



YOU SAVE FROM ONE-QUARTER TO ONE-HALF OFF FORMER PRICES.

Sutcliffe's Great January Stock Reduction Sale

You SAVE on Every Purchase—Be It Large or Small

Not a Few Specials, but Everything at a LESS PRICE

Important This is not a sale for just a few days—but one lasting all this month (January.) You do not have to buy any special line of merchandise in order to get the benefit of the low prices. You get the benefit on every purchase, no matter how large or small it may be. Everything in our immense stock is at a reduced price. Many customers reaped the benefit of this sale on its opening days. Some had not heard about it yet but they received MONEY BACK on every purchase just the same. Here you do not need to ask for the lines with lower prices attached. There are many clearing lines at extra low prices as well as the general offer of

Remember We are NOT going out of business, nor have we got to sacrifice our merchandise—BUT—one year ago we adopted this style of a sale in order to reduce stock before stock-taking time. It was a big success and we are looking for even greater this year. People have found out that we do just as we say. We are going to continue doing so. Come and test the stability of our advertising. Our merchandise is always bought for spot cash in the best markets of the world and comes to our customers at first cost. Some lines we want to clear quickly and have cut the prices very deep—from one-quarter to one-half.

EVERYTHING AT A REDUCED PRICE

EVERYTHING AT A REDUCED PRICE

Save on These

Ladies' long Cashmere Gloves, Suede finish, colors brown, navy and black. Regular 45c, for... **25c**

Colored Auto Veils, hemmed, 2 yds. long, regular price 75c each. For... **50c**

Directoire Ruches, the new neck ruffle. Regular price 2.00 each. Sale price **1.39**

Long Kid Gloves, white or grey. Regular 1.90 and 2.00 qualities for... **1.25**

Motor Scarfs, for inside your coat and over your light waists, special each... **69c**

Fancy Silk Collars, assorted styles and colorings, regular 25c each for... **15c**

Cushion Tops, assorted colors and subjects, regular 25c to 75c each, for... **19c**

Big Bargains in Sable Muffs and Ruffs

Natural Alaska Sable Scarfs, 64 inches long, tail and braid ornament trimmed, extra well furred. Regular \$12, \$14 and \$15 qualities. Reduction Sale price each **\$10**

Empire Muffs to match... 8.50

A \$5 Assortment Worth Double A grouping of Isabella and American Opposum Scarfs, stoles, ties, muffs and collars. Regular price \$8 and \$10 each. Reduced to all one price. **\$5**

Fur Coats 9.90 Five only wallaby, near seal and Russian lamb ladies' coats. Prices were up to \$25, your choice. **9.90**

Fur-lined Coats \$47 Ladies' fur-lined coats, good quality. Ladies' cloth outside, muskrat lining, mink collar, black only, regular 62.50 each, sale price. **\$47**

Ladies' Vest Special Ladies' odd lines of white and natural Vests. Regular 40c and 50c qualities. To clear. **25c**

Now, Furnish Your Home

Several patterns, not very long lengths, real Scotch Linoleum, good, clear, well printed patterns. Our direct importation and a regular line but now being cleared at a big saving—you get it at the price of ordinary low grade quality. Regular 50c quality, sale price per sq. yd. 37c or 4 yds. wide for... **1.50**

Excellent quality Union Carpet, 36 inches wide, reversible, good colorings. Regular 35c a yd. To clear at only... **25c**

Remnants of Carpets at clearing prices.

Lace Curtains and everything in Housefurnishings at greatly reduced prices during January.

Ladies' Mantles Being Cleared Cheap

A wonderful saving and a warm coat too, for only five dollars. They are assorted tweeds and covert cloths, full long coats. Regular \$15, to clear at only... **\$5**

Women's Tweed and Beaver Cloth Coats, short styles, former prices were up to \$9. Sale price each **75c**

Women's and misses' coats, all wool tweeds, full length, velvet collars, reg. prices up to \$10. Sale price each **\$5**

Fine all-wool Kersey Cloth Mantles in black and colors, semi-fitted styles, regular price 14.50. Sale price **9.50** each

12 only, women's Tweed Coats, heavy, warm, three quarter length garments, former prices up to \$10. Sale price each... **1.50**

Ladies' all-wool Kersey Cloth Mantles in black and colors semi-fitted styles. Regular price \$12, sale price **7.50**

Dress Goods Special A group comprising ladies' cloth, Venetians, Harris Tweeds, black and colored self stripes and fancy weaves. Regular price \$1 and 1.25 yd. Sale price only... **69c**

Men's Wear Specials

Men's American Elastic Knit Shirts and fleece lined, sizes 34 to 44. Our special price was 65c garment. Clearing price only... **50c**

Fine all wool Undershirts and Drawers, St. George's Brand, sateen trimmings, a clearing line from the makers. Regular \$1 quality **69c** for

Double breasted Scotch wool Undershirts, assorted sizes, Regular 75c, sale price **57c**

Men's Tweed and Beaver Cloth Caps, assorted styles and colors, odd lines, regular 40c and 50c qualities, grouped at one price... **19c**

Men's \$8 and \$10 Suits Being Cleared at \$5

These suits are for big men sizes 38 to 44. They are all wool worsted and tweeds in dark and medium colorings, well trimmed. Regular \$8 \$9, and \$10 ea, to clear at... **\$5**

J. SUTCLIFFE & SONS

MAIL ORDERS FILLED PROMPTLY

LINDSAY

DIRECT IMPORTERS

REGULAR FEAST FOR THE PUBLIC

B. J. Gough's Big Clothing and Furnishing Sale

That the people of Lindsay and vicinity have been taking advantage of B. J. Gough's Manufacturers' Outlet Sale has been manifested by the large crowd in attendance at this big clothing, suit, overcoat and furnishings sale since the opening day. Shipment upon shipment of manufacturer's surplus stock of clothing, suits, overcoats, etc., have been added to this great sale day by day, and this most wonderful, clothing, suit and overcoat sale has proven one of the greatest bargain feasts that the people of Lindsay and Victoria County have ever heretofore been able to participate in, and those who are attending this sale buy liberally, and are pleased with their purchase, recommending their friends to B. J. Gough's big Manufacturer's Outlet Sale of clothing, suits, overcoats and men's, boys' and children's apparel. The good news has been spread far and wide of the many bargains that B. J. Gough is offering on men's suits, overcoats; boys' and children's clothing; furnishings, etc., now selling at about half their regular value. Commercial centres have been shaken from centre to circumference. The sale is the talk of the entire province. The people appreciate clothing and furnishings, the good quality kind at bargain prices and they are showing their appreciation daily by buying out B. J. Gough's big Manufacturer's purchase by the wagon loads. The sale will last only a few days more, and to those who have not attended this sale and benefitted accordingly, we wish to say that you are missing a great opportunity to secure for yourself your wearing apparel at about half their usual cost. In justice to yourself you cannot afford to stay away, as this sale presents an opportunity to save very many dollars on clothing, suits, overcoats, and furnishings for 8 men, boys, and children. B. J. Gough would be unable to make this great sacrifice on clothing, furnishings, etc. were it not for the fact that Manufacturer's were forced to realize cash on their surplus stock, with instructions to sell them out at retail at from one third to one-half their actual value. This is a sale that comes about once in a life time, and you owe it to your family and to your pocket book to make this great saving when the opportunity presents itself, and this is your opportunity during this great sale to save

yourself many dollars. Remember, that this sale only lasts a few days more, so buy all you need for the next ten years as such a sacrifice sale on men and boys' suits, overcoats, and furnishings will probably never occur here again.

Make your arrangements to attend the sale before it closes and secure your share of the many clothing, suit and overcoat bargains offered. A word to the intelligent should be sufficient, as Gough's big sale presents an opportunity to make your dollar do double duty. Make no mistake; be sure you find B. J. Gough's store. Look for the big sign reading B. J. Gough's Manufacturer's Outlet Sale, at Lindsay, Ont. Don't delay, but act quickly, as this sale will soon be a thing of the past.

\$45000 stock of clothing, suits, overcoats and furnishings, bargains selling rapidly. Act quickly, before too late.

Correspondents' Newsy Letters

PENIEL.
(Special to The Post.)

We extend our heartiest congratulations to our candidate from this corner, Mr. John Michael, on his election as reeve of Mariposa for the ensuing year.

Mrs. Richard Isborne is spending a few days at Kinmount, having been called there suddenly on Monday last owing to the serious illness of her mother, Mrs. Trethewey.

Mr. B. Bowdin and Miss Ruby Bowdin, of Woodville, spent Sunday last at Mr. B. Corlidge's.

Mr. Silas Short, of Mount Forest, spent a couple of week's holidays at this place with his parents, Mr. and Mrs. Wm. Skort, and also with Oakwood friends.

Mr. and Mrs. E. Jones entertained a number of our young people Monday evening last.

Mr. and Mrs. Wm. Moore have returned after spending a few days in Onemee with friends.

Mr. Ernest and Miss Lena Wright, spent Sunday last with their sister, Mrs. A. E. Webster, of Oakwood.

Mr. and Mrs. D. McNevin, entertained a large number of the young people on Wednesday Jan. 6th in honor of Mrs. John Copeland (nee Miss Flossie McNevin) All report a splendid time.

The rate payers of Cedar Grove

school are having a special trustee meeting on Saturday next, Jan. 16th to appoint a new trustee, the one appointed at the annual meeting having refused to act.

The young people of the vicinity treated Mr. and Mrs. George Arkey to a reception in the form of a surprise party on Friday last thereby welcoming Mrs. Arkey—as friends and neighbors should—to our midst.

LIFFORD
(Special to The Post.)

Mr. Geo. Mills, of Holland, Man, is visiting here at present.

Miss Sadie Dundas has returned to Fort Hope, after spending her holidays with her parents.

Mr. F. Coulter, of Alameda, Sask., is looking up old friends here.

Miss Scott, of Bowmanville, is visiting here.

Mr. Alex. Hindman, of Midland called on friends here last week.

Mr. H. Graham, of Kamloops, B. C., is visiting here.

W. Graham and W. Morson (Tisdale, Sask., are all visiting here at present.

LONGPOINT
(Special to The Post.)

Mr. and Mrs. James Bea, of Battleford, Sask., are back visiting friends. They report good crops and prices fair, and their looks prove they have been in a healthy climate. They are home for the winter and we wish them a good time.

Mr. Alexander Bowie, of Argyle, is preparing to build a store on a piece of land purchased from A. A. Oliver.

Pine Grove Cheese Factory

There will be a meeting of the shareholders and patrons of Pine Grove cheese factory in the factory on Friday, Jan. 22nd, at 2 p.m. for the transaction of business.

Manitoba was swept by a fierce storm Monday.

The firm of James E. Squier & Son are giving out peas to grow on contract and those who have left their orders are requested to call and get them and those who have not should call and make selections. A special prize of \$10.00 is offered for the largest of any variety of peas of over ten bushels of sowing in Verulam, Ops, Emaly, Fenehon and Mansers. Squier & Flavell will also give a special prize of \$10.00 in each of above townships for largest yield from over ten bushels of sowing of either the Blue Imperial and Harrison glory peas.

Royal Arch Meeting of L. O. L. 557

Orangemen Hold an Interesting Session and Confer Degree

An interesting meeting of L.O.L. No. 557, was held on Tuesday evening. In the absence of the Worshipful Master, Mr. G. A. Jordan the chair was occupied by District The annual report of Master Warren

of the financial secretary and treasurer were presented, showing a very gratifying financial condition.

The Royal Arch Purple degree was conferred on five brethren, County Master Wm. Thornbury, Past County Master John Kelly, Past District Master P. Conquergood, Past District Master Jos. Brown, and District Chaplain W. W. Jordan taking the prominent parts in the ceremonies.

The sublime degree was conferred in a most impressive manner which was very highly appreciated by all present. The proceedings were closed with short, pithy addresses and refreshments were served.

Loyal Orange District Lodge

Lindsay District Body Meets in Lindsay - Resolution of Condolence

The annual meeting of the Lindsay District Orange Lodge was held in the Orange hall on Tuesday afternoon.

There was a good attendance, and most encouraging reports of the prosperous condition of the various lodges were presented. While some of the lodges reported substantial increases none of them reported decreases, by suspension, expulsion, or any other cause.

A resolution of condolence was extended to the relatives of the late Edward Sanderson, who was for 58 years a consistent Orangeman.

The following officers were elected for the current year:—
District Master—Wm. Warren,

District Deputy-Master—James Courtney.
District Chaplain—Wm. W. Jordan.
District Recording Secretary—John Kelly.
District Financial Secretary—R. R. Elliott.
District Treasurer—Thos. Trotter.
District D. of C.—A. Marshall.
District Lecturers—J. Brown, and A. Newman.

OPS COUNCIL

The regular meeting of Ops Council was held on Monday, Jan. 11th.

The members met at 11 a.m., subscribed to and took the required declaration of qualification and office, after which the reeve addressed the members, congratulating them on their election to office, and expressing the hope that all would perform their duties faithfully, and that harmony and mutual good will would mark their proceedings on all occasions.

The meeting then adjourned till half past one, when the members resumed their seats and began the business of 1909.

COMMUNICATIONS.

A letter from the county treasurer with a statement of payments made to the township treasurer during 1908.

An appeal from J. Ross Robertson for a grant re the Sick Children's Hospital.

A letter from K. W. McKay, Secretary of the Ontario Municipal Association, requesting council to petition the Provincial Legislature to amend Section 606 of the Municipal Act, and relieve municipalities from the heavy responsibility imposed on them by said section for non-repair of highways.

From the Municipal World, soliciting renewal of subscription. Application from Wesley Deyell, John J. Trobey, L. L. Frain, Wm. Elliott, and Melville Sluggitt for the position of auditor.

An application from James McLean for the office of assessor.

APPOINTMENT OF OFFICERS.
On motion of John O'Loughlin, seconded by John Deyell, Jr., Wm. Elliott and John J. Trobey were appointed auditors of the accounts of 1908.

James McLean was appointed assessor for 1909 on motion of John Deyell and Wm. Best.

On motion of Messrs. Hickson and Best, John O'Loughlin was appointed commissioner of road division No. 1, John Deyell, Jr., of No. 2, Wm. H. Wilson of No. 3, Wm. Best of No. 4, and Fred Hickson of No. 5.

Fred Hickson moved, seconded by Wm. Best, that Thos. Downey be a member of the Board of Health for one year, and John Naylor for three years.—Carried.

Mr. D. O'Connell addressed council

on behalf of Ops ratepayers west of town, requesting that the council aid the governors of Ross hospital in placing a street light at the west end of Kent-st.

After due deliberation the council concluded that Ops ratepayers adjoining the town on the west were entitled some consideration, and Mr. O'Loughlin moved, seconded by Mr. Best, that this council pay half the cost of placing and maintaining a street light on the boundary west of Ross hospital for one year.—Carried.

Mr. Best moved, seconded by Mr. Hickson, that the reeve and treasurer be authorized to borrow money to pay the current expenses of the municipality for the present year, or until sufficient taxes shall have been collected to repay the same with interest, and that a by-law be submitted accordingly.—Carried.

The by-law confirming the appointment of officers and the borrowing of money received the usual readings and were passed.

The following resolutions were passed:
Deyell and Best—That application be made to the county council for the use of the stone crusher early in summer.

O'Loughlin Best—That the reeve call the attention of the county council to the length and location of West Cross Creek bridge, and request that it be classed as a county bridge.

Best and Deyell—That the Ontario Legislature be petitioned through our representative, Mr. S. J. Fox, M.P.P., to amend section 606 of the municipal act, and thereby remove imposed on municipalities for non-repair of highways.

O'Loughlin and Best—That Wm. B. Fee be paid \$3 for excavated stone or other material removed from his premises during the digging of the Jewell drain.

Best and Hickson—That the clerk procure six copies of the municipal World for 1909 for use of council.

Deyell and O'Loughlin—The following accounts now passed be paid: D. R. officers, poll clerks and booths 950; \$31.50; Geo. W. Beall, election supplies \$8.89; J. G. Edwards, hard ware, \$2.50; John McCrae, repairing grader 40c; Jas. McCausland, taking care township hall, \$4.50; Michael Leddy, work on 3, lot 19, \$3.25; Mrs. L. Milburn, refund statute labor \$1; Wm. R. Cornell, refund tile drainage, \$14.72.

APPROPRIATION.
Mr. O'Loughlin moved, seconded by Mr. Hickson that five hundred dollars be appropriated for stone or other road material and that each commissioner shall have control of one hundred dollars.—Carried.

The meeting then adjourned till February 15 next, on motion of Messrs. Best and Deyell.
W. F. O'BOYLE, Clerk.

—James Long was sentenced at London to three months for shop-lifting.
—Rev. Rural Dean Deacon, of St. Paul's, Stratford, has been superannuated.
—Fire did \$10,000 damage to the engineering works of M. W. Culliffe, at Rossland.
—The Great Northern Railway will spend three millions on its Vancouver terminals.
—Hon. L. P. Brodeur addressed the Montreal Club on "The St. Lawrence Route."

LOCAL MARKETS

Eggs, fresh, per doz	.029 to .030
Butter, per lb	.027 to .028
Lard	.015 to .016
Darks	.090 to .100
Chickens, per pair	.060 to .080
Hens	.070 to .075
Turkeys, per lb	.017 to .020
Geese, per lb	.011 to .012
Best Manitoba Patent flour	.295 to .315
Straight rolled flour	.245 to .265
Peas, small, bus.	.080 to .080
Oats	.035 to .035
White oats	.035 to .035
Wheat, fall	.087 to .087
Spring wheat	.082 to .082
Coats wheat	.082 to .082
Barley	.045 to .048
Hay, new	10.00 to 12.00
Straw, per ton	5.00 to 6.00
Butchers' meadow cows	2.75 to 3.50
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Export cattle	5.00 to 8.00
Reef cattle per lb	.003 to .010
Soxckers' cattle good	3.00 to 4.00
Milch cows	30.00 to 50.00
Dressed hogs	8.00 to 8.00
Hogs, live selected	6.25 to 6.25
Hogs, fat	3.00 to 3.60
Sows, heavy	4.25 to 4.50
Small pigs, pair	4.00 to 5.00
Wool, unwashed	.08 to .09
Potat. washed	.013 to .015
Potatoes, new, bus.	.035 to .040
Apples, per bag	.075 to 1.25

SALE REGISTER.

FRIDAY, JAN. 25.—By Geo. Jackson, auctioneer, unreserved credit sale of valuable farm stock and implements, the property of Mrs. David Hart, North-east quarter of lot 17, con. 13, Manvers. Sale commences at one o'clock sharp.—w2.

FARM FOR SALE—At a bargain, 32 acres, being S. W. part of lot 24, con. 10, Ops. The land has never been plowed, and is considered first-class. Is known as Mrs. Keenan's estate. Apply to OWEN O'CONNOR, Ennismore.—wt.