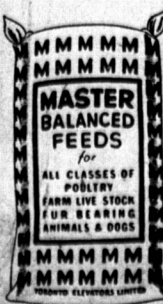
TIP NO. 19

Constant culling pays—keep a catching hook in your laying pen. Cull out all the poor producers and birds that appear wrong in any way.

Let's Discuss Your Feeding Plan With Your Island's MASTER MAN

IVAN KERRY
Dial 5455

60 Green St. - Ch'town



FEEDERS WHO KEEP RECORDS USE MASTER

TIMELY NOTES ON TOPICS CONNECTED WITH Silver Fox And Mink Farming

At the Canadian Fur Auction Sales Company official auction last week the platinum mink offering of 12,000 skins was 75 per cent sold and was the feature of the mutation section. All varieties were in strong demand, particularly the better males. Prices were very firm as compared with the last sale and the general opinion in the sales room was that they were somewhat higher than recent levels. Prices included: Platinum mink 1 part 2 males were \$22 to \$25.50, 2 part 2 males were \$22 to \$31.50 to \$33.50, and 1 part 2 Stewart up to \$30 for males. Miscellaneous mink was 75 per cent sold at unchanged prices. In whites, 1 part 2 sold at \$30 to \$37 for males and \$18 to \$18.75 for females. Arctic mixed \$24.50, steel-blue males \$14.75, Kohinur \$9 to \$12.50; blue frost males \$10.75 to \$11.25, females \$5.50 to \$8.25.

An offering of 28,888 standard ranch mink was 87 per cent sold at the Helsinki, Finland, auction December 21st. Average price for males was 110 shillings (about \$7). About 3,500 mutation mink were practically all sold at prices described as satisfactory. Most of the foreign purchases were for the United States and France. Total value of the three-day sale is estimated at about \$600,000.

At the New York Auction Company's sale last week UMPA standards and Starlight mink averaged \$19.21. A total of 16,170 pelts were officially reported as 96 per cent sold with a top of \$42 for males and \$21 for females.

And now we see the famous firm of I. J. Fox blossoming out with an ad in Women's Wear Daily, stating that they will buy quality fur stocks in any quantity. I. J. Fox is dead but his sons are carrying on. When he was living he was one of the greatest fur salesmen the world has ever known.

Four ranches in the United States will offer a new white strain of mink at the New York Auction Company December 28th sale. It has taken twelve years in development and was first introduced last year in part lots with at least five ranches contributing. All told, 3,100 of the above strain will be offered at the above sale. Some of our mink men will recognize the ranches. They are Ed Dietrich, 900 pelts; Lakeside Mink Ranch, 650 pelts; Jim Moore 700 pelts; Schroeder Bros Minkery, 850 pelts. They are all included in the EMBA collection.

A despatch from Tokyo to Women's Wear Daily states that Shiro Trading Company has been approached by Kokkaido Government and private interests to participate in the proposed mink breeding program on that island and has decided not to join in the project. The breeding plan is too drawn out and the risks too great to warrant tying up capital for the length of time required, so the general manager states. Under the plan proposed the foreign investor would under-write the purchase of Canadian breeders and would subsequently market the pelts. The above is just one phase of the mink breeding program now being laid out for Japan. It is understood that the Ministry of International Trade and Industry recently sent an expert to the United States to buy prize mink for breeding purposes and it was announced some time ago that the well known brokerage firm of J. S. Bache & Co., New York, was furnishing capital for mink breeding in Japan.

An experimental ranch will be established shortly near Philadelphia, Penna., to breed luxury and glamour into the Mura, a new ratelike fur animal scientific development in Germany. The breeding project, aimed at taking stiffness and flatness out of the animal's fur, will be undertaken by Rusoff's Furs, in conjunction with a leading local industrialist. Rusoff's is currently the sole licensed agent for the Mura in this country. He estimates that 1,000 Muras will be sent to the experimental ranch in an effort to develop a fur of perfect quality.

The animals average 18 inches by three inches, come in five colors and are extremely prolific what with each female producing as many as 400 offspring. An additional factor in the Mura's favor is the low cost of feeding, as compared to mink, for example. It is estimated that 250-350 skins will be required to make a full-length coat. Another year has passed along its way and we would like to extend at this time our compliments to the numerous fox and mink ranchers who have been readers of this column and whose suggestions and kindly comments have helped us to make it, more interesting and informative. As usual we would be glad to hear from anyone and will endeavor to supply them with the latest regarding various phases of fur farming. We also wish each and every one of our readers a very prosperous and Happy New Year.

THIS MONTH'S SPECIAL FREE CHECK OF EXHAUST SYSTEM



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