

THE WONDERFUL
CHEAP MAN

GOUGH

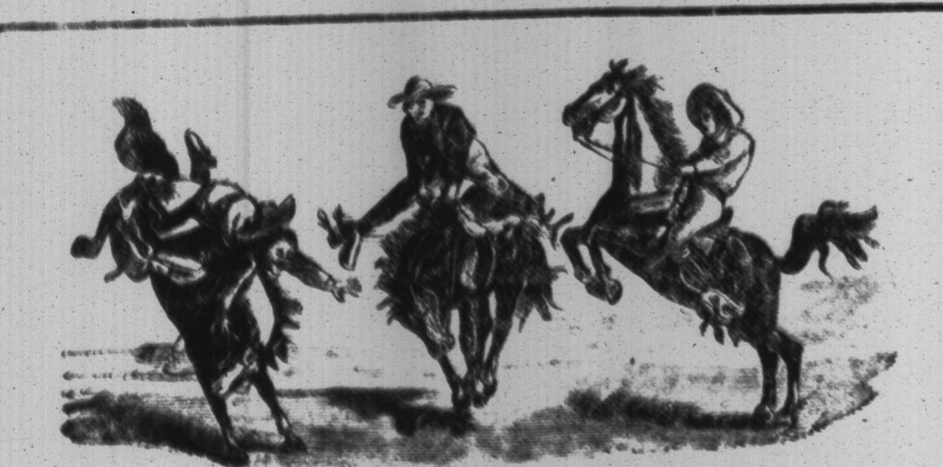
LINDSAY'S LEADING
CLOTHIER

The Busy Store on the Busy Corner!

Never before in the history of our business was our store so crowded with anxious buyers as it was last Saturday. The Great Sale of the Montreal Wholesale Stock is drawing people from all over the country. We owe an apology to our country trade. Some came a long distance to attend this Great Sale and owing to the rush did not get waited on. We have employed extra help and hope to give better service next Saturday. It will be of special interest to those who come by train to know that THE WONDERFUL CHEAP MAN is trying to arrange with the Railway Co. for

CHEAP SATURDAY FARES.

Until such arrangements are concluded we will pay **HALF FARE** of **10 CENTS** purchase of \$10.00 and upwards, who comes within a radius of 60 miles. We have picked out Special Lines for next week, and will make it the Greatest Week in our business career. These are some of them:—



FULL OF JOY AT GOING TO GOUGH'S.

PEA JACKETS.

Men's Frieze Pea Jackets, double breasted, storm collar, in Dark Grey or Brown, all sizes; regular price \$5.00, our price all week..... 3 25

Men's Clothing.

SUITS.

Men's Tweed Suits, dark patterns, well made, sizes 36 to 44; regular price \$4.00, our price all week..... \$3 25
Men's All-Wool Tweed Suits, single breasted Sacks, nobby patterns, all sizes, regular price \$3.50, our price all week..... 5 75
Men's All-Wool Scotch Tweed Suits, double breasted, extra well made and trimmed, all sizes, regular price \$10.00, our price all week..... 7 50
Men's Black English Worsted Suits in Sack or Mourning style, extra well made and trimmed, all sizes, regular price \$12.00, our price all week..... 8 50

FUR COATS.

Men's Australian Bear Fur Coats, bought at a rate on the dollar, regular price \$77.00, our price all week..... 19 00
Men's Extra Quality Coon Fur Coats, heavily furred, bought at a rate on the dollar; regular price \$45.00, our price all week..... 30 00
Men's Leather Coats, Caribian, Calif or Porcupine, Corduroy Lined, all sizes; regular price \$7.50, our price all week..... 5 00

ULSTERS AND OVERCOATS

Men's Frieze Ulsters, double breasted, storm collar, strap at back, fancy check linings, in black or dark blue, all sizes, regular price \$6.00, our price all week..... 3 90
Men's Frieze Ulsters, double breasted, storm collar, strap at back, corduroy linings, in brown and fawn, all sizes; regular price \$7.50, our price all week..... 4 75
Men's extra heavy Frieze Ulsters, double-breasted, storm collar, corduroy lined, in Brown, Fawn or Golden Tan; regular price \$8.00, our price all week..... 6 50
Men's Beaver Overcoats, in Black or Dark Blue, double breasted, velvet collar, well made and trimmed, all sizes; regular price \$7.50, our price all week..... 5 50
Men's extra quality English Beaver Overcoats, double or single breasted, in Black or Dark Blue, Velvet Collar, Black Italian Linings, all sizes; regular price \$10.00, our price all week..... 7 50

PANTS. PANTS.

Men's Strong Wearing Tweed Pants, Dark Patterns, all sizes, regular price \$1.50, our price all week..... 89
Men's extra quality Tweed or Worsted Pants, latest patterns, all sizes; regular price \$4.50, our price all week..... 2 75



Boys' Clothing.

SUITS. SUITS.

Boys' 2 Piece Suits in Dark or Medium Patterns, sizes 22 to 28; regular price \$2.50, our price all week..... \$1 49
Boys' 2 Piece Suits in Neat, Dark Patterns, sizes 22 to 28; regular price \$2.25, our price all week..... 1 90
Boys' 2 Piece Suits in Scotch Tweeds, Natty Patterns, sizes 22 to 28; regular price \$1.00, our price all week..... 2 50
Boys' 2 Piece Suits, single breasted, Dark Tweed patterns, sizes 28 to 38; regular price \$3.50, our price all week..... 2 75
Boys' 2 Piece Suits, single breasted, Dark Tweed Patterns, sizes 28 to 38; regular price \$3.00, our price all week..... 3 25
Boys' 2 Piece Suits, double breasted, Dark Tweed Patterns, sizes 28 to 38; regular price \$4.00, our price all week..... 4 25

OVERCOATS.

Boys' Frieze Ulster Overcoats, storm collar, strap at back, double breasted, in Black or Dark Blue, all sizes; regular price \$3; our price all week..... 1 95
Boys' Frieze Ulster Overcoats, storm collar, strap at back, double breasted, in Brown or Fawn, all sizes; regular price \$4.00, our price all week..... 2 75
Boys' Frieze Ulster Overcoats, strap at back, double-breasted, storm collar, in Brown or Fawn, all sizes; regular price \$3.00, our price all week..... 3 50
Boys' Frieze double-breasted Pea Jackets, storm collar, all sizes; regular price \$3.25, our price all week..... 2 25
Boys' Cape Overcoats, extra quality Tweed, good patterns, wrens from \$5.00 to \$7.00, your choice all week..... 3 50

KNICKERS.

Boys' Odd Knickers, all sizes; regular price 40c., all this week..... 25
Boys' Odd Knickers, in Heavy All-Wool Tweed, regular price 75c., our price all this week..... 49

Come With
The
Crowds.

Men's Furnishings.

TIES AND COLLARS.

Men's Ties in Knots, Rows or Four in Hand; regular price 25c., our price all this week 10c. or 1 for..... 25c.
Men's Collars, 4 ply, all shapes and sizes; regular price 15c., our price all this week..... 5c.



HATS.

Men's Fedora Hats in Black or Brown; regular price \$1.00, our price all this week..... 75c.
Men's extra fine quality Fedora Hats in Black, Brown or Tan; regular price \$2.00, our price all this week..... 1 25
Men's Stiff Felt Hats in Black or Brown; regular price \$1.00, our price all this week..... 95c.
Men's extra fine quality English Felt Hats, made by the best makers; regular price \$2.25, our price all this week..... 1 50

Buy Your
Winter
Overcoat at
GOUGH'S



Buy Your
Winter
Suit at
GOUGH'S



GLOVES.

Men's Russian Dog Skin Lined Gloves; regular price \$1.00, our price all week..... 50

CAPS.

Men's Caps in all the latest styles in Tweed, Beaver, Plush, Corduroy, etc., ranging in price from..... 25 cts. up



SHIRTS AND DRAWERS.

Men's heavy ribbed Shirts and Drawers in Grey and Flesh; regular price 40c., our price all this week..... 25
Men's extra heavy all-wool ribbed Shirts and Drawers; regular price 65c., our price all this week..... 45
Men's Plain and Fancy Striped Shirts and Drawers, warranted not to shrink; regular price 70c., our price all this week..... 45
Men's Fleece Lined Shirts and Drawers, in White or Grey; regular price 75c., our price all this week..... 50
Men's Wool Fleece Lined Shirts and Drawers, in Grey or Brown; regular price \$1.25, our price all this week..... 75
Men's Knitted Top Shirts in Plain Dark Blue or Fancy Patterns; regular price 75c., our price all this week..... 45
Men's extra heavy all-wool Top Shirts, Fancy Patterns; regular price \$1.00, our price all this week..... 75
Men's Black Sateen Shirts, regular price 75 cents, our price all this week..... 50
Men's White Dress Shirts, Irish Linen Front; regular price 85c., our price all this week..... 45

REMEMBER

WE
ARE
THE
LEADERS



Mail Orders Promptly Attended To.

B. J. GOUGH

THE WONDERFUL CHEAP MAN, LINDSAY.