

PUBLIC AMAZED!

Crowds! Tremendous Crowds! Pleased Crowds!

THE enormous price reduction on the B. J. Gough Manufacturers' surplus stock of Clothing and Furnishing Goods has been attracting the people of Lindsay and vicinity from all sides. Never in the history of the old-st inhabitants of Lindsay were so many people seen in one store before. B. J. Gough's big store was packed to the doors with customers from the minute the door opened until the closing hour at night, and their extra salespeople were literally taken off their feet by the throngs which swept through their establishment on the opening day of the biggest sale that was ever inaugurated in the town of Lindsay. People are actually attending this great sale from a distance of 100 miles. The overwhelming success of the opening of this ten days' sale of Men's and Boys' Clothing and Furnishing so greatly exceeded Mr. Gough's preparations that they will again have to double their large force of salespeople in order to wait upon the tremendous crowds attending this sale daily. This great stock consists of thousands of dollars' worth of high-grade Clothing and Furnishings awaiting your selection at prices less than one-half actual value. The crowds on opening day were something wonderful, but we look for the biggest crowds in attendance Friday and Big Saturday, Jan. 9th, will, no doubt, witness the biggest crowd of people in attendance at B. J. GOUGH'S MANUFACTURERS' OUTLET SALE that was ever seen in Lindsay before. Read carefully every word of this announcement—it states absolute facts—the truth. Without question of a doubt, this is the greatest sale of Clothing, Furnishings, Etc., that was ever given to the people in the Province of Ontario. Now is the time to make your money do double duty. Attend B. J. GOUGH'S MANUFACTURERS' OUTLET SALE at once and secure your share of the many wonderful bargains being offered. TERRIFIC SELLING TO-DAY AND BIG SATURDAY. CLOTHING, FURNISHINGS, Etc., cut to the core. B. J. GOUGH'S BIG STORE WILL REMAIN OPEN UNTIL 11 P.M. SATURDAY, JANUARY 9th, IN ORDER TO ACCOMMODATE THE GREAT CROWDS.



Down! Down! Go the Prices With a Thundering Crash.

READ! REALIZE! PROFIT!

B. J. Gough's \$45,000 Manufacturers' Outlet Sale at Lindsay, Ont., is certainly proving a premier effort in value-giving, without a counterpart, and is a BARGAIN-GIVING EVENT FOR THE PEOPLE that is surpassing anything in value-giving ever heretofore attempted in the Province of Ontario. This great sale is characterized by thousands of surprises daily, and is a supreme master movement in cash buying of good quality Clothing, Furnishings, etc., dwarfing all similar events, surpassing any and all other sales, and is an original, direct appeal to the economical instincts of thinking people, to whom the saving of a dollar is equivalent to a dollar earned. B. J. Gough's magnificent surplus stock, involving 45,000 worth of the very best Clothing and Furnishings which was bought at a low figure, is being sold rapidly, and the entire stock will be disposed of in nine more days of the sale. Now, the only question is—can you—dare you—in justice to yourself, your family and your pocketbook, overlook this, the grandest money-saving opportunity of your lives in buying good quality Clothing at manufacturers' wholesale cost? READ THESE PRICES. IT WILL PROVE THE MOST PROFITABLE READING THAT YOU HAVE DONE FOR YEARS. Magnificent bargains in Clothing and Furnishings, etc. In justice to yourself you cannot afford to miss this sale now going on at B. J. GOUGH'S BIG STORE AT LINDSAY, ONT. EXTRA PREPARATIONS FOR THE BIG CROWDS FRIDAY AND BIG SATURDAY. STORE OPEN UNTIL 11 P. M. SATURDAY.

- Men's Suits**
- \$3.79 For \$8.00 Suit Values
 - \$5.95 For Suit Values up to \$10.00
 - \$8.98 For Suits worth \$15.00
 - \$10.35 For Suit Values up to \$18.00
 - \$12.49 For \$20.00 Suit Values
- Top Coats**
- In this purchase we have a large quantity of Top Coats for spring and fall wear, in all the popular lengths, all weaves, in light and dark shades, some silk lined, all hand tailored, very jaunty. We quote but four lots:
- Lot No. 1—Value up to \$8.97
 - Lot No. 2—Value up to \$6.98
 - Lot No. 3—Value up to \$10.98
 - Lot No. 4—Value up to \$12.98
- Men's Rain Coats**
- We quote but four lots of these Waterproof Coats, every one made up to the minute in workmanship and style. All sizes. They all come from the best manufacturers, and are absolutely waterproof.
- Lot No. 1—Regular \$6, va. 2.98
 - Lot No. 2—Regular \$10 va. 4.98
 - Lot No. 3—Regular \$15 va. 8.48

- Men's Overcoats**
- Zero weather is here. Buy your winter overcoat now, during this manufacturer's outlet sale and save almost one-half the regular price. We have in this purchase hundreds of Men's and Boys' Winter Overcoats that will be sold at less than the price of the raw material.
- 3.98 For Overcoats. Values up to \$7.50.
 - 6.25 For Overcoats. Values up to \$10.
 - 8.65 For Overcoats. Values up to \$18.00.
 - 10.75 For Overcoats. Values up to \$18.
- Such Overcoat bargains as these have never been equalled in the twentieth century.
- Men's Pants**
- Good Pants, well made and worth \$1.95 per pair, go at .99c
- 800 pairs of Men's Pants, best values ever offered for 1.39
- 227 pairs of Men's Pants, values up to \$8 per pair, to go at 1.89
- 189 pairs Men's Pants, in semi-dress and business materials, in form fitting and peg leg styles, values up to \$4, go at 2.95
- Boys' and Children's Suits**
- In this department we have some very special bargains to offer, and in order to describe each lot it would take too much time and space, so we simply say we have divided them into seven big lots and each lot consists of all the new and

- up-to-date natty suits in all sizes and materials. Mothers, bring in your boys and fit 'em out at factory prices.
- Lot No. 1—Regular \$8 va. 1.89
 - Lot No. 2—Regular \$4 va. 2.25
 - Lot No. 3—Regular \$4.50 va. 2.98
 - Lot No. 4—Regular \$5.50 va. 3.39
 - Lot No. 5—Regular \$6.50 va. 4.38
 - Lot No. 6—Regular \$7.50 va. 4.89
 - Lot No. 7—Regular \$9 va. 5.45
- Men's and Boys' Furnishings**
- Three big lots of Men's Dress Shirts, in light and dark shades, plain white, plaid, checked, all sizes, some with collars, some without. These are all new, up-to-date goods just received from the factories.
- Lot No. 1—Values up to 75c 39c
 - Lot No. 2—Values up to \$1. 79c
 - Lot No. 3—Values up to \$2 1.39
- Men's Sweaters**
- Three Big Lots
- Lot No. 1—Regular \$2 value, 1.25
 - Lot No. 2—Regular \$2.50 va. 1.75
 - Lot No. 3—Regular \$4 value, 1.75
- Caps**
- All Men's and Boys' Caps are going at just one-half price.

- Men's Underwear**
- The regular 50c quality; you all know it when you see it; always sold for one-half dollar the world over, our price
- 35c
 - 69c
 - 1.19
 - 1.98
- All the best grades in the house, the regular \$8 underwear, never sold for less, we give you your choice for 1.98
- Almost Given Away**
- Golf Caps, Turbans, Toques, Boys' Caps. Many of these are worth up to 50c each, your choice
- 12c
 - 19c
 - 9c
 - 9c
 - 7c
 - 12c
 - 38c
 - 69c
- Men's Hats**
- We surrender this entire stock at the actual cost of the raw material.

We've "Loosened" the Money Market---The Public Benefits

This Big Sale Now Going On. The Stock is Selling Rapidly

You can't afford to miss this stupendous Clothing and Furnishing sacrifice. Our great purchase is to be your gain. Don't fail to secure your share of these bargains. STOCK TO GO QUICKLY. Be here on time, benefit accordingly.

If You Value Money, Buy Your Wants During This 10 Days' Sale

AT THE ABOVE PRICES we expect to sell over \$10,000 worth of Clothing and Furnishings the first four Big Opening Days, Wednesday, Jan. 6th; Thursday, Jan. 7th; Friday, Jan. 8th and the first big Saturday, Jan. 9th, and the entire balance of this surplus stock in just a few more days. DROP EVERYTHING AND GET HERE. Remember the Opening Day, WEDNESDAY, JANUARY 6th, and you will SAVE MANY DOLLARS. Be sure you find

B. J. GOUGH, THE BIG STORE

"Where the Good Clothes Come From"

Corner Kent and William Streets, Lindsay, Ontario. Look for the Green Signs.

Terrific Selling. Wonderful Bargains for

Thursday, Friday and Big Saturday

If you value money, buy your Clothing and Furnishings now. You can't afford to miss this sale.

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