

January Clearing Sale

ONLY A FEW MORE DAYS TO RUN

Next Tuesday will see the termination of one of the most successful sales we have ever conducted. The main reason for its success was our determination to reduce stocks before inventory by cutting prices away down to ZERO.

Satin Covert Cloth

6 pieces only, 44 inch, Wool Satin Covert Cloth, all colors, regular 1.00. To clear **39c** at

Tweeds, Serges, Poplins, Plain Cloths, all colors, 44 to 60 inch, reg. 1.00 to 1.50. To clear **69c**
2 pieces of fine Imported Navy Coating Serge, 44 in. wide, reg. 75c. To clear **49c**
1 piece only 46 in. Black French Broadcloth, good jet black, reg. 1.25. To clear **79c**

Fancy Herringbone Serge, all wool, 44 in. wide, large range colors, reg. 65c. To clear **39c**
All Wool Tweeds, Serges, etc., in diagonal heather, mixed and stripes, reg. 85c to 1.25. To clear **55c**

500 Remnants at Special Prices.

House Furnishing Specials

12-4 Grey Flannelette Blankets. We only have 30 pairs left. To clear **1.50**

Ladies' Black Llama Hose, reg. 50c. To clear **39c**
Ladies' Ribbed Cashmere Hose, regular 40c. To clear **25c**

Underwear Specials

Ladies' Heavy Striped Flannelette Night Gowns, reg. 75c. To clear **50**
Ladies' Pink, White and Striped Heavy Flannelette Gown, silk embroidery trimmed, reg. 1.50. To clear **98**
Ladies' and Misses' "Union" Vests and Drawers, heavy winter weight, reg. 25c and 35c. To clear **17**
Children's Drawers to clear at 10c

Just Fifteen Left! Ladies' Tweed and Plain Cloth Coats, these coats were from \$7.50 to \$15.00 each: Your choice now **\$2.98**

Silk Bargains

44 inch Black Silk "Lyons" Velvet, good black, guaranteed, regular 4.50. To clear **2.95**

300 yards of Heavy Paillette Silk, in single and double stripe, reg. 1.00. To clear **59c**

100 yards of fine Lining Silk, in a dainty stripe, all colors, reg. 25c. To clear **15c**

36 in. Black Satin Soie, all silk charmeuse finish, regular 1.00. To clear **69c**

24 only Large Size Heavy White Quilt. Sale **98c**

Staple Department

20 pieces of Heavy Imported Flannelette, striped, for nightgowns and underwear, 36 inches wide. To clear **10c**

35 inch White English Flannelette, regular price 15c. To clear **12 1/2c**

A few pieces of Stripe Plaid and Floral Heavy Wrappette, reg. 12 1/2c to 20c. To clear **9 1-2c**

Extra Heavy German Wrappette, in plaid and stripe effects, reg. 30c to 35c. To clear **19c**

25 pairs of fine Nottingham Lace Curtains, reg. 2.00. To clear **1.50**

Coat Bargain! Ladies' Plain Cloth and Tweed Coats, regular \$8.50 to \$18.00 Coats. Your choice now **\$5.00**

Boys' Heavy Ribbed Worsted Hose, regular 35c to 50c. To clear **25c**
Boys' Extra Fine Heavy Ribbed Worsted Hose, reg. 50c to 60c. To clear **35c**

Children's 4-1 Ribbed Hose, cashmere finish, regular 25c. To clear **19c**
Children's Fine Cashmere Hose, tan, black and cardinal, reg. 25c. To clear **15c**

All Trimmed Millinery at Half Price

1.50 and 2.00 Wing and Spray, for **50c**
3.50 Ostrich Feathers, for **1.89**
Children's White Bear Tams **35c**
1.50 to 3.00 Felt Shapes, for **75c**
Children's Velvet and Bear Skin Bonnets, at **75c**

Ready-to-wear Bargains

Our entire stock of Ladies and Misses' Reversible Tweed and Cloth Coats, that sell as high as 22.50. To clear at **\$12.50**
Children's White Bear Coats at **\$1.50**
Silk Moirette Underskirts, black, cream, sky and pink, reg. 2.95 to 3.50. To clear **\$2.00**

Shop Early!

OGILVIE, LOCHEAD & CO.

ONTARIO'S "CLAY BELT."

Seven Years Ago Men Called It "Dead Man's Land."

Two men were returning from the West seven years ago by way of North Bay. As the train ran through the eastern section of Northern Ontario, they sat silent for several hours gazing out of the window at the endless grey rock, with its covering of scraggly pine and blackened timber, standing gaunt and bare against the line of the sky.

"Dead Man's Land," exclaimed one at last. "It will never be a country," replied the other. "It is a stone desert." Let those men go without delay to the towns of Cochrane and Porcupine, communities which were overtaken by the disastrous fire of July, 1911, and were reduced to ruins. Let him stand on the clay hill above Lake Commando and look down on Cochrane, rising from its ashes. Hundreds of new buildings have been erected since the fire.

"Third Street" and "Fifth Avenue." The hundred men toiling in that trench are putting in water works and sewers. The Government employes are cutting a mile swath about the boundary to stem another tide of fire. Twenty years from now "The Clay Belt" will look like a section of the Western part of Ontario. Most people have heard of this tract of fine farming land in a vague sort of way, but few are aware that it contains 20,000 acres of land which lies south of Winnipeg, 300 miles south of Edmonton, and 400 miles south of the famous Peace River country. The soil is good. It is covered with light timber, a mere corn crop in comparison with the growth which confronted Old Ontario settlers fifty years ago.

The strength of "The Clay Belt" is the fertility of the soil. It is grey clay, sandy loam and occasionally homely black muck. The proof of fertility is the abundance of clover, which never lifts its leaves except amid affluence; it grows there luxuriously on lawns, in the fields, in the swamps and on the roadsides. Timothy stands six feet high, and crops of wheat, oats and barley compare favorably this year with those of Old Ontario. Pasture is going to waste in quantities sufficient to fatten all the best lines of Canada, and already the frontier farmers are stocking with thoroughbreds. Naturally, the stock men are those who have been in the country long enough to amass some capital. The pioneer in his cabin is thankful if he has a single cow.

A certain guide to the progress of the country is its architecture. It shows a gradation and struggle of advancement. There is the "four square" log cabin of the pioneer, with its flat roof and single window. In the older farming districts log cabins have been replaced by frame houses or more substantial dwellings of brick and stone. In the towns the types are legion. Earlscourt, Toronto, in its early days could not, in variety or design, surpass the efforts of these northern home builders. But go into the centre of the town and look at the buildings. The banks, the stores, and offices are brick and stone, constructed not to weather a boom, but to last generations.

Canadian Holly.

Christmas holly grown on Vancouver Island was last Christmas shipped to all parts of the continent, and the industry has been inaugurated which promises to become more and more important in ensuing Yuletide seasons.

Orders were received from as far as Los Angeles—even in one case as far as the City of Mexico—north to Dawson City, and east to Nova Scotia and Prince Edward Island, while New York, Boston and Chicago received big consignments. The industry was started some years ago by private citizens in Victoria sending sprigs of holly with the beautiful scarlet berries to friends in the east. At once there grew up a demand for more. Florida and Georgia are the other sources of supply for the American market, but these states do not produce the evergreen in the same beautiful color as does Vancouver Island, which has the natural qualifications to produce holly in even a greater state of perfection than England.

Two Old Stand-bys.

Two of the old stand-bys of the House of Commons staff have gone with the passing of Lucien Dube, and old "General" Williams, on the eve of the opening of the session. Dube was housekeeper for a term which stretched back to the days of Sir John Macdonald, and "General" Williams was the outer guard at the Chamber door. The old and kindly fellow was a Crimean veteran and could cover his breast with even more medals than Col. Harry Smith, the Sergeant-at-arms. It was Williams who stopped Rodolphe (now Sir Rodolphe) Forget from entering the Chamber on one occasion. The financier was paying one of his rare visits to the House and was passing through the swinging door when the "General" nabbed him. "You can't go in there," he whispered, "no one but a member can enter the Chamber." And it was not until Robert Bickersdike identified his fellow Montrealer that old Williams relented.

Wolves Plentiful.

Wolves are very plentiful in northern Manitoba this winter and are roaming around in packs of from thirty to forty, according to T. H. P. Lamb, the Moose Lake trader. Mr. Lamb interviewed the provincial authorities last spring to suggest a special bounty for the destruction of wolves and is now again urging the importance of such a measure, which he declares is required immediately for the protection of the moose, which forms the greater part of the Indians' supply of meat, and for the protection of travelers in the district.

Rare and Well Done.

Reporter—It was a rare sight. City Editor—When you write the story I want it well done.

Dr. de Yan's Female Pills

Reliable Female Pills. These pills are exceeding powerful in regulating the female system. Do not let cheap imitations. Dr. de Yan's are sold

Watch For the Red Tag Specials!

GREAT ANNUAL Red Tag Sale

Now at Full Blast

Last Saturday was a day to be remembered by thousands of people who took advantage of our great Red Tag Sale. Follow the crowd to the great RED TAG SALE.



Men's Suits and Overcoats

\$ 7.50 Values For \$ 4.00
\$ 8.50 " " \$ 5.00
\$ 10.00 " " \$ 6.00
\$ 12.00 " " \$ 7.50
\$ 14.00 " " \$ 9.95
\$ 16.50 " " \$ 11.95
\$ 18.00 " " \$ 13.45
\$ 20.00 " " \$ 14.95

THIS IS A REAL OLD FASHIONED SALE!

Men's Suspenders
Men's 25c Police and Fine Braces, elastic, web and leather ends. Red Tag Sale. **15c**

Men's Worsted Sox
In black and grey mixtures, reg. 25c, extra quality. Red Tag Sale. **15c**
(2 pair for 25c)

Men's Sweater Coats
A Good Quality Wool Sweater Coat, with high roll collar, vest style, reg. 1.50 values. Red Tag Sale **79c**
(Others at 1.49, 1.95, 2.50)
Men's Wool Underwear
In almost every make, shirts only, worth up to 2.50. Red Tag Sale **69c**

Every Day is Bargain Day

WILES & QUINLAN

THE BIG 22 CLOTHING HOUSE, BRANTFORD
Brant County's Greatest Clothiers

FREE--ABSOLUTELY--FREE

A Fancy Waistcoat Given Away

To Every Man Who Orders a SUIT or OVERCOAT on Thursday, Friday and Saturday Jan. 23rd, 24th and 25th

AT BROADBENT'S

See our Windows! Come in and See your Cloth. Pick out the Vest you like, we do the rest. Do not miss this Opportunity.

Broadbent's "Arcade Store"

Agents in Brantford for JAEGER PURE WOOL CLOTHING

GRAND TUESDAY, JANUARY 28

MR. HENRY D. HARRIS
PRESENTS
THE TRAVELING SALESMAN
A COMEDY BY JAMES FORBES
AUTHOR OF "THE CHORUS LADY" & "THE COMMUTORS"

With SHEP CAMP as BOB BLAKE—A Riot of Comedy—You Will Laugh Until Your Sides Ache
PRICES—14 rows \$1.00, 8 rows 75c, balcony 50c, balcony 25c and 50c; gallery 25c—SEATS SATURDAY

Ingredients of Ayer's Hair Vigor:

Sulphur, Glycerin, Quinine, Salicin, Castile Soap, Alcohol, Water, Perfumery.

Does not Color the Hair

REID & BROWN

SOME REMARKABLE PRICE REDUCTIONS IN FURNITURE THIS WEEK

Among Which We Have Some Fine Extension Tables to Clear Out

Large Pedestal Extension Tables, made of the very best 1/2 cut oak, extending to 8 feet, golden finish, fancy carved and plain feet, usual price \$33.00. Now **\$28.00**

The same kind of table, a little smaller in diameter. For **\$26.00**

Then we have some Pedestal Tables, extending to 6 feet, of the very best golden 1/2 oak, usual \$20.00. Now **\$17.00**

We also have Extension Tables, surface oak, these are hard to tell from the genuine 1/2 oak, golden and early English, square and round, some with pedestals and some with five legs. From **\$6.50**

and up, and all at reduced prices

If interested in Tables you can certainly save money at this store. These low prices are not only in tables but in everything else. Call and be convinced of this.

WE CARRY THE LARGEST VARIETY OF BABY CARRIAGES IN THE CITY. ALWAYS IN STOCK WINTER AND SUMMER

REID & BROWN

Furniture and Undertaking

Bell Phones 443, 459, 794 OPEN EVENINGS

IS DEAD AT 100

(Courier Leased Wire). ST. THOMAS, Jan. 28.—Miss Hannar Patterson of Dunwich Township, daughter of the late Col. Leslie Patterson, died yesterday in her 100th year.

WILL REPLY TO CHARGES

(Courier Leased Wire). MONTREAL, Jan. 28.—A local financial news service today says: Sir Rodolphe Forget has left for Ottawa, where, it is understood, he will reply to the extensive charges made yesterday by Hon. Rodolphe Lemieux concerning the Quebec and Saguinay Railway, the Banque Internationale, the Eastern Canada Power and Pulp Company and allied Forget institutions.

COMPROMISED.

(Courier Leased Wire). CALGARY, Alta., Jan. 28.—The advocates and the opponents of the single tax have compromised and no plebiscite will be taken on this question. A compromise has been effected on the basis of reducing the tax on buildings from 25 to 15 per cent. of their valuation.

A WONDERFUL CURE.

Just think of it, a cold cured in ten minutes—that's what happens when you use "Catarhoxone." You inhale its soothing balsams and out goes the cold—sniffles are cured—headache is cured—symptoms of grippé disappear at once. It's the healing pine essences and powerful antiseptics in Catarhoxone that enable it to act so quickly. In disease of the nose, for irritable throat, bronchitis, coughs and catarrh it's a marvel. Safe even for children. 25c. and \$1.00 sizes at all dealers.

Wood's Peppermint Cure
The Great English Remedy for Coughs, Croup, Whooping Cough, Sore Throat, Hoarseness, Asthma, Bronchitis, and all Affections of the Throat and Lungs. It is a powerful expectorant and soothes the inflamed membrane. It is a safe and reliable remedy for all the above ailments. Price 25c. per bottle. Sold everywhere.

The Dollar Day

Do not forget to look us up on the Dollar Day. We shall have fine bargains in Books, Pictures, Stationery, Frames, Leather Goods, etc. Our January Picture Sale closes on Friday.

Pickels' Book Store

SEE Sp Bar This

THE NEW Automatic 'Phones 59

WALLACE'S Put up in the same old more popular than ever. The old reliable prepares the skin soft and chapped hands, face. 25c. —PR. CECIL A. Dispensing Chemist 191 COLBORNE STREET

BULL WE ARE PUTTING HAIR

This month, and if you it will pay you to come are certainly some gr

A discount of 25% BULLE Jewellers and Opticians Bell Phone 1327

Real Estate Announ

OUR list of city is rapidly growing a list of farm and of those who have decided to leaving, starting February will be a good chance call and see our list have rooms furnished may also list them

No Sale If you want to or lot let us W. E. 232 COL Real Estate, Fire,

IT'S ALL RIGHT POSITIVELY THE