

Terrific Conflagration of Profits.

Every Vestige of Gain Burned in the General Sweeping Out.

Hustle is Goughs' word. Make things hustle by concentrated hustle yourself. In order to give a snap and vim to Christmas trade, Gough Bros. run the road roller over their stock, squeezing out every atom of profit, and will sell at dead level cost from every line in stock, knocking a hole in the wall of prices.

OVERCOATS

Men's Overcoats.....\$8 90
Men's Overcoats, ten patterns..... 4 75
Men's Fine Tweed Overcoats..... 6 00
Men's Fine Worsted Overcoats..... 6 90
All \$9, \$10 and \$11 Overcoats now..... 8 00

SUITS

Boys' Suits, \$1.25, \$1.50, \$1.75, \$2 and \$2.50
Men's Suits, \$2.75, \$3.75, \$4.50, \$5 and \$6.90
All \$9, \$10, and \$11 Suits now for \$8.50

Curiosity is the most general as well as the most innocent fashion that actuates the human mind. To gratify those who may be curious to know how we can name such extraordinary inducements, we make mention of the fact that the garments offered in to-day's announcement are part of the great \$40,000 Manufacturer's Stock bought by us at 60c on the dollar, thus putting us in a position to discount the prices of all others; therefore, no matter what you see nor where you see it, come to us and we will sell you a better article for less money. If we don't we will refund you your money. Take in this big sale.

Heavy Union Shirts and Drawers, 19c.
Heavy All Wool Shirts and Drawers, 40c.
Scotch Elastic worth \$1.00, for 60c.
Fine Natural Wool 75c., worth double.
Heavy Knit Top Shirts, 39c.
Good Flannel Top Shirts, 40c.
Heavy All Wool Sox, 10c.
White Dress Shirts from 25c. up.
Gloves, Mitts, Silk Handkerchiefs, Ties, Collars, Cuffs,
Braces, Neck Scarfs at 60c. on \$
Our Stock of Fur Caps is complete.

GOUGH BROTHERS

ASSOCIATE STORES—Peterboro, Orillia, Belleville, Brantford, Toronto, Kingston.

KENT STREET, LINDSAY.

MONEY TO LOAN.

Insurance and Real Estate. Agent Watrous Engine Works Co'y. Frame Dwelling and 4 acre of land, centrally situated, 1000 acres of Farm Lands in Assiniboia, N. W. T. Near School, Post Office and Railway Stations. Terms easy. 100 acres, clay soil, 50 cleared and good buildings, near Haliburton; will sell cheap for cash as owner is going to Manitoba.

L. BARTHOLOMEW, Dominion Bank Building.

185 New Brick House for sale, South Ward.

BREVETTES.

Oysters at Mrs. B. F. Jewett's.—9-tf.
German felt slippers, over-socks and rubbers, cheapest at Perkins & Co's, 62 Kent St. Lindsay.—9-tf.
Read Jas. H. Lennon's Xmas. making room announcement in another column. Jim means business.
Churches' alabastine, ready for use, in cold water, for walls and ceilings, in art tints, at W. A. Goodwin's.—82-tf
Ladies try our Dongola Wankenphast boots; the best and easiest boot you can wear. Perkins & Co., the leaders in low prices of boots and shoes, rubbers, etc.—59-tf.
Burdock Pills cure Liver Ills. They are small and elegantly coated, sure in effect and pleasant to use.—63-5.
The annual exhibition at the Union school, Victoria Road, will take place on Friday, December 23rd. A pleasant time is expected.
Mr. William and Mrs. Thorndyke of Whitby, were visiting this week Mr. Thorndyke's parents, Mr. Michael and Mrs. Thorndyke, Lindsay.
The annual entertainment of the Methodist church Sunday school, Janetville, will be held on Friday, December 23rd, commencing at 7.30 o'clock. Tickets 15 cents.
Beautiful cups and saucers 10c, 12c, 15c, 20c, and 25c, at Huggan & Co's. We have not got a last year's Christmas card or booklet left. The new ones are elegant and the price from 2c to \$1.—63-1.
The county court and quarter sessions opened on Tuesday, acting judge John McSweeney presiding. Owing to the crowded state of our columns the report of cases tried has to be deferred until next week.
People who have tried it, say that there is no better medicine for dyspepsia than Ayst's Sarsaparilla. It may not give one the stomach of an ostrich, but it so strengthens the alimentary organs that digestion of ordinary food becomes easy and natural.—65-1.
Ingram True Blue lodge No. 6, Kinmount, will hold their annual tea meeting and entertainment in Pym's hall, Kinmount, on Monday evening, 2nd January, 1893. A good programme is provided and nothing will be left undone by the committee to make the entertainment a success.
The members of the Y.P.S.O.E. of the Methodist church Little Britain, will hold a grand entertainment on the evening of Dec. 20th. Mr. W. A. Dixon, Toronto's famous ventriloquist, and Mr. F. W. Christie, the celebrated dialect reader, of the same city, have been engaged for the occasion, besides other outside talent and some of the best local talent will be utilized. The platform will be decorated with a handsome arch, and at the close of the programme Santa Claus is expected to arrive in a beautiful Xmas boat. Admission adults 25c., children 15c. Doors open at 7.30, chair taken at 8 o'clock sharp. Everybody welcome.
We have before us an old friend in a new dress. The Toronto "Week" has changed its form, and we consider the departure on the whole an advisable one. With no diminution of space, but more compact, "The Week" has drawn nearer to the conventional form of "The Athenaeum," "The Academy," and other high class weeklies. The literary merits of "The Week" are so well known to our readers that they call for no comment here. Suffice it to say that the change is altogether in external appearance, and that the staff remains substantially the same. This journal is commencing its tenth year, it has always had a high reputation upon this continent and in Europe, and we see no reason to prevent its remaining the first literary weekly of the Dominion. The present form, amongst other advantages, possesses obviously greater facilities for advertising, clearer headlines and a general compactness which will be appreciated by all who have a regard to neatness and precision as opposed to mere bulk.

Mr. Thomas Paul, of Manvers, was in town on business on Friday.
The finest childrens sleighs in Lindsay at Porter's bookstore.—65-1.
If you want a good lunch go to W. J. Morton's, 49 Kent Street, Lindsay.—26-tf.
Ladies, Miss Mitchell has something interesting for you to read in another column.
Mr. W. A. McRae, Kirkfield, announces his Christmas goods on the eighth page of this issue.
Mr. R. H. Baker passed through town on Saturday, on his way home to Ingoldby from Manitoba.

MORTGAGE SALE OF VALUABLE Town Property

Under and by virtue of a Power of Sale contained in a certain mortgage, made by GEORGE McHUGH BAKER and others, which will be produced at the time of sale, there will be offered by Public Auction, at Lindsay, at the BERSON HOUSE, on
Thursday, January 12th, 1893,
at 12 o'clock, noon, by George McHugh, Auctioneer, the following desirable Town Property in the Town of Lindsay, in the County of Victoria, being comprised of:
FIRSTLY: Town Lots Nos. 7 and 8, North of Russell Street East, in the said Town of Lindsay, and SECONDLY: Town Lot No. 2, East of St. Lawrence Street, containing by admeasurement ten thousand eight hundred and ninety square feet, be the same more or less, all as surveyed and laid out by John Knatchbull Roche, P.L.S., on a plan of Lots Nos. 20 and 21, in the Sixth Concession of the Township of Knapik, in the said County of Victoria.
This property is situated in the best part of the Town, being on the North East Corner of Russell and St. Lawrence Streets, and upon the property is a commodious and well constructed brick veneered dwelling house, new, isolated, and in good repair.

TERMS.—Ten per cent of the purchase money to be cash at the time of sale, and the balance within thirty days, without interest, or at the option of the purchaser a portion of the purchase money may remain on mortgage for five years, with interest at six per cent, payable half yearly.
Further particulars will be made known at time of sale, or can be obtained on application to
BRUCE, BURTON & BRUCE,
Vendor's Solicitors, Hamilton.
65-4.

1893. Harper's Bazar.

Illustrated.
HARPER'S BAZAR is a journal for the home. It gives the latest and latest information about Fashions, and its numerous illustrations, Paris designs, and pattern-sheet supplements are indispensable allies to the home dress maker and the professional modiste. No expense is spared to make its artistic attractiveness the highest order. Its bright stories, amusing comedies, and thoughtful essays satisfy all tastes, and its last page is famous as a budget of wit and humor. In its weekly issues everything is included which is of interest to women. The Serials for 1893 will be written by Mrs. Emma Easton and Emma Lyall. CHARLES TAYLOR'S HARPER will furnish a practical series entitled "As the Toilet." GRACE KING, OLIVA THOMAS, MIZZIE, and CLARA will be frequent contributors. The work of women in the Columbian Exposition will be fully represented with many illustrations. The "Women and Men," will please a cultivated audience.

HARPER'S PERIODICALS.

Per Year:
HARPER'S MAGAZINE.....\$4 00
HARPER'S WEEKLY..... 4 00
HARPER'S BAZAR..... 4 00
HARPER'S YOUNG PEOPLE..... 2 00
Postage Free to all members in the United States, Canada, and Mexico.
The volumes of the BAZAR begin with the first Number for January of each year. When no time is mentioned, subscriptions will begin with the Number current at the time of receipt of order. Bound volumes of HARPER'S BAZAR for three years back, in neat cloth binding, will be sent by mail, postage paid, or by express, free of expense, (provided the freight does not exceed one dollar per volume) for \$7 per volume.
Cloth cases, for each volume, suitable for binding, will be sent by mail, post-paid, on receipt of \$1.00 each.
Remittances should be made by Post-office money Order or draft, to avoid chance of loss. Newspapers are not to copy this advertisement without the express orders of HARPER & BROTHERS.
Address: HARPER & BROTHERS, New York.

COMMERCIAL

Office of THE VICTORIA WARDEE, LINDSAY, ONT., Dec. 16th, 1892.

Lindsay Markets
Fall Wheat, per bushel..... 83 to 85
Frye do do..... 85 to 86
Spring Wheat do..... 83 to 85
Goose do do..... 82 to 83
Flour, Spring, \$100..... 06 to 07
do Mixed do..... 05 to 06
do Fall do..... 04 to 05
Flour, new process Superior..... 1 90 to 2 10
Strong bakers..... 2 20 to 2 40
Corn meal, per 100 lbs..... 2 00 to 2 20
Corn Chop, per 100 lbs..... 1 85 to 2 00
Oat meal, per 100 lbs..... 2 20 to 2 40
Barley, No. 1 per bushel..... 0 85 to 0 95
Barley, No. 2 per bushel..... 0 80 to 0 85
Barley, No. 3 per bushel..... 0 75 to 0 80
Rye, per bushel..... 0 70 to 0 75
Peas, do..... 0 65 to 0 70
Peas, large do..... 0 67 to 0 72
Oats, do..... 0 55 to 0 60
Potatoes, per bushel..... 35 to 40
Apples, per bushel..... 40 to 50
Dressed Hogs, per cwt..... 10 to 12
Butter Tub or Firkin per lb..... 0 14 to 0 17
Beef..... 4 00 to 5 00
Dressed Hogs, per cwt..... 10 to 12
Salt, per barrel..... 0 90 to 1 00
Straw, per load..... 1 50 to 1 60
Hides..... 8 00 to 10 00
Wood..... 3 00 to 4 00
Mess Pork, per cwt..... 15 00 to 16 00
Hay, per ton..... 6 00 to 7 00
Dressed Hogs, per 100 lbs..... 5 00 to 6 00
Live Hogs..... 4 00 to 4 50
Wheat, red..... 0 65 to 0 66
Wheat, white..... 0 65 to 0 66
Barley, goose..... 0 85 to 0 87
Barley, malt..... 0 85 to 0 87
Oats..... 0 50 to 0 55
Rye..... 0 60 to 0 65
Peas..... 0 65 to 0 70
Dressed Hogs, per cwt..... 10 to 12
Turkeys..... 8 00 to 10 00
Butter..... 15 to 18
Butter-tub..... 0 15 to 0 16
Eggs per dozen..... 0 25 to 0 26
Butter..... 15 to 18
Apples..... 1 00 to 1 25
Turkeys, yellow, per bag..... 0 80 to 0 85
Apples..... 1 00 to 1 25
Beets, per bag..... 0 70 to 0 75
Pumpkins, per bag..... 0 75 to 0 80
Parsnips, per bushel..... 4 00 to 5 00
Carrots, per bag..... 0 40 to 0 50
Onions, per bushel..... 0 40 to 0 50
Radishes, per dozen..... 0 05 to 0 10
Hay per ton..... 6 00 to 7 00
Straw, shed, per ton..... 0 00 to 0 00
Wool per lb..... 0 00 to 0 00

Toronto

Toronto Cattle Market:
Cattle—Export, 1,200 lbs. and up..... 30 to 35
Mixed and Bulls..... 25 to 30
Butcher's choice picked per lb..... 3 25 to 3 35
"common to good..... 2 50 to 2 75
"per lb..... 2 50 to 2 75
Springers, per head..... 35 00 to 40 00
Milch Cows, per head..... 35 00 to 40 00
Butter-tub..... 0 15 to 0 16
Eggs per dozen..... 0 25 to 0 26
Lamb—Per head..... 4 00 to 4 25
Hogs—Light fat, per cwt..... 8 75 to 9 00
Stags, per lb..... 0 05 to 0 06
Calves—Per head, good to choice..... 3 50 to 4 00
Common..... 2 00 to 2 50

Touchburn & Preston,

GRAIN AND PRODUCE MERCHANTS.
Bethany, Franklin and Omemee.
Highest market price paid for grain of all kinds at a season of the year.
J. S. PRESTON, ROBT. TOUCHBURN

INSURANCE

Fire, Life and Accident.
CANADA LIFE, ESTABLISHED 1847.
Assurance in force, \$5,000,000
Annual Income, \$250,000
Those joining the Company now will share in three years' profits at the division in 1894.
Liverpool, London & Globe; Royal Guardian; British American; Imperial Fire Insurance Companies
All classes of Property Insured at Lowest Rates Prompt and liberal settlement in case of loss.
Accident Ins. Co. of North America.
HEAD OFFICE, MONTREAL.
All kinds of Accident Policies issued. Travellers Accident Tickets.
RAILWAY and STEAMSHIP TICKETS at Lowest Rates to almost any part of the world.
F. C. TAYLOR,
Agent, Express Office, Lindsay, and Ticket Agent for Grand Trunk Railway, Lindsay, Oct. 11, 1892.



AN INFALLIBLE REMEDY!
Supercedes all other preparations for the cure of Mental Debility, Nervous Prostration, Loss of Appetite, Dimness, etc. These Pills possess no purgative properties, nor anything hurtful to the most delicate system. They are the result of years of careful study and analysis, and used with great success in the private practice of an eminent physician. They act primarily on the nerve centres, increasing the Vital Force, promoting Assimilation, Expelling the Blood, thus preventing and curing disease.
For sale by Druggists, 50c. per box, or sent post-paid for 50c., or 6 boxes \$2.50.
Dr. Butler Medicine Co. Brockville, Ont.

AUCTION MART CLEARING SALE.

Having decided upon making alterations in the premises now occupied by me, and it being necessary to clear out the stock to get room, I will for the
NEXT THIRTY DAYS
give some sweeping reductions in
Furniture, Crockery, Glassware, Cutlery, Looking-Glasses, Tinware, Cook Stoves and Coal Stoves.
Now is the chance. Inspect stock and prices and you will be convinced I am doing just what I advertise to do.
THE AUCTION MART,
Opposite the Benson House,
JAS. H. LENNON.
Lindsay, Dec. 14th, 1892—65-4.

W. A. McRAE, KIRKFIELD, CHRISTMAS GOODS.

We have received a splendid assortment of goods selected specially for the holiday trade. The list comprises a large variety of useful and ornamental articles ranging in price from 1 cent up to \$30. We are sure to have just what will suit you, and to induce you to buy we have marked these goods at a very small advance on cost.
STOVES. STOVES.
Our stock of these is as complete as can be found in the county. In wood cooking stoves we have nearly everything worth offering. And to reduce the number we will sell for the next month at very low prices and on the most favorable terms. Before finally deciding to buy the stove your wife wants, and should have this fall, come and see what we are prepared to do for you.
CUTTERS.
These are going off rapidly. The style and quality of the goods, and our close prices suit everyone who wants to buy. It will pay you to step into our show room and see the goods our best manufacturers are turning out. Remember we have everything in tinware and granite ware, both plain and fancy goods, and can supply anything you want in paints, paint oil, machine oil, coal oil, paper, glass, putty, hinges, saws, axes, nails, etc., at very close prices. Write us you all the compliments of the season.
WM. A. McRAE.
Kirkfield, Dec. 13th, 1892.—65-4.

CHRISTMAS IS COMING McCARTY IS HERE.

We are ready to supply you with Watches, Clocks, Silverware, Novelties, etc. They are beautiful for the small sum of \$19.50. See them at W. F. McCarty's.
Gents' gold filled and silver Watches, cheaper than cash "here" than any other house in the County. Think of this an eight day walnut or oak finished clock, good reliable article, for the small sum of \$5.20.
Bro's Ear-rings, Chains, Unarms, Lockets, Bracelets, Pins, Engagement Rings, Wedding Rings. Come in, see the goods, the prices are as low as the price of wheat. We must be gone with low prices for good goods. No. 77 Kent street, opposite A. Campbell's grocery.
Repairs done promptly at W. F. McCarty's. All work guaranteed to give satisfaction.
Nov. 14th 1892.—61-12.