

VERY PRICE A VERY LOW ONE!

MERCHANDISE WILL NEVER BE CHEAPER THAN IT IS NOW.

Gloves, Hosiery and Vests.

- Ladies' and Children's Gloves from 10c to 25c.
Extra good values at 15c, 20c and 25c.
Fast black cotton Hosiery 5c.
Heavy weight cotton Hosiery 10c.
Louis Hermsdorf dye "good" 15c.
Lisle Thread 25c.
Seamless Cashmere Hosiery 25c.
Ladies' Vests at 5c.
Special Vest, worth 15c, for 10c.
Extra fine qualities at 15c and 20c.

Parasols and Shirt Waists.

- Parasols at 20c, 25c and 30c.
Parasols at 40c.
Parasols regular \$1 for 75c.
Parasols, regular \$1.25 for 95c.
T. B. Shirt Waists at 75c, \$1 and \$1.25.
Also cheaper grades.

Corset and Whitewear.

- Crompton and E.T.C. Corsets, perfect in fit, none better in value at 25c, 30c, 35c, 40c, 45c and \$1.00.
See our 90c Corset clearing out at 65c.
Ladies' White Cotton Night Gowns, lace trimmed and tucked 48c.
Ladies' white cotton Corset covers from 15c to 25c.
Chemise 25c.
Drawers 25c.

Carpets and Curtils.

- Special May Bargains in Carpets at 20c, 30c, 45c and 50c.
Hemp Carpets at 10c, 12c and 15c.
Lace Curtains 2 1/2 yds long per pair 20c.
" " " " " " 25c.
" " " " " " 30c.
" " " " " " 40c.
" " " " " " \$1.00.

Clothing.

- Boys' 2 piece Navy Serge Suits, 5 to 8 yrs, 90c.
Boys' 2 piece Tweed Suits, 5 to 8 yrs, \$1.25.
Youths' 3 piece Suits \$2.50.
Men's Suits at \$2.50.
Men's Suits at \$2.75.
Men's Suits at \$3.15.
300 special Suits, worth from \$9 to \$14 for \$8 and \$7.50.
Men's Pants 75c, 90c \$1.00, \$1.25.
Boys' Pants commence at 25c.

Hats and Caps.

- Soft felt hats at 25c. Soft felt hats 30c.
Gentlemen's Hats at 25c.
Better Fedora Hats at \$1.
Fur Fedora Hats, worth \$2 for \$1.50.
Gordon Bennett's Hats, usually sold at \$2.50 for \$2.
Full assortment of Wilkinson & Co's celebrated hats in Fedoras and Derbys at \$2.50.
Caps at 10c, 15c, 20c, 25c, 45c and 50c.
Men's Straws from 5c to \$1.50.

Prints and Cotton Goods.

- Fast color Prints at 5c, 8c, 10c and 12 1/2c.
Neat designs in black and greys at 12 1/2c.
Tartan reds fast and pretty at 10c.
Challies in neat patterns at 7c.
Linen effects 10c.
Cachemere Imperials 14c.
Organdies and Dumties from 12 1/2c.
Beautiful range colored Dress Muslin 20c, 22c and 25c.

You will find our New Stock made up entirely of goods that are trustworthy and serviceable, and our complete assortment insures perfect satisfaction and easy selection.

Dress Goods.

- Big job just to hand, 122 pieces, ALL wool, Serges, 36 and 42 inch (33 shades) to be closed at 25c and 30c.
Beautiful blk Lustres at 25c, 35c, 40c, 50c.
Black Silks at 25c, 35c, 45c and 60c.
Shot Lustres at 30c.
Bicycle Suitings at 40c and 50c.
Black Valores at 35c, 45c, 50c, 60c.
Fancy effects from 25c.

Staples.

- 36 inch Factory Cotton 3c.
30 inch Bleached Cotton 3c.
Shaker Flannels 5c, 6c, 7c and 10c.
Towelings, snaps at 4c and 5c.
Towels 2 for 5c.
Extra Large Towels 2 for 15c.
56 inch Tabling 2c.
Fast color Gingham 5c.
Heavy Sheetng 10c.
Cottonades at 12 1/2c.

Staples.

- Feather Ticking for 8c.
White Carpet Warp "bunch" 55c.
Colored Carpet Warp "bunch" \$1.15.
Big Values in Tweeds at 25c.
Marcellers Bed Spread, size 76 x 90 weight 3 1/4 lbs, for 90c.
3 Spools Coat's Thread for 10c.
1 pearl Balls 25c.

Men's Furnishings.

- Woven washing Ties 10c or 2 for 25c.
Silk Knots or Derbys 2 for 25c.
Men's and Boys' unlaundried Shirts.
Special unlaundried Shirts, linen bosom 30c.
Perfect fitting white Dress Shirt 50c.
See our Imperial Working Shirt 50c.
Fine summer Shirts and Drawers 25c.
French Balbriggan Shirts and Drawers 25c.
Black Cashmere Socks, worth 35c for 2.
Beautiful assortment of Men's Fancy Shirts, at 50c, 75c, \$1 and \$1.25.
Black Satin Shirts, special 30c and 50c.

CARTER, LINDSAY.

The Watchman.

THURSDAY, JUNE 24th, 1897.

LOCAL NEWS-LETTERS.

SPECIAL TO THE WATCHMAN.

TEA MEETING.—Dominion Day is to be celebrated here by a tea meeting in connection with St. Andrew's congregation.

OAKWOOD.—SPECIAL TO THE WATCHMAN.

DOMINION DAY CELEBRATION.—The Presbyterians of Oakwood and Cambridge will again hold their annual picnic in J. D. McCrimmon's grove, on the Oakwood road north of Brown's school house and third lot west, on the 1st of July.

VALENTIA.—SPECIAL TO THE WATCHMAN.

ANNIVERSARY.—The anniversary of the Methodist Sabbath school will be held on Sunday, July 4th.

EAST MANILLA.—SPECIAL TO THE WATCHMAN.

POPULAR.—THE WATCHMAN is fast becoming a very popular paper in this vicinity.

CROPS.—The crops here generally are looking well.

FESTIVAL.—On Dominion day the Sunday school here will as usual hold their annual strawberry festival.

NOTES.—Our contractor, Mr. T. Shearer, last week raised a large barn for Mr. Gleny of Little Britain.

PERSONAL.—Mr. S. is a good man for a job and goes his share to do.

REPAIRS.—We are pleased to see that the Methodist church is being thoroughly cleaned and repaired.

RECOVERING.—Mr. Evans' and Mr. Cummings' hogs have recovered from scarlet fever.

BITTEN BY A DOG.—On Thursday while Douglas, the little son of Mr. Walter Hill, was playing with their dog it pitched at him.

REABORO.—SPECIAL TO THE WATCHMAN.

IMPROVEMENTS.—Mrs. Watson and Mr. T. O'Neill are placing stone foundations under their houses.

EXCURSION.—The annual Reboro Sunday school excursion to Port Perry, although not largely attended as usual was a decided success.

FISHING.—A number of our Reboro people are taking advantage of the fishing season to enjoy a pleasant outing at Plum Point.

Y.P.S.C.E.—A special programme is in preparation for the 25th.

PERSONAL.—Mr. and Mrs. Grimshaw also Mr. Fred Veals, delegates to Whitby and Lindsay Baptist Association held in Port Perry, returned home with their

excursionists. Rev. J. W. Totten preached his farewell sermon to a large audience last Sunday (13th).

BLACKSTOCK.—SPECIAL TO THE WATCHMAN.

PERSONAL.—Mrs. Hobden left on Friday to join her husband in the States, where they intend to make their home.

Excursion.—The S. O. E. excursion on Saturday was a success. They had about two hours and a half at Sturgeon Point and the same in Lindsay, where they spent a busy time buying goods.

THE DIAMOND JUBILEE.—On Sunday, the 20th, there was a grand service in this place in honor of the Queen's diamond jubilee.

Excursion.—This week Rev. Mr. Drew will go to his new field of labor and the Rev. Mr. McDonald will remove here.

SUNDERLAND.—SPECIAL TO THE WATCHMAN.

MEETING.—A meeting was held in the town hall on the evening of the 18th for the purpose of organizing a young conservative club.

PHRENOLOGY.—Prof. Dean, phrenologist, a clever graduate of the American Phrenological Institute, will be at Bobcaygeon next week.

BIRTHS.—MINTHORNE.—At Powle's Corners on June 10th, the wife of Mr. A. E. Mintborne, of a son.

MARRIAGES.—COOMES-WATSON.—At the residence of the bride's parents, Lindsay, on the 22nd inst., by the Rev. J. W. Macmillan, assisted by Rev. L. S. Huggison, Wm. H. Coomes to Miss Helen daughter of Mr. James Watson.

HENDERSON-DAVIDSON.—At Little Britain, on the 23rd inst., by the Rev. F. B. Stratton, Mr. W. J. Henderson, M.B., of Cannington, to Miss Lottie Davidson, third daughter of Mrs. Robert Henderson of Little Britain.

ROTT-BRITTON.—At the residence of the bride's parents, corner Bond and Victoria-ave. on the 23rd inst., by the Rev. S. J. Shorey, Mr. Walter Bots of Midland to Miss Ida, eldest daughter of Mr. J. W. Britton, G.T.R. conductor.

DEATHS.—MALLON.—A. Lindsay, on Thursday, June 17th, Hugh Mallon, aged 65 years.

JEWETT.—In Rochester, on the 9th inst., Stephen, eldest son of Mr. Jas. Jewett, Port Perry, aged 38 years, 9 months and 20 days.

BECK.—On the 15th, in Verulam, Victoria Beck, aged 17 years, daughter of Edward Beck.

MCCABE.—In Ops, on Sunday, June 20th, 1897, Michael McCabe, aged 77 years.

COMMERCIAL.

Lindsay Markets.

Table with columns for GRAIN, COARSE GRAIN, MEAT, POULTRY AND DAIRY PRODUCE, GENERAL, TORONTO FARMER'S MARKET, and VEGETABLES. Includes prices for wheat, barley, oats, peas, and various meats and dairy products.

in favor of Gelert. Mr. D. Kellett umpired the game. The races for the school children resulted as follows: Boy's race, nine and under, 1st Allan Phinney, 2nd Henry Clarke.

JUNE 22ND.—Most of the Gelert people celebrated the Queen's jubilee either at Haliburton or Minden. At Haliburton a cricket match was played in the forenoon; racing, jumping, etc., in the early part of the afternoon.

LIVE STOCK.—There is a brisk demand for lambs at present throughout the county. Mr. D. Kellett of Haliburton is buying. W. W. Crawford of Bowmanville shipped a carload of cattle and lambs on Friday last, and is buying again this week.

BOBCAYGEON.

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A DOUBLE HEADER SALE

Two Solid Reasons Why the Goods Must Go.

- 1-Dissolution of Business.
2-Removal to New Premises.

Our big Dissolution Sale will continue for 30 days longer. People will realize how necessary it is for us to get rid of the goods when we say that in addition to the requirements of closing up the interests of the late firm there is the imperative call to clear stock before removing.

We go to our New Store, Dobson's Block, corner of Kent and William sts, as soon as they can be made ready. Our removal illustrates the growth of the business. Its growth means satisfaction of customers who have brought trade to its doors.

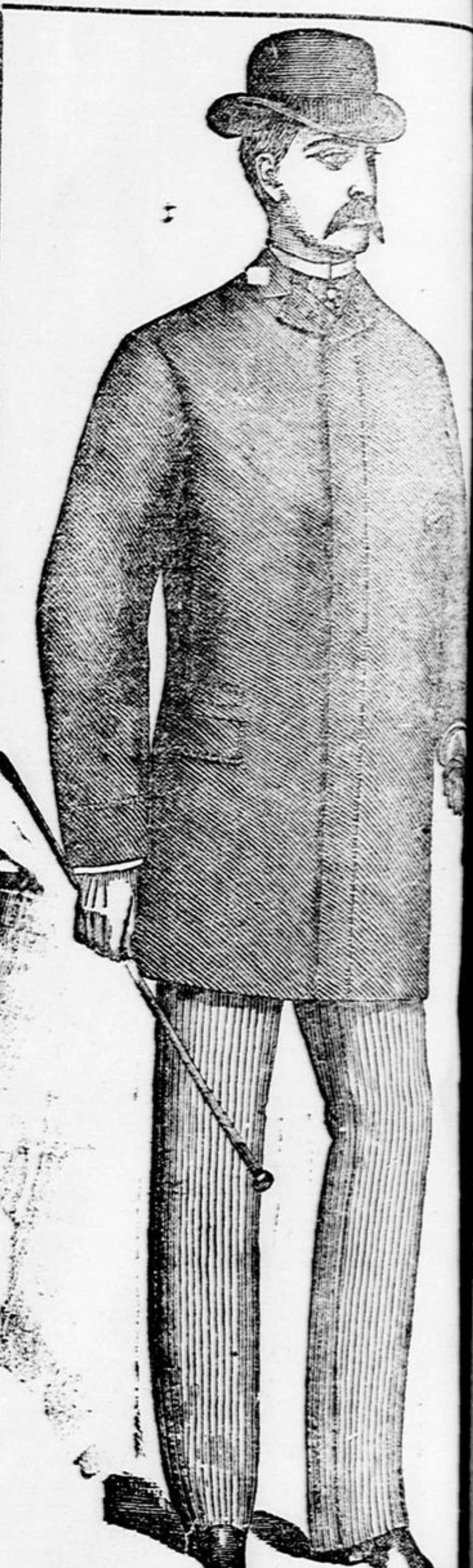
Our friends need not fear that under the new auspices Mr. B. J. Gough will be less able than in the past to do his share as a successful buyer and seller, for he still remains a member of the buying syndicate of Gough Bros.—buying for eight stores—the largest clothing syndicate in Canada. COME AND SEE.

The motive will be Spot Cash and your money back if goods are not as represented. You can't judge of the values we offer unless you come and see the goods for yourselves. COME AND SEE.

You can find your neighbors buying at our counters and saving money by it. So, too, can you. COME AND SEE.

We cannot afford, for the sake of our reputation, to have any but the best and latest clothing. We must offer at the lowest prices this we do. COME AND SEE.

There's big value for you in our Double Header Sale. Two solid reasons why we want to unload. Will you stand by and see the unloading done and not get a share of the advantages. COME AND SEE.



B. J. GOUGH, THE WONDERFUL CHEAP MAN. (Successor to Gough Bros. & Co. of Lindsay)

TEACHER WANTED.—For School Section No. 16, Mariposa. Male Teacher preferred. Apply to E. MOLLON, Sec., June 23rd, 1897.—20-1.

NOTICE.—I will not be responsible for any articles bought or sold in connection with the above.

STRAYED HEIFER.—Came into the premises of the undersigned, Lot 7, C. N. 4, Eden Township, about June 1st, one red earling heifer. Owner is requested to pay expenses and remove the same.

HORSES WANTED.—Mr. Wm. Weese will be at the Central House on Saturday forenoon, June 26th, for the purpose of buying all kinds of horses, from five to ten years old.

ADMINISTRATOR'S NOTICE.—Pursuant to R.S.O. Chapter 110, Sec. 31, all creditors of Robert James Bruce, late of the Township of Mariposa, in the County of Victoria, farmer, deceased, who died at said township of Mariposa, on the 30th day of March, 1897, intestate, are hereby required to send by post, prepaid, on or before the 17th day of July, next, (1897), to the undersigned solicitors for Edward Montgomery, administrator of the estate of the said deceased, their Christian and surname, addresses and descriptions, full particulars of their claims, and the nature of the securities (if any) held by them.

THE OBJECT: A half-holiday for the business men of the town.

Advertisement for Sarsaparilla Compound, featuring 'Pure Red Blood' and 'Britton Bros' logo. Includes text about a 'Double Header Sale' and a 'Half-Holiday'.