

No Goods Exchanged. No Money Refunded. Conditions of sale will not permit it.

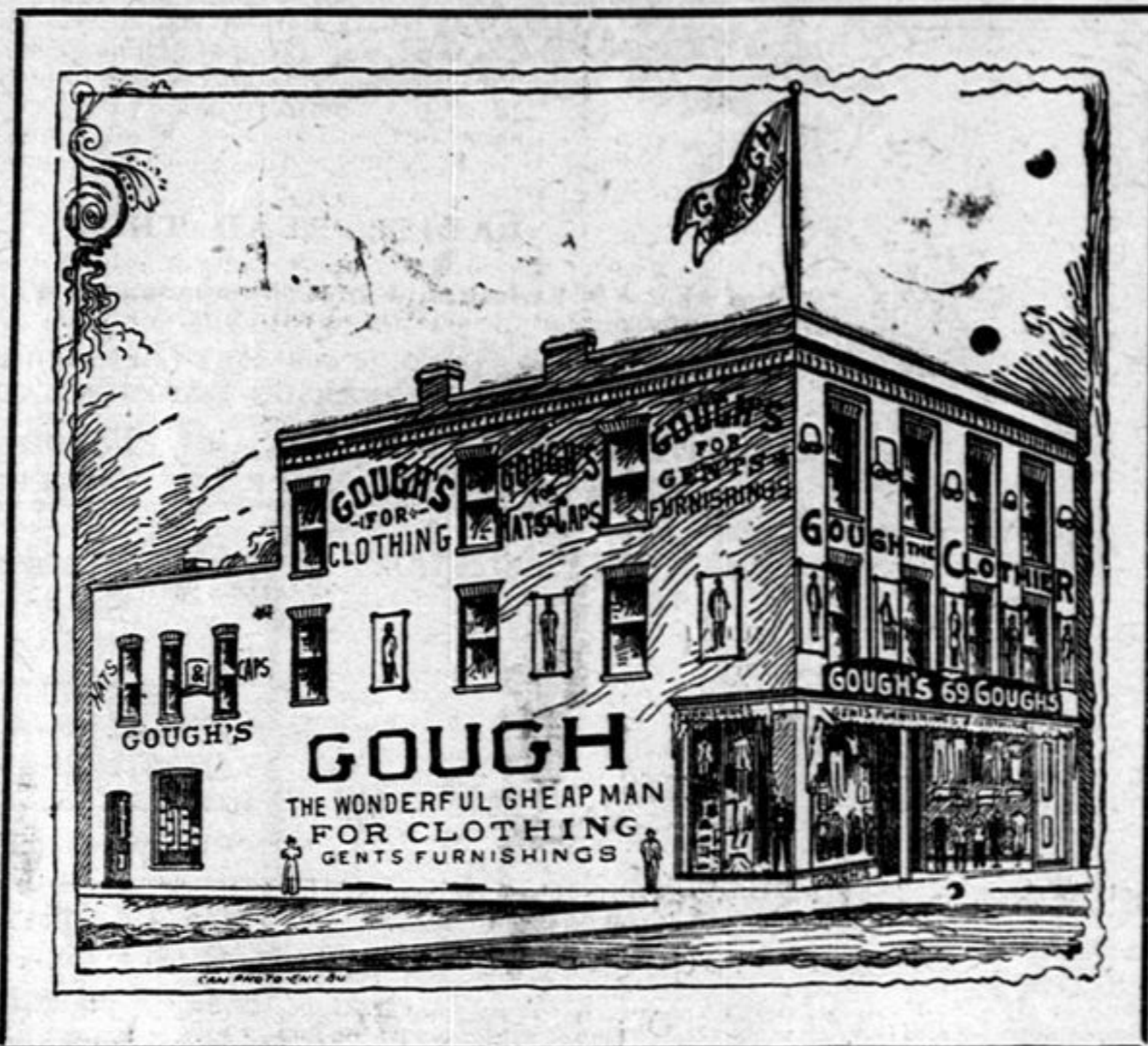
**B. J. GOUGH'S**

Store Opens 8 Every Morning. Sale Continues till the end of the month.

# Gigantic Rummage Sale

**BEGINS THIS WEEK**

The news that hundreds of our patrons have been waiting for. After Stock-Taking prices go still lower. Everything under marching orders for February. It's the last and final Mark-Down on Winter Clothing, Furnishings, Furs, Etc., when prices are fairly blasted to pieces.



We have rummaged throughout the stocks in all departments. Great have been the preparations--Great will be the results. A Radical Rummage and a GRAND WIND-UP OF WINTER STOCKS. The clang of the opening gong rings in the Greatest Month of Monster Values--The Greatest Month of Richest Savings--The Greatest Month of Cyclone Business.

## Rummage! Rummage!

The warm unseasonable weather has left a lot of stock unsold which must be turned into money to make room for our New Spring Goods, and we use the quickest insignificant prices to clear them out in the shortest month of the year for a BANNER SALE.

## Rummage! Rummage!

We put the whole stock on the run, and give you choice of everything in the store. We've lined up the whole merchandise aggregation for the most strenuous 20 days selling in recent history. RUMMAGE REDUCTIONS RUN RIOT.

**Every Day Full of Fascinating, Purse-Loosening Buying Chances for Men, Youths, Boys and Children**

**42,000 Stock of Clothing, Hats, Furs, Furnishings** must be sold before end of February by hook or by crook. **Gough's Rummage Prices** will be a good investment any kind of weather--hot or cold. Come straight to the store after breakfast--you can be at work again before nine o'clock. **We're Ready for Business Sharp at 8 O'clock.**

### Men's Overcoats.

Canadian Beaver Overcoats, with velvet collar and Italian linings, worth \$4.50 to 6.00--on sale at.....**2.45**  
 Men's Harris Frieze Ulsters, made with high collar, heavy tweed lined, with or without belt, worth \$6.50 to 7.50--on sale at.....**3.85**  
 Men's Overcoats, in full box back style, made with or without belt, velvet collar, worth \$7.00 to 8.50--on sale at.....**4.75**  
 Men's Top Coats, made in English Whipcords, Venetians and Cravenettes, worth \$8.00 to 9.50--on sale at.....**5.65**  
 Men's Chesterfield Overcoats, three-quarter length, single breasted, in fancy tweeds and kerseys worth \$9.00 to 10.00--on sale at **6.50**  
 Men's Swell Double Breasted Overcoats, in chevots, vicunas and friezes, cut with full box back, with or without belt, worth \$10.00 to 13.50--on sale at.....**7.95**  
 Men's Fine Overcoats, cut in the Tourist Paddock or the Long Overcoat styles, in meltons, chevots or unfinished worsteds, worth \$14.00 to 16.50--on sale at.....**9.95**

### Boys' Overcoats.

Boys' Heavy Overcoats, in Friezes and Tweeds, made with high or low collar, regular 2.50 to \$3.25. On sale at.....**\$1.49**  
 Boys' Overcoats in fancy tweeds made with high collars, well lined and trimmed, regular \$3.50 to \$4.00. On sale at.....**\$1.75**  
 Boys' Overcoats made in long, loose style, with or without belt, well trimmed, worth \$3.75 to \$4.50. On sale at.....**\$2.75**  
 Boys' Swagger Overcoats made of fancy tweeds, with or without belt, regular \$4.50 to 5.25. On sale at.....**3.49**  
 Boys' Long Overcoats made in fancy checks and styles with velvet collar, regular \$6 to 7.50. On sale at.....**4.75**  
 Boys' Overcoats in all the newest patterns and swagger styles, up to the minute, regular \$7.00 to 8.50. On sale at.....**4.95**

### Boys' Reefers.

Boys' Reefers, made of heavy frieze, worth \$2.50 to 2.75. On sale at.....**1.65**  
 Boys' Reefers in navy and grey frieze, made with high collars, regular \$3 to 3.50. On sale.....**1.95**  
 Boys' Imitation Curl Reefers in stylish box styles, regular \$3.50 to 4.50. On sale at...**2.49**

### Bargains in Pants.

Men's Strong Canadian Tweed Pants, strong-lynnade, regular \$1.50 to 1.75, on sale at...**99c**  
 Men's Tweed Pants, made to save a first-class pair, worth \$2 to 2.50, on sale at.....**1.30**  
 Men's Fancy Worsted Pants, in assorted stripes, worth \$2.75 to 3.50, on sale at...**1.75**

## FURNISHINGS UNDERPRICED.

Blue Flannel Shirts, in all sizes, regular \$1.00 and 1.25--on sale at.....**69c**  
 Blue Flannel Shirts, in all sizes, regular \$1.25 and 1.50--on sale at.....**89c**  
 Men's Mocha Mitts, assorted sizes, regular \$1.25 and 1.50--on sale at.....**85c**  
 Linen Collars, in all shapes and sizes, regular 10c and 15c--on sale at.....**5c**  
 Silk Ties, in four-in-hands and made up shapes, regular 25c on sale at.....**10c**  
 Wool Top Shirts, all sizes, regular 85c and 95c, on sale at.....**49c**  
 Men's Fleece Lined Underwear, all sizes, regular 75c, on sale at.....**39c**  
 Boys' Underwear, regular 35c and 40c on sale at.....**19c**  
 Children's Toques, in worsted wool, regular 25c and 35c--on sale at.....**19c**

Heavy Woollen Mitts, regular 35c to 40c, on sale at.....**25c**  
 Cardigan Jackets, regular \$1.50 to 2.00, on sale at.....**1.24**  
 Cardigan Jackets, regular \$1.00 to 1.25, on sale at.....**65c**  
 Fur Lined Caps, college and motor shapes, regular 75c--on sale at.....**39c**  
 Fur Lined Caps, in all the latest shapes and patterns, regular \$1.25 and 1.50--on sale at.....**89c**  
 Men's Fur Felt Hats, regular \$1.00 and 1.25, on sale at.....**69c**  
 Men's Soft and Stiff Felt Hats, regular \$1.75, 2.00 and 2.50--on sale at.....**1.39**  
 Way's Mufflers, regular 75c--on sale at.....**49c**  
 Men's Black and Colored Wool Hose, regular 35c and 40c--on sale at.....**19c**

### Men's Fur Coats.

Wambat Coats, regular \$25.00--on sale at.....**16.50**  
 Cub Bear Coats, regular \$18.00--on sale at.....**13.95**  
 Russian Calf Coats, regular \$35.00--on sale at.....**26.50**  
 Russian Calf Coats, regular \$30.00--on sale at.....**22.50**  
 Coon Coats, regular \$65.00--on sale at.....**42.00**

### Coon Coats, regular \$75.00--on sale at..... 52.00

25 Only Imitation Persian Lamb Coats, with German otter collar, rubber lined, extra heavy quilted lining, regular \$18.00 to \$22.00--on sale at.....**12.10**

**All Fur Collars and Caps at Cost Prices.**

### SPECIAL--50 doz. Boys' Sweaters in fine worsteds and fancy stripes, all sizes--worth 75c \$1.00 to \$1.50--on sale Saturday at 49c.

### Men's Suits.

Canadian Tweed Suits in single breasted style, farmers' satin lined, worth \$4.50 to 6.50, on sale at.....**2.49**  
 Domestic Tweed Suits, in single or double breasted styles, in mixed tweed patterns, worth \$6.50 to 7.50, on sale at.....**3.85**  
 Fancy Tweed Suits, cut in single or double breasted styles, with broad lapels, in stripes and fancy checks, worth \$7.00 to 8.50, on sale at.....**4.50**  
 Men's Dressy Tweed Suits, cut in three-button double breasted, and four-button sacque style, worth \$8 to 9.50, on sale at.....**5.65**  
 Men's Serge Suits, in black and blue shades, made with French shoulders and raised seams, worth \$9 to 11, on sale at.....**6.50**  
 Men's Imported Tweed Suits, in fancy stripes and checks, well tailored, good linings, worth \$10 to 13.50, on sale at.....**7.95**  
 Men's Fine Imported Worsted Suits, lined with heavy satin linings, concave shoulders, worth \$14 to 16.50, on sale at.....**9.95**

### Boys' Suits.

Boys' 2-piece Suits in tweeds and serges, made in pleated and belt styles, regular \$2.25 to 2.50, on sale at.....**1.35**  
 Boys' 2-piece Tweed Suits, made with belt and pleates, regular \$2.50 to 3.00, on sale at.....**1.65**  
 Boys' Norfolk Suits in fancy tweed stripes and checks, in all the newest shades, regular \$3.50 to 4.75, on sale at.....**2.95**  
 Boys' 3-piece Suits, in tweeds and serges, neatly made and trimmed, regular \$3.50 to 4.00, on sale at.....**1.95**  
 Boys' 3-piece Suits, in neat hair line striped tweeds and serges, regular \$4 to \$5.50, on sale at.....**2.95**  
 Boys' 3-piece Suits, in fancy striped and checked tweed patterns, well made and trimmed, regular \$5 to 6.50, on sale at.....**3.95**

Corner Kent and William Streets.

**B. J. GOUGH**  
 THE WONDERFUL CHEAP MAN.

Member Gough Syndicate of Clothing Buyers.

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