

GIGANTIC SACRIFICE SALE

Save This and Wait Until
WEDNESDAY, JAN. 17
AT 9 A. M.

DOOMED
To Vacate Before March!

E. E. W. MCGAFFEY'S STOCK, LINDSAY, ONTARIO

Has been placed in the hands of the Wilson Mercantile Co., a corporation of Toronto, Ont. and Chicago, Ill., to be sold by them in ten days time, at the E. E. W. McGaffey Store, Lindsay, Ont. The entire stock is being re-marked and re-arranged. The store will be closed Monday and Tuesday and will open Wednesday at 9 a. m., when the entire stock will be placed on sale at the mercy of the public. **POSITIVELY FOR TEN DAYS ONLY.** Prices will reach the lowest limit in this great sale. **A CHANCE TO BUY YOUR WINTER SUPPLIES AT PRICES LESS THAN THE COST OF THE RAW MATERIAL.**

- Dress Goods Specials**
- 52-inch Black Harris Homespun, actual value \$1, sale price **45c**
 - 54-inch Black Serge, value \$1.10, now **65c**
 - 42-inch Serge, in grey, blue, purple and crimson; value 40c, now **65c**
 - 600 yards Viole, all shades, value 50c, sale price **32c**
 - 45-inch Serge, in blue, brown and green, value 75c, now **45c**
 - 42-inch Venetian, in navy, brown green, black, value 50c, now **70c**
 - 45-inch Navy Venetian, value 75c, now **49c**
 - Brocaded Wool Granite, assorted shades, value 50c, now **25c**
 - 40-inch Heavy Serge and Meltons all shades, value 30c, sale price **20c**
 - 32-inch Cotton Crepon, value 25c, now **12½c**
 - Cream Alpaca, figured self and colored spots, 50c. value, now **37c**
 - Cotton Cashmiers, all shades, 22c. value, now **17c**

- Silks! Silks! Silks!**
- 75c. Black Taffeta, sale **47c**
 - 90c. Taffeta, all shades, sale **67c**
 - 65c. Tamoline, all shades **44c**
 - \$1.25 Peau de Soie, sale **75c**
 - 75c. Peau de Soie, sale **46c**
 - 30c. China, all shades, sale **22c**
- Less than the actual cost of Material**
- Ladies' Mantles, in black and grey, sold for \$8, sale price **\$2.00**
 - Ladies' Mantles, sold for \$10 to \$15, sale price **\$3.00**
 - Misses' Irish Frieze Ulsters, value \$6.50, sale price **\$4.48**
 - Ladies' Long Loose-fitting Belt Coats, sold for \$13.50, now **\$9.98**
 - Ladies' Stylish Coats, in whip cords, sold for \$12.50, now **\$8.98**
 - Ladies' Walking Skirts, special lot, made of serge, homespun and venetian cloths, \$5 sale **\$2.48**
 - Ladies' high-grade walking Skirts, all shades, lengths and styles, value, \$3.50, sale price **\$1.89**
- Remember there are 1000 other garments we cannot mention

Your Gain! ... Our Loss!

THE ENTIRE
\$47,000.00
STOCK OF
E. E. W. MCGAFFEY
will be placed on sale for
Ten Days Only

My lease expires March 1st and I cannot re-lease the property as the Board of Directors are determined to sell the building. I must therefore prepare for the inevitable, and I am Doomed to sacrifice my \$47,000 stock in Ten Days' Time as I may have to leave the building at a few hour's notice

- Flannelettes**
- Flannelette Night Gowns, 65c. value, now **43c**
 - Flannelette Wrappers, \$1.50 value, now **\$1.08**
 - 600 yards Striped Flannelette, 30 inches wide, 9c. value, now **6c**
 - 500 yards Striped Flannelette, 34 inches wide, 11c. value, now **8½c**
 - 72-inch Sheeting Flannel, sold for 75c, sale price **59c**
- Furs! Furs! Furs!**
More than \$5,000, all new, up-to-date styles, go into this quick-in-a-hurry Sale
- Sable Scarfs, 72 inches long, sold for \$15, sale price **\$9 98**
 - Western Sable Scarfs, 5.50 values, now **\$3 75**
 - Otter Rat Cap, \$4.00 values, now **\$2 98**
 - Persian Lamb Cap, \$8.50 values, now **\$5 98**
 - Alaska Sable Muffs, \$15 values, sale price **\$9 98**
 - Black Martin Stole Muffs, \$18 values, sale price **\$12 48**

- Ladies' Coats, Astrachan Dog, all sizes, worth \$30, now... \$20 48**
- Ladies' \$50 Astrachan Dog, now **\$36 98**
 - Ladies' \$60 Bocarine trimmed with Western Sable, now **\$42 98**
 - Ladies' Persian Lamb Coats, Collar and Cuff trimmed with Mink, all silk-satin lined, which were sold cheap at \$175, will be sold now for **\$145**
 - Ladies' Persian Lamb trimmed with German Mink, \$110, now **\$89**
 - Ladies' Grey Lamb Gauntlets, value \$5, now **\$3 75**
 - Ladies' Cone Gauntlets, value \$3.50, now **\$2 58**
- Miscellaneous Bargains**
- Needles, per paper **1c**
 - Pins, per paper **1c**
 - Tape, per bunch **1c**
 - Silks, all shades, spool **4c**
 - Embroideries, per yard **3c**
 - Dress Shields, per pair **6c**
 - Imported Mercerized Satin **12½**
 - Braid Dress Trimming **3½**
 - Pure Wool Deline **38c**

Below we quote the big values that meet the demands of the present day—with every item bargains never before heard of in the County of Victoria, and every price herein quoted we guarantee absolutely correct.

THE BEST AND GREATEST VALUES ON EARTH NOW STARE YOU IN THE FACE.

The only question is—can you, dare you, in justice to yourself, overlook a chance like this to save at least one half the price you will be obliged to pay other merchants for Winter Merchandise. Use the good common sense with which nature has endowed you and come and see with your own eyes and be convinced. Remember the date of this sale will be **JANUARY 17th**, and will last for just **TEN DAYS**—no less, no longer.

A DRY GOODS, CLOTHING AND FUR SALE WITHOUT A PARALLEL.

It will pay you to come a hundred miles to visit this sale. Bring the children as it will be a Gala Day and we will have music all day. Just think of the following propositions, and remember all goods have E. E. W. McGaffey's Guarantee back of them. Below are a few of the many thousands of Bargains that will be placed on sale.

- Clothing**
- Sensational Bargains in Men's and Boys' Clothing**
- Fine suit of Men's Clothes, all to match. This suit is positively worth \$9, sale price **\$3 98**
 - Men's Dress Suits, in fine all-wool material, worth \$10, sale price **\$5 48**
 - Men's elegant Business and Dress Suits, sold for \$15, sale price **\$9 98**
 - Men's extra fine Dress Suits, in all the latest styles and shapes, hand padded shoulders and collars, sold for \$16.50, sale price **\$10 48**
- Men's Hat Department**
- A large assortment of well-known makes of Mens Stiff Hats and Fedoras, which will be greatly reduced during this Gigantic Sale.

- Men's Overcoats**
- A Whirlwind of Bargains in Men's and Boy's Overcoats**
- Men's good, durable Wool Overcoats, sold for \$8, sale price **\$4 98**
 - Men's Fine Overcoats in English Ulster Cloth, sold 12.00, sale **\$6 98**
 - Men's fine Dress Overcoats in Vienna and Irish Frieze made loose fitting with belt, \$15, sale **\$8 48**
 - Corsican Dog Overcoat, Italian quilted lined, 40.00, sale pr. **\$29 00**
 - Coon Overcoats, 55.00 value, now **\$42**
 - Coon Overcoats, 60.00 value, now **\$48**
 - Coon Overcoats, 63.00 value, now **\$50**
 - Coon Overcoats, 75.00 value, now **\$55**

- Men's Furnishing Goods.**
- Men's High-Grade Linen Collars, worth 15c, sale **9c**
 - Men's Rubber Collars worth 25c, for **20c**
 - Men's Soft Shirts, worth \$1.25, for **78c**
 - Men's Soft Shirts, worth \$1.00, for **65c**
 - Boys' Soft Shirts, worth 50c, for **39c**
 - Men's Fleece Lined Underwear, worth 55c, for **42c**
 - Men's Wool Underwear, worth \$1.00, for **75c**
- And a large assortment of Umbrellas to be sold at Less Than the Cost of Manufacture.

- The Greatest Bargains Ever Heard of in Canada.**
- Carpets, Rugs, Oilcloth and Linoleum.**
- \$1.25 yd Body Brussels, sale price **89c**
 - \$1.00 yd Body Brussels, sale price **79c**
 - 55c yard Tapestry sale price **42c**
 - 85c yd All Wool Ingram, sale price **59c**
 - 35c yd Union Ingram, sale price **24c**
 - 50c yd Union Ingram, sale price **36c**
 - 55c square yd Linoleum, sale price **42c**
 - 30c square yd Linoleum, sale price **20c**
- Housekeeper's Dreams Realized.**
- \$1.25 full size Heavy Bedspread, sale price **88c**
 - \$2.50 Comforters, sale price **1.68**
- And plenty of others at proportionately low prices.

- Ladies' Furnishing Goods.**
- 30c Ladies' Heavy Ribbed Underwear, sale price **21c**
 - 50c Ladies' Heavy Ribbed Underwear, sale price **39c**
 - 80c Ladies' Heavy Wool Underwear, sale price **63c**
 - \$1.25 Ladies' Heavy Wool Underwear, sale price **90c**
 - \$2.50 Ladies' Golf Blouses, sale price **1.98**
 - 10c Ladies' Hem. Handkerchiefs, sale price **6c**
 - 15c Ladies' Hem. Handkerchiefs, sale price **9c**
 - 30c Ladies' Heavy Worsted Hose, sale price **20c**
- Thousands of other articles too numerous to mention.

MARK THE DATE, AND MARK IT WELL.

Wednesday, Jan. 17

E. E. W. MCGAFFEY,
LINDSAY - ONTARIO

STORE POSITIVELY OPENS WEDNESDAY, JANUARY 17TH AND CLOSES IN TEN DAYS, AT THE

E. E. W. MCGAFFEY DRY GOODS STORE

LINDSAY - ONTARIO

WANTED: 50 EXTRA HELP—SALESMEN, SALESLADIES, BUNDLE WRAPPERS AND CASHBOYS

This sale will be conducted by the Wilson Mercantile Co., under the personal management of Mr. L. A. Cohen, of Toronto.

LOOK FOR THE LARGE RED SIGNS.

LET NOTHING KEEP YOU AWAY! THE HOUR IS SET!

THE DATE YOU KNOW

WEDNESDAY, JAN. 17th
AT 9 O'CLOCK A. M.

The best medium for Advertisers. Covers Lindsay and Surrounding District. *****

Volume XLI

"For Wh... Anyt... But So... 'Tw...

This spe... realized... and nev... fitting... present

The air is fill... getting and B... race, and fro... present month... everything in... date the purch... GENUINE W...

Our wor... know us... they wh... do not d... should k... want y... custom.

O'LO... & M... CASH

A Winter

To Brace up a Poor

J. & G. Stoma... Liver To...

Is a toner of the rig... vegetable compoun... tones up a poor st... wonderful manner.

25c a bot...

E. Gre... Corner Drug Store.

YO... WILL WANT

COAL R... OR HEA...

THIS SEA...

Buy one of ours an...

Satisfac...

NOTHING BUT... MAKE...

Keys & M...

Miss Mabel E... SOPRA... Teacher of Piano an... Pupils Prepared... Examinat... Voices Tested Free... Septembe... Studio-31 Victori...