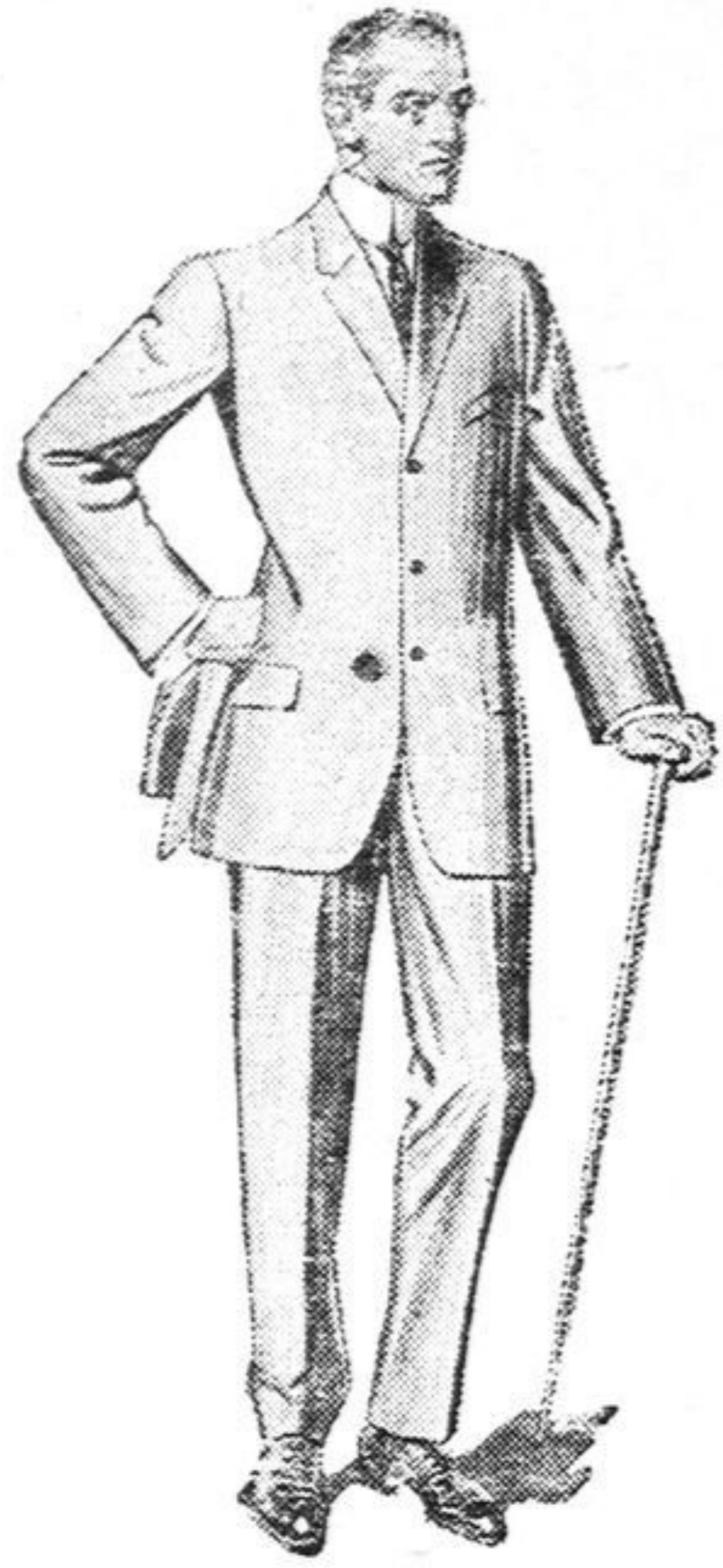


You Can Save Money Now

SATURDAY, NOV. 23rd

Just When You Need Clothing!

MARKS THE OPENING OF GOUGH'S GREAT STOCK REDUCTION SALE



WHEN WE WERE selecting our stock for this Fall's business, the prospects for a bumper crop were never better. We accordingly bought with confidence that Victoria County would have the most successful year it has ever had. Alas, the Elements were not favorable to this district and the result is we find ourselves over-loaded with a large stock, and the people with granaries none too full.

Our store has never held as large a stock of Seasonable High-Class Clothing, Furnishings, Hats, Caps and Furs as at present. We expected that with the increased prosperity we would double our business for this Fall, and now we find ourselves Over-Stocked in every department. We will share the "HARD TIMES" with you by sacrificing our profits to a large extent. You will Save Money on every purchase you make here and at the same time you will assist us to unload.

MEN'S SUITS

Men's High-Class Fancy Tweed and Worsted Suits in latest styles, in all the wanted Shades and Mixtures

Table listing men's suits with values and stock-reduction sale prices.

Boys' High-Class Suits

BOYS' TWO-PIECE SUITS

Table listing boys' two-piece suits with values and stock-reduction sale prices.

Boys' Three-Piece Suits

Table listing boys' three-piece suits with values and stock-reduction sale prices.

MEN'S OVERCOATS

Table listing men's overcoats with values and stock-reduction sale prices.

High-Class Boys' Overcoats

Table listing high-class boys' overcoats with values and stock-reduction sale prices.

Special Discounts Ranging from 10 to 15 Per Cent. on FUR COATS, FUR-LINED COATS, FUR COLLARS, FUR CAPS



High Class Furnishings

Table listing high class furnishings with values and stock-reduction sale prices.

RAINCOAT SPECIALS

Table listing raincoat specials with values and stock-reduction sale prices.

Boys' Reefer Specials

In dark grey, and black frieze, some tweed lined, storm collar, regular \$2.75 to \$3.00. Stock-reduction Sale \$1.39

Hat and Cap Specials

Table listing hat and cap specials with values and stock-reduction sale prices.

NECKWEAR SPECIALS

Table listing neckwear specials with values and stock-reduction sale prices.

Opportunity is Knocking at Your Door. Can You Refuse the Call?

B. J. GOUGH

"Where the Good Clothes Come From"

Lindsay



It is awfully hard for a man to sleep in church if the pews are uncomfortable.

TWO POINTERS ON HOW TO CURE A COLD

When you begin to sniff and feel a burning sensation in the nasal passages, or when a tickling irritation in your throat starts you coughing, the first important thing is to act at once. It's the neglected cold that becomes troublesome and dangerous.

STOCK JUDGING

COURSE TO BE HELD AT BOBCAYGEON NEXT WEEK.

Stock-judging courses will be held at Bobcaygeon on Nov. 27th and 28th, in the agricultural building, the following program having been arranged for:

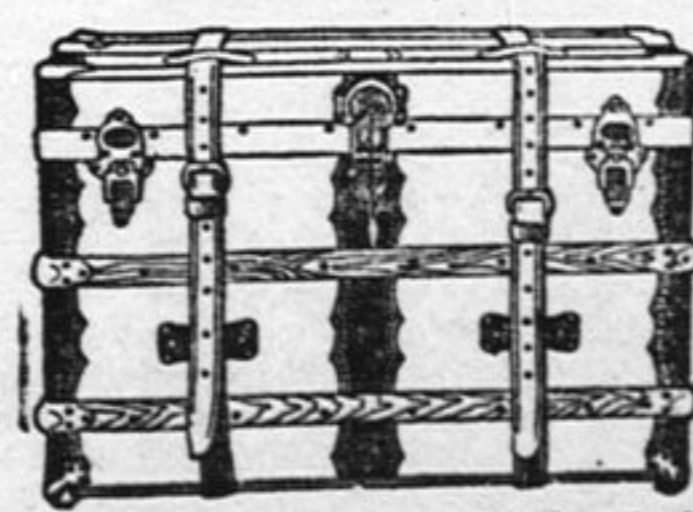
Wednesday, Nov. 27—1.30 p.m., dairy cattle, J. C. Stewart, Delmonny; 7.30 p.m., joint meeting of the Women's and Farmers' Institutes in the town hall. Addresses will be given by Miss Gilholm, Messrs. J. C. Stewart and W. J. Gardhouse.

Thursday, Nov. 28—9 a.m., beef cattle, W. J. Gardhouse; 1.30 p.m., heavy horses, W. J. Gardhouse.

Farming in Carden Under Difficulties

Reeve Jas. Graham, of Carden, states that many acres of grain crop in the above township have never been harvested on account of wet weather.

WARDER WANTS WORK WONDERS



A Big Trunk Special

Square canvas covered trunk, standard size, 1 1/2 inch hardwood slats, heavy domed corners, bumpers, two outside leather straps, riveted sheet iron bottom.

32 inch \$4 75, 34 inch \$5.00, 36 inch \$5 25 GREAT BARGAINS IN SUIT CASES Gennine Cowhide Suit Cases, russet and chocolate, 24 inches \$3.95 Leatherette Suit Case, built on a strong steel frame, brass lock, \$1.25

THE FELIX FORBERT SHOE STORE

TURKS REPOSED London, Nov. 19.—The Serbian headquarters reports that the Turks attempted a sortie from Adrianople yesterday from the side of the Serbian division, but were repulsed with great losses.

Home Dyeing advertisement for DYOLA dye, featuring an illustration of a woman dyeing clothes.

SECTION ONE

FURS OF FINEST

We guarantee to give you money. If you will call you will know why so many people Because It Pays

Our Persian Lamb Muffs range... Our Alaska Sable Muffs range... Our Alaska Sable Stoles range... Our Mink Muffs range from \$12... Our Western Sable Muffs range... Our Western Sable Stoles range... Our Mink Marmot Muffs range... Our Mink Marmot Stoles range... Natural Coon Muffs range from... Natural Coon Stoles range from... American Opossum Muffs range... American Opossum Stoles range... Natural Muskrat Muffs, range from... Natural Muskrat Stoles, range from... Grey Wolf Muffs, range from \$2... Grey Wolf Stoles range from \$2... Ladies' Marmot Coats, 50 inches... Ladies' Rat Coats, 50 inches... Ladies' Bohemian Coats, 49 inches... Ladies' Astrachan Coats, 36 inches... Ladies' Fur-lined and Mink... Ladies' Cloth Coats, Western...

Men's Fur-lined, Coats

O'LOUGHLIN & McINNIS Cash and Ore

Jamaica Swept Destructive

Kingston, Jamaica, Nov. 20.—The western end of the Island of Jamaica has been devastated by a hurricane lasting five days. A great tidal wave has swept over both the north and south coasts, practically wiping out the towns of Savanna-la-Mar and Lucrea, both places of considerable importance.

According to a report brought by steamer, forty-two persons were killed at Montego Bay. All the coast roads have been wrecked along the south-western coast, and much damage has been done to communication between Kingston and the centre of destruction. It is likely to be resumed for a week.

Ellis Trial and Bridge Cost Victor

Courthouse, Thursday, Nov. 21.—The committee on finance and assessment met this afternoon with Dr. Sims in the chair. The question was brought up and it was made known to the surprise of many that although the committee had previously possessed a one-quarter interest in their site purchased through the county is nothing. The deed is null and void to His Majesty the King.

The County of Victoria possesses a bank account of \$8.50 with large liabilities. The expense in connection with the Ellis trial (\$1100), the extra expense added for the building of the Cobocook bridge, and \$2,500 which was expected to be granted by...

Electric Restorer for Metal Phosphor... restores every nerve in the body and vitality. Premature decay and all such weakness arrested at once. Phosphor... make you a new man. Price \$1 a box, or two for \$1.75. Write to my address. The Booklet Drive Co., P. O. Box 100, Toronto, Ont.