

THE ARMY & NAVY SWEEP

No Other Sale Within Gunshot of it.

Sensations enough to fill a week with interest. DON'T FORGET IT, whatever else you may forget. Our method of not allowing goods to become old, but making prices that FORCE their sale when they are new, fresh and seasonable, meets the hearty approval of the people.....

COST NOT CONSIDERED! PROFITS DON'T FIGURE!

We want Quick, Big Sales. The basis is—PRICES SO LOW EVERY MAN IN THE LAND WILL BE A PROMPT BUYER! A Regiment of Happy Buyers testify to the GENUINENESS of the ARMY & NAVY SALE, now in full marching order at GOUGH'S. It's a glorious success, for hundreds of money-savers. It's a crowning success for us, for it is another tribute to the power of cash, which gives this store supremacy. It trows into Lindsay the products of the largest manufacturers, who give us a side deal at prices less than the cost of putting the goods on the wholesale market—prices that no other retail dealers ever set their eyes on.

WE'VE BEEN GAMBLING, BUT YOU GET THE BENEFIT OF IT

Pick a day and spend it at the pick of stores, picking out goods that we picked, when the season gives its best pickings. We won, and it's our turn to help you.

Any Day This Week
500 Men's Fine Suits
CUT IN LATEST STYLE.

\$4.97

Samples of which are displayed in the window—guaranteed value for \$8 to \$12.

300 Boys' Suits,

Were \$4 and \$6, for

\$1.47

CLOTHING RETAILED BELOW WHOLESALE PRICES. You save the Wholesaler and Retailer's Profits—because we sell direct to you at the MAKER'S PRICE.

B. J. GOUGH,

LINDSAY'S LEADING CLOTHIER.

BUYER OF THE ARMY & NAVY CLOTHING CO'S STOCK

The New Housekeeping.

IN THIS ISSUE we give a somewhat extended account of Mrs. Coleman-Stuckert's scheme for the arrangement of residences around a building where all the house work would be performed by skilled labor. There is nothing in the nature of houses that compels their being built in a row, and as soon as it suits people's convenience better to arrange them in some other fashion, we see no reason why they should not be placed in that different order. Nobody but a chronic negative quantity would object to putting the houses in the form of an hollow square if it would do any good. Englishmen know the hollow square to be a good thing and some other nations in meeting with them have discovered its effectiveness. As to how the details of this system would work out we are not positive, but if it would do what is claimed for it there is much to be said in its favor. No doubt many ladies would hail with delight any release from the exacting and exhausting demands of the kitchen, and when you come to think of it why not have all the work done in a special establishment as well as that part of it that now goes to laundries and bake shops. Without speaking positively about how the ladies in general would regard such an innovation we think some of the unmarried ones would be glad to see the work going anywhere so long as it went. It would prevent a lot of summing and innumerable vigorous

adjectives that now constitute the regular accompaniment to every day's duties. If we are mistaken in this, only ladies with grown-up daughters are permitted to set us right. Speaking for ourselves we feel that such a system would deprive us of many things that have largely moulded our lives hitherto. We should lose by it, but the loss might not be unbearable. The kitchen and its associations would pass away. We should miss it. It has been our favorite room. Odors of boiling cabbage and burning gravy would no more regale the nostril. The delectable aroma of frying onions would never again waste its sweetness on the parlor air, nor linger like a clinging incense on our clothes. Wash-day and its traditional dinners would be but a pleasant memory. Opportunity of exhibiting our presence of mind and acrobatic dexterity by putting up stovepipes would be denied us. Rising before day to struggle with the kitchen fire could no longer be numbered among our diversions. In fact most of the things that have added interest and protinity to life would have disappeared forever. Yet all would not be lost. We should still be allowed to have the buttons come off our shirts, our suspenders collapse at inopportune moments and our collar-buttons secrete themselves beneath the bureau. Housecleaning would still be with us and our annual conflict with the carpets would yet remain. No doubt other sources of solace would come to light in the practical working of this scheme and we for one should be willing to see it tried. In the meantime we should be glad to take up housekeeping on any plan that the right person may suggest.

Good Roads

IT VERY often occurs that the interest and agitation aroused for a very imperfect measure is of permanent assistance to a good cause. Many temperance measures, for example, that have been adopted after a severe struggle have been of little practical use in themselves and yet no observer of events will deny that a temperance sentiment has steadily developed along with and perhaps by the assistance of the vigorous campaigning for these very measures. As long as the trend of public interest is right it is surely working out good results even though the immediate proposal around which the agitation centres is not critic-proof. We should be glad to have our readers take this view of the good roads movement. A proposal has been submitted to the townships by which the roads should pass over into county control. Now this may be a very wise suggestion but we do not think it nearly so important to establish the wisdom of that proposal as we do to rouse the interest of the ratepayers on the general question of good roads. We think it very unlikely that anybody cares how these good roads get here as long as they arrive without too much delay. Our chief reason for favoring this scheme is that it is the only positive and aggressive suggestion for dealing with the problem and we shall feel inclined to support it until something more likely to advance

the good cause is proposed. As long as it serves as a stimulant to public interest in behalf of better highways it is good to that extent. If it becomes law and is found to be of little use it will readily give place to some wiser proposal. Already it has created considerable interest. We notice in this week's proceedings of the Verulam council the following minute: "A deputation, consisting of Messrs. J. Lithgow, warden of Victoria county, J. J. Robinson, W. T. C. Boyd, T. J. Ingram, Alex Robertson, John Lewis and C. E. Stewart waited upon the council regarding a more uniform system of road-making on the leading roads. Mr. Lithgow was spokesman for the deputation." That is good. It would be just as agreeable to haul loads and drive your fast horses over good roads made by the townships as any other way. But the interest must be aroused or that will not be done. Warden Lithgow was chairman of the conference held here between the township representatives and the county council when Mr. A. W. Campbell and Mr. A. F. Wood delivered addresses. He has evidently carried some enthusiasm for the subject back to his township and hence this influential deputation. In conclusion we may say that the people will have good roads and if the township authorities do not want the matter placed in county hands their only way to prevent it is to make the improvement themselves, for they are bound to come. If townships show themselves equal to the occasion all is well, if not the public will demand that the county or somebody else take control.

A Prosperous Financial Institution.

THERE has perhaps been no enterprise started in this town for many years, that bids fair to be of more general value, than the Victoria Loan & Savings Company. We have just made an inspection of the company's very handsome and convenient offices, in the Smyth block. The neatness, simplicity, finish and general appearance of the work, reflect great credit on Mr. W. A. White, the architect. A very substantial and commodious vault affords a safe place for the securities of the company, and a fine safe within the vault, furnishes still further protection for the funds. The company is chartered and licensed under "The Loans Corporation Act of Ontario." Their charter authorizes the company to loan money on real estate mortgages, municipal debentures and government securities; to carry on a savings bank department, and to issue debentures for money for stated periods. The right to accept money on deposit, is limited to an amount equal to the paid up capital, and on debentures, to twice the paid-up capital. The savings department has similar powers and privileges to the post office. Amounts under \$300 are exempt from claims of creditors, cannot be garnished, and may be paid out to the widow and family of a deceased depositor without probate, or administration, advantages not possessed by ordinary banks. The fact that

all the funds of the company are invested in first mortgages, in a country like that surrounding Lindsay, and that the amount of deposits is limited, by the charter as we have said, makes the company the safest of places to deposit money, and the fact that some two hundred companies have been incorporated, with similar charters, in Ontario, during 50 years or more, since these acts were first passed and that during that period, not \$1 of depositors' money has ever been lost, attests the stability of such institutions. This company has now \$137,000, capital stock, and about \$40,000 in the savings department. The object of the company, being to largely centre the mortgage business of this locality, in the town of Lindsay, and to organize and invest local capital is praiseworthy. It will have the effect of bringing people to town, who will do other business here also. The company ought to play an important part, in the development of the town, in encouraging building homes. The people of Lindsay ought to build and own their own houses. The company will furnish a considerable portion of the necessary funds to any person who has made some savings, and desires to build, and there is no vexatious delay and large expense in getting the money. The spring is now approaching and it would be a good time for 50 or 100 mechanics in Lindsay, who are tired paying rent, to plan houses to be built during the coming season. The man who owns his home has permanent interests in the town and ought to make the best citizen. THE WATCHMAN wishes the company success, and trusts that it will long continue to be

a factor in the financial progress of our own fair town. Its shareholders are mostly Lindsay, who are deeply interested in the town, as well as men of financial standing and best confidence. There is no question as to "the audit of accounts" as every item scrutinized by the auditors, R. McNeillie and P. G. M. We trust the company the full encouragement and that it deserves. It contends with the petty often shown towards local but the foundations laid, the work is in the men, and there is no Ontario for such a company afforded in the town of Lindsay the only future for the such circumstances, is a

BIRTHS

PARKINS.—In Lindsay, on wife of Mr. Jos. Parkin of a

MARRIAGES

KING—McPHERSON.—At the bride's father, on March 8, S. McCauley, Frank King, D. W. King, to Miss Jessie Archibald McPherson, all of

DEATHS

BRYSON.—At Cameron, on March, Emma Brown, widow of