

GOUGH'S GREAT CLOTHING HOUSE.

Growth, Development and Scope of a Big Lindsay Business.

Changes in the Firm, in the Store, and in Business Methods—Setting a Pace for Lindsay, and enlarging the Possibilities of Trade—Ample Stock, Ample Capital, and Ample Courage.



"Fine feathers make fine birds" is an old saying, but true as gospel. Appearance counts for more in this day and generation than ever they did in the past.

The lighting of this establishment is particularly effective, and both day and night the premises are a scene of brightness and bustle.

A large business had already been built up on merit, right methods of buying and selling had scored another success in Lindsay, and Mr. Gough had the courage to give the possibilities of trade a chance for further enlargement.

A favorable lease was secured on the present central commanding premises on the corner of Kent and William streets.

Gough's new corner store. In the month of September last Mr. Gough moved into his new premises.

The store is not only conspicuous because of its occupying the central business corner of Lindsay, but also because of its attractive exterior appearance.

The second of the three immense floors is reserved by the firm for the sale of a quiet, cosy corner, well lighted and neatly furnished, and chairs and tables are provided for the accommodation of the mothers and fathers of the rising generation.

are original bargains, secured by foresight and sound policy. Pursuing a legitimate course of closely watching the trade, Mr. Gough is able to command markets that no set of circumstances can undermine, and there is no mystery about it, when one stops to think of the value to manufacturers of so large an outlet as this.

Mr. Gough says: "I give much for little, and doing it every day, keep me busy, and out of the way of the 'Dope' which makes many of the men fall into various periods of the year."

Delay is Danagerous. The session is two weeks off and the Legislature has accomplished—what?

What is the position of affairs with regard to the important questions which the government called this House together to consider? Simply this: That to date no hint has been given of the government's policy on the Home Bill.

Mr. Hardy denounces the immediate prohibition of the export-logs and seems very much inclined to place difficulties in the way.

There surely can be no course for the people of the Province of Ontario under such circumstances. Whither the position is sound and in the province's interests is a matter of debate.

Mr. St. John and Mitney have strongly arranged the matter. Mr. Miscombell has also indicated them on the timber policy.

Among the amendments which Mr. Carnegie introduced in the game law. It is that the settlers in deer districts be given a few days to hunt the license holders are permitted deer.

Harvard's Yellow Oil pain in man or beast; for sprains, rheumatism, lumps, swellings, neuralgia, and neuralgia it is a spee 5.

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Well-Deserved Tributes. Mr. Connes, in the debate on the address, paid a kindly tribute to Mr. Whitney.

Nature's Medicine. Nature's medicine for constipation, liver complaint, sick headache, biliousness, jaundice and all other ailments is Laxative-Liver Pills.

For the Children. When coughs and colds distress the children Norway Pine Syrup comes to the rescue. It soothes and heals the throat, removes the phlegm, and is pleasant and easy to take.

THE VICTORIA WARDER, LINDSAY, ONTARIO. A Weekly Journal published every Friday morning by Sam. Hughes, Office, Warder Printing House, Lindsay, Ontario.

RATES OF ADVERTISING. Full column, by the year, \$100.00. Half column, by the year, \$50.00.

COMMERCIAL AND LEGAL NOTICE. To be seen for the first insertion, non-legal notice, and two cents for each insertion after.

Register of Societies. "Herald" Chapter of R.A.M. meets in the Masonic Hall, Lindsay, on the third Thursday of every month.

The County Jail, Gurney Hot Water System, Coal. The County Buildings, our own original system, hot air and hot water combination.

The following are samples of his ability to heat your home so hot that an Electric Fan was "this"!

W. G. WOODS. I have much pleasure in stating that the Gurney Hot Water System which you set up in my home in the autumn of 1896 was fully what you represented it to be.

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BUY YOUR BLANKETS AT THE LINDSAY WOOLEN MILLS.

Prices range from \$1.25 to \$3.00. Manufactured from the softest lamb's wool. Warranted to wash without shrinking or turning yellow.

HORN BROS., Lindsay Woolen Mills.

MISS MITCHELL GRAND WINTER MILLINERY OPENING Commencing Next Week.

Miss Mitchell has secured a large, new and beautiful stock of MILLINERY, DRESS GOODS, MANTLES and TRIMMINGS of every description.

MISS MITCHELL OVER CAMPBELL'S GROCERY STORE

CUT THIS OUT And make a bee line for our store when in want of anything in our line.

Table listing various medicines and their prices: Dodd's Kidney Pills, Chase's Liver and Kidney Pills, Indian Root Pills, etc.

A. HIGINBOTHAM, Druggist, Lindsay.

HANDSOME NEW DISHES

DINNER SETS, 97 and 104 pieces

TEA SETS, TOILET SETS

HANGING LAMPS, extra value, at \$5.00

CHINA VASE LAMPS, extra value, at \$2.00

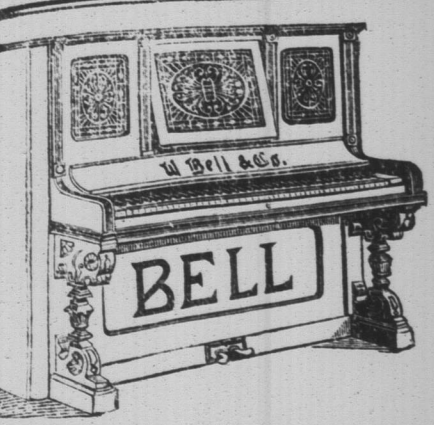
GLASSWARE & SILVERWARE suitable for Christmas Presents.

HOGG BROS OAKWOOD.

W. G. WOODS Loads the procession in Furnace Work.

Give W. G. WOODS the contract of making your life a comfort this winter.

August 21st, 1895.—1896-7.



PIANOS, Organs and Machines Sewing of the Best Makers, CHEAPER THAN EVER.

Kowl Washing Machines and Extension Ladders.

J. J. WETHERUP Box 415 Lindsay

The Victoria Warbler FRIDAY, DECEMBER 24, 1897.

To the Farmers of Canada.

The annual distribution of samples of some of the best varieties of seed grain to farmers, for test in different parts of the Dominion, has, during the past ten years done much to direct attention to the importance of sowing the best sorts of seeds.

Among the varieties of grain to be distributed during the coming season will be some of the more promising of the new cross-bred sorts which have been produced at the Experimental Farms.

The business which Mr. B. J. Gough now controls was started some six years ago by the firm of Gough Bros., of Peterboro, of which Mr. B. J. Gough was one of the partners.

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A MIGHTY CHANGE.

Made Well and Active After Years of Suffering.

PAINE'S CELERY COMPOUND WAS THE GREAT LIFE-GIVER.

New life, health, vim, energy and activity are some of the blessings Paine's Celery Compound bestows on those who are now hopeless, weary and half dead.

"I have been for many years a great sufferer from rheumatism and a complication of other troubles. About a year ago I was prevailed upon to try a course of Paine's Celery Compound with a result so marvellous that my most intimate friends and neighbors could scarcely believe me to be the same man.

EPPS'S COCOA

ENGLISH BREAKFAST COCOA Possesses the following Distinctive Merits:

DELICACY OF FLAVOR. SUPERIORITY IN QUALITY. GRATEFUL AND COMFORTING TO THE NERVOUS OR DYSPPEPTIC. NUTRITIVE QUALITIES UNRIVALED.