

B. J. GOUGH

Didn't we have a Show!

AND DID YOU NOTICE

GOUGH'S PRIZES and DIPLOMA?



THANKS! DIRECTORS, THANKS! We hope we won our spurs again fairly, WE DID WHAT WE COULD TO ELEVATE THE CLOTHING TRADE, and help to make the Fair the Premier Exhibition of the Midland District

Busy was no Name for it

People came to Gough's who never came before, and those who always came bought more and more.

Trade follows Gough and Gough Holds the Trade

The whole store is brimful of interest to every thoughtful man, young man and boy, and the ladies are not likely to miss a line.

Gough's Early Fall Sale

will be the next attraction for shrewd buyers, who wish to prepare in time for the lowering of the temperature.



Things Must Hum Now

Right now at the threshold of the season, we rise above our usual level and start an AUTUMN CARNAGE IN CLOTHING PRICES. Garments all fresh with the garb of fashion, the fads of the hour, the very finest goods at the very lowest prices, in fact

THE PINNACLE OF CLOTHING VALUES

"FLYERS" every day in Suits, Raincoats, Toppers, Hats, Furnishings, etc. Put us to the test—Gough belongs to you. Come and prove our claims—Try us as you will.

Corner Kent and William Streets

B. J. GOUGH

Where the Good Clothes Come From

Member Gough's Syndicate of Clothing Buyers

Pretty Hats and Bonnets

Fine Weather Favors the Millinery Openings. What will be worn this Fall and Winter The Displays Described

Greeting Autumn's flaming splendors on hill and sky, came the millinery openings to enable the fair sex to bedeck themselves in head-gear in keeping with Nature's adornment. The rivalry among the excellent millinery concerns of this town has resulted in bringing the semi-annual exhibits to a very high state of perfection. The different rooms were crowded during the three opening days, and good sales are reported.

Dundas & Flavelles, Limited

A beautiful millinery show room is to be seen upstairs in Dundas & Flavelles big store. This department formerly occupied the rear of the main floor. The new quarters are handsomely decorated with green walls and carpet as a background for large and elegant cherry display cases, lit up with electric lights, and tables and other fitting to match. The showings in the newest styles of millinery at once appeal to the eye. The crowds that visited the store on Thursday took away many of the superb high-priced creations which Miss Hartley and her assistants have selected and devised; yet the display is large and fascinating. The Bordeaux shades, which are the newest, are rich, and many are the surprises produced by the shadings from deep wine color to light pink, or from a light shade to a touch of black. There are not many medium sized hats as the fashions dictate that they shall be either large or small. A small hat with derby crown, and one of silk beaver in champagne shade, trimmed with chiffon and velvet, attracted attention. A very large one, with white shape, in brown-shaded trimming; a small sized hat in Alice blue, with a soft draped crown, a toque in two shades of blue, with pheasant plume, and rosette at side fastened with pearl ornament—each one prettier than the other, were shown.

A stylish shape, large hat, in moire silk and maline, with bands of mink fur, one feather on the side, and a bunch of fruit on the back, is designed for winter wear. In child's hats, one was shown in white felt George Washington shape, with dome crown, shirred facing of white chiffon, rosette of duchess ribbon with bunch of osprey in center. The Peter Pan hats are very pretty. One in biscuit shades and pale pink, derby crown, had an exquisite coque feather, new fancy ornaments and amber headed pins studded with brilliants. Designs in black and white are very stylish, one was shown all black to-

ward the face, long oval crown of white trimmed with stiff black wing, fastened with jet quill end and twist of velvet, and filling of black maline at back. A striking effect was produced in a toque of black and Alice blue shades, wing on the side, and shirred bow of the Alice blue silk on the back. One of the most attractive toques, a very new design, was of dark amethyst hue with fancy bandeau, and unbroken folds of velvet; at the side two large bunches of rose shading from amethyst almost into mauve, and two pins of very new style in amethyst shade. Equally pleasing effects in these designs are made in brown, green and the new taupe gray. An exquisite sample of the latter shade was a plain covered silk hat with fancy braid binding, twist of velvet and sharp bow on side finished with knot and fancy pin, the back filled in with folded silk.

In olive or sage green, a hat was shown with shirred ribbon brim and soft velvet tam crown, a twist of velvet around the crown and pearl ornament at front. Underneath the brim were two shaded green feathers, shading from olive to pale green, a soft bow of velvet and pale blue wing at side. Many patterns were on display in apple blue shades. A two tone hat the top white and underneath of pale blue, one of the soft hoods which can be caught in any shape desired, was caught in the front with a fancy wing of pale blue and gray, and twisted ribbon. It was caught up in two places at the back, each finished with a rosette.

The taste and order displayed in the millinery department is characteristic of the other departments of this great store. Goods are selected for quality and variety, and the stock is complete in every department. The main floor is equipped with handsome show cases. A very large new stock of dress goods fills the shelves and counters, comprising all the newest shades and patterns. The removal of the millinery show room has made it possible to display a magnificent stock of mantles and furs. Jackets of Persian lamb, mink trimmed, or near seal plain and sable trimmed; astrakhan and natural rat, the latter a beautifully shaded fur, are special lines, of extraordinary value. There are also collars, stoles, and ruffs, in all different furs.

The clerks in this store are good stock keepers, and everything is in the best of order no matter how busy the store is. Miss Markham is at the head of the

mantle department, which is very busy selling mantles and ladies' ready-to-wear suits.

J. Sutcliffe & Sons.

The millinery and mantle show rooms of Messrs. J. Sutcliffe & Sons have been much improved since the last millinery opening. The ceiling has been covered with white metal, the walls re-papered, and a border of burlap put around the room. The space used for millinery show room now occupies the back of the room, where the soft northern light is better adapted for the appreciation of the artistically-blended colors and tints of the hat trimmings. The millinery department is in charge of Miss Scrymgeour, of Toronto, forelady, and Miss Carruthers, of Toronto, trimmer. Miss Brimball, being assistant. They have been very busy of late designing and completing a very large display of stylish creations of their art, which cannot well be described. One is a "Marie" hat in plum shades, with chenille bandeau, flat draping of ribbon and flat bows on back, crowned with a pair of exquisite wings, finished with two amber pins. A bonnet made in rose shades, and draped with velvet, the draping at the front being caught with a steel ornament, a white egret plume at the front, was much admired.

Another new design, was a mushroom shape trimmed with Persian ribbon, and having shaded foliage on the side. A pretty pattern hat was shown in prune shade, Vesta Tilley shape. It was made of chiffon velour, and pretty Dresden silk crown caught in at the front with an artistic twist of velvet, the bandeau being finished with an elegant pair of wings. Another new style shown, was a sort of revival of the torpedo shape, with plaited velvet around the crown and the back finished with two plumes and a box bow of ribbon. On display there were a lot of samples in black and white, a pretty toque of this class showing striking effect with ribbon drawn directly across the front, and flat loops of ribbon prettily arranged on the band at the back. White and black wings completed the ensemble. A mushroom shape in raspberry shades, covered with elegant silk mohair, a pretty wreath of French roses around the crown, and trimmed with a French bow, attracted attention. Many handsome children's hats were on display, one of them, a pink hood, with collar of white velvet around the crown finished underneath with ear rosettes of white ribbon fastening the long ribbons to tie under the chin, would add beauty to any pretty child.

This busy store is very heavily stocked in all departments, and has exceptional offerings in men's clothing, and also a large and varied stock of ladies' dress goods. This house was never in better shape to serve the public than it is this year, and is aiming at higher standards of quality in all departments. Many of the lines are special, being confined to J. Sutcliffe & Sons for the town from leading manufacturers. Choice furs are on sale. Ladies' fur-lined coats, in rat, squirrel and hamster linings with mink and sable collars. Also Persian lamb jackets in whole and pieced skins. A special line of pieced Persian jackets trimmed with mink and sable, of very fine value are selling at very low prices, quality guaranteed. A selection of smaller furs and men's fur-lined coats are shown down stairs. A mink set, muff 60 and scarf \$55, well deserves the admiration it has attracted. A lady from Montreal who has been travelling through the Ontario cities and towns, said she had not seen its equal anywhere. She is looking for a set, and Mr. Lawrence expects her to telegraph for this one, as there is no doubt that she cannot find its equal anywhere for the money.

The mantle department is crowded with buyers, for it contains very handsome coats, and this house is doing a very large business in ladies' ready-to-wear garments, blouses and silk skirts. The space upstairs has been recently arranged so as to provide a fine show room for carpets, of which there is a fine line of tapestries, velvets, wools, unions and Brussels, as well as a big stock of piece goods.

At Ford's Temporary Stand

The hats displayed this year are either very large or very small, and for real artistic beauty they excel what has been offered for the past seasons. The new colors are wine and cherry, or Bordeaux shades, with trich feathers are to be used largely, also gray and brown and green. Ostrich feathers are to be used largely, as well as wings and breasts and peacock feathers. Flowers are also to be used, especially in winter hats. Ford's millinery department is showing various designs in the Vesta Tilley pattern. This is a large leaf hat, and some of them have quite high crowns. There are also French sailors, Peter Pan turbans, Scotch bonnets trimmed with the various clan plaids, and many white hats which will be worn in the early fall. A beautiful picture hat was shown in Vesta Tilley shape, covered with black velvet and black duchess ribbon, trimmed with large pink ostrich on band, and Prince of Wales ostrich mount. A hat of mushroom shape, white felt, trimmed with black ostrich plumes on each side, with bands of velvet, was very handsome. The beauty of this style of hat depends much upon the milliner's art in shaping it. A French bonnet in taupe gray, with plaited crown, trimmed with soft blended old roses, and paradise spray, was of odd design, the standing crown giving it distinction from the ordinary style. The taupe gray is a splendid shade, and blends with the fashionable wine color.

In the show window are displayed several very handsome hats, one being a green leaf hat. The rim droops over the face, the crown surrounded with plaited ribbon, a bunch of green grapes on the bandeau, and at the side two ostrich plumes with peacock tips. Another is of wine color, Vesta Tilley shape, ostrich plumes and duchess ribbon with buckle ornament. Still another of green velvet trimmed with a hawk wing and Scotch ribbon.

Although Mr. Ford has been forced to take up temporary premises for a big stock of mantles, furs and general dry goods, the house is not going to do any less business. In order to get rid of the stock a great slaughter sale has been inaugurated. Prices will be cut to a point which will pay buyers to look them up, especially in the mantle and fur department. Unfortunately, just before the store was obliged to remove, a \$6,000 stock of furs, etc., had been bought, and prices of these new goods are cut as well as in staple lines.

An extra high grade of furs is on display: Women's Persian lamb coats mink and Alaska sable ruffs, stoles and muffs; Alaska sable, electric seal and Astrakan jackets; very beautiful women's fur-lined coats and capes, trimmed in the different kinds of popular and high-priced furs. The temporary premises are situated in Hamilton's carriage show six doors nearer the market than the old stand. The stock is all new and will be sold at very low prices in order to reduce the stock to proportions which can be accommodated in the space.

J. W. Wakely

In about three day's time Mr. Wakely's staff has placed a new stock on the floors of the store opposite the post office. The millinery and mantle department occupies the upper floor which is commodious and well lighted. The mirrors and cases had not arrived for opening day, but the tables and chairs of quartered oak in the new shade of green, mission style, are very handsome, and the other pieces will be to match. Miss Wakely is in charge of this department, and her artistic taste is displayed to perfection in the designing and selection of hats which will meet the demands of the most fastidious. Some perfectly proportioned Gage designs are shown, West, was smoothly covered with one large shape with black panne velvet under the brim and full crown, the upper side of brim of black taffeta applied with black panne. This hat is trimmed with large black bird and bows of black duchess ribbon underneath the brim. A mushroom shape of the Corday white taffeta, and bound with mink on top with breast feathers black tailor braid, full maline trim-shaded from very dark brown to white, the back trimmed with maline and black velvet ribbon. Many of the hats have trimmings in striped ribbon and dotted effect, and some in gray or white and black. The effects with Dresden ribbon are very striking. Some extra fine creations in the new wine shades are shown, one being a felt toque, close fitting, tilted over the face, trimmed with taffeta ribbon of same shade, taffeta and panne velvet with wing on top and draped band.

In black chenille, one was shown with straight brim turned high in the back, black wings going from the front high over the crown, broad trimming of maline across the front, and jet ornament, and an Alsatian bow of maline at the back finished with another jet ornament. In Miss Wakely's stock there are some charming white hats for fall wear. A large one of white felt, white applique on top of the rim, is trimmed with panne velvet of the new taupe shade around the crown, with frill of cream duchess ribbon above it, and finished with a taupe

LONG DISTANCE SINGLE BARREL SHOTGUN \$4.75

Send us \$1.00 deposit, and the \$4.75 or \$5.75 gun is wanted. State gauge desired, and we will send this guaranteed long distance single barrel shotgun to you by express, subject to examination, you to pay the express and the balance and express charges, after you had it perfectly, and order. This Fine Gun is made by expert gun makers, every part and piece fitted strong rigid steel frame built extra solid to withstand the use of any size shot.

For \$5.75 in all we furnish the automatic shell loader which throws shells out automatically, making it possible to reload in rapid succession. Order to-day or send 50c for our Special Gun Catalogue containing single barrel shotguns at \$4.25 and up, and everything in rifles, revolvers, ammunition, and sporting goods at factory prices.

T. W. BOYD & SON, 27 NOTRE DAME ST. W., MONTREAL.



wing. The mantles are of the latest German, New York and Canadian styles. Down stairs a very large stock of dress goods and silks is shown, and the store is paying special attention to small wares and gentlemen's furnishings. Every piece of goods in the store is new, and prices are marked so as to make them suit all buyers.

Miss Mitchell

One of the largest and most stylish opening displays of millinery was to be seen at the rooms of Miss Mitchell. A new hat in capaline effect, in old rose shade was faced with cream shirred silk, with Dresden ribbon draped around the crown, and trimmed with coque feathers and bunch of green roses, with Dresden ribbon bow on the bandeau caught with a buckle ornament. One of the large hats was in new torpedo shape, with square front, and back drooping very low. This was one of the very newest designs, with long draped crown in Dresden ribbon, deep bandeau at left side where plume fastens and falls high over the side; another plume is fastened over the right side, and a coil of black maline and flowers is tastily arranged on the bandeau.

An attractive white plaque was much admired. It was of large mushroom design, with crown of valencennes lace, long bow of Dresden ribbon on top of crown, brim caught gracefully at side where knots of ribbon are caught with green flowers on the bandeau. Something new in Scotch bonnet effect, very pretty, had a brim made of plaid silk braid, crown draped in plum velvet, long green wing fastened at the side of the back, and deep bandeau with knots of bronze velvet ribbon. Miss Jamieson, niece of Miss Mitchell, is forelady, and the tasteful display establishes her as an artist.

The Misses Paton

The reporter found these ladies very busy selling, and showing some very fine expressions of the milliner's art. One black silk velvet hat, with border of breast feathers of the crown silk bows on bandeau, rich black plume in the crown, and jet pins, looked very stylish. Another was in rose and mulberry shades blended, trimmed with a beautiful pair of pheasant's wings, crushed roses and satin on the bandeau, a garniture of ribbon and fancy silver pin. Another in white and black, mushroom shape, had a black border of velvet, white crown and facing, and a pair of white wings caught with rosette of cream ribbon. Many choice designs were shown in the latest shades and blendings.

Miss Bannon

In the show rooms of Miss Bannon a very neat sailor, short back, in the new golden shades commanded special attention. It had a wreath of shaded roses around a large crown, wings and looped ribbon at back, and shirred facing. A large shape in mulberry shades, with shirred silk facing, bandeau of velvet knotted, shirred velvet rim, plume falling over left side caught with large silk and velvet rosettes. A natty pink panne velvet sailor, had a drape of old roses and pink silk ribbon, shaded wings black and pink, bandeau of old rose and pink ribbon.

Miss Bannon makes a specialty of ready-to-wear hats, and has all the new wine, gray and brown shades. A most stylish large white flop hat was shown, raised at the side and faced with narrow valencennes lace, large white plume underneath, the top trimmed with cream duchess ribbon.

BETTER THAN EVER.

The Family Herald and Weekly Star of Montreal grows better year after year. It is truly marvellous what an immense circulation it has. Very few homes in this neighborhood are without it, and those do not know what it is, are missing. The Family Herald's new picture this season is entitled "A Tug of War," one of those beautiful subjects that brighten one's home. To give the Family Herald and Weekly Star along with such a picture for only one dollar will be done by a paper with the Family Herald's circulation, no other Canadian paper could attempt it.

BETHAN.

Miss A. Preston, who has been spending a month in western Ontario has returned. Miss Rose Westlake is visiting in Toronto. Mrs. Beer and son Manly have gone to Manitoba for a few weeks' holidays. Mr. Levi Sisson has purchased a lot in Peterboro and is commencing to build upon it, so we will miss his pleasant smile for some weeks. Mr. Lorne will look after his store here in the meantime. Rev. Dr. Marvin preached in Lindsay last Sunday. On account of the dry season the wells of our village are nearly all dry. Mr. William Byers and bride have gone to reside in Peterboro, where Mr. Byers has secured work in the Edison works. Among others who attended the exhibition in Toronto this year were Mr. James McKinnon, Mr. Wm. Morton, and Mrs. Jamieson. Miss Marvin spent Sunday with her grandmother, Mrs. W. B. Graham, West Ops. Several of our young people attended the concert at Lifford Monday night, and report a good time. Mr. H. Graham is supplying the work of the junior minister, who is taking his holidays in the Northwest. Rev. Brown visited friends in town Monday and Tuesday. Temperance workers! Don't forget the local option meeting at Ballyduff Thursday night.

PENIEL.

On Wednesday, Sept. 19th, we were favored with Rev. J. H. Hector, commonly known as "The Black Knight," and daughter, Miss Geraldine. Mr. Hector delivered his temperance lecture, which, although it had a very serious side, was humorous throughout. Miss Hector assisted him by her voice. After the lecture Mr. Hector appealed for funds for the Temperance Alliance, and when the \$15 asked for was raised he and Miss Hector sang an old plantation melody "Going Home." Mrs. Hector accompanied them, but on account of a slight accident while going over some of our rough roads was confined to the house for the evening. Miss Lily Johnson, of Toronto, is spending her vacation with friends in this vicinity. Mr. W. Squiers, who had the misfortune to break one of his limbs a little while ago, is, we are glad to say, able to be about again. Miss Winnie Hardy left Wednesday morning to visit friends in Whitby and Bowmanville. Quite a number from this vicinity attended our county fair in Lindsay, among the number being Miss Lena Wright, Messrs. T. and G. Squiers, and H. McLean.

W-h-i-r-r R-i-r-r

THIS IS IT



WAKE UP and get one of these

On SATURDAY, Sept. 29

I will sell 18 clocks, 22 inches high, 8-day, strikes hours and half hours, handsome walnut and oak carved cases, every one with alarm and fully guaranteed, for the **RIDICULOUSLY LOW PRICE OF**

\$1.95

Only one to a Customer.

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Remember the Place and Date

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