

Our Seventeenth Anniversary Sale

Our Seventeenth Anniversary Sale, March 17, 1913, Continuing Through Easter Time

DO YOU REMEMBER WHEN WE had our initial opening? Our store was ready for business, but not just the same store that you see to-day, true it is the same location, the most convenient one in town, but think of the many changes those past years has seen this store undergo. Every one of those changes have been planned to facilitate carrying greater stocks, providing greater display space, to make it a convenient store to shop at, to provide comforts for both shopper and employee. To make a long story short—to make this store second to none—a store where values warrant your patronage.

Now we are going to have a real enjoyable time and we want you and your friends to be sure and come, we are preparing for a big crowd so there will be no reason to stay away. The store will have its very best dress on, everywhere new things will be ready for your inspection. The new millinery and ready to wear garments will be making a host of friends. Every department will be in merry competition for your attention, every minute will be full of interest so come and enjoy a real good time during the entire coming week.

Come in and See Us During Our Seventeenth Anniversary Sale

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SPRING GARMENT DISPLAY

Immense Anniversary Sale From now until after Easter

SPRING MILLINERY OPENING

SEE THE NEW GARMENTS

You cannot fail to be interested in this section. Some of the nicest ready to put on and wear garments ever shown in this district will be on display. The very newest spring styles that can be procured—neat to say the least and showing by their makeup what expert designers only can produce.

Show Model—No. 1029S—Ladies' Serge Suit, satin lined, inside pocket, collar and cuffs trimmed with braid and small covered buttons. High band skirt, wide cluster of pleats at side, plain back. Show model made in new tan..... **\$18**



ANNIVERSARY SUIT OFFERING

For our anniversary we are putting on sale in our men's clothing department a fine range of new tweed, serge and worsted suits. These are all new spring styles and our regular \$12, \$12.50 and up to \$15 lines which includes our special \$12 navy serge suit. You will be well pleased with these garments. Your choice during Anniversary Sale..... **10-95**



Boys' Jerseys Only 18c Each

An advance shipment of boys' cotton jerseys, the regular 25c line, will be on sale during Anniversary Sale at **18c** each.

Buy them now for the coming summer wear and save.
Men's Velour Hats \$2
This is decidedly new and comes in tan, grey and black, very high grade quality and silk lined. Only each **\$2**

Musical Program Daily

REFRESHMENTS MONDAY and TUESDAY 2.30 to 5.45

We extend a cordial invitation to you and your friends.
J. SUTCLIFFE & SONS

GET ONE OF THESE FOLDERS

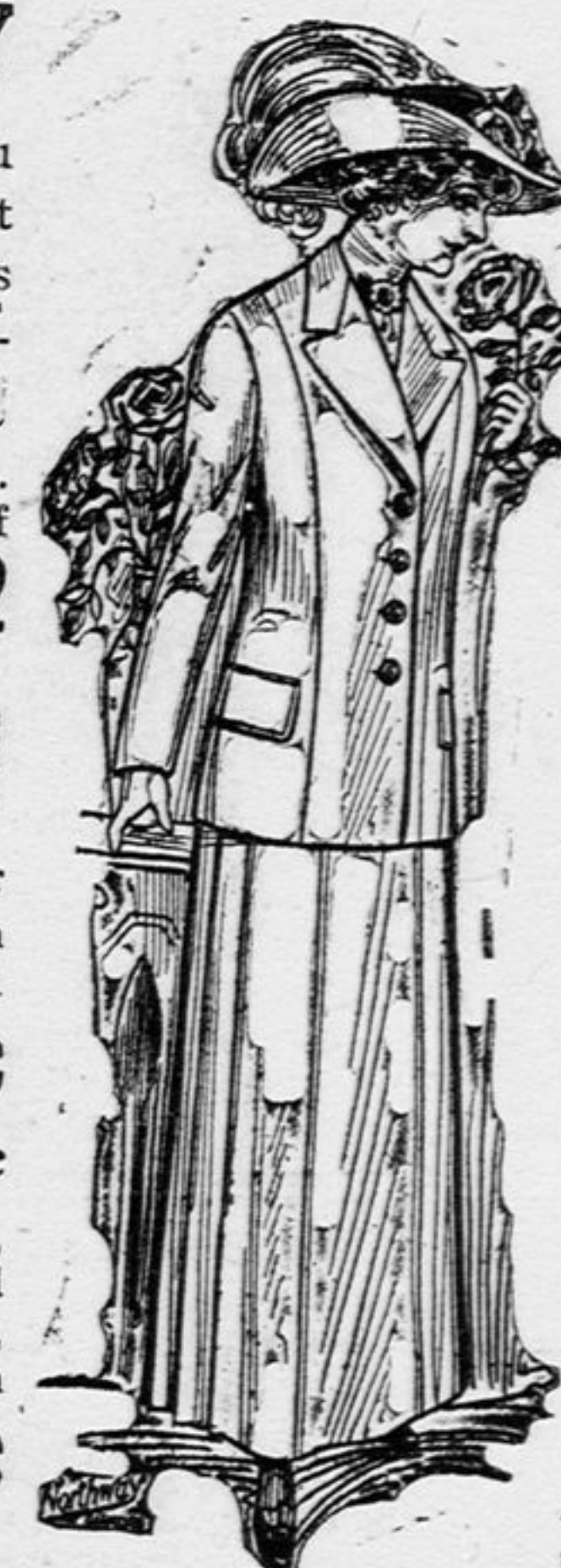
We have just issued a neat folder telling especially about Hosiery and Corsets. It is illustrated with written descriptions of our many special lines and sure to interest you. They may be obtained at any counter on the main floor. Be sure to get one.

SPECIAL—During Anniversary three pairs Penman's make black Cashmere Hose, all sizes, only..... **\$1**

SEE THE NEW MILLINERY

Easter time and spring are pictured in this new millinery. You forget all about the winter months and begin to think of the bright sunshine of spring and how in keeping with it are millinery models for 1913. Beautiful models of the most approved styles with trimmings of the most favored kinds. Monday and following days.

Show Model—No. 51913.—Servian Turban made of a plateau of leghorn. The base is finished with a deep blue velvet edge and trimmed with a garland of corn flowers, double question mark in white and blue and jewelled ornaments..... **\$12**



New Shades in Popular Silks

These are extra good quality Paillette silks suitable for dresses or waists; 36 and 38 inch widths, as good as the most \$1 lines offered. Anniversary sale price per yd..... **89c**



1.50 Bordered Silks 98c

Bordered silks, 36 inches wide, rainproof foulards, very special qualities, colors of tan, alic, black and white also combination of black and white. Reg. value 1.50 per yd for ... **98c**

Dollar Serge for 75c yd.

A special line of heavy, navy serge, 52 inches wide, good quality and equal to the average dollar serge for per yd..... **75c**

New Spring Wash Goods

You will do well to see our many lines of beautiful wash materials for this season. They combine the new shades, new weaves and are sure to be very popular for gowns, waists and wash suits. To be well versed in wash good values you should see these.

Spring Millinery Openings MONDAY, TUESDAY, MAR. 17, 18th and Following Days.

Perrin's Celebrated Gloves

We have just placed in stock an import shipment of Chas Perrin & Cie of Grenoble, France, celebrated kid gloves for ladies'. These gloves come direct from the factory in Grenoble to us. The qualities are extra good while the shades are very true to color and come in tan and gray in both glace kid and Suede quality. You will like the quality and fit of these gloves so try a pair to wear with your Easter outfit.

Spring Garment Display MONDAY, TUESDAY, MAR. 17, 18th and Following Days

Special Values in Flouncing

We are showing some wonderful values in white flouncing embroideries, embroidery edgings and insertions. You can save money here for every yd. we show is by far the best value offered anywhere. See our special sale lines during Anniversary Sale.

Children's Knit Jackets

These jackets are a nice quality, well finished, in plain colors of white, white and sky and white and pink. During Anniversary Sale very special **98c** each.

New Frillings for Spring

A Splendid assortment of new frillings in widths of 1 1/2 to 3 inches and colors of white, black and cream and in net and shadlow lace effects, from per yd. **18c** 50c down to only.....

White Bed Spreads 1.85

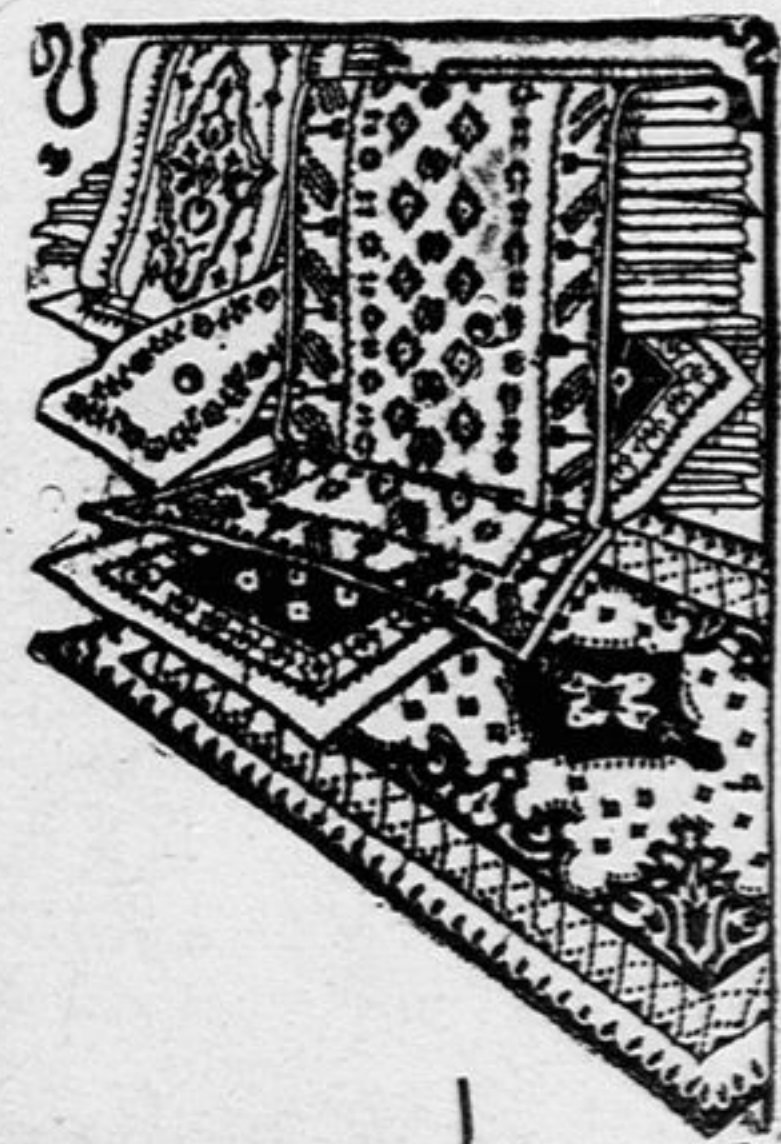
This is a very nice quality, white Mar-sailles spread, satin finished weave, size 72 x 90 inches. Very special value at each..... **1.85**

Ladies' New Spring Collars

We are showing a very fine range of ladies' collars, very new styles including Robespierre, Dutch and sailor designs. Special lines at each only..... **50c**

Beautiful Rugs, Curtains And Materials

Never have the People of Lindsay and district had an opportunity to buy such splendid fittings for the home as we show this season. The very foremost manufacturers of the various lines have contributed their very newest and best productions. The curtains and curtain materials we show are equal to those shown by so called exclusive home furnishers and at a lower price than you can get anything like them elsewhere. Our rugs constitute an immense showing and all come to us direct from the factory, no middle man's profit added when you buy here. During Anniversary time this section will present many attractive showings so count on paying it a visit. It is convenient to both floors, use either stairs.



A Special Priced Sheeting

9-4 bleached sheeting, plain weave, extra good quality being bought before the recent advances in cottons. While it lasts per yd. only **28c**

See the new American "Kolor-fast" Floor Matting—Just what you had hoped to find for bed rooms, living and dining rooms.

J. SUTCLIFFE & SONS

Women's Institute Rest Room 2nd Floor

LINDSAY

Kent and William Streets

The greatest range of Window Shades to Select from offered anywhere. All colors and lace or insertion trimmed. Big values