

TWO WEEKS OF OUR FIRE SALE GIVES RESULTS.

They Show the Buying Power of the People in an Emergency.

When Circumstances make the Opportunity, the goods Must Meet the Case.

We know it. No use for us to fix up our loss, hold our damaged stock, let you and your friends come in and pass the goods off on you as the Cream of the Stock.

What is the damage to those goods? Water, friends, Water! Not seriously hurt. No worse than an hour's outing in the rain on a customer's back would give them.

You know our stock, its quantity. You know what there is to get. You know the run of sizes, the Variety, and all that. Now, just size up your chance.

Two weeks ago, when we began this sale, our stock amounted to \$22,000 in value. The two weeks have pulled it down, but still, during that time parts of the worst of the damaged goods have been sold.

GOUGH BROTHERS, PETERBOROUGH. LINDSAY.

THE WEATHER. Report for week ending Saturday night, April 19th, 1919.

New Advertisements This Week. Wind Mills - J. F. Dix. Local - Miss Windrum.

The Canadian Post. LINDSAY, FRIDAY, APRIL 19, 1919. LOCAL NEWS-LETTERS.

BEAVERTON. (Correspondence of This Post.) PERSONAL - Mr. W. J. Curran, of Toronto, manager of the west end branch store of the Army and Navy.

Wanted. A man or woman to sell a good household article. Apply at once to T. R. C. Box 106, Peterboro, Ont. - 45-24.

PRESBYTERY MEETING. A meeting of the members of the Lindsay Presbytery was held in Knox church here on Tuesday 1st.

WOODVILLE. (Correspondence of This Post.) PERSONAL - Mr. Arch. Campbell, of Toronto, formerly of Vancouver, was visiting friends on Good Friday.

HEAD LAKE. (Correspondence of This Post.) RECREATION - The numerous friends and acquaintances of Mrs. Con. Sullivan will be pleased to hear that she is recovering.

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TOWN JOTTINGS. Thomas Beall. Issuer of Marriage Licenses. Office, G. W. Beall's jewelry store, Kent-st.

When Buying Boots and Shoes it will pay you to go and see S. J. Sheridan & Co., Oakwood, as they have a large stock to choose from.

Collegiate Institute Notes. -The following is the ranking of the pupils of the First Term of the Collegiate Institute for the past term, with the average made on the weekly examinations:

1. F. Woodland... 83 per cent. 2. J. W. Wilson... 82. 3. Miss A. M. Bradshaw... 82.

A Marriage License can be obtained at any hour, day or night at HUGHAN & Co.'s - 88-47.

For an Up to Date style, durably made, try Miss WINDRUM, the dress and mantle maker, over Ray's store - 58-2nd.

New Store Over Campbell's. Miss MITCHELL will hold a grand millinery opening on Thursday and Friday, 18th and 19th inst.

DEATHS. In Lindsay, on April 12th, 1919, Christina Eason, wife of Henry G. Stoughton, aged 73 years.

BRITISH EMPIRE MUTUAL Life Assurance Co'y. ESTABLISHED 1847. Prominent Object. Sound Life Insurance. Bonuses every 3 years.

SOME ATTRACTIVE FIGURES.

Now that our Spring Stock is complete we have made up our minds that we are going to have our share of the trade let times be as they may, and to accomplish this we have knocked all former prices in the head and marked every article in our store down to prices that are startling people.

Heavy Wool Dress Serges for 25c. all colors. Regular Price 35c. do Checks 25c. do do 10 & 12c.

MILLINERY. Our Millinery Rooms are now in full blast under the supervision of Miss Ross. Call and see the Latest Fashions. See our Ladies' Gapes; a Beauty for \$14.50.

P. McARTHUR & CO.

New Advertisements. FOR SALE - Desirable Building Lots, The North Half of Lots 1 and 2, N. Durbin-st., in the Town of Lindsay.

Settlers' Trains. MANITOBA and NORTH-WEST via NORTH BAY every TUESDAY, AT 9.00 P.M. From UNION STATION, TORONTO, during MARCH and APRIL.

House-Cleaning Time IS HERE. HARDWARE AND CUTLERY.

WM. JOHNSON'S PAINTS. MADE BY HIMSELF. Kalmorie, Alabastine, Whiting, Plaster Paris, Brushes, Carpet Felt, Step Ladders, Paints and Oils of all kinds.

WALL PAPER 1895. I will offer Wall Paper of all kinds at a great Reduction in Price.

GEO. A. LITTLE. Book and Stationery Store, Opposite Post Office, KENT STREET, LINDSAY. CENTRAL BUSINESS COLLEGE. TORONTO ONTARIO. LARGEST COMMERCIAL SCHOOL IN CANADA.

For the next SIXTY Days. Book Opposite. GRAD Settling. MANITOBA via N. TUESDAY From U. ONTO. For TICKETS. R. J. MATCHETT. J. G. EDWARDS & CO. House. WM. JOHNSON. Kalmorie Plaster Carpet Felt Paints and NEW ST. J. G. EDWARDS & CO. Importers of every SIGN OF THE BRITISH LIFE ASSURANCE ESTABLISHED. Prominent Sound. Cash Bonus of 1895, varied from paid in the time. Insurance Accumulated Annual Income Canadian Ins. Government. NO All Profit. Year after year upward path until to day to some in the FIRE and FIRE INSURANCE 000,000. T. W. GREER. Office 94 Kent-st. Beef. ST. Flesh Pr. In the best imported extra-mona-extra. We can Convince you of the condition. Price. Drug.