

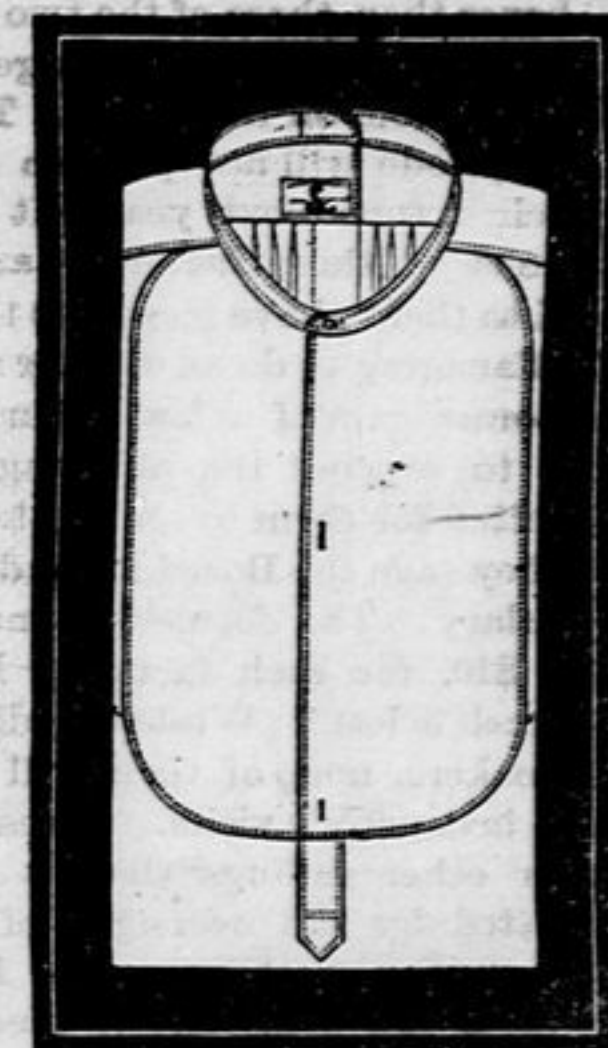
IT'S A "HUMMER"

Gough's Early Winter Sale

Every year at this time we have a SPECIAL SALE for the benefit of our shrewd shoppers who wish to prepare in time for the cold days of winter. This is the biggest and best event of the season to purchase Winter outfits—a feast-time of good values in

High-Class Overcoats and Ulsters, Stylish Winter Suits, Hats and Caps, Boots and Shoes, Fashionable Furnishings, Etc.

Gough's Syndicate of Clothing Buyers bargained with large manufacturers of Clothing, who were tied up with immense overstocks, to supply all their stores in Toronto, Lindsay, Peterborough, Port Hope, Midland and other places. The extraordinary advantages reaped by an aggregation of such enormous purchasing power placed us right on the ground floor, out-classing all other buyers and commanding values positively beyond the reach of the most powerful competitors in Canada.



Things Must Now Hum

We're Knocking the Life Out of Clothing Prices.

Right now, at the threshold of the season, you can buy Winter Clothing at Gough's for every family in the Town of Lindsay and County of Victoria for less money than you would have to pay for the same qualities after the season is over.

We rise above our usual level and start at AUTUMN CARNAGE IN CLOTHING PRICES unknown in the history of all Canada, reaching the summit of great values—THE PINNACLE OF CLOTHING BARGAINS

IT'S A SALE TO A FINISH

A Mighty Autumn Movement.

Far Above the Ordinary.

The Very Finest Goods at the Very Lowest Prices.

Garments Fresh From the Stamp of Fashion.

The Fads of the Hour.

The Prices that Hypnotize Bargain lovers.

"FLYERS" Like These Should Impress Everybody:

Men's and Young Men's Overcoats

Chuckful of Style, Comfort and Economy

- At 9.75 Men's Fine Heavy Whipcord Kersey and Herring-bone Overcoats, made short box back style.
- At 8.25 Men's Overcoats in English Grey Golf Cloth Twills, velvet collar. Special.
- At 7.00 Men's Heavy Blue Beaver Cloth Overcoats, double and single breasted, velvet collar.
- At 6.00 Men's Single Breasted, fly-front Chesternut Overcoats, double-stitched edges.
- At 4.75 Men's Overcoats, single breasted, fly-front, in Light and Dark Grey Twills and Cheviots, velvet collar.
- At 3.98 Men's Beaver Overcoats, substantially lined and made up for ordinary wear—splendid value.
- At 3.25 Men's Canadian Beaver Overcoats—Nothing like them for the money in Canada.

Men's and Young Men's Ulsters

- At 6.50 Men's Imported All-Wool Frieze Ulsters, in gray, brown black and other colors—possessing superior style and finish, with the best heavy tweed linings, half belt, extra high collar and throat latch, full length.
- At 5.50 Men's Heavy Ulsters made of heavy Frieze, with fancy tweed linings, deep pockets and high storm collar.
- At 4.95 Men's Canadian Frieze Ulsters, in good shades, with wool linings, high collars and handy pockets—a cosy driving ulster.
- At 3.50 Men's brown, grey and black Frieze Ulsters, with storm collar, slash pockets, warmly lined.
- At 2.90 Men's Ulsters, in brown and grey colors, deep storm collars, throat latch and half belt—a record beater for the price.

Youths' and Boys' Overcoats, Ulsters and Reefers

- At 1.50 Reefers for children, complete in workmanship, material and trimmings.
- At 1.90 Boys' Reefers, made in heavy Frieze and Curl Cloth, with good linings and brass buttons.
- At 2.50 Boys' Heavy Reefers, in newest box back styles, warm linings, brass buttons.
- At 2.75 Boy's Ulsters and Overcoats, heavily lined of Frieze and Tweed, good linings.
- At 3.25 Boys' Ulsters and Overcoats, single and double breasted.
- At 3.00 Boys' Storm Proof Overcoats in new patterns. Boy warmers and mother pleasers.

Men's and Young Men's Suits.

- At 2.50 Just think of it—a Man's whole Suit of Clothes for Two Dollars and a Half! Made of Canadian Tweeds in rough and smooth finish.
- At 2.90 Men's Strong Tweed Suits in neat effect, perfectly cut.
- At 3.50 Men's Serge and Tweed Suits, well made and trimmed, perfect fitting.
- At 4.75 Men's Fine Canadian Tweed Suits, wool lined and trimmed.
- At 5.50 Men's Blue and Black Serge Suits in fine, heavy twill.
- At 7.00 Men's Imported Tweed Suits, all really fashionable patterns.
- At 8.50 Men's Fine Black and Navy Blue Worsted Suits, best linings and trimmings.
- At 9.75 Men's Dress Suits, of Fine Imported Black Worsted, lined with heavy satin linings.

Pants Only

Cheaper per leg than the price of the material

- At 68c Men's Good Working Pants, heavy material, firmly put together for hard usage.
- At 95c Men's strong Canadian Tweed Pants with durable stayings for mechanics and 1.45 Men's Tweed Pants, made up in dark patterns for every day use.
- At 1.70 and \$1.90 Men's English Pants, equal to custom made at \$2.50.
- At 2.40 2.65 and 3.00 Men's Fine Fancy Worsted and Hair-strip Pants.

Men's Fur Coats

For those who may not be posted we submit a few prices, showing how much more can be saved to men who buy Fur Coats at Gough's:

- Men's Wallaby Fur Coats \$11.50
- Men's Wombat Fur Coats 15.00
- Men's Cub Bear Coats 16.50
- Men's Coon Coats 32.50

Rainproof Coats

- At 2.75 Men's Waterproof Coats in Parmat-cloth—special value.
- At 3.50 Men's Waterproof Coats, in Fawn and Grey, Covert Cloth, checked linings, sewn seams.
- At 5.50 Men's extra fine Covert Cloth Waterproofs, Grey, Fawn or Navy Blue, velvet collar, sewn seams.

Hunting Coats

- At 3.00 Men's Hunting Jackets, outside pockets and large game pockets on inside.
- At 3.90 Men's Reversible Hunting Jackets, button close to throat, three-inch storm collar.
- At 4.50 Men's Black Leather Hunting Coats single breasted, button close to throat, outside pockets, hand knit wool cuff inside or sleeve.
- At 6.00 Men's Black Leather Hunting Coats reversible, can be worn either side out, lined with drab corduroy, pockets either side.

Cardigan Jackets

- At 50c Men's Cardigan Jackets, in dark red brown and other shades, well shaped.
- At 75c Men's Fine Imported English Cardigan Jackets, two pockets.
- At 1.00 Men's Fine Imported Cardigan Jackets, English make, good quality, in black and seal brown shades, two pockets.

Men's Underwear

- At 25c Men's Heavy Ribbed Shirts and Drawers.
- At 30c Men's Shirts and Drawers, ribbed Cuffs and ankles.
- At 35c Men's Heavy Fleece Lined Shirts and drawers, with saten facings, Scotch finish.
- At 50c Men's Scotch Wool Underwear, shirt and drawers, double breasted, medium, winter or fall weight.
- At 75c Men's Artic Underwear, heavy fleece lined, double ribbed cuffs and ankles.
- At 95c Men's Silk Fleece artic Underwear shirts and drawers, heavy winter weight, all sizes.

Stylish Hats

- At 1.95 Men's very latest London and New York Styles Stiff Hats, from the finest fur felt, height of fashion.
- At 1.50 Men's Newest shades of Felt Hats in black, dark brown, very flexible and easy fitting.
- At 1.25 Men's English Winter Stiff and Soft Felt Hats, in fine quality, leather sweats.
- At 1.00 Men's and Youths' black and brown Hard Felts, good shapes very special.
- At 65c and 90c Men's Derby and Fedora Hats for every day wear.
- At 50c Boys' and Youths' New Fedoras and Derby Hats.
- At 30c New Golf and Tweed Caps, worth double the money.
- At 5c and 10c Tweed Caps, this year's patterns.

Boys' and Children's Suits

- At 2.75 Boys' Nobby 3-piece Suits, all wool, domestic tweeds, cheviots and serges.
- At 2.95 Boys' 3-Piece Suits, in dark gray Halifax tweed and blue and black serges.
- At 3.50 Boys' 3-Piece Suits in light and dark gray Canadian Tweed.
- At 4.50 Boys' 3-piece Suits, in Imported Tweed, a very nice selection of all wool patterns.
- At 6.50 Boys' Fall and Winter Suits, made from the very newest fabrics of Scotch tweed and worsteds.
- At 98c Boys' Serge Suits, nicely trimmed with braid.
- At 1.25 Boys' 2-piece strong tweed suits, suitable for school wear.
- At 1.90 Boys' 2-piece Navy Blue Serge Suits Norfolk style.
- At 2.25 Boys' 2-piece, all wool Tweed Suits plaided styles.
- At 2.50 Boys' Brownie or Fauntleroy Suits, made of checked Canadian Tweeds; also blue navy serges, deep sailor collar, trimmed with braid.

Furnishings

- At 5c, 10c, 15c, 25c, and 35c. Ties Knots, Flowing ends, Straight Bows, Ascots
- At 25c, 35c, 45c, 60c and 70c. Men's and Boys' Mitts, Gloves, Gauntlets, Kid Mitts, unlined and lined.
- At 50c, 75c and 90c. Mocha Mitts, lined and unlined.
- Men's Driving Gauntlets in Coon, Beaver and Persian lamb.
- At 7c, 10c, and 20c. Men's Heavy Ribbed Stockings.
- At 5c, 10c, 15c, 25c and 35c. Men's and Boys' Braces in great variety.
- At 22c, 30c, 35c, 50c and 75c. Men's and Boys' White Shirts, all new goods, extra value.
- At 35c 50c, 75c, and 90c. Men's Fine Colored Shirts in new patterns, with cuffs attached and detached.
- At 35c, 45c and 55c. Men's heavy Working Shirts, in blue and black, with collars attached.
- At 30c, 39c, 50c and 75c. Men's Black Satteen Shirts.
- At 25c, 40c, 50c, 75c and \$1. Men's Wool Knit Top Shirts, collars attached to shirts.
- At 40c, 65c, 80c and 90c. Men's and Boys' Blue and Grey Flannel Shirts.
- At 5c, 10c and 15c. Men's and Boys' Linen Collars.
- At 7c, 12c and 15c. Men's and Boys' Lined Cuffs.

Gough Belongs to You.

Come and Prove Our Claims.

Put us so the Test.

Try us as you will.

We Clothe from head to foot.

B. J. GOUGH.

Price-Revolutionizing Clothiers, Hatters, Furnishers.

Cor. Kent and William Streets, Lindsay