

PRICES OUT OF JOINT

A MIGHTY AUTUMN SALE....



AT
B. J. GOUGH'S
The Big Clothier

ITS A SALE TO A FINISH

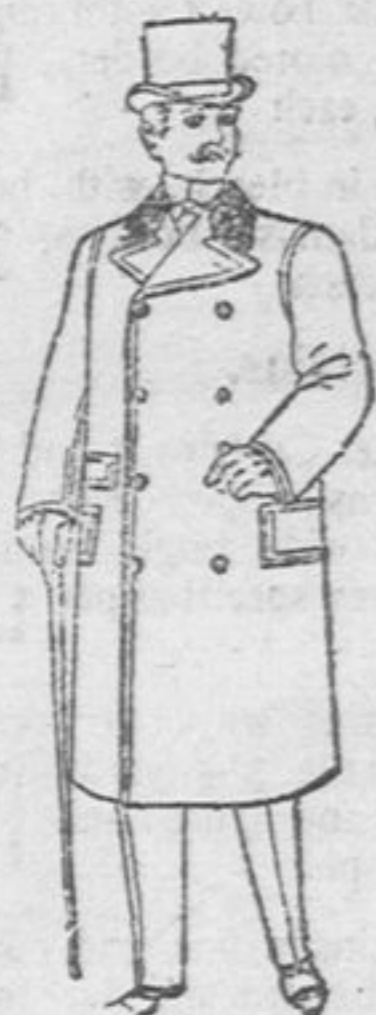
Every year about this time we hold an Early Winter Sale for the benefit of shrewd shoppers. In preparation for our November Event of this year we have made a splendid purchase from one of the best known firms of Clothing Manufacturers—

Messrs. McKenna, Thompson & Co.,
of Montreal, consisting of

A BIG JOB OF CLOTHING

At a figure that knocks the very life out
of HIGH PRICES.

This Big deal Secures for us, right at the beginning of Winter, a splendid new stock of the very latest Winter Styles in



MEN'S and BOYS' OVERCOATS
Men's and Boys' Suits and Parts of Suits

Which we can sell for less money than you would have to pay for the same superior qualities after the season is over.

Prices That Cause Amazement

This will be a Mighty Autumn Sale, far above the ordinary. The extraordinary advantage reaped by this great purchase gives us commanding values. It will be the event of the season to buy your Winter Outfits at prices that will stagger the most powerful competitors. We begin this week in dead earnest.



An Autumn Carnage In Clothing Prices

Reaching the Pinnacle of Bargains. Come and prove our claims—put us to the test—try us as you will—visit the big store many times, and see the extraordinary values. A grand congress of superlative good Overcoats and Suits for Men and Boys in the need of Winter Clothing.

The Suits are smart and servicable Garments, made in the newest styles, never before quoted at such prices. They are Winter weight and every man, no matter what his size, will get thorough satisfaction.

The Overcoats are made of the popular new fabrics, cut to the fashion of the day. Top-notches in style, and your dollar never before had one-half the buying power it now commands. An event of great interest to all concerned.



Kent Street, Lindsay, Ont.

B. J. GOUGH,

The Wonderful Cheap Man

SOME DEALERS PUT SAND INTO CLOVER SEED THEY SELL

A Test of Seeds has Been Made, With Interesting Results—Small Dealers Are at Danger

The testing of seed for purity and vitality by scientific methods has been an important factor in the agricultural progress of Germany, Switzerland and other European countries. Laboratory methods for seed testing were devised by Dr. Nobbe of Thatandt, Germany, thirty years ago, since which time seed testing stations have been established in nearly all European countries and the United States. Canada has now one modern seed laboratory equipped with the necessary apparatus for testing the purity and vitality of seeds.

The fact that Germany alone now maintains thirty-nine seed control stations shows that seed testing is highly valued as a means of safeguarding the interests of agriculture in that country. The results of the work that has already been done in the Dominion Seed Laboratory reveal a great need for active work in seed testing as well as persistent efforts to protect Canadian farmers and fields from the many evils that are connected with the seed trade.

Early in the spring of the present year, G. H. Clark, B. S. A. who is connected with Prof. Robertson's staff, and who is now in charge of the seed laboratory, planned to make an investigation of the conditions of the trade in grass and clover seeds. With the assistance of Agricultural Associations, institute workers and other interested persons, over five hundred one-half pound samples of timothy, alsike, and red clover seed that was offered for sale by local dealers were procured for the seed laboratory. With each sample was enclosed a statement showing the name

of the dealer, the place at which it was offered for sale, the price per pound or bushel, and the origin of the seed.

In the seed laboratory these samples were subjected to two examinations, one for purity and the other for vitality. In making these examinations the rules adopted by the Association of American Agricultural Colleges and Experiment Stations were followed in detail.

WELL SANDED

Evidence of wilful adulteration was found in a few instances. One sample of alsike obtained from Prince Edward Island contained 26 pounds of colored sand per hundred pounds of seed. From ten to twenty per cent, by weight of sand was frequently found in samples of alsike and timothy seed. On the whole there has not been serious cause for complaint connected with the trade in grass because of low vitality. It is the large quantities and noxious nature of the weed seeds found in the most of the samples that render the evils connected with the trade in grass and clover seeds of more than ordinary importance to agriculture. The number of weed seeds per pound of seeds as marketed, ranged with timothy from 0 to 237,690; alsike from 40 to 180,450; and red clover from 0 to 45,505. The approximate number of seeds in a pound of timothy seeds is 1,350,000; alsike 750,000; and red clover 300,000. The weed seeds named in the order in which they most frequently occurred consisted of foxtail, ribgrass, lamb's quarter, white cockle, sheep sorrel, curled dock, false flax, pepper grass, mayweed, Canada thistle, common Plantain, lady's thumb, pigweed, black medick, ragweed, charlock or wild mustard and perennial sow thistle.

The trade in red clover and alsike is undoubtedly the most fruitful medium for the dissemination of weed

pests. The steadily increasing demand for these seeds for both the home and export trade has encouraged their production on farms that are foul with weeds. Canada exports annually large quantities of alsike and red clover seed to European countries, where a thorough system of seed control has become established and where only the best re-cleaned stocks can find a market. The screenings of these imported seeds are much in demand on our home markets and are retailed by local dealers.

There are few agricultural mercantile articles the real value of which is so difficult to judge from appearance as grass clover and other small seeds. Competition is said to be the life of trade but fair competition in the seed trade is possible only when the seeds is sold according to fixed standards of quality, or under a definite guarantee based upon a standard method of analysis. The seed trade in Canada has been passing from the hands of reliable seed houses into the hands of incompetent and irresponsible local dealers whose main business is of an entirely different character. There are far too many jobbers dabbling in the seed business and the result is that competition has been confined to prices alone. Unfortunately most farmers as well as seed merchants are not acquainted with the impurities that commonly occur in grass and clover seeds and when making their purchases are content to screw down the price and trust to luck. As long as there is a demand for cheap seed, worthless low grade article will be offered, and until Canadian farmers have come to know that the highest obtainable quality of seed is always the cheapest, the best quality of our home grown seeds will be exported to countries where the seed trade is conducted on a more business-like basis.

DEER HUNTERS COME HOME

Well Laden With Quarry, the Local Minors Return From The Woods

Lusty forms striding athwart the trackless woods; keen eyes peering from lonely hiding places, solitary figures appearing on the forest-rimmed shores of remote lakes, canoes dancing on waves at other times unvisited by man, the hound-song, the red deer's whirring flight, the fast-repeated rifle shots, and the hunter's shout of triumph—that is the deer hunt, and from it the local contingents recently returned well laden

with quarry.

THE SIMPSON-DALY PARTY

The Simpson-Daly party hunted this year on their old grounds around Long, concession, Round and Black Duck lakes, away in north-east of Bobcaygeon. The party comprised Col. C. N. Daly, American consul of Guelph; Chas. Nixon of Port Hope, Charlie and Fred Reeves, Jas. Moore, A. B. Terry and W. H. Simpson of town. They got 14 deer. One of them was one of the finest bucks ever brought to Lindsay.

"We had a fine hunt" said Mr. Simkinson. "The weather was not very cold, but the nights were cold enough to pretty thoroughly chill the carcasses, and prevent them from spoiling. We hung them up out doors and secured them from the sun with bows. The big buck was killed the first day we were out and is in the best eating condition of any of them."

McCONNELL-DAVIDSON PARTY—In this party were Thos. McConnell of the Royal Hotel, License Inspector Short, Thos. Waltes, P. Grozelle, R. Miller, H. Massells, Lorne Campbell and Capt. Rose of town; E. Dillman, Little Britain, L. Davidson, Glandine, and A. E. Bottom of Bobcaygeon. They hunted on Kenesse lake, about 25 miles north of Haliburton, and brought home 22 deer.

"Up to the last few days the weather was fairly good" said Mr. McConnell. "Of course there were showers occasionally, but nothing to interfere seriously with the hunt. The dogs never had any trouble keeping the scent. We got very few bucks. They do not move about so much when the weather is mild. We got a lot of fine does though. The deer are in good condition this year."



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The original kidney specific for the cure of Backache, Diabetes, Bright's Disease and all Urinary Troubles. Don't accept something just as good. See you get the genuine

DOAN'S

They cure when all others fail. Not a Cure All, but purely a Kidney Pill. 50c per box, or 2 for \$1.25. All Dealers or The Doan Kidney Pill Co. Toronto, Ont.

BOOKS

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- Girls' Own Annual 1.75
- Leisure Hour 1.50
- Chatterbox 1.00
- Donovan's Pasha 1.50

GEO. A. LITTLE

Bookseller and Stationer
Lindsay, Ontario

LIFE and FIRE INSURANCE

Agent for the Sun Life Assurance Company of Canada.

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THE WATERLOO MUTUAL, noted for its fair dealing and prompt settlements; also the NORTH BRITISH AND MERCANTILE, and other reliable companies.

OFFICE, rear of Dominion Bank Buildings, where I will be personally present on Wednesday and Saturday of each week.

JOHN P. CUNNINGHAM

DR. McGAHEY'S Heave Cure
For sale at Morgan Bros. drug store

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WASCOE B...
General Merch...
Successors to Hogg B...
Value in...
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Boys', Women's...
Robbers is now...
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Socks to wear...
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Caps, Robes...
thus far in this...
very encouraging...
customers who see...
goods and...
to sell on closer...
them sold ahead...
M. Pascoe expects...
regularly every two...
pleased to take...
ing we do not carry...
department is no...
best price paid for...
TERMS:
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and Ciga...
All the st...
brands kept in...
Plugs, Long Cu...
Fancy Mixtures...
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Goods...
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PUMPS and...
WIND MI...
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are now prepared...
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for any depth of well...
150 feet, and guarant...
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employ and has charge...
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Orders for Pumps or...
will receive prompt at...
We are also prep...
supply superior WIND...
specifications...
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