



# Thunder it Down the Ages

**NAIL - THEM - WHILE - YOU - CAN !**

**EVERY LINE WE OFFER IS A PULLER !**

And when a real good opportunity is within your reach you should grasp it before it is too late. An indelible mark of public approval has been the outcome so far of our unequalled SALE of the great.....

**STOCK OF THE ARMY AND NAVY CO., LTD., TORONTO,**

BOUGHT AT 53 CENTS ON THE DOLLAR, but within the last few days this superb stock has been further augmented by an extraordinary purchase. Bought at a low rate on the dollar, of NEW SPRING AND SUMMER CLOTHING, HATS, CAPS AND GENTS' FURNISHINGS, and this week the gong again gives no uncertain sound. This Biggest of all Big Sales is creating sad havoc in Hats, Caps and Furnishing Goods, as well as the Clothing Trade, and grasping avaricious capitalists is what our competitors now call us, but still our patrons come! They will come! They must come! Last Saturday they were driving down the main roads: scooting along concession lines; hurrying across lots; every hour the procession gaining in numbers, all making for GOUGH'S, the Wonderful Cheap Man, the acknowledged Clothier of the Age, but.....

**LOOK AT THE BOLTS FROM OUR CATAPULT**

and wonder not why we do the trade, and are busy all the time.....

## CLOTHING

- Men's Single and Double Breasted Suspenders, embracing all the most seasonable and stylish fabrics, including clay worsteds, fancy worsteds, chevrot, serge, English and Scotch tweeds, tailored and finished perfectly, value \$10.00 to \$15, special sale price **\$10 00**
- Men's Business Suits for spring wear, stylish, durable and neatly made of serviceable Canadian and English chevrots and cassimeres, a splendid assortment of pleasing patterns including the very choicest spring effects in cloth, checks, cut and tailored in the most approved fashion, worth \$15, special sale price **7 95**
- Men's stylish Top Coats, the latest materials and shades, made and tailored excellently, made to fit and made to wear, worth \$12, special sale price **7 50**
- Men's High Grade Dress Coats and Vests, of fine West of England clay and diagonal worsteds, the kind that won't wear shiny and will give the utmost satisfaction, cut in three or four button cutaway frock, lined and tailored as they should be, actual value \$10 to \$15, sale price **10 00**
- Men's High Grade Top Coats, of fine English Vienna Cloth Covert and Twill Coating, cut and tailored in approved fashion, lined with high grade Italian cloth, special sale price **10 00**
- Men's Trousers, stylish, nobby and durable, the latest spring patterns and materials, perfectly tailored and finished, made with custom cut waistbands, side, cash and hip pockets. Actual value \$4.50, special sale price **2 75**
- The latest Sailor and Boy's Blouse Suit of the season, made of good English blue serge, trimmed with deep collar, gold braided, fitted with lanyard and whistle, worth \$3, special sale price **1 25**
- Boys' 2 Piece Suits, in all wool wear-resisting materials of plain and small check, dark patterns, strongly made and well finished, sizes 22 to 27, worth \$4.50, special sale price **1 75**
- Boys' 2 Piece Confirmation Suits in fine imported black, clay and Venetian worsteds, the very newest design of make, with best of trimmings, sizes 22 to 28, worth \$5.50, special sale price **3 50**
- Boys' 2 Piece Confirmation Suits in imported clay and Venetian finished worsteds, single breasted, saucy style, beautifully made and trimmed, sizes 22 to 28, worth \$7.50, special sale price **5 49**



## Hats You can be Sure of

Our new Spring Hats are at the very top notch for quality, style and durability. We pride ourselves especially on the fact that our stock has no inferior qualities, and when we sell a man a Hat we have the satisfaction of knowing it will do its full duty by him.

- Young Men's fine American Fur Felt Stiff Hats, the very latest New York styles, procured expressly for this season's trade, neat roll brim, corded silk binding, with satin band, fine leather sweat, a very stylish hat for young men, in black and seal brown. Special sale price **\$2 00**
- Men's Fine English Fur Felt Stiff Hats, Christy's and other noted makers newest London Spring shapes, best corded silk trimmings, white satin lining, in black, terra, russet and tan colors. Special sale price **2 00**
- Men's Fine Fur Felt Stiff Hats, latest Spring block, pure silk trimmings, calf leather sweat, unlined and saphyr-weight, in black, tan, California brown and tobacco colors. Special sale price **1 75**
- Men's Fine English and American Soft Hats, in Fedoras and Tourists shapes, very latest Spring styles, heavy corded silk bands, bound and raw edges, small roll brim, real Russian leather sweat, in black, beaver, pearl, russet and bronze colors. Special sale price **2 00**
- Men's Fine English Fur Felt Soft Hats, in new shapes, best silk trimmings, solid leather sweat, bound and raw edges, in black, Cuba, pearl, slate and fawn colors. Special sale price **1 50**

Of course we have thousands of lower grade Hats in all the latest Blocks and Shapes, any price, from 50c. to \$1.25, but we particularly wish to call your attention to the finer grades.



## Men's Furnishings

- Men's Fine Colored Cambric Laundered Shirt, open front, also open back and front, 2 collars, separate link cuffs, light and dark stripes and neat blue patterns, sizes 14 to 17, regular price \$1.25, for..... **75c.**
- Men's Silk and Satin Four-in-Hand Puff-shape Scarfs, light and dark shades, fancy checks and stripes, latest New York styles, regular 50c., for..... **25c.**
- BELTS—New York's latest styles, smooth and pebble leather, or canvas, with newest designs in buckles, worth 50c., sale price..... **25c.**
- COLLARS—4-ply Linen Collars, all sizes, in turn-down, straight or turn points, worth 15c., sale price..... **9c.**
- JEWELLERY—Cuff Links, Shirt Studs, Collar Buttons, Scarf Pins, etc., 25c., sale price..... **10c.**
- TIES—Pure Silk Bow Ties, newest designs and patterns, worth 50c., sale price..... **25c.**
- GLOVES—Genuine English Cape Gloves, newest tan shades, very dressy, and none more serviceable, worth \$1.50, sale price..... **\$1 00**
- GOLF HOSE—Nottingham's latest productions, the choicest goods we have ever seen; foot and footless, 35c. up..... **WORTH DOUBLE**
- STOCKINGS—Boys' All-Wool Black Ribbed Stockings, worth 25c. a pair, for..... **19c.**
- SHIRTS—Men's Unlaundered White Shirts, 2100, linen bosom and cuffs, re-inforced backs, worth 75c., for..... **39c.**

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 again make mention of the facts that the garments offered at a sacrifice in this week's announcement are part of the great ARMY & NAVY CLOTHING CO'S STOCK, bought at 53c. on the dollar, as well as an extraordinary purchase of hypothesized new Spring Goods, at a low rate on the dollar, hence we are in a position to discount any dealers' prices, and we will do it. No matter what you see or where you see it, come to us and we will sell you a better article for a much less price. If we don't you can have your money back for the asking. Next Saturday please do your shopping as early as possible, and AVOID THE GREAT AFTERNOON CRUSH.....

**B. J. GOUGH,**  
BUYER AND SELLER OF ARMY & NAVY BANKRUPT STOCK,  
CORNER KENT AND WILLIAM STREETS,  
THE WONDERFUL CHEAP MAN.  
LINDSAY, ONT.