

HAVE WE LOST OUR HEADS? ITS A CORKER.

GOUGH'S Colossal Clothing Sale



Three weeks ago, when the weather was mild and manufacturers thought it was doubtful whether they could sell their reserve stocks, the Gough Syndicate fearlessly stepped in and bought great pyramids of Winter clothing at our own price.

No, we haven't lost our heads; because we're a long way ahead on the transaction and the "Simon Pure" winter is to come yet.

CUTTING PRICES SQUARE IN TWO. Bring half the money you intend to invest in Suits, Overcoats, Ulsters, Reefers, Pea Jackets, Fur Coats, Sweaters, Underwear, Hats and General winter outfittings, and leave the other half at home and for the half you bring to spend at Gough's we will give you as much as you would get for the whole amount elsewhere.

FIGURES TO BACK UP OUR STATEMENT

- At 2.75 Men's Canadian Beaver Overcoats worth double.
At 3.50 Men's Beaver Coats substantially lined worth double.
At 4.75 Men's Overcoats, single breasted, fly front, black and blue beaver cloth, silk velvet collar, nobby linings well made, worth double.
At 4.75 Men's Long Raglanettes, all prevailing shades of frieze, black, blue and oxfords, worth double.
At 6.50 Men's Long Raglanette Coats. It is cut long just as the picture shows and is made with peaked lapelles, vertical pockets, silk velvet collar, Italian cloth linings, cut with no seam in back, which gives the coat that loose swager effect from the shoulder down, full round bottom of skirt, worth double our price.
At 8.50 Men's Black Kersey and Oxfords, 42 in. long, but this extra long swell coat it the thing for the young fellows who want to be smartly dressed and 8.50 is the price during our colossal sale.

- here for his overcoat. Nothing new that isn't here.
Boys' Cape Coats from 3 to 12 years.....1.75
Boys' Double Breasted Frieze Ulsters 3 to 12 yrs 2.25
Boys' Long Raglanette Coats 3 to 12 years..... 3.50
Boys' Pea Jackets.....1.75
Boys' All Wool 3 piece Suits in Canadian Tweed and Halifax Tweed at.....1.45
Boys' 3 piece Suits in dark nobby checks 2.25 to 4.50
At 3.75 Men's Canadian Tweed Suits, well lined and trimmed in large and small checks and good colors.
At 5.00 Men's Blue and Black Heavy Serge Suits in fine heavy twill, worth double.
At 7.00 Men's Imported Tweed Suits all really fashionable patterns, new tints and mixture trimmings and tailorings in style.
At 8.00 Men's Fine Black and Navy Blue Worstead Suits, either style in hard twill finished cloths, best linings and trimmings.
At 10.00 Men's Dress Suits, fine imported black worsteds, lined with heavy satin lining.



OVERCOATS FOR LITTLE FELLOWS

Don't think of overcoating your little man until you have seen the new styles we are now showing, the cape coat is coming in again; the long coat is also new; the bell coat is a fresh creation.

100 doz of Men's Heavy Wool Fleece Underwear at 25c worth double.
We can fit everybody, young men, boys, children.
This is the climax caper, the time of all times, the chance of all chances to buy winter wearables. We warrant everything sold by us to be as represented or refund your money. Its the same whether you buy a collar button or an extensive outfit.

B. J. GOUGH

The Wonderful Cheap Man



COUNTY CORRESPONDENCE

FRANKLIN
Snow fell here on Monday to the depth of two inches. In the afternoon two loads of grain came in on sleighs, one coming a distance of 7 miles.
Mr. William Sherman was here on a business trip last week. He says the price of poles has advanced for the season.
Mrs. Richard Ball who has been visiting her brother here for two or three weeks, left last week for her home in Chatham.
Mr. Lytle and family left here on Friday to go to Toronto where they will reside during the winter months.
Mrs. Thos. Pritchard and her daughter went to Toronto last week to spend the winter.
Mr. Bert Veaty, teacher of this section, is leaving at the end of the year. He goes to Salem section in Ops.
The Rev. J. P. Wilson of the George-st. Methodist church, Peterboro, occupied the pulpit here on Sunday in the interest of the missionary work.
COBOCONK
Dr. Bowerman, dentist, visits Cobocok again (at Finlay's) on Wednesday, Dec. 2nd.
OAKWOOD AND VICINITY
A large crowd attended Mr. Joseph Tinney's wood sale on Friday afternoon. The piece contained 39 acres and was conveniently divided into acre and 3/4 acre lots. The selling price ranged all the way from \$16 to \$32 per acre. The wood is dead

and is a mixture of tamarac and cedar. All was sold.
Mr. Judson Mark's home was brightened by the arrival of a little boy on Sunday last.
Mr. J. P. Cummings and family spent Sunday in this neighborhood.
Mr. W. T. Hogg returned home on Saturday evening. He is able to be out after his recent illness.
Mr. E. Prouse has retired from the harness business to give the brickyard his undivided attention. Then it has been noticed since the Liberals obtained a majority, that trade in this village in various directions is not nearly so brisk as formerly. Mr. Coad takes possession on Dec 1st.
During the slippery weather of last week Mr. E. Wood, harness-maker, had a fall which will lay him up for a few weeks. Several ribs were broken and others fractured.
For some time now, Mr. Elmer Harris physiognomy has been covered with smiles, the result of being, for the first time entitled to the eponymous epithet "papa."
Mr. E. Prouse held a sale at his harness shop last week. Four cows, several sets of harness and other articles, among them a horse that had seen better days were on the list. Mr. Geo. McHugh of Lindsay was the auctioneer.
The temperance committee conducted the regular meeting of the League last week. One of the members experimented with alcohol, but not in the popular way. An illustration of the powerful action of this spirit was shown by dumping an egg into the alcohol and soon after it was cooked. It was remarked that the clear liquid was what the Indians called "fire-water." Had this su-

gust personage been present he would doubtless been proud of the imputed strength of his food closet.
Farmer's Institute meetings were held in the village on Tuesday. Sessions were held in the afternoon and evening. Instructive and interesting addresses were given by prominent agriculturists.
The item re cheese meeting in last week's issue was incorrect. The meeting is still to be held.
VICTORIA ROAD
Thursday, Dec. 3rd, is the day on which Dr. Bowerman, dentist, again visits Victoria Road, at Chirpaw's hotel.
CANNINGTON
Wood scarce. Prices high.
A large number in this neighborhood are discarding the wood stove and purchasing coal ranges.
The weekly market has had the effect of raising the price of farm produce for the local consumer.
The Methodist people here are making preparations for their fowl supper which is to take place Dec. 7th. It means always a good time and a great gathering. There is to be a concert also in connection.
LITTLE BRITAIN
The visit of the Rev. W. G. Clarke and wife to Hay Bay has been somewhat marred by the illness of their little daughter Nora with diphtheria. Dr. Hall, who has been so successful in cases of diphtheria, was summoned for consultation. We are pleased to hear that Nora is improving, and we hope soon to see the family home again.
In the absence of Rev. Mr. Clarke,

Captain Yerex of the Salvation Army conducted the service Sunday morning. Her theme was "The sure foundation."
Mr. Elton and Miss Nina Allin of Lindsay, also Miss Brown of Lindsay Model School, spent Sunday with friends in the neighborhood.
Mr. Geo. Pearce of Chicago and Dr. Pearce of Battle Creek Mich., were in the village last week.
Messrs. Hatley and Hooper's threshing machines are now right up-to-date. They each have blowers on, and Mr. Hatley has just put on a self-feeder which the farmer's say is just the thing as it threshes the grain better, and faster and requires less men.
WOODVILLE
Dr. Bowerman, dentist, will be at the Queen's hotel, Woodville, the first three Fridays in December.
HARTLEY
Good sleighing now.
Messrs. Burt and James Manning left on Monday last for a Toronto Business College, where they propose taking up telegraphy and stenography.
Miss A. S. Campbell of Buffalo, returned home last week.
The funeral of the late John Smith was very largely attended on Saturday.
Mrs. D. Best spent a few days in Omamee recently.
YELVERTON
Anniversary services in connection with the Methodist church of this place will be held on Sunday and Monday, Dec. 6th and 7th. On Sunday Rev. Thos. Brown of Omamee

will preach at 10.30 p.m. On Monday evening Col. Hughes will give one of his popular lectures on scenes from the various parts of the British Empire and South Africa. Admission 25 and 15 cents.
FINGERBOARD-MARIPOSA
All nature seems to have put on a northern aspect during the past week, giving us an idea that winter is fast approaching. The ground has given up its beautiful carpet of gold, russet and brown leaves for a covering of white fleecy snow.
Miss Ada Willis is absent visiting friends in Port Perry.
Miss Martha Dowson has returned home after a couple weeks visit with her sister Mrs. Wilkinson at Sonya.
Mr. Ernest Baker of Port Perry was the guest of M. A. Willis one day last week.
Miss Myrtle Frise has returned to her home in Cambay after a two months' visit with her grand parents Mr. and Mrs. Robt. Frise.
Mr. Malcolm McKinnon and two sons of Winnipeg, Man., is spending a few weeks with his aged mother.
Mr. Jesse Weldon and wife of Taylor's Corners, was the guest of Mr. John Moase and wife recently.
Mr. Chas. Cornell of Oakwood was calling on the different farmers of this neighborhood for the purpose of purchasing horses on Friday.
Mr. Frank Rundle and family have moved from this neighborhood to Port Perry.
Mr. Ripley and family of Seagrave have moved to the farm lately occupied by Mr. F. Rundle. They come to our neighborhood highly recommended as good neighbors and we wish them every success in this new place.

Mr. J. Willis and wife spent Sunday with their daughter Mrs. Jewell of Manila.
The population of this village still increases and a baby visitor has arrived to brighten the home of Dan. Cameron.
CAMERON
Mr. John Maunder of Cambay purposes making a change in his business in the near future, and in order to make a quick sale of his \$4,000 stock of drygoods, groceries, boots and shoes, crockery, tinware etc., he has commenced a sixty-day bargain sale. Now for goods at your own prices. All outstanding accounts must be settled at once in cash or note.
Lindsay, Bobcaygeon and Pentypool Railway
Public notice is hereby given that pursuant to the requirements of the Railway Act of Canada, there was deposited on the 25th day of November, A.D., 1903, in the Registry Office for the County of Victoria, the location plan, profile and book of reference of that part of the Lindsay, Bobcaygeon and Pontypool Railway within the Corporation of the Town of Lindsay.
Dated at Lindsay this 24th day of November, A.D., 1903.
THOMAS STEWART,
Of the Town of Lindsay, in the County of Victoria, Solicitor for the Lindsay, Bobcaygeon and Pontypool Railway Company.

SIXTEEN PAGES
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VOLUME XLVI, NUMBER
LATEST
NOV
THIS IS THE YOU'LL FIND SUPPLY OF
In Ladies' Wear...
Head Chains also...
Ready-to-wear Be...
Handsome Buckles to...
Hand Bags, Purse...
Buttons, etc., for holi...
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