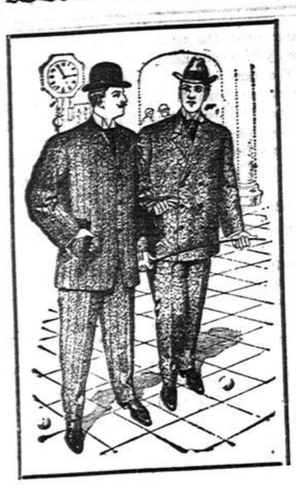
Don't Pass the Door---We Want Your Trade and Want it Badly.



HOTTER AND HOTTER
FOR THE
SECOND WEEK
OF
Gough's Positive and Unavoidable
STORE REMODELLING SALE

The first week of our Sale was a scorcher, and it ought to be better this week. Sale starts every morning at 8 o'clock. Don't allow the choicest things to slip away from you. Buy early and you buy best. The backward season has left us with a large new stock. This and the Complete Remodelling of our store, the taking up of floors, and the interior refitting of the whole of the three stories, compels the peremptory disposal of the goods

To Make Room for the Workmen

Sacrifice! Sacrifice!

Single and Double Breasted Suits, Light Spring Overcoats, Smart Topercoats, Rainproof Coats, Single Coats and Trousers, Summer Vests, etc.

We want everybody to come and see how we are sacrificing the stock. Drive in if you can, come by rail, water, stage, or on foot, for there's money for you in the trip. If you don't want to buy don't, but look at any rate

We're Making Things Hum Here

Sacrifice! Sacrifice!

Boys' Summer Suits, Boys' Summer Pants, 1907 Newest Hats, Working and Outing Shirts, Fancy Neckwear, Shirts and Drawers, Hosiery, Gloves, etc.

Keep us busy! We'll make it pay you. No one can have any idea of the excellence of the Men's Suits and Overcoats, the Boys' Suits and the top notches of Summer Fixings. We carry everything that is correct and up to June. Now is the time you need the goods, now is the time we cut the profits off the prices, and now is the time for you to buy, when you want light, cool clothing.

Don't Skip a Line of these Bargains During Gough's June Store Remodelling Sale

Men's Suits at Warm-up Prices

Men's Canadian Tweed Suits, well lined, worth $4.50. Sale price..... **$2.49**

Men's Canadian Tweed Suits, well made, worth $6.50, Sale price..... **$3.49**

Men's Canadian Tweed Suits, single or double breasted, worth $8.00. Sale price..... **$4.75**

Men's Serge Suits, in blue or black, well trimmed, worth $10.00. Sale price..... **$5.95**

Men's Scotch Tweed Suits, single breasted, worth $12.50. Sale price..... **$7.75**

Men's fine Worsted and Tweed Suits, worth $15.00 to $16.50. Sale price..... **$9.99**

Men's Suits of imported tweeds and worsteds, in the latest styles, 1907 patterns, worth $18.00 and $20.00. Sale price..... **$11.99**

Topcoats, Etc., at Warm-up Prices

Men's Cravenette Coats, in plain grey, worth $9.00. Sale price..... **$4.95**

Men's Cravenette Coats, in fawns and fancy checks, worth $12.00. Sale price..... **$7.25**

Men's Topper Coats, in neat stripes and overplaids, worth $10.00. Sale price..... **$6.95**

Men's Cravenette Raincoats, in all 1907 patterns, worth $15 00. Sale price..... **$9.99**

Boys' Suits at Warm-up Prices

Boys' two-piece Suits, in Canadian tweed, worth $3.00. Sale price..... **$1.65**

Boys' two-piece Norfolk Suits, in fancy tweed patterns, worth $4.00. Sale price..... **$2.35**

Boys' two-piece Suits, Norfolk style, best trimmings, worth $5.00 to $6.00. Sale price..... **$2.95**

Boys' three-piece Suits, in Halifax tweed, worth $5.00. Sale price..... **$2.49**

Boys' three-piece Suits, made of imported tweed, worth $6.50. Sale price..... **$3.75**

Boys' three-piece Suits, made of fancy worsted, in all the latest shades, worth $8.00. Sale price..... **$4.95**

Furnishings at Warm-up Prices

W. G. & R. Shirts, in negligee and stiff bosom styles, worth $1.25 and $1 50. Sale price..... **69c**

Tooke Bros.' Shirts, in negligees, worth $1.25 to $1.50. Sale price..... **69c**

Negligee Shirts, in all colors, worth $1.00. Sale price **49c**

Linen Collars, all sizes, reg. 20c. Now 12½c or 2 for **25c**

Linen Collars, all sizes, worth 15c. Sale price..... **10c**

Neckties, worth 50c, for 25c; worth 25c, for... **12 1-2c**

Umbrellas, worth $1.25 to $1.50. Sale price..... **89c**

Boys' Caps, worth 25c. Sale price 15c or 2 for..... **25c**

Men's Spring Caps, in the latest shapes, worth 75c and $1.00. Sale price..... **49c**

Men's' Fedora Hats, in newest shapes, worth $1 25 Sale price..... **89c**

Men's Stiff Hats, in all latest blocks, worth $2.50 Sale price..... **$1.75**

Men's Fedora Hats, in new up-to-date styles, worth $3.00 Sale price..... **$1.95**

Don't get fooled about the weather. Nature has its compensations to hand out, and the warm weather that didn't come in season will be made up out of season.

B. J. GOUGH

WHERE THE GOOD CLOTHES COME FROM. THE BIG LINDSAY CLOTHIER.

A STRIKING CONTRAST

THE LIBERAL PLATFORM OF 1896 AND THE PRACTISE OF 1907.

That the Liberal Government of this term is far different from what might reasonably be expected from its professed platform of 1896, is well and ably shown by an editorial writer in an independent Liberal journal. The article making the comparison is so fair-minded as to be worthy of re-production. That it is justified any thinking man must acknowledge. The writer says :—

It is interesting to examine the Liberal handbook of 1896. How the virtue of those days has declined! How the temper has been moderated by the ease and the indolence of office.

For example, we are told in an eloquent passage on "the Leader and his Policy," that "the man who cannot "vote against his party for his country is unworthy of the franchise and unfit for citizenship in a free community." How high and fine and beautiful. Now, however, if a Liberal votes against the party the leader withdraws the patronage and his allies hit him with heavy clubs, cancel his meal tickets, and accuse him of all sorts of treason to the flag and country.

Turning over the leaves of this interesting publication we find that we were to have reduced taxation, reciprocity with the United States, purity of administration, decreased expenditure, independence of Parliament, the land for the settler, and a reformed Senate.

Then came many passages devoted to "Facts for the Electors," which in the course of years have become fiction for the electors and rather poor fiction at that.

We have instructive comparisons between the expenditures of 1878 and 1895 which, interesting as they are, certainly are not more interesting than similar comparisons between the expenditures of 1895 and those of 1907.

The failure of the National Policy is declared in impressive and eloquent language. This has been overlooked by certain Liberal journals which now argue that the National Policy has been operated much more successfully by a Liberal Government than ever it was operated by Conservative Ministers. We tet aside for the moment those curious papers which laboriously insist, with comic zeal, that the National Policy has been abolished and that the recent prosperity of the country has been produced by a long course of free trade and British preference.

We have chapters on special class favors, on drawbacks, on free agricultural implements, on the combines and on the iniquity of the coal oil duty. There is no better reading in the pamphlet and no reason, except the Protectionist tenets of the party why Conservatives should not adopt the language and apply it to the tariff and the conditions which now exist. A singularly interesting passage is that devoted to the iron duties and it is instructive to find that "every manufacturer and every consumer in the Dominion would be greatly benefited by the removal of the duty on coal as manufacturers have been benefitted by the removal in 1894 of the Canadian duty on coke."

Finally the Patron platform is judiciously introduced, in which we find declarations in favor of the abolition of the Senate, for tariff for revenue only and for prohibition of railway bonuses.

Now it is not intended for a moment to argue that the Government should have kept the expenditure at the figure at which it stood ten or twelve years ago, or should have hesitated to prosecute great public works which make for the unity, stability and prosperity of the Confederation. But in many other respects a greater measure of consistency could easily have been observed by the Government and something like fidelity to the principles and traditions of the historic Liberal party have been maintained. The truth is that the Government is in very much the position which the Conservative leaders occupied in 1896—save for the great treason which maimed that combination so mortally—and the Opposition drifts steadily towards the ground occupied by the Liberal leaders twelve or fourteen years ago. There is, however, when all is said and done, a Liberal creed and a Conservative creed, and the chances are that there are thousands of Liberals all over Canada who, when the final test comes will desert their leaders rather than their principles, even though the leaders would have done less wisely by adhering with cast iron rigidity to some of their old pretensions and professions.

Sacreligious

(Buffalo Commercial.)

"Toodles," a little Washington boy is four years old, and his mama and papa thinks he's just about the best boy that ever lived; but the other day he got a bit cross about something or other and an "Oh, the devil!" slipt out before he knew it. Of course, his mother was grieved and hurt, and she told Toodles so. She explained that he mustn't be naughty and that above all things he must not wear. "But, mama," said Toodles, "it ain't swearing to say that, 'cause there is a 'devil.'" "But, my dear," said Toodles's mama, "you must not make light of sacred things."

Why they Couldn't Come

While the members of the Colonial Conference were being wined and dined to the extreme, the London Sketch Club had a banquet and the following imaginary telegrams were read by Mr. Walter Emanuel (the writer of "Charivaria" in Punch) :

From the Canadian Premier :—"Regret, full up. The Niagara Gorge is a poor affair to what I have gone through."—Laurier.

The Transvaal Premier :—"Thanks, but if I were a double Dutchman I could not take a bit more."—Botha.

The Australian Premier :—"Fear the short road that leads from hospitality to hospital. Even to an Australian the eat is terrific."—Deakin.

The Newfoundland Premier :—"Do not insise on your—Bond."

The New Zealand Premier :—"I am like the Orange River Colony—have not got the Constitution."—Ward.

The Natal Premier :—"Why imitate Oliver Twist and ask for Moor?"

The Victorian Premier :—"No, thanks, I am not on pleasure Bent."

The Cape Colony Premier :—"I dare not come to your (r) and Jameson."

'Mushtapha Kamel Pasha :—"I the 'hump.'"

M. Stolypin, the Russian Prem —"Thanks, but am too busy tr to prevent Douma fils going the of Douma pere."

SORE ACHING FEET

SOOTHED BY ZAM-BUK.

Men, women and girls engaged stores, who have to be on their all day, often suffer agonies chafing sores, soft corns, patches, etc. In other cases, standing and walking leads to leg, varicose veins and ulcers. Buk takes the pain out of the sores, prevents suppuration poison from stocking-dye, and ally heals.

Mrs. K. Watkins, of 26 Forges nue, Montreal, says: "My boy had sore on his heel which was r by his stocking until it became very bad wound. Zam-Buk took soreness out almost instantly, healed the wound up wonderfully.

Zam-Buk is equally good for bruises, eczema, scalp sores, barber's rash, blood poison and skin injuries and diseases. All and druggists sell at 50c a box.