

THE GOUGHS' BATTERING DOWN HIGH PRICES.



Colossal Clothing Deal

BY, THE GOUGH SYNDICATE

Hundreds of New Winter Suits and Overcoats, Bought at Startling Concessions.

Original Prices Away Below Zero. A Gigantic Sale of Manufacturers Stocks at Close to Half.

The Gough Syndicate has been on the trail of shaky Manufacturers with heavy overstocks, and have returned loaded down with tremendous bargains that will make interesting days from now till the beginning of the New Year.

A Leading Montreal Manufacturer,

whose name we are not at liberty to print, at a big "cut under" price. Cash and quantities did it.

Commencing Saturday, November 14th

We begin to give the people of Lindsay and Victoria County the benefit of the savings, Gough never lacks the backbone when he makes a big haul like this, to come up with a smile and say to our friends, "Easy come, easy go."

The Buying Power of Your Dollars will be Nearly Doubled. Our guarantee shields you absolutely from any dissatisfaction.



During November and December Gough's Great Price Cutting Sale

of high-grade winter Suits and Overcoats will be an event so startling that there are few words forcible enough to do justice to it.



B. J. GOUGH

The Big Clothier,

Lindsay, Ont.



COUNTY CORRESPONDENCE

FENELON FALLS Mr. Ed. McKendry of Lindsay was at the Falls on Tuesday. Mr. Jas. Dickson D. L. S. returned on Saturday from his survey of some months in the Northwest. Mr. Dickson looks splendid, and is being warmly welcomed by his many friends. Mr. Wm. McArthur and Miss S. McArthur returned on Tuesday from spending a few days with friends in Ups. Mr. Dick Nevison left on Monday for the north to spend a few days shooting with his brother. Mr. Findlay Robson left for Burk's Falls last Thursday where he will be joined by his brother Mr. Jos. Robson in a week's hunt. The Young People's Society of St. Andrew's church took charge of the prayer meeting last Thursday evening. Miss A. Dickson B. A. conducted the meeting, which was very well attended. Miss Davis left on Tuesday for her home in Toronto after spending a short visit with her uncle Mr. Wm. Golden of Verulam. The oyster supper under the auspices of the Sisterhood of St. James' church given in Jordan's Hall on the evening of Nov. 5th, was a most successful function. The livalves were most refreshing, and the informal program a bright and attractive one. The attendance was large and the receipts all that could be desired. Mrs. L. McD. Couler and her son of Lindsay, spent a few days at the Brook's House this week. Mrs. Nichols, Mrs. Timony and Mrs.

Lockhard of Toronto are the guests of Mrs. W. H. Walsh. Mrs. and Miss Phillips of Bobcaygeon were the guests of Mrs. Robt. Not much damage was done in Fenelon Falls on Hallow'e'en, but we cannot perceive why there should be any destruction of property, that boys may have some fun. We are no doubt dense, but when the fun comes in, we are unable to see. Surely boys can have a good time without smashing windows, as was done in the south ward school, and other unseemly actions. The damage on Nov. 8th, Guy Fawkes anniversary was more serious. In the early part of the evening a bonfire was built on the corner of Colborne and Francis-sts., and poor old Guy was burned in effigy, and his helpless image shot at a number of times. It was then thought that for once, that the boys had had some fun without going too far, but later in the night a bright blaze was seen near the lake shore, and it was found that a building in the rear of the residence of Mr. J. J. Nevison was in flames. No one turned out at first as it was supposed to be another bonfire, while when the Chemical Works' whistle sounded, a crowd gathered. The building was of small value, but it was two storey's high, and as the wind was high, the fences on Mr. Nevison's property had to be torn down to save the large stable. Both Mr. Nevison's and Mr. F. Green's houses were in great danger. The act was no doubt thoughtless in setting the building on fire by some unknown party or parties, but it was none the less dangerous on account of the wind and nearby buildings. Some of the boys of this village will continue this nonsense until they

get a life-long lesson. Mr. and Mrs. John Aldous, Mr. and Mrs. W. Ellis and Messrs. Geo. Whiteside, E. R. Edwards, Thos. Robson, Chas. Edwards and many others are back north fishing and hunting. It is expected that they will bring back any amount of game as it is understood thoroughly that the woods are full of game. The deepest sympathy is felt for Miss Henderson of the Public School staff, who on Monday evening received the sad news of the death of her father, in Lindsay. Miss Henderson was driven home as fast as possible, and her place is being filled by Miss P. Haskell. The sad news being totally unexpected, made it a most terrible shock to the young woman. The regular weekly prayer meeting of St. Andrew's church was held this week, on Wednesday evening instead of Thursday evening, in order to allow the members to attend the Jarvis-Smith concert. The Jarvis-Smith concert tonight is the (opic of conversation. The seats have sold splendidly and it is expected that the hall will be crowded to the doors, to hear these splendid artists, Messrs. Jarvis, Smily and Jones. The funeral of the late Mrs. Fred last, held on Sunday evening at 8 o'clock, was a most successful affair in every respect. The supper could not have been surpassed and the entertainment given later on, was very good. Addresses were given by Mrs. Garbutt and Davis of Fenelon Falls and Rev. Mr. Ferguson of Cambridge. Music was rendered by the choir, and two most beautiful solos given by Messrs. McKendry and Mornden. The proceeds of the entertainment amounted to nearly one hundred dollars.

there was perhaps some disappointment, when it was heard that Rev. Mr. Sinclair would occupy his own pulpit on Sunday. If such a feeling existed for a moment it must have rapidly disappeared on Sunday morning, when Mr. Sinclair preached to a very large congregation, a most magnificent discourse from Acts 17, and 11. The preacher touched on his own ministry here for the past four years, and then in speaking of Paul's preaching to the Bereans, brought out the strong points of Paul as a minister. Three principal points referred to were Paul's purpose, his conviction and his message showing what a congregation had a right to expect from their pastor. Then the speaker treated the other side of the question, what a pastor has a right to expect from his hearers, and showed in what points the Bereans made splendid hearers. Mr. Sinclair treated the subject most beautifully and logically, and if any of his congregation were unable to present they certainly were unable to be present they certainly were unable to be present. In the evening Rev. Mr. Garbutt delivered a most impressive and eloquent discourse to a crowded church. The fowl supper and entertainment on Monday evening was a most successful affair in every respect. The supper could not have been surpassed and the entertainment given later on, was very good. Addresses were given by Mrs. Garbutt and Davis of Fenelon Falls and Rev. Mr. Ferguson of Cambridge. Music was rendered by the choir, and two most beautiful solos given by Messrs. McKendry and Mornden. The proceeds of the entertainment amounted to nearly one hundred dollars.

MANILLA Miss Broad and Mrs. Allen of Lindsay were the guests of Miss E. Broad of the west end. Master Leon King, who is living with his uncle Mr. King of Oakwood spent Sunday here with his parents, Mr. and Mrs. D. King. This community has again been shaken by the relentless hand of death. The shocking accident which befell little Royie McKay last Tuesday, resulted in his death the same evening. About seven years of age, good natured and active, he was very popular with all who knew him and his cheery salute will be greatly missed. The home of Mrs. Ann McDonald, which had been his adopted home almost altogether since his mother's death, has been saddened by his sudden departure and many a sympathetic tear fell from the eyes of his many friends. His father Mr. Jas. McKay has the sympathy of the community in his sad bereavement. The younger ladies of our neighborhood have organized a sort of combined literary and sewing circle, and they intend meeting alternately at the houses of the different members on Friday afternoon of each week. We have no doubt this good example will be followed by our younger men whose evenings are free to them to spend as they choose but instead of sewing they will be sewing for the fact that "Whatsoever a man soweth, that shall he also reap" makes it unprofitable for most of them to spend their time at it. We hope to be able to report the organization among our boys of a "mutual improvement society," with a strenuous constitution with which to work. There is lots of room for price.

improvement even among the best of us. Two pounds of good family lard for 25 cents, 3 pounds good currants for 25 cents, choice Ceylon tea in bulk or packages at 25 cents a pound, sardines at 50 cents per tin. Frequent buying keeps the stock fresh and new at W. L. Coome's. Store closes at 6 p.m. Monday, Wednesday and Friday. WOODVILLE Mr. B. M. Patrick of the Cleveland Electric Company will, it is expected, install the electric light plant in this town in about two weeks. The consolidation and revision of the town by-laws is now the next move to be made by our council. Councilors Patterson, Adams and Bains are the committee of revision. This is a good move. After a good deal of discussion, our council at its last sitting decided to arrange for a weekly market of farm produce. A committee was formed to get information in this connection. Farmers, look out for the date, and bring your butter and eggs, etc. Buyers will be on hand. Mr. Wm. Smith who was on a business trip to the west, returned home last week. W. D. Grant, who was out west during the past summer, returned home last week. OAKWOOD Remember Mr. Joseph Timney's sale of tamarac and timber, on Friday, Nov. 20th, at 2 p.m. Unreserved. Come and get it at your own price.

Vertical text on the right margin including 'TWELVE PAGES', 'VOLUME XLVI, NUMBER ...', 'F', and various names like 'Alaska Sable', 'Persian Lamb', 'Astrachan Jack', 'O'LOUGH', 'THE VICT LOAN AND SAVINGS', 'The Rathb...', 'First class CORDWOOD, & WOOD.', 'Our DRY CEDAR at...', 'G. H. M. BAKER, Phone, Office 77, Mill', 'Toronto AUTOMOB...', '28 Dalhousie', 'A few Shares of the ... will be sold at \$50.00 Value.', 'One \$100.00 machine for sale fully ...', 'For particu...', 'Over J. B.', 'H. A. van'