

# Where There's a Will There's a Way

The way we have of disposing of Winter Stock at the end of the season comes from the will we have of reducing prices, no matter what the loss. Nothing succeeds like success, and our ROUSING MID-WINTER SALE is a sample of it. It's a chance to be lucky.

Another month of this weather will relieve us of our Winter Clothing. GOUGH'S Sensational Bargains of the day is to prepare for Spring Goods. That's the motive. There's no room for argument about the wisdom of buying now for future wants--the prices we quote prove it conclusively.

### 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 30
\$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
\$12 Men's Suits reduced to.....	6 75
\$14 Men's Suits reduced to.....	7 75
\$16 Men's Suits reduced to.....	8 75
\$18 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 37 1/2
\$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 \$1.00, 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
\$5 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

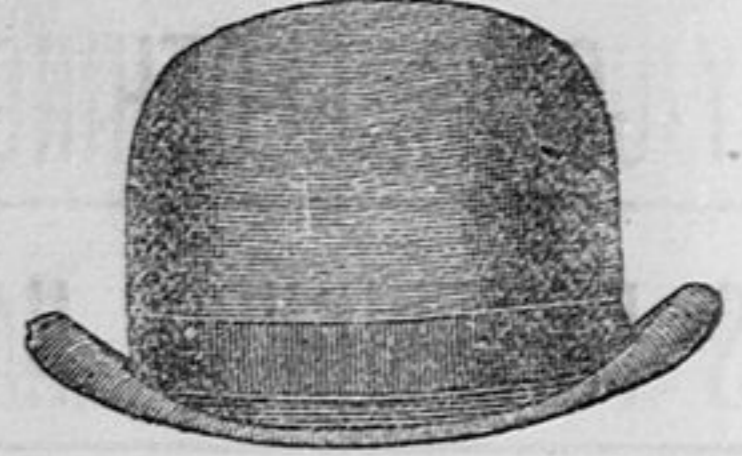
### Mitts

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 peaks, regular price 25c and 30c, to clear at..... 15c  
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 40  
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 \$4.50 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 Knocabout 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 full duty, to give full service, well put together and shapely. Everything offered at this big sale is positively our regular stock. 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

### LETTERS FROM

### OUR CORRESPONDENTS

#### KIRKFIELD

Mr. T. Ernest Godson, barrister, of Beaverton, will be in his Kirkfield office (Gasty's Hotel) the 2nd and 4th Wednesday in every month. 10-1yr.

#### GELETT

Mr. M. Harsison returned home from camp last Friday. He would not have come home so soon but that he was sick and required medical aid.

The Methodist tea here on Feb. 16th was a great success. It was a lovely night and quite a crowd drove from Minden and took part in the program. Also Rev. Mr. Hopkins from Gooderham gave a short address.

Last Sunday was a very rough day and blocked the roads terribly. The snow plough from Lindsay came up last Monday, to clear the track for the first time this winter.

#### WOODVILLE

Dr. C. Bowerman will be at the Queen's hotel, Woodville, the first four Fridays in March (all day). Gas administered for the painless extraction of teeth. Artificial sets made, and natural teeth preserved. Prices moderate.

Malcolm McPherson, an old and highly respected resident of our village, died at his residence on Thursday of last week. The funeral took place on Saturday morning at the Presbyterian church, conducted by Rev. J. McD. Duncan, where a large concourse of friends had gathered. The funeral took place at Manila. He was in his 67th year, and was bailiff of the first Division Court of Victoria county and also county constable.

#### CAMERON

Mr. John Braden has been very ill, but we are pleased to hear that he is now recovering.

The heavy snow-fall of last Thursday and Friday nearly paralyzed business--even the members of the camp had to lie

up. We expect torrents of water after a little.

Mr. William Bryson, son of our postmaster, has gone to Ashland, Wisconsin. William will be greatly missed. We all wish him success.

The Kickapoo Indian Co. have been holding forth here for the past week in the Orange hall. Since that nearly every boy and young man, and some of the girls too, have been embryo Kickapoo actors.

A cloud of sadness seemed to envelop the village when the news came that so many of the brave Canadians were killed and wounded at the Modder River in South-Africa. Many hopes are expressed that the war may soon terminate, and that without further loss of life.

Some real estate has been changing hands in our burg. Mr. James Ingram has bought Mr. Israel Goodhand's house and lot. Mr. Goodhand has rented a farm, and will be leaving the village about the first of March. Mr. John H. Copeland, too, has rented his farm and is to be a resident of Cameron. He has rented Mr. P. Perrin's house.

#### VALENTIA

Miss Robinson of Lindsay is the guest of Mrs. C. W. Parkin.

Mrs. J. Stokes one day last week had her elbow put out of joint by the falling of a ladder.

A very pleasant evening was spent last Tuesday at Mr. R. Taylor's. Lots of taffy and heaps of fun. The taffy pull was quite interesting. Mr. J. K. Parkin had a good share of the pull.

The oyster supper on the 13th Feb., given by Court Valentia C.O.F., proved a decided success, notwithstanding the very rough evening. The hall was well filled. The proceeds amounted to \$45.

On Tuesday morning Mr. Wm. Found had a narrow escape from being killed. He was kicked by a horse just above the eye, which left him unconscious. Dr. Hall of Little Britain dressed the wound and Will is doing nicely.

Quite a number of Valentia people are going to the west this spring. The choir will feel the loss of Mr. Hobbs. He was leader for several years. Joe wants to take the choir with him, but as yet only one voice was heard to say, "I will go."

On Tuesday evening next, March 6th, Rev. C. O. Johnston of Toronto will lecture on the subject "Briton and Boer" at the basket social to be held here under the auspices of the Y.P.S.C.E. The subject is a timely and interesting one, and Mr. Johnston is a clever platform orator. See posters.

We are pleased to hear that the sick baby at the home of Mr. and Mrs. Cyrus Crozier is every day improving.

The oyster supper given by the C.O.F. here was a grand success. The proceeds amounted to the handsome sum of \$45.

Mr. Fred Crozier, formerly of Scougog Island, has become a citizen of our town. Scougog's loss is our gain, as Fred is a general favorite, especially with the ladies.

A basket social is to be held in the Methodist church here on the evening of March 6th. We expect the Rev. C. O. Johnston of Toronto to lecture on the evening of the same date.

Mr. W. R. Swain, one of our most progressive farmers, has recently purchased a cream separator for use in his dairy. We understand it gives good satisfaction.

A quiet social took place at the residence of Mr. John Swain, jr., being the marriage of his sister, Miss Magale Swain, to Mr. Joseph Hobbs. Your scribe joins in wishing the happy couple prosperity through life.

We noticed an item from your Little Britain correspondent that some of the inhabitants of that town had turned Boer. Now, Mr. Editor, although we are 90 per cent. Irish, we have no Boer sympathizers here. A talk with Mr. R. Suggitt is enough to convince all that Britain is fighting for a just cause.

#### OAKWOOD

George Hicks has been busy all week mulling Hogg Bros. cold storage building with ice. You ought to see George's bay nag hoist ice; he beats any machine yet invented, both for speed, certainty and safety.

Messrs. Hogg Bros. have completed stock-taking, and report the business done last year as the largest in the history of their store. This speaks well for our village, being so close to

town, and goes to show that the firm are progressive and up-to-date in their methods. It is certainly a great convenience to have such a large store carrying almost every line of goods, with a staff of competent salesmen, right at our own door. Let us support our own business interests in the village and not send our money away when we have it and only go to the local stores for goods when we want credit, as some are inclined to do occasionally. "Spend your cash where you get your credit" is a good motto.

A very pretty but quiet wedding took place on Tuesday, Feb. 20th, at the residence of Mrs. Jas. Thorndike, it being the marriage of her grand daughter, Miss M. A. Cunnings, to Mr. J. F. E. Brass of this place. At precisely five o'clock the bridal party entered the parlor to the strains of the wedding march played by Mrs. (Rev.) Phelps. The bride was charmingly attired in a suit of castor ladies' cloth, trimmed with liberty silk over white satin and carried a bouquet of bridal roses. She was attended by her sister, Miss P. L. Cunnings of Port Carling, who was also becomingly attired in a costume of brown cloth, trimmed with Duchesse satin and white chiffon, and also carried a shower bouquet. The groom was ably assisted through the trying ordeal by Mr. Jas. H. Moore of Oakwood. The knot was securely tied by Rev. L. Phelps. At the conclusion of the ceremony the guests repaired to the dining-room, where an elaborate dejeuner was served, after which the bridal party drove to Mariposa station, where Mr. and Mrs. Brass took the east bound train for Peterboro and other eastern points, followed by the good wishes of all.

On the evening of Friday the 16th a merry crowd assembled at the home of Mr. and Mrs. Orson Weldon to welcome home Mr. and Mrs. N. Weldon. Mrs. O. Weldon received the guests, who were also welcomed by the

fair bride, who received in a silver and pink shot silk waist with a bouquet of pink carnations and ferns. A delicious supper was served in the dining-room. The tables being presided over by the charming daughters of the host and hostess. After supper the hours were quickly passed in games, music and songs until the "wee sma" hours of the silver morn, when the gay company dispersed after thanking Mr. and Mrs. Weldon for an exceedingly pleasant evening.

#### COBOCONK

Mrs. J. Sheldon is convalescent.

Mrs. J. R. Phillips has gone to Toronto to visit friends.

Mrs. Geo. Russel has been very ill, but is a little better now.

Mrs. Miller died on Sunday, the 18th Feb., and was buried in the cemetery here on the following Tuesday. Officers of the Salvation Army conducted the funeral, which was largely attended. Mr. Miller and family have the sincere sympathy of all in their hour of bereavement.

Mr. Chas. Bowins and Mr. J. Wakelin drove two loads of people to Norland to attend the L.O.L. basket social recently. All enjoyed the drive and entertainment. The members of L.O.L. here are having a basket social on the 6th March and Norland people will doubtless return the compliment.

#### CAMBRAV

Miss Lizzie Jackson entertained a number of her friends last Thursday evening.

The postoffice has been moved to its new premises in the north end of the village.

Mr. W. B. Feir talked very nicely in the Presbyterian church last Sunday morning, the minister failing to get here.

I think, Mr. Editor, if all of your several local correspondents from our village would make it a point send all the news together it might tend to keep down a great deal of unnecessary expense.

The ladies of the Woman's Foreign Missionary Society will give a social and concert in the Methodist church next Friday evening. The program will consist of readings recitations, etc., but the drawing card is the initial appearance of our local band. The boys do extra well and you should come and hear them. Admission 15c, children 10c.

#### NORTH OPS

The annual meeting of the North Ops cheese factory will be held at the factory on Wednesday, March 7th, at 1 p.m., for the purpose of letting the milk routes for the season and transacting general business. A full attendance of patrons is requested.

An entertainment in the form of a raffle was held at the residence of Mr. S. Sanderson last Thursday night. The event brought forth all classes of men from a common horse trader to the sanctimonious man who wears a pious face on Sunday and any thing at all the remaining six. Freely they talked and sang, indulging in much merriment as they took off their lemons like mere men and went the board one better every round of the glasses. The gramophone selections were well received and was a great auxiliary towards the night's frolic. Entered the dwelling late on in the night a sharp eyed stranger from West Ops with lots of the glorious oozing from holes in his trousers, who played the prize, which at one time might have been called a horse. Time will not permit us to dwell on the many eyesores which fought for supremacy on his battered frame, but we must ere drawing to a close condemn raffles as a means of furnishing either pleasure or amusement. The rising generation would tend to elevate society by suppressing such a method of making merry and permit this sport, which has taken its quietus many years back, to remain an alien to our fair locality.