

MONSTER SACRIFICE

SALE!

Mens' Coon Coats Worth

- \$90.00, sacrifice price \$72.00
- 80.00, sacrifice price 62.00
- 75.00, sacrifice price 52.00
- 55.00, sacrifice price 42.00

Mens' Fine Fur-Lined Coats

- With Black Lamb collars and choice rat Linings, worth \$75.00, sacrifice price \$62.00
- 60.00, sacrifice price 48.00
- 50.00, sacrifice price 28.00

AT B. J. GOUGH'S

\$45,000.00 worth of Clothing, Gents' Furnishings, Hats, Caps, Furs, etc., to be slaughtered at Hard-time Prices for the next Six Weeks.



Our stock is much too large for this time of year and must be reduced to just one-half it's present size, consequently we commence on

SATURDAY

the monster sale of the age, during which we will offer every dollar's worth of Men's and Boy's Suits, Men's and Boy's Overcoats, Underwear, Top Shirts, Sweaters, Overalls, Hats Caps and Furs, in fact every article in our store at such prices as will insure them speedy sale. In many lines cost is not being taken into consideration, but are marked at such low prices as to make them very interesting. This is a rare opportunity to lay in your Fall and Winter supplies, from the Largest, Finest and Best Assorted Clothing and Furnishing Stock in **Lindsay** at special reduced prices.

Remember \$45,000.00 worth of Clothing, Furnishings, Hats, Caps and Furs to make your selection from at special sale prices.

We have neither time nor space to quote **All** our prices here but if you will call in on and after Saturday, we will show you some startling bargains in every line. We are honest advertisers, what we promise we perform, and this time we are bound to make things hum if low prices will do it.



High Class Men's Suits

Mens' High class Fancy Worsted Suits of the latest style and make, in all the wanted shades and mixtures, worth

- \$22, sacrifice price at.....\$17 00
- 20 values, sacrifice price at..... 16 00
- 18 values, sacrifice price at..... 24 50
- 15 values, sacrifice price at..... 13 00
- 12 values, sacrifice price at..... 9 00
- 10 values, sacrifice price at..... 7 50
- 8 values, sacrifice price at..... 5 95

High Class Men's Overcoats

Mens' fine Tweed Overcoats in dark brown and olive shades with Presto collar, worth

- \$20, sacrifice price.....\$16 50
- 18 values, sacrifice price..... 15 00
- 15 values, sacrifice price..... 13 00
- 12 values, sacrifice price..... 9 90
- 10 values, sacrifice price..... 8 00
- 8 values, sacrifice price..... 5 95

High Class Furnishings

- 75c Men's Wool Underwear, sacrifice price.....49c
- \$1.00 Men's Wool Underwear, sacrifice price.....75c
- \$1.25 Men's Wool Underwear, sacrifice price.....95c
- \$1.50 Wool Underwear, sacrifice price.....\$1.00
- 75c Men's wool fleeces under wear.....49c
- 50c Fleece Lined at.....39c
- 20 doz. Boys' fleeced lined, sacrifice per garment.....25c
- 25c wool socks, sacrifice price.....15c
- 75c and \$1.00 fine shirts, sacrifice price.....50c
- 75c Men's work shirts.....50c
- \$1 Men's night shirts, sacrifice price.....75c
- 50c Boys' wool stockings, sacrifice price at.....25c

Men's Black Overcoats with Velvet Collars, worth \$15, sacrifice price \$12.50

Boy's High Class Suits

Boys' two-piece suits worth

- \$3.50 and 4.00, sacrifice price.....\$1 75
- 4 and \$5 values sacrifice price..... 3 50
- 6 values, sacrifice price..... 4 50
- 7 values, sacrifice price..... 5 95
- 8 values, sacrifice price..... 6 75

Boys' three-piece suits worth

- \$5, sacrifice price.....\$3 25
- 6 values, sacrifice price..... 4 50
- 7 values, sacrifice price..... 5 50
- 8 values, sacrifice price..... 6 75
- 9 values, sacrifice price..... 7 25

High Class Boys' Overcoats

Boys' Tweed Overcoats with the presto collar or velvet collar, worth

- \$4.50 to sacrifice at.....\$2 75
- 5.00 to sacrifice at..... 3 50
- 6.00 to sacrifice at..... 4 75
- 7.00 to sacrifice at..... 5 50
- 8.00 to sacrifice at..... 7 00
- 9.00 to sacrifice at..... 8 00
- 12.00 to sacrifice at..... 8 00

- 50c Men's Fine Braces, sacrifice price.....25c
- 45c Men's Fine wool sox, sacrifice price.....25c
- \$2.00 Men's Fine wool sweaters, sacrifice price.....1.25
- \$2.00 Men's fine wool Sweater Coats, sacrifice price.....1.25



Where the Good Clothes Come From

B. J. GOUGH

Where the Goods Clothes Come From

MILLERSMITH.
Millersmith, Nov. 7.—On Sunday morning the pulpit was occupied by Rev. Mr. Lawry, of Toronto, a representative of the Dominion Alliance. He explained fully the work and great success which crowned their efforts. A free offering was taken and well responded to.

The new bridge across Emily creek in this line is about completed. Teams will be crossing shortly.

Mr. George English has moved to his new house which was recently completed.

Mr. and Mrs. Sam. Sanderson spent Sunday with friends in Opeka. A number of delegates from this locality attended the Conservative nominations at Fenelon Falls on Wednesday of last week. They report a good time.

Mr. Leslie Kennedy arrived home from a trip to Saskatoon and has accepted a position as clerk with Mr. Fisher, of Lindsay.

PENIEL.
Peniel, Nov. 6.—Mrs. John Awde, of Toronto, accompanied by her cousin, Mrs. Wm. Reel, of Greenham, spent a few days with her father, Mr. Hy. Whetter at High Hill Farm. Our rural mail delivery route from Woodville started on Nov. 1, and those on the route are glad to take advantage of it.

Mrs. Brown, of Manila, who has spent several months with friends in this vicinity, returned to her home on Wednesday.

Miss Carrie Wright, of Victoria Road, is the guest of her cousin, Mr. Will Whetter entertained some of the young people of this neighborhood at a Halcyon party in honor of his sister and cousin, Mrs. J. Awde and Mrs. W. Reel.

Mr. Robt. Bazshaw spent Tuesday in Lindsay visiting his brother, Mr. Herb. Bazshaw, who is in the hospital, but who is improving nicely.

Mr. Colin Campbell, of Kirkfield, called on friends in this vicinity this week.

Mrs. A. Arksey is spending a few days with Lindsay friends.

Mrs. Wm. Everson, of Cambridge, is the guest of her sister, Mrs. Nell McLean.

Mrs. A. E. Webster has returned to her home in Oakwood, having spent a few days with her father, Mrs. W. J. Wright.

Several from here attended the funeral of the late Mr. McPherson at Oakwood on Sunday.

Miss Lettie Armstrong has returned from spending a few days with Cohour friends.

Several from here attended the anniversary service at Woodville Sunday last, but the inclemency of the weather prevented them from going on Monday.

MANILLA.
Manilla, Nov. 7.—Mr. Herbie McDonald left Manilla last Tuesday for Peterboro to attend business college.

Mr. J. A. McLean, wife and their two children, were the guests of Mr. and Mrs. Lorne Squires, of Pickering for a few days last week.

Mr. R. Holmes, of Toronto, gave an address on "Temperance Alliance" last Sunday evening in the Methodist church. There was a large congregation present.

Mr. and Mrs. George Carter, of Sunderland, were the guests of Mr. and Mrs. R. Barry. We are pleased to announce that Mr. Barry, who has been ill for some time is somewhat improved. His many friends hope for a speedy recovery.

On Wednesday, Nov. 1, the marriage ceremony of Mr. John Brown and Miss Annie Barker of this place was solemnized at the Methodist parsonage by the Rev. Mr. Dufoe, after which they drove to Oshawa to spend a few days with relatives. Congratulations.

Mr. and Mrs. John Kerr returned to their home last Friday, having spent over two months in the northwest visiting among relatives.

KIRKFIELD.
Kirkfield, Nov. 6.—Mr. George Ashman, turnkey in the jail at Lindsay, is visiting his wife and family here.

Mr. Chas. Gusty, of the Northwest, is visiting his wife and children.

Rev. Mr. Harris, of Toronto, occupied the pulpit in the Presbyterian church on Sunday last both in the afternoon and evening, speaking at the afternoon on Dominion Alliance, and in the evening his text was "For God so loved the world that He gave His only begotten Son that whosoever believeth in Him should not perish, but have everlasting life."

Thanksgiving service was held in the Methodist church on Sunday morning of last week. Special singing was given by the choir, and Mrs. Holdice also rendered a very pleasing solo. Service will be held in the Methodist church on Sunday, Nov. 12th.

Miss G. McKay was the guest of Miss McGirr, of Bolsover on Sunday of last week.

Mr. A. E. Smith spent Saturday in Lindsay on business.

Mr. G. Kearns visited in Toronto last week.

DEATHS.
ROBSON — In Lindsay, on Monday, Nov. 6, Jeannette Jean Wallace, wife of Mr. Ed. Robson, aged 89 years.

—Mr. Joseph Gilliece, of Emily township, is taking a railway course at Mr. Paton's school in this town.

PROTESTANT TEACHER FOR S. S. No. 3 Emily holding Normal certificate. Salary \$525. Duties to commence January 1, 1912. Section has modern conveniences. Telephone, mail delivery and near railway station. Apply at once with references to Jeff Ashmore, Sec.-Treas., Dunsford, P.O.

SALE OF FARM STOCK AND IMPLEMENTS.—The property of Mr. John Weldon, lot 23, con. 14, Mariposa, on Wednesday, Nov. 29, at one o'clock sharp. Elias Bowes, auctioneer.

TUESDAY, NOV. 14.—By George Jackson, auctioneer. Sale of farm stock and implements, the property of M. Haygarth, Sen., lot 25, con. 11, Eldon. Sale at 1 o'clock p.m.

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JOHN HOWARD

A sad death occurred, Nov. 4, when Metherell, who lived in the village of Little Bridge to his heavenly home, ceased young man, years and 10 months ago, when he was afflicted with typhoid fever which caused his death.

The late Mr. Metherell was well known in the town and the village and was a good friend with the community. He was survived by his father, a loving wife and children.

COMES FROM SCOTLAND

ANOTHER SPLendid DODD'S KIDNEY

R. MOUTONSON, TORONTO TREATER AND PERMANENT DODD'S KIDNEY Surette Island, S. Nov. 10.—(Special) Moutonson, a man here, is telling his cure from a severe disease which kept him in pain and suspense and defied the efforts of many doctors. "My trouble started when I was a boy. I had a tired, nervous feeling, and my eyes were dim. I suffered in two months, and two doctors, but I was not able to do anything. I started to take Pills and they helped me. Six boxes of Dodd's Kidney Pills cured me. That makes pure health."

MISS CURRIE.
At special meeting of the council held this evening, Mr. Poter was elected as treasurer and Mr. Leputy-Reeves as secretary. Miss Currie, seconded by Florence Currie, clerk, was appointed, and a salary of \$700. Several members stated that Miss Currie was qualified to fill the position. Others maintained that she should not receive the position as she should only apply for the position as she is not a resident of the town.