

The Whole Town and County in an Uproar.

SANTA CLAUS B. J. GOUGH'S

IS VISITING AT

LINDSAY'S LEADING CLOTHIER.

We stop the press to remind our friends in Town and County that the "Welcome Guest" has arrived, and is now holding a CHRISTMAS CARNIVAL all over Gough's Big Busy Corner Store. Old Santa Claus is here, freighted with HOLIDAY GOODS from Wonderland, to fill Christmas Stockings, and Holiday Buyers are coming in troops and processions to GOUGH the Holiday Favorite. Our cargo of Goods is large enough to keep up the excitement, no matter how large the crowds, how big the purchases or how wild the rushes. We ask you to remember that our big store is fairly bursting with

CONSOLIDATED HEAPS OF CLOTHING, PILES OF HATS AND CAPS, STACKS OF NECKWEAR AND FURNISHINGS. Dazzling bargains are beaming down upon throngs of Cheerful Gift Buyers, and smilingly waiting to be carried to the homes and firesides of Victoria's Cheerful Gift Givers. Combined with our regular winter stock of COLD SHEDDING OVERCOATS AND SUITS, for Men, Youths and Boys, we throw in

OUR BONANZA MONTREAL STOCK

Snatched by our enterprise and spot cash persistence, and creating an "Open Door" for the trade of the whole Midland Coast. Such Royal, Roaring, Rollicking Bargains will reverberate every street and con. of Lindsay and Victoria county, and make things hum during the closing days of the year.

Men's Suits.

- Bargain No. 1.—Men's double-breasted heavy Blue or Black English Cheviot Suits, sizes 36 to 44. Regular price \$8.00, cut to..... \$3.25
- Bargain No. 2.—Men's single-breasted Tweed Suits, in dark colors, good patterns, all sizes, regular price \$6.00, cut to..... 3.50
- Bargain No. 3.—Men's single-breasted English Tweed Suits, in good patterns, well made and trimmed, all sizes, regular price \$10.00, cut to..... 6.50
- Bargain No. 4.—Men's double-breasted Scotch Tweed Suits, with double-breasted vest to match, latest patterns, extra well made and trimmed, all sizes, regular price \$10.00 and \$12.00, cut to..... 7.50
- Bargain No. 5.—Men's Black English Venetian Worsted Coat and Vest, with black striped Pant to match, all sizes, regular price \$10.00, cut to..... 6.00

Men's Ulster Overcoats

- Bargain No. 6.—Men's double-breasted Frieze Ulsters, storm collar, strap at back, fancy check linings, in Brown or Dark Blue, all sizes, regular price \$6.00, cut to..... 3.75
- Bargain No. 7.—Men's double-breasted Frieze Ulsters, storm collar, strap at back, Fancy Check Linings, in Brown or Blue, all sizes, regular price \$7.50, cut to..... 4.50
- Bargain No. 8.—Men's double-breasted Frieze Ulsters, storm collar, strap at back, Corduroy Lining, in Brown or Blue, all sizes, regular price \$8.00, cut to..... 5.00
- Bargain No. 9.—Men's extra heavy Impervious Frieze Ulsters, double-breasted, storm collar, strap at back, all sizes, regular price \$12.00, cut to..... 7.50

Men's Dress Overcoats

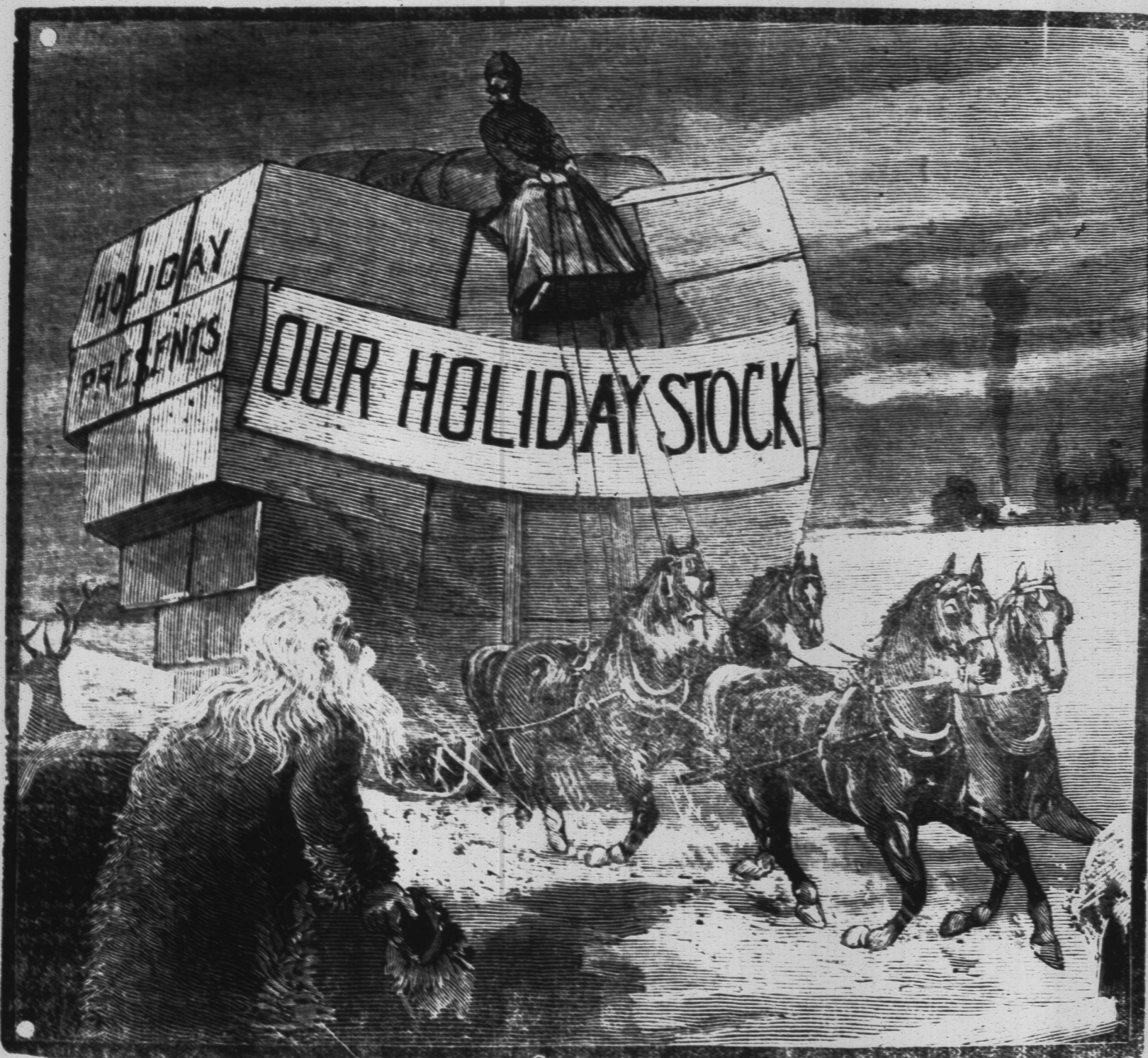
- Bargain No. 10.—Men's English Beaver Overcoats, double-breasted, silk velvet collar, fancy neck linings, well made, all sizes, regular price \$8.00, cut to..... 5.50
- Bargain No. 11.—Men's extra quality English Beaver Overcoats, double or single-breasted, silk velvet collar, extra quality linings, all sizes, regular price \$10.00, cut to..... 6.50
- Bargain No. 12.—Men's English Melton Overcoats, in Dark Colors, Grey or Black, silk velvet collar, best fur-lined, all sizes, regular price \$12.00, cut to..... 8.00
- Bargain No. 13.—Men's extra quality English Vienna Overcoat, extra well made and trimmed, equal to the best ordered garments, all sizes, regular price \$14.00, cut to..... 9.50

MEN'S LEATHER COATS

- Bargain No. 31.—Men's Calf Skin Leather Coats, Corduroy lined, all sizes, regular price \$7.00, cut to..... 5.00
- Bargain No. 32.—Men's Cordovan Leather Coats, Corduroy lined, all sizes, regular price \$7.50, cut to..... 5.50
- Bargain No. 33.—Men's Porpos Leather Coats, Corduroy lined, all sizes, regular price \$8.50, cut to..... 6.50

BOYS' OVERCOATS

- Bargain No. 34.—Boys' Tweed Cape Overcoats, all sizes, regular price \$2.50 to \$2.50, cut to..... 1.75
- Bargain No. 35.—Boys' Frieze Ulster Overcoats, double-breasted, storm collar, strap at back, in Dark Blue or Black, all sizes, regular price \$3.00, cut to..... 1.95
- Bargain No. 36.—Boys' Frieze Ulster Overcoats, double-breasted, storm collar, strap at back, in Brown or Fawn, regular price \$4.00, cut to..... 2.50



SANTA CLAUS TAKES OFF HIS CAP TO GOUGH'S - GRAND - HOLIDAY - STOCK.

UNDERWEAR

- Men's Shirts and Drawers in Ribbed or Fancy Striped, regular price 40c, cut to..... 25
- Men's all-wool Heavy Ribbed Shirts and Drawers, regular price 75c, cut to..... 45
- Men's all wool Fancy Striped Shirts and Drawers, and Drawers, regular price 75c, cut to..... 50
- Men's Fleece Lined Shirts and Drawers, regular price 75c, cut to..... 45
- Men's extra quality Fleece Lined Shirts and Drawers, regular price \$1.25, cut to..... 75

SHIRTS

- Men's Heavy Knitted Top Shirts, in Plain, Navy or Fancy patterns, regular price 75c, cut to..... 45
- Men's Extra Heavy Knitted Top Shirts, in fancy patterns, regular price \$1.00, cut to..... 75

- Men's King of the Forest Top Shirts, in fancy patterns, regular price \$1.25, cut to..... 90
- Men's Black Satin Shirts, warranted fast dye, regular price 75c, cut to..... 50
- Men's extra heavy Black Satin Shirts, regular price \$1.00, cut to..... 75

COLLARS AND TIES

- Men's 4-ply Linen Collars, leading shapes, regular price 15c, cut to..... 5
- Men's extra quality 4-ply Linen Collars, latest styles, regular price 20c, cut to 15c or 2 for..... 25
- Men's Ties in Knots, Four-in-hand or Strap Bows, regular price 25c, cut to 10c, or 3 for..... 35
- Men's Ties, all the latest novelties, in Puffs, Knots, Four-in-hand or Bows regular price 50c, cut to..... 25

Pea Jackets

- Bargain No. 14.—Men's Frieze Pea Jackets in Brown or Grey, storm collar, double-breasted, all sizes, regular price \$5.00, cut to..... 3.50
- Bargain No. 15.—Men's English Beaver Pea Jackets, double-breasted, with or without Velvet Collar, in Black or Dark Blue, all sizes, regular price \$6.00, cut to..... 4.50

Fur Coat

- Bargain No. 16.—Men's Canadian Fur Coats, regular price \$22.00, cut to..... 17.00
- Bargain No. 17.—Men's Russian Fur Coats, regular price \$7.00, cut to..... 5.00
- Bargain No. 18.—Men's extra quality Australian Best Fur Coats, regular price \$25.00, cut to..... 17.50
- Bargain No. 19.—Men's best quality Fur Coats, regular price \$40.00, cut to..... 25.00

Men's Odd Pants

- Bargain No. 20.—Men's Heavy Corduroy Pants, good patterns, all sizes, regular price \$4.00, cut to..... 2.50
- Bargain No. 21.—Men's extra heavy Fleece Lined Pants, good patterns, all sizes, regular price \$4.00, cut to..... 2.50
- Bargain No. 22.—Men's Heavy Frieze Pants, grey or brown, all sizes, regular price \$4.00, cut to..... 2.50
- Bargain No. 23.—Men's Heavy Frieze Pants, in Grey or Brown, all sizes, regular price \$4.00, cut to..... 2.50
- Bargain No. 24.—Men's extra quality English Worsteds Pants, in Black or Fawn, all sizes, regular price \$4.00, cut to..... 2.50

BOYS' SUITS

- Bargain No. 25.—Boys' Two Piece Tweed Suits, sizes 22 to 26, regular price \$1.75, cut to..... 1.25
- Bargain No. 26.—Boys' 2 piece Suits, in Tweed patterns, all sizes, regular price \$2.00, cut to..... 1.25
- Bargain No. 27.—Boys' 2 piece Suits, Natty Tweed patterns, all sizes, regular price \$2.50, cut to..... 1.75
- Bargain No. 28.—Boys' 3 piece Suits, nobby patterns, all sizes, regular price \$3.00 and \$3.50, cut to..... 1.95
- Bargain No. 29.—Boys' 3 piece Suits, good Tweed patterns, all sizes, regular price \$3.50 to \$4.00, cut to..... 2.25
- Bargain No. 30.—Boys' 3 piece Suits, in English Serge or good all-wool Tweed Patterns, all sizes, regular price \$4.50, cut to..... 2.75

BRACES, GLOVES

- Men's Fancy Braces, regular price 25c, cut to..... 15
- Men's Fancy Braces, regular price 30c, cut to..... 20
- Men's Fancy Braces, regular price 35c, cut to..... 25
- Men's all Leather Braces, regular price 50c, cut to..... 25
- Men's Fancy Wool Gloves or Mitts, regular price 40c, cut to..... 25
- Men's Napa Tan or Lined Kid Gloves, regular price \$1.00, cut to..... 50
- Men's Lined Buck Faced Driving Mitts, regular price 75c, cut to..... 50
- Men's Fine quality Lined Kid Gloves, regular price, \$1.25, cut to..... 75



Bring our Holiday Price List with you, and let us redeem our promises to fill your arms full of Bargains.

B. J. GOUGH'S

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