

LINDSAY'S
LEADING
GLOTHIER

GOUGH

THE
WONDERFUL
CHEAP MAN

See the CONQUERING HERO COMES!

SANTA CLAUS the Great Drawing Card of the Season is having a great innings at B. J. GOUGH'S Clothing and Furnishing Store. He has stood a lot of bowling already, but he intends to stay at his wickets all this week. Until Gough's store closes Christmas Eve you can't bowl him out, because there's...



OUR STUPENDOUS OVER-STOCKED SALE is designed as a special benefit to men of small means or great, who are in need of Warm Clothing. It includes 1200 Suits, Overcoats, Ulsters, and Pea Jackets, AT AND BELOW THE MANUFACTURERS' COST PRICES.

The values are unsurpassed. The bargains are seasonable and should be appreciated when nearly the whole winter is ahead of them. Come and investigate our Xmas offerings whether you want to buy or not. See the big display in our window and take no back seat but follow the crowd...

Christmas Boxes Galore at B. J. GOUGH'S STORE

For Substantial Holiday Gifts at HALF PRICE



Heavy Canadian Tweed all-wool, double-breasted 3 piece, \$2.50 to \$3.75.



Boys' Fauntleroy Suits in fine Clay Worsteds, Velvets or Heather Mixtures, \$3.50 to \$5.00.



Boys' Heavy All-Wool Blouse Suits, \$1.95 to \$3.50.



Fancy Pleated All-Wool Canadian Tweed Suits, \$2.25.



Boys' Reefers, 95c, \$1.25 to \$2.75.



Boys' Overcoats, \$1.45 to \$3.50.



Boys' Scotch Pleated Tweed All-Wool \$2.25



Boys' Brownie Suits, \$1.45, \$1.75 and \$2.25

Slaughter in Overcoats and Ulsters



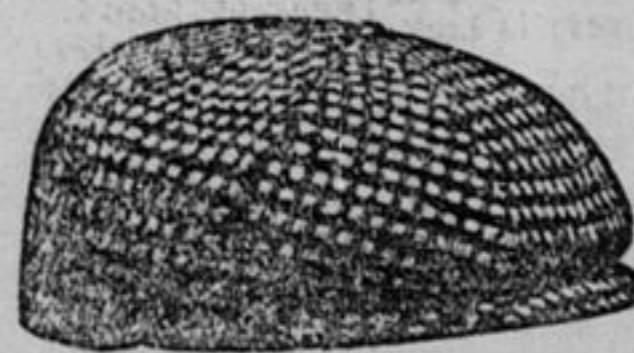
Men's Extra Heavy Frieze Ulsters. Double-Breasted, Storm Collar strap at back, well lined, \$3.45 to \$7.00.



Men's Single and Double-Breasted Blue and Black Overcoats, 1899 shades and shapes, \$3.95 to \$8.00



Latest in Hats and Caps



Men's Paramata Cloth Waterproof Coats, \$2.25 to \$6.50.



Men's Ulsters, made up in Irish Frieze, with Fancy Tweed Lining, made up and finished in best trade, \$7 to \$10.

Wishing our Friends A Merry Christmas and A Happy New Year

B. J. GOUGH, The Wonderful Cheap Man