



ON THE MAIN STREET

It is reported that a farmer living some five miles east of Lindsay found the top section of a roadpost on which were painted the words "5 miles to Gough's clothing store". This post recalls the years when similar mile posts could be found on every leading road entering Lindsay. The mile posts were popular as was the men's and boy's clothing store owned and operated by B.J. (Barney) Gough at the corner of Kent and William streets where the Victoria and Grey Trust is now located. It was Lindsay's largest store of its kind.

Mr. Gough was a believer in advertising. The entire length and depth of the east wall of the store on William Street bore a picture of a well dressed, tall man with suitable advertising. "B. J." was tall, wore a goatee and was not the most handsome gentleman in town, but the most colourful. He was an R.C. and was broad-minded and tolerant. Whenever the Orangemen celebrated the glorious twelfth in Lindsay, one window in the Gough store was decorated with all kinds of Orange ribbons, badges and canes which were for sale. In those days every per-

son seemed to buy and wear Orange decorations of some kind.

B. J. Gough was the first merchant in Lindsay to pay for an entire page of advertising and it was in connection with an Orange celebration. The large type heading read "Welcome to William the King of Orange and his followers from B. J. Gough, the King of Clothiers."

Incidentally, B. J. Gough was a brother of Gough Brothers who for many years ran a fur business and fur garment store on Young Street, Toronto, just north of Eaton's store.