



# Lindsay's Spring Horse Show AND GOUGH'S Great SUIT SALE Go Hand in Hand

As an inducement to you to attend LINDSAY'S SPRING HORSE SHOW, GOUGH, LINDSAY'S GREATEST CLOTHIER, is offering SPECIAL PRICES in the newest lines of SPRING CLOTHING. This opportunity is for THREE DAYS ONLY.

Every purchase of \$10 entitles the purchaser to a refund of the amount of Single Fare within a radius of 25 miles from Lindsay.

### Men's Suits

- 27 Men's Fancy Tweed Suits, single or double breasted styles well lined, reg \$8 to \$10. Special price..... **4.95**
- Men's Canadian Tweed Suits in 3 button style, neatly tailored, regular \$9.00. Special price..... **5.95**
- Men's Fancy tweed suits, 3 button sack style, good serviceable materials, reg \$10. Special price..... **6.95**
- Men's fancy worsted suits in the newest patterns, a splendid range to select from, reg \$12. Special price..... **7.95**
- Men's Black and blue suits in single breasted style, reg 12.50. Special price..... **8.95**
- Men's fancy tweed suits in all the new patterns, single breasted styles, regular \$15. Special price..... **10.95**
- Men's fancy worsted suits in all the latest patterns, beautifully tailored, regular 17.50. Special price..... **12.95**
- Men's imported fancy tweed and worsted suits, made in the latest styles, hand tailored goods, reg \$18 to \$20. Special price..... **14.95**
- Men's English Worsteds Suits, made in the classy young men's styles, beautifully tailored reg \$20 to \$22. Special price..... **16.95**

### Boys' Suits

- Boys' 2 piece suits, made of good serviceable tweeds, sizes 22 to 26; reg 2.50 to \$3. Special price..... **1.49**
- Boys' two piece Norfolk Suits, made of Canadian tweeds, reg 3.50 to \$4. Special price..... **2.49**
- Boys' two piece Norfolk and double breasted suits, serviceably made, reg 4.50 to \$5. Special price..... **3.49**
- Boys' 2 piece suits made in the refer style, smart and classy patterns, reg 5.50 to \$6. Special price..... **4.39**
- Boys' 3 piece suits made in single breasted styles, reg 4.50. Special price..... **3.29**
- Boys' 3 piece suits made of good serviceable tweed, neatly finished, reg \$5. Special price..... **3.49**
- Boys' 3 piece suits in black and blue serge, well lined, any size, reg \$5 to 6.50. Special price..... **3.99**
- Boys' fancy tweed and worsted suits, all new patterns, beautifully finished, reg \$6 to \$7. Special price..... **4.49**
- Boys' fancy worsted, two and three piece Suits, excellently tailored, reg \$8 and \$9. Special price..... **6.49**

# B. J. GOUGH LINDSAY

WHERE THE GOOD CLOTHES COME FROM.

Saturday April 27th 1912

## Cambray Carpenter Had Thrilling Experience Saturday --Almost Frozen to Death in a Local Refrigerator

A carpenter from Cambray, who is always a busy day and most of the time is taken up in the morning in quantities equal to the trade for the day. The man never was so busy, crowded and all the latest known ideas on the preservation of meat by frigid means. He was arrayed in a summer suit with the last shreds of his winter underwear gone to the ragman. Summer had come; why should he wear heavy clothing, and in the refrigerator business he met the complaint to friends he met of the torrid temperature of Lindsay.

After inspecting many cold storage plants where ice is kept he dropped into a Kent-st. meat market and asked the proprietor to allow him a look through his large demand and placed Mr. Carpenter in the box, and as he, by the force of habit had wont to do, hopped the ice box. Saturday was a busy day and most of the time is taken up in the morning in quantities equal to the trade for the day. The man never was so busy, crowded and all the latest known ideas on the preservation of meat by frigid means. He was arrayed in a summer suit with the last shreds of his winter underwear gone to the ragman. Summer had come; why should he wear heavy clothing, and in the refrigerator business he met the complaint to friends he met of the torrid temperature of Lindsay.

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**Peruna Secret, You Should Know**

Golden Seal, the root of the above plant, is a very useful medicine. Many people gather it in our rich woodlands during the summer. Few people know how valuable it is in dyspepsia, catarrh, and as a general tonic. Many thousand pounds of this root are used each year in the famous estab. remedy, Peruna. This fact explains why everybody uses Peruna for catarrh.

## The Cost of Higher Living--at Recent Dinner in Lindsay Butter was From New Zealand, Meat From Australia, Potatoes From Ireland

Mail and Empire: Our higher standard of living is contributing materially to the general advance of natural products. This seems to be well illustrated in the importation of potatoes from Scotland and Ireland in Ontario. Last year the Ontario potato yield was only 13,918,000 bushels, as compared with 21,927,000 in 1910. In consequence of this home shortage Ontario has been importing potatoes from New Brunswick and the British Isles. Approximately 500 cars have been brought from New Brunswick, and about forty or fifty from Scotland and Ireland. The over-sea potatoes were laid down in Toronto at a cost of from \$1.40 to \$1.45 per bag on the average, notwithstanding the freight and the duty. They were rather dirty and in many cases damaged in transit and were decidedly different in appearance from the light-colored, clean and smooth potatoes from New Brunswick's sand-er soil. New Brunswick potatoes of the Delaware variety are said by commission merchants to cost about \$1.80 at point of shipment, freight to Toronto being about 18c a bag.

The over-sea potatoes passed the potato fields of New Brunswick in being brought to Ontario, and were laid down here for considerable less than prevailing prices for either Ontario or New Brunswick potatoes. They have not been marketed with the degree of success, because of their inferior appearance and condition, the Ontario buyer preferring a better product at a higher price. Of course, there are many to whom cheapness is the first consideration, but buyers generally seem loath to lower the standards. The over-sea potatoes did, however, exert a moderating influence on local prices, until, with the commencement of the coal strike, shipments were stopped. The willingness of people to pay for the best looking products, whatever the real difference in quality may be, indicates at least one cause of the higher cost of living. The effort to economize that holds down prices seems to be lacking. Certainly the proportion of Canadians who are comfortably off financially, and who do not use the really poor are forced to use, is so large that inevitably costs have crept up. The farmer is able to produce less of a higher quality and get a higher price that pays him just as well as his former larger production. The question of price alone, however, seems to enter into the importation into Canada of carloads of New Zealand butter. At a dinner in Lindsay recently the butter was from New Zealand, the meat from Australia and the potatoes from Ireland. The explanation may be partially found in the summer drought that burned up much pasturage, but by no means entirely.

## List of Dead Now Totals 1,635--Names Duplicated

NORLAND  
Norland, April 22. — Mrs. E. H. Gostlin and daughter Eva has returned after spending a short while visiting friends in Lindsay.

Mrs. Mark Ellis and little son Clifford is at present visiting with her sister, Mrs. Chappie of Newmarket.

Mr. Arthur Newson spent Sunday visiting at Mr. Parks, of Head Lake. We are glad to see that Mr. N. Winterburn has returned from the hospital where he underwent an operation.

Miss Kate McIntyre, of Highland Grove, spent a few days visiting at her home here.

Mr. Roy Hunter is at present staying at her father's, Mr. Wm. Murray's where she intends staying for part of the summer. Mr. Hunter having gone to the West.

Mr. and Mrs. A. McIntyre and family, of Cobocok, were the guests of

New York, April 21. — With the official passenger list on the Titanic including the roster of her heroic dead, at the bottom of the sea, the total of those saved was this afternoon officially placed at 705 by W. W. Jeffries, general passenger agent of the White Star line, although the latest revised list of survivors' accounts for 745 persons. Mr. Jeffries announced that Capt. Rostron, of the Carpathia, reports the number of survivors by cabins, as follows: First-class 202; second-class 115; third-class 178, crew 206, officers 4. Total 705.

"There are undoubtedly many duplicated names in the last revised list of the survivors," Mr. Jeffries said. "This can be explained by the fact that many of the women in the first cabins were accompanied by maids. In the first list sent from the Carpathia, their names were not mentioned, while in later lists their names which do not appear on the original sailing list, are mentioned. Some names probably have been duplicated with a change of spelling or initials."

If the report of Capt. Rostron is accepted as final, as Dr. Jeffries asserts, it will be the total number of dead will be increased to 1,635. It is believed that a list of survivors is again being revised for the purpose of eliminating the duplications. This list probably will be completed tonight.

## Two Men Killed in G. T. R. Wreck Sunday

Georgetown, Ont., April 21. — Thomas Currie, farmer and drover, of Tavistock, or Bright, and C. E. Corey, brakeman, of Stratford, met a terrible death to-day when a light engine crashed into the rear of an eastbound cattle train, and the wreckage took fire. Both bodies were burned beyond recognition and Currie was actually burned to death although his injuries from the collision may have been fatal. The brakeman was apparently instantly killed. Six other drovers who were in the train which was pushed under the last stock car, escaped injury. They were: A. McKinley, of Forest, W. J. Taylor, of Varna, Benjamin Hodgins of Lucan, George Wynn of Wingham, J. Blair, of Brussels and James Heffron, of Blyth.

The accident occurred half a mile west of Georgetown station on the Grand Trunk, on a down grade, shortly after 6 o'clock this morning. The cattle train was in charge of Conductor F. C. Delt of Palmerston, who was not in the van at the time of the collision. A light engine driven by Fred Corley of Stratford, had orders to assist the train from the rear end and the engineer claims that his locomotive became uncoupled. It was decided to make the coupling while running and he says the brakeman of the train who was killed gave him the signal to go ahead and he found the train had come to a stop. The force of the impact was such that the van was telescoped into the last stock car and the stove in the caboose was overturned, setting fire to the car. The brakeman was killed outright, but the Tavistock drover was pinned in the wreckage and called for help. The other drovers were badly shaken up, but no serious injuries were received by any of them and with the crew they attempted at once to rescue Currie. But it was only the matter of a few moments before the van was on fire and rescue was impossible. The unfortunate drover, unable to extricate himself, was burned to death and also complete was the destruction of the rear cars that after the fire only the burned trunks of the victims could be found.

**LITTLE BRITAIN.**  
Little Britain, April 23.—Mr. T. Woodbridge has secured a position in a town tailor shop at Camington.

Mr. Hoy Glenn has returned from visiting friends in Nourich.

The many friends of Mr. Clarence Fell, formerly of the Standard Bank here, were glad to see him in our midst again. Mr. Fell has a position in the Standard Bank at Paisley.

Glad to see Miss Luella Avery around again after her illness.

Mrs. Chapman has returned from visiting friends in Toronto.

Kennedy Bros. have put metal roofing on the house owned by Mrs. Seth Metherell.

Mrs. E. Honey is visiting her uncle Dr. Prouse, Windsor.

Rev. J. Archer preached for the W. M. S. at Salem on Sunday last.

Many of the people owning maple woods are making syrup this season.

Some of our local sports obtained a great number of muskrats this spring.

Miss Edna Rodman has returned home.

Mr. Bott, Toronto, has opened a market every Tuesday in part of Mr. R. S. Robertson's show rooms.

Mrs. Russland and family have been visiting at Mr. Russland's, in the village.

Miss Martyn, of the Italian mission, Toronto, will give an address in the Methodist church on Sunday morning.

Miss Lydia Whiteside has returned to Peterboro to resume studies at the Normal school.

Mr. L. Stacey, of Montreal bank, Oakwood, was in the village last week.

Miss Moore, Hastings, called on her aunt Mrs. M. Metherell.

Dr. Greenway, Hamilton, spent Sunday with his parents here.

School is again resumed after the Easter holidays.

London, April 22.—It is understood that the plans of the White Star "Gigantic" which is now being built at Belfast and which was to have been 1,000 feet in length will be modified. It is probable that the new plans will provide for double cellular bottom and sides such as the Mauretania and Lusitania have as a stipulated condition of receiving the Government subsidy. The Olympic has been provided with forty collapsible boats and will carry sixteen additional life boats.

Mrs. McIntyre on Sunday last. Mr. S. Bryant is getting his saw-mill built and it will not be long before he will have it ready for work, which will make things a little more lively in the future.

**CANADIAN PACIFIC HOMESEEKERS' EXCURSIONS**

APRIL 2, 16 and 30 and every Second Tuesday until SEPT. 17 inclusive

WINNIPEG & RETURN \$34.00 EDMONTON & " \$42.00

Proportionate rates to other points. Return limit 90 days

THROUGH TOURIST SLEEPING CARS To Edmonton via Saskatoon, also Winnipeg and Calgary via Main Line

Ask nearest C. P. R. Agent for Homeseekers' Pamphlet

Settlers Trains to Western Canada Will leave Toronto 10.20 p.m. each Tuesday during Mar. and Apr. T. C. MATCHETT, Agent

SECTION C

**NOW IS To Lay Down Linoleum**

What better an inexpensive Jap Matting

Jap B 6 x 9 ft for 35c

Jap 3 x 6 ft for 35c

Heavy printed domestic manufacture kitchens, passages, etc 4 and 2 yds

Tapestry and wool 15 ft

Tapestry

Extra values Madras

W

Opaque window cream and green, com for

**O'Lo & M**

Cash a

Says U. S. Has \$40,000,000 Peat

Peat the only domestic masses in Ireland from the al time when the forest country were cleared away, used extensively in the last a few years hence in the of Charles A. Davis, post exp. Federal Bureau of Mines, been making extensive invest into the uses and value of work is part of the bureau investigation into the co heat value and utility of the mineral fuels of the country

The parts of this country peat is most abundant are ly remote from the coal bas This is regarded as an tant economic consideration. Davis says, could be produced danger and much peat would be more economical tons of peat doubtless bought for the same price of coal and even the best not have twice the heat pound for pound, of good Davis estimates that the country is worth about 900,000. Peat of various adds, may be used for purposes other than fuel. It made from it, coarse fuel stuffs, tanning material, material and fertilizing stuffs

—Mr. Hartland Clerk, of who is well-known in Lindsay town Thursday, passing to Sturgeon Point, where mencing operations for of the largest boat home Point. The new structure modern one in every respect

The penny-postage school adopted in England in 18

**MEN WHO MAKE GOOD**—whether in society or business—are almost invariably men who are keenly aware of the importance of being well groomed. They realize the importance of apparel that has character—a quality that distinguishes everything we sell, whether clothes or furnishings.

**TAKE ANOTHER LOOK** at this styles. Its fresh from the studio of one of the greatest designers in America. See the full front, the nice lapels, the smooth shoulders, another exclusive 20th Century Brand creation.

**STYLE BOOK FREE**

We will be glad to send you the latest edition of "Dress, a Magazine for Men," illustrating and describing all the new 20th Century Brand Styles for Spring and Summer 1912.

**M. J. CARTER**

CLOTHING FURNISHINGS

**The Lin**

Having tak hands I am prep form times, ad age of my many the past forty y

All accounts, either d lect

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**ZION, FENELON.**  
Zion, Fenelon, April 22.—Mr. and Mrs. George Carew and daughter, of Fenelon Falls, are visiting at the home of her father Mr. Wm. Wilson. Mr. Wilbert Worsley, of the L.C.C., spent the week end at his home here. Mrs. Sam. Worsley is on the sick list with a gripe. We hope she will soon recover.

We are pleased to hear Mr. Thos. Moynes, of Regent-st., Lindsay, is improving, although slowly. Mr. Moynes was one of the pioneer farmers at Zion and his many friends are wish him a hasty recovery.

Mr. Thos. Hill, of this place, is very ill. We hope he will soon be better.

**87 Positions**

Were offered our graduates during March, according to our Employment Dept. You never need wait. Thorough preparation with us insures immediate returns in Cash for you. Get free catalogue. Central Business College, Yonge & Gerrard Sts., Toronto. W. H. Shaw, Pres.

**REMOVED!**

**Just Across The Road**

But not for long. We shall be back again as soon as our new store is built. In the mean time if our customers will find their way to us across the street we shall appreciate their kindness.

**GEORGE BEALL JEWELRY STORE**

**THE TITANIC.**  
Was 882 from bow to stern, or five and one half times as long as the Horn Bros. Woolen Mills. Seated 600 in its spacious main dining hall. The eight Lindsay hotel dining rooms will accommodate about 300 at ordinary times, but on big days could increase the number 150 more.

From side to side she equalled about one and one-quarter times the Kent-st. frontage of the Dundas & Flavell's Ltd. dry goods store.

Was valued at \$10,000,000, and three times the total assessment value of all the property in the town of Lindsay.

Carried 3,000 passengers, or three times the seating capacity of the Academy of Music, or equal to the population of the town of Bowmanville.

If she was placed in a reservoir 1,000 feet long by 125 feet wide there wouldn't be enough of water to row a boat around the sides and ends.

From keel to extreme point of funnel she was as high as the spire of St. Mary's Church.

This in a measure gives an idea of the monster vessel that is now submerged in 12,000 feet of water off Cape Race on the Newfoundland Coast.

The man who is old enough to know better is usually too old to do better.

**LICENSE RENEWALS.**  
The license commissioners met recently and granted all parties in the liquor traffic in Lindsay a license to sell for another year from the first of May, 1912.

Inspector Thornbury, informed the Warder that no new applicants for license appeared this year. The same parties who have been in business in the past will cater to the public for twelve months more.

The Inspector and commissioners speak highly of the standard of our hotels, and of the anxiety of their proprietors to observe the law. If all Ontario possessed such model hotels men there would be less talk of local option, and abolish the bar crusades. There were eight hotels and one liquor store license granted.

**VICTORIA ROAD**  
Victoria Road, April 22. — Mr. and Mrs. W. Jones have returned after a pleasant visit with friends at Toronto and Peterboro.

Mrs. Lowes, of Omemee, spent Easter with her father, who has gone home with her for a couple of weeks visit.

Mrs. W. J. Alton, who has been seriously ill, is slowly recovering.

Miss Della Gostlin spent a few days with her aunt at Cobocok.

Miss McCormick, of Cobocok, visited Mrs. W. J. Alton from Saturday to Monday.

**HARTLEY**  
Hartley, April 22. — Miss Margaret McFadyen spent a few days last week visiting friends in Lindsay.

Mr. Will Thornbury left for the West recently.

Mr. Robt. McIntosh is visiting his uncle, Mr. J. S. McFadyen.

We are sorry to report the illness of Miss M. Gorrill, who is suffering from congestion of the lungs. Also of the illness of Mrs. Archibald Currie with a severe attack of pneumonia. We hope for the speedy recovery of both.

On Sunday last Rev. W. Lambert of Oakwood, took charge of the service. He preached a very interesting sermon from Hebrews.