

# ROUSING BARGAINS! Gough Touches Your Tenderest Spot: Self-Interest

We mean to make you come here for Clothing. Putting us to the test costs you nothing. Examine at your leisure. But remember this: "You'll make ..... a safe and sound investment for Next Fall if you buy NOW, during our Grand Decisive....."

## WINTER CLEARING SALE

You can afford to pension off your old Overcoat and Suit for new ones which will cost you NOW at least ONE-HALF LESS than you will pay Next Fall under current rising values. Just think of it—one-half less!

**THERE'S A HOT BOOM** started all over our store since we cut loose from profits on all our Winter Stock.

**IF YOU DON'T GET TWICE THE WORTH OF YOUR MONEY HERE ON EVERY PURCHASE IT MUST BE A MISTAKE, BETTER TELL US ABOUT IT SO WE CAN MAKE IT RIGHT.**

If you are a judge of Clothing, qualities and prices, study these offers. You might look until your eyes grow dim for goods equal to these at the figures:

### MEN'S ULSTERS

Regular price \$4.50 Ulsters, now.....	\$2 90
Regular price \$5.50 Ulsters, now.....	3 90
Regular price \$7.50 Ulsters, now.....	5 00
Regular price \$8.50 Ulsters, now.....	6 25
Regular price \$10 and \$12 Ulsters, now.....	8 00

### MEN'S BEAVER OVERCOATS



\$5.50 Overcoats for.....	\$3 90
\$7.50 Overcoats for.....	5 25
\$8.50 Overcoats for.....	6 75
\$10.00 Overcoats for.....	8 00
\$12.00 and \$13 Overcoats for.....	9 50
\$14.00 and \$15 Overcoats for.....	11 50

### MEN'S BLACK SUITS

Regular value \$10.00, now.....	\$6 75
Regular value \$12.00, now.....	8 25
Regular value \$15.00, now.....	10 50
Regular value \$16.00, now.....	11 00
Regular value \$18.00, now.....	12 00
Regular value \$20.00, to order.....	15 00

### YOUTHS' OVERCOATS

\$3.00 values now.....	\$1 90
\$4.00 values now.....	2 25
\$4.50 values now.....	2 90
\$5.00 values now.....	3 90
\$6.00 values now.....	4 25

### BOYS' 3-PIECE SUITS

Sizes, 28 to 34 Breast Measure.

\$2.75 Suits now.....	\$1 90	\$5.00 Suits now.....	\$3 90
\$3.50 Suits now.....	2 40	\$6.00 Suits now.....	4 40
\$4.00 Suits now.....	2 90	\$7.00 Suits now.....	4 90
\$4.50 Suits now.....	3 40		

### MEN'S TWEED SUITS

\$4.00 Men's Suits reduced to.....	\$2 40
\$4.50 Men's Suits reduced to.....	2 90
\$5.00 Men's Suits reduced to.....	3 25
\$6.00 Men's Suits reduced to.....	3 75
\$8.50 Men's Suits reduced to.....	4 75
\$10 Men's Suits reduced to.....	5 75
\$11 Men's Suits reduced to.....	6 75
\$12 Men's Suits reduced to.....	7 75
\$13 Men's Suits reduced to.....	8 75
\$14 Men's Suits reduced to.....	9 75
\$15 and \$16 Men's Suits reduced to.....	11 50



### MEN'S TROUSERS

\$1.00 Trousers for.....	60c
\$1.25 Trousers for.....	74c
\$1.50 Trousers for.....	95c
\$1.75 Trousers for.....	\$1 10
\$2.00 Trousers for.....	1 37½
\$2.50 Trousers for.....	1 65
\$3.00 Trousers for.....	1 90
\$3.50 Trousers for.....	2 25
\$4.00 to \$5.00 Trousers for.....	2 95

### Boys' Reefer Overcoats

Regular value \$2.00, now.....	\$1 40
Regular value \$2.50, now.....	1 65
Regular value \$3.00, now.....	1 90
Regular value \$3.50, now.....	2 40
Regular value \$4.00, now.....	2 90
Regular value \$4.50 and \$5.00, now.....	3 40

### Gloves

Men's Lined Kid and Mocho Gloves	
Regular price 50c, now.....	35c
Regular price 75c, now.....	50c
Regular price \$1, now.....	75c
Regular price \$1.25, now.....	\$1 00

### YOUTHS' SUITS AND PEA JACKETS

\$3.50 values now.....	\$2 25	\$6.00 values now.....	\$4 35
\$4.00 values now.....	2 90	\$6.50 values now.....	4 75
\$4.50 values now.....	3 40	\$7.50 values now.....	5 75
\$5.50 values now.....	3 75	\$8.50 values now.....	6 35
\$10.00 values now.....	\$7 25		

### Men's Odd Garments

200 Boys' Odd Vests, special.....	25c
100 Men's Odd Vests, special.....	49c
85 Men's Odd Coats, special.....	\$1 75

### Boys' Two Piece Suits

Regular \$1.50 Suits now.....	\$0 90
Regular 1.75 Suits now.....	1 19
Regular 2.00 Suits now.....	1 40
Regular 2.25 Suits now.....	1 65
Regular 2.50 Suits now.....	1 90
Regular 3.50 Suits now.....	2 40
Regular 4.00 Suits now.....	2 90
Regular 4.50 Suits now.....	3 90

### Gents' Furnishings

Men's 3-ply Linen Collars, regular price 15c, sale price.....	5c
English Web Suspenders, regular price 25c, sale price.....	15c
Men's Black Sateen Shirts, regular price 40c, sale price.....	25c
Men's Black Sateen Shirts, regular price 75c, sale price.....	50c

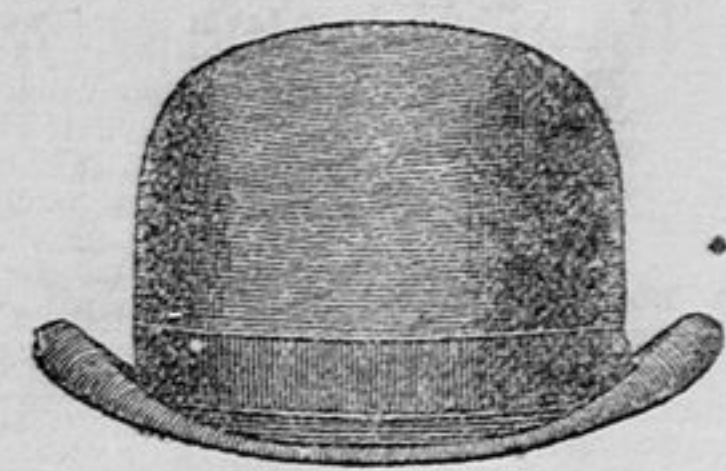
### Mitts

Men's heavy Leather Mitts, lined, regular price 35c, for.....	25c
Men's heavy Leather Mitts, lined, regular price 50c, for.....	35c
Men's heavy Leather Mitts, lined, regular price 75c, for.....	50c

### Boys' Short Pants

Regular values 25c, now.....	19c
Regular values 35c, now.....	25c
Regular values 50c, now.....	35c
Regular values 75c, now.....	50c

### Hats and Caps...



Men's heavy Peak Caps with storm bands, cloth or leather peak, regular price 35c, now..... 25c  
 Boys' heavy Peak Caps with storm bands, cloth or leather peak, regular price 25c and 30c, to clear at.....  
 Boys' Imitations Persian Lamb Caps, wedge or band shape, in black or grey, regular 50c, your choice for..... 25c  
 A lot of Boys' Cloth Caps to clear out at..... 10c  
 Boys' or Girl's Grey Persian Lamb Caps at 60c on the dollar, \$3.00 for..... \$1 80  
 Boys' or Girl's Grey Persian Lamb Caps at 60c on the dollar, \$3.50 for..... 2 10  
 Boys' or Girl's Grey Persian Lamb Caps at 60c on the dollar, \$4.00 for..... 2 40  
 Men's Electric Seal Caps, wedge shape, worth \$4, \$4.50 and \$5, to clear at..... 2 75  
 Men's Bokara Fur Caps for..... 1 25  
 Men's odd lines of Hats at less than half price, all the best American and English makes, Battersby, Henry Carter, Wakefield, Wilkinson, Stanley, Hartley, \$2 and \$2.25 for \$1 00; \$2.50 and \$2.75 for \$1.25; \$3 and \$3.50 for \$1.50. Lower prices at equal value.  
 A lot of Boys' Knockabout Hats 35c, 45c, 50c and 60c, your choice for..... 25c

### Men's Underwear

Shirts and Drawers, regular price 35c, now 25c; 45c, now 35c; 75c, now 50c; \$1.00, now 75c.

### White Shirts

About 800 White Unlaundered Shirts, all linen fronts and bands, regular price 38c, now 25c; regular price 50c, now 35c; regular price 75c, now 50c.

### Men's Neckwear

Men's Ties, regular 25c, for.....	10c
Men's Ties, regular 35c and 40c, for.....	25c
Men's Ties, regular 50c and 75c, for.....	40c

**KEEPING EVERLASTINGLY AT IT** is our motto. We are going to keep it until every man, woman and child is convinced that no place even compares with Gough's in stock, value and prices. Our Clothing is made to do all duty, to give full service, well put together and shapely. The necessity for reduction is our only reason for such a paring in prices as is now going on.

MANUFACTURER AND IMPORTER OF STANDARD HIGH-GRADE CLOTHING

# B. J. GOUGH,

CORNER KENT AND WILLIAM STREETS, LINDSAY

## WHAT YOU WANT

One of Boxall's Coal Stoves for your Hall or a Range for your Kitchen. I am Agent for Buck's celebrated Happy Thought Range and Radiant Home, Parlor or Hall. Steam Heating, Plumbing, Tin and Copper Work done by experienced men. Call and leave your order at

## J. BOXALL'S,

Kent Street, Lindsay

## DR. McCULLOUGH

of Peterborough, will visit Lindsay Every Wednesday at the Simpson House. Hours 10 a.m. to 4 p.m. Consultation in Eye, Ear, Throat and Nose diseases—4-Lyr.

## The Watchman-Warder

THURSDAY, FEB. 15th, 1900.

### KIRKFIELD

Mr. T. Ernest Godson, barrister, of Beaverton, will be in his Kirkfield office (Gusty's Hotel) the 2nd and 4th Wednesday in every month. 10-Lyr.

### DUNSFORD.

A meeting of the patrons and shareholders of the Dunsford cheese factory will be held at the factory on Monday, February 19th, at 1.30 p.m., for trans-

action of business connected with the factory for the coming season. Tenders for milk drawing will also be received.

### GLANDINE

Miss Lillie Jackson of Lindsay is visiting at Mr. R. E. Eakins.

The la grippe has been making another friendly call among the people of this vicinity.

Mr. Wesley Webster has just finished putting up a large Brantford windmill, which adds greatly to the appearance of his new farm.

Our new blacksmith, Mr. Taylor, has been doing a rushing business since he opened up here. Anyone wanting good work done will make no mistake in giving him a call.

### FRANKLIN

Miss Lizzie Hickson spent Monday with her cousin, Mrs. James Spier.

Mr. Herb. Falls of Peterboro spent a week with his parents here.

Mr. Willie Foster of Omeme spent Sunday with the Misses Stewart.

Mr. Fred Veals, who has been laid up for the past two weeks, is slowly recovering.

Miss Jennie Jackson of Manitoba spent a week visiting with her aunt, Mrs. James Stewart.

Mr. Frank Anderson of Mounb Pleasant spent a couple of days last week visiting his mother-in-law, Mrs. Lytle, sr.

### BURY'S GREEN

Howil's mill has commenced operations for a heavy spring work.

Joe Davis of Reaboro is visiting his brother Will.

Mr. Bert Symons of Cambray greeted old friends with his cheery smile and played his part well at the social.

The basket social held on Thursday evening last at the residence of Mr. Jas. Southam was well attended, considering the very wet evening. The

baskets sold well and the neat sum of \$25 was contributed to the organ fund of Eden church.

Mr. John Newby of Winnipeg, Man., called on a few friends last week, and has returned home. John likes the Northwest, but away down in the corner of his heart is still a liking for this place. After his fortune is made in dairying we look for him again to stay.

### ZION-MARIPOSA

Mr. Clark of Bowmanville spent a few days with relatives of this vicinity.

A series of revival services are being held in Zion church, conducted by our pastors, Revs. Robeson and Tucker.

Sunday evening services are being held in the church, conducted by Capt. Yerex, lately of Montreal.

Our school is progressing favorably under the able management of our teacher, Mr. Cephas Rodman.

Mr. and Mrs. Thos. Broad, sr., have returned home, after spending a few days in Lindsay with Captain and Mrs. J. D. Varcoe.

Mr. John Rodman intends to build a new brick house next summer. On Wednesday several of his neighbors were engaged in drawing the brick.

At the Sunday school meeting recently, Miss Ada Snelgrove was appointed as superintendent to assist Mr. Broad.

Noticing that your worthy correspondent has of late failed to keep us posted on the latest items, I hope, Mr. Editor, you will allow me space in the columns of your valuable paper.

Our Sunday school Temperance Band met as usual at the close of the Sabbath school last Sunday, and in general is prospering, under the President, Mr. Mahlon Culbert. Much credit is due to the program committee for the excellent and interesting program furnished.

Not often are we called to witness

such a happy event as was the occasion at the home of Mr. Thomas Yerex on Wednesday, 7th Feb., it being the fiftieth anniversary of Mr. and Mrs. Henry Yerex's wedding, which is termed to the age as a "golden wedding." On this occasion Mrs. Yerex was presented with a fur jacket, while Mr. Yerex was made the recipient of a fur coat, after which toasts were given, which indeed shows that age is esteemed. All partook of the dainties which were so delicately prepared, after which the time was spent in singing and games.

### LITTLE BRITAIN

The sleighing is gone, owing to the mild weather, and the sleighing parties have had to stop for a while.

We are pleased to see our friend Miss Glennly able to be around again, after a long sickness.

Mr. Kenneth Ferguson, our local authority on war, has recently turned Boer.

Mr. James Thorndyke and a couple of Oakwood belles paid Britain a flying visit on Sunday evening.

Not seeing any correspondence in your paper from this hamlet for some time, we thought it high time to be heard from.

Mr. Dix is busy cutting down his woods and getting out sawlogs for the new saw mill. Britain is booming this year.

Mr. J. J. Rich, our nobby tailor, was married to Miss A. Wakely on Wednesday last. They will take up their residence here shortly in the house lately vacated by Mr. Eck.

Mr. George Webster was the guest of Mr. Jas. Broad Wednesday night last. He left Thursday morning for Lindsay. George is a welcome visitor at Plymouth.

The Glandine butcher is doing a rushing business here, but owing to the disagreeable weather does not

make his regular trips. He purposes taking another route next summer.

The toboggan slide at the north end furnishes lots of amusement for the young folks. Who was the young man who got his overcoat torn off up there? While the weather is warm he may not need it.

### KINMOUNT

The village constable evidently intends stopping all fast driving over the bridge in Kinmount. Three furious drivers have already been fined and there will be others if they don't look out.

Mr. Robert Brown of this place, while working in the woods north of Minden, had the misfortune of being struck by a falling limb. He is at Minden under the care of Dr. Curry. We hope for his speedy recovery.

Mr. A. Train, agent for the Singer Manufacturing Co., left for a trip east on Wednesday last with two sewing machines on his sleigh. He returned on Friday with an empty rig, having disposed of both machines. The best sells at sight. People will not be fooled by departmental store trash.

We in North Victoria are glad to hear that the red tape General Hutton has taken "back water" and recommended "our own Sam" for a commission on Strathcona's Horse composed of rough riders. Sam will just be in his element.

Court Kinmount No. 677, Canadian Order of Foresters, will hold an open meeting in the Orange hall on Friday, March 23rd, to which all are invited. Messrs. J. R. Stratton, M.P.P., Provincial Secretary, and Ernst Gartung, Superintendent of Organization C.O.F., have signified their intention of being present and delivering addresses. Come all and expect something good.

Messrs. Jas. Wilson, John Blanchard and Thomas Cooper have received their medals for services during the Fenian

invasion of 1866. Mr. Wilson is quite proud of his medal, as he has a right to be, and wears it in a conspicuous place on his breast. All honor to the veterans of '66. If the Fenians attempt another raid they will get a worse reception than they got last time.

A patriotic concert for the benefit of those dependent on our brave soldiers, was held in the Orange hall, Kinmount, on Tuesday, Feb. 5th. The program was as follows: Address by John Austin, chairman; Maple Leaf, by Public School Glee Club; solo, "Just as the sun went down," Miss Munt; reading, "I was so glad I was here to night," Miss Brokenshire; solo, "Sadie McIntyre," Mr. A. Train; address by Rev. Jos. Mant, formerly of the Dublin Irish Fusiliers; solo, "The mother of the girl I love," Miss Caldwell; recitation, "Jennie McNeil," Miss Smith; solo, "Old man Moses," Mr. D. Rees, who on being encored, sang "Get a wife young man"; solo, "Mamma's in heaven," Miss Lilly Dawson; reading, "Britannia for ever," Miss Grace Munt; solo, "A legacy of fame," Mrs. W. Harper; recitation, "The sailor boy," Mr. W. J. Wilson; solo, "Kipling's Absent-minded Beggar," Mr. Geo. Train, who on being encored, sang "The Widow of Windsor Hall"; chorus, "Soldiers of the Queen," Public School Glee Club; reading, Mr. G. Train; recitation, Miss M. Soward; reading, J. Austin; address, Rev. Geo. McConnell; reading, Miss Della Brokenshire; address, Mr. J. H. Knight, Public School Inspector, Lindsay; address, Mr. Atala, a native of Palestine, who spoke on liberties in Canada as compared with those of the Turkish Empire; reading, "The inventors wife," Miss Dunbar; recitation, "Satan in search for a wife," Dr. White; recitation, Mr. D. Rees; recitation, Master W. Craig. Refreshments were then served. The patriotic fund here amounts to over \$30 and is still growing.