

Come With the Crowds to Gough's STOCK-REDUCTION SALE

GROWING GREATER EVERY DAY!

IF ONLY some "Magic Hand" had guided and controlled the weather conditions in this great county for the months of July, August and September and the rain had been lessened to a proper distribution, Prosperity would have reigned supreme and Victoria County would have further strengthened her position as the Banner County of Ontario in the agricultural line. However, we must accept WITH THANKS just what nature has been pleased to bestow upon us and make the best of the situation. This however, does not lessen our Overloaded Fall Stock of Clothing, Furnishings, Hats, Caps and Furs purchased when the PROSPECTS WERE THE BRIGHTEST IN YEARS.

We Have no Alternative. We Must Unload. Just When You Need the Goods.



MEN'S OVERCOATS	
Men's Overcoats, made of kerseys and tweeds, well trimmed, velvet collars, regular \$8, Stock Reduction Sale	5.95
Men's College Ulster or Chesterfield Overcoats, in a beautiful range of patterns, regular \$10, Stock Reduction Sale	7.50
Men's Fancy Tweed Overcoats, single or double-breasted, military or velvet collar, regular \$12, Stock Reduction Sale	9.75
Men's College Collar Overcoats, in new fashionable Tweeds, beautifully finished, regular \$15, Stock Reduction Sale	12.50
Men's Black Melton Overcoats, made with convertible or velvet collars, regular \$18, Stock Reduction Sale	14.75
Men's Scotch Tweed Overcoats in plaids and shadow stripes, excellent trimmings, regular \$20, Stock Reduction Sale	16.50

MEN'S SUITS	
Men's Fancy Tweed Suits, made in medium browns with new mixtures, regular \$8, Stock Reduction Sale	5.95
Men's Fancy Tweed Suits, in medium grey and olive mixtures, regular \$10, Stock Reduction Sale	7.50
Men's Fancy Tweed and Worsted Suits, single-breasted, well trimmed, beautiful patterns, regular \$12, Stock Reduction Sale	9.50
Men's Fancy Tweed and Worsted Suits with newest trimmings and correct make, regular \$15, Stock Reduction Sale	12.50
Men's Bannockburn Tweed and Worsted Suits in a swell assortment of patterns, regular \$18, Stock Reduction Sale	14.50
Men's Honey Brown Tweeds and Worsted in a beautiful range of high-class materials, regular \$20, Stock Reduction Sale	16.50

BOYS' OVERCOATS	
Boys' Fancy Tweed Overcoats made with Convertible or Velvet Collars	
Boys' Dark Tweed Overcoats made in double-breasted style, fancy buttons, velvet collars, regular \$4, Stock Reduction Sale	2.75
Boys' Fancy Tweed Overcoats, made with convertible collar in beautiful patterns, regular \$5, Stock Reduction Sale	3.75
Boys' Chesterfield Overcoats made in Fancy Tweeds and Black Melton, good trimmings, regular \$6, Stock Reduction Sale	4.25
Boys' Fancy Tweed Military Collar overcoats, smart clever models, in good patterns, regular \$7, Stock Reduction Sale	5.25
Boys' Handsome College Overcoats made of excellent tweed materials, good linings, regular \$8, Stock Reduction Sale	6.25

High Class Furnishings	
10c Eccelesia Handkerchiefs, 3 for	25c
10c Colored Handkerchiefs, 4 for	25c
15c Wool Sox	10c
25c Llama Cashmere Sox	19c
25c Braces	19c
35c Wool Sox	25c
35c Boys' Wool Stockings	25c
40c Boys' Fleece Underwear	25c
50c Men's Wool Underwear	39c
50c Men's Fleece Underwear	39c
75c Men's Wool Underwear	49c
75c Men's Working Shirts	49c
75c Men's Jersey Working Shirts	59c
\$1.00 St. George's Wool Underwear	69c
\$1.00 Black Jersey Working Shirts	79c
\$1.00 White Shirts (large sizes)	79c
\$1.25 Men's Wool Underwear	98c
\$1.50 Woolnap Underwear	\$ 1.09

B. J. GOUGH

You Need the Goods. We Need the Money. Let's Exchange.
Where the Good Clothes Come From

MT. HOREB.
Mr. Horeb, Dec. 3.—Mrs. H. Stewart, of Franklin, visited her daughter, Mrs. W. Fleming.
Mrs. Elliott and Miss McKinnon visited friends at Hillhead on Sunday.
The W.M.S. monthly meeting was held at the home of Mrs. R. Deyell on Tuesday, December 3rd.
A number of the W.M.S. members intend going to the convention which is held in Lindsay on December 5th.
Mr. and Mrs. Wm. J. Granly visited at the home of Mr. T. Wilson, Lindsay.
Mr. Dave Deyell purchased a span of foals last week.
The Bell Telephone Co. are extending the Mt. Horeb line east as far as Mr. W. Rea's.

son, of Pontypool, but former pastor here, preached the funeral sermon, and also conducted service here in the morning. Mr. Wilson is always a welcome visitor.
Mr. and Mrs. Arthur Clement, of Montreal, are visiting at Mr. and Mrs. Joseph Smith's.
Mr. Fred Parker left Monday morning for Toronto, where he has secured a good position. We wish him success.
Mr. Wm. Bell, thresher, had the misfortune to break the gearing of a engine, which caused him about a week's delay.

LITTLE BRITAIN.
Little Britain, Dec. 2.—Mr. H. C. Hamilton, music teacher, of Lindsay, spent Friday last in our village.
Miss Hazel Connor, of the L.C.I., Lindsay, spent the week end under the parental roof.
Wedding bells are ringing in this neighborhood and soon will be here. Mrs. Mark Wickett spent a few days with her daughter Mrs. Charles Cornell during the past week.
Mr. Dan McLean is in Toronto this week on business.
Mr. Stanley Johnston, of Lindsay, spent Sunday at his home here.
Mr. John Taylor left for England this week, where he will remain for the winter.
Mr. Enos Metherell held a shooting match here on Saturday and was largely attended.
Mr. and Mrs. J. H. Thompson have returned from their wedding trip to Montreal and spent a few days here before returning to Mitchell.
Mr. and Mrs. F. G. Perrin spent Sunday with his parents, Mr. and Mrs. C. C. Perrin, in Oakwood.
Mr. W. J. Doshane is doing a good business in our village.
Mr. J. J. Rich has employed Mr. John Newman to work in his tailor shop.
Mr. W. H. Wickett visited his daughter Mrs. Parry Lobb a day last week at Brown's school house.
Messrs. Sando Brown, Wood and Ransley, of Lindsay, attended the shooting match here on Saturday.
Don't forget the handkerchief bazaar which is being held on Wednesday of this week.
Rev. J. U. Robins assisted in the program at Salem on Thursday last.
Maurice and Charlie Woolridge, of Brown's school house, spent Sunday with friends here.
Messrs. Frank Ferguson and Archie Cameron, of Oakwood, visited our village on Sunday evening.
Mr. and Mrs. R. Elleker, of Manilla, spent Sunday at Mr. and Mrs. E. Z. Yerex's.

SCHOOL CONCERT
EXCELLENT PROGRAM BY SCHOLARS AND FRIENDS.
Pen'ld. Dec. 2.—Mrs. Charlie Teel spent a few days at Grilla, where she attended her father's funeral.
Miss Mabel Ainsworth was the guest of Beaverton friends last week.
Miss Mary Bagshaw spent the week-end with her cousin, Dr. J. Hart, Cannington.
Miss Jean Ramsay, of Orillia, is visiting her sister, Miss Belle Ramsay.
Mr. and Mrs. Fred McKague, of Greenbank, were at their cousin's, Mr. John McKague's, for a couple of days.
Mrs. Wm. Lillico, of Oakwood, visited her daughter, Mrs. Ernest Wright, this week.
Mr. John McIntyre, also Misses Maggie and Mae McIntyre, spent a few days with Lindsay friends.
Mr. Coln Campbell, of Woodville, paid a few business calls in this vicinity on Thursday.
The union concert, given by the scholars of both "Black's" and "Cedar Grove" schools, on November 29th, was a splendid success. Rev. W. R. Archer, of Woodville (in the absence of our pastor) made a most efficient chairman. The program opened by singing the Maple Leaf, after which Mr. Archer delivered a short but pointed address, and the other items on the program, consisting of several excellently rendered dialogues by children of both schools, also a three act play, "Country Cousins," given by young people of both sections; readings by Mr. N. D. McKinnon, of Cannington, which won applause—loud and long—and which were well worth hearing; selections by Woodville male quartet and also our own male quartet; solos by Mr. Fred McKague, of Greenbank; Rev. W. R. Archer and the Misses Ainsworth comprised the musical part of the program—all of which were enjoyed and appreciated by the large crowd who had gathered there. The concert closed with a vote of thanks to all the friends from a distance who had so kindly helped make the entertainment a success, and the audience joined in singing "God save the King." Much credit is due to our teachers, Mr. R. A. MacKay at Cedar Grove, and Miss Belle Ramsay at Black's for the success of the children's part of the program.
Judge McIntyre, of Whitby, paid a visit to his farm here last week.
Mr. and Mrs. Ernest Wright and Miss Lena Wright spent Sunday with Mr. and Mrs. A. E. Webster, Oakwood.

from Peniel attended the evening service at Oakwood on Sunday to hear Rev. C. E. Cragg, our former pastor.
Mrs. Lloyd Philp returned on Saturday night from a three months' trip to the West.
Rev. C. E. Cragg, of Peterboro, was the guest of his friend, Mr. G. W. Hardy, this week.
Mrs. Rich. Ware is in Toronto hospital at present, and we are glad to report is doing as well as possible.
The man who bets more than he can afford to lose deserves to lose. He who is always talking about himself is bound to have a tedious subject.
Some men are Johnny-on-the-spot when it comes to paying a grudge, but when it comes to paying the printer and grocer—well, that's another story.

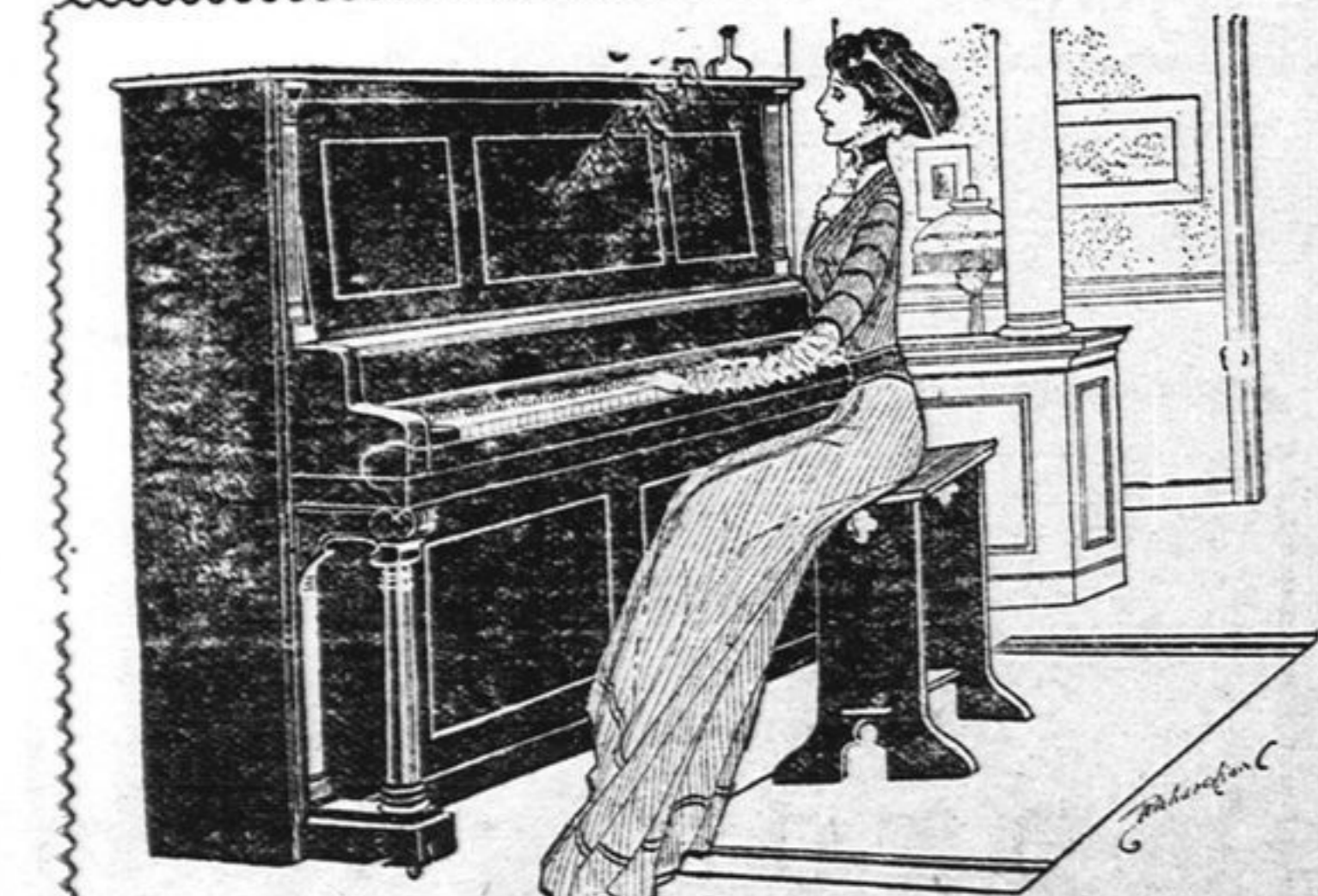
DO IT NOW
If you want to treat yourself to a genuine bargain that will please you during 1913 and for all years to come, send a dollar to The Family Herald and Weekly Star of Montreal, for a year's subscription to that great paper, and you will also receive a copy of their new picture entitled, "Mother's Treasures," size 23 by 29 inches, all ready for framing. It is the best dollar's worth to be had.
This picture, "Mother's Treasures," will be a surprise to you. It is worthy a place in the best homes. The Family Herald and Weekly Star is known to everyone as the greatest newspaper on the continent. One dollar cannot be better spent. Try it and be convinced.
Read our advertising columns.

CHRISTMAS STATIONERY.
In very pretty boxes, at Higginbotham's Drug Store.

MARRIAGES.
SCHELL — THOMAS — By Rev. D. Balfour, on Dec. 3, at the bride's residence, 19 Riverside park, Lindsay, Mr. Henry Marshall Schell to Mrs. Elizabeth Thomas.

DIED.
McGILLIVRAY.—Died, at Peterboro, on November 29th, Mr. Hugh McGillivray, aged 80 years.
Occasionally one man may boast another by praising his enemies.

Children Cry FOR FLETCHER'S CASTORIA



MAKE THE HOME HOMELIKE
By adding a Piano, Player-Piano or Organ. We are agents for the well-known
Dominion Organs and Pianos
They are instruments built by an institution that stands at the head and the prices and terms we can quote should interest you. Call or drop us a post card.
Roenigk's Music Store
Academy of Music Block Lindsay

—Reeve J. J. Devitt, of Verulam, and Reeve A. E. Bottom, of Bobcaygeon, passed through town this morning on their way home from Ottawa, where they waited on the Hon. Frank Cochrane, minister of railways and canals. Warden Steele and Councillors I. H. Fee and J. I. Michael were also members of the County of Victoria deputation. The minister assured the deputation that he would do his best in having the Government aid in the reconstruction of the floating bridge across Pigeon Creek. In this matter the county of Peterboro and city of Peterboro sent deputations to Ottawa along with the Victoria council deputation.
A large number of the young people

THIS IS NOT A SALE!

Let others gull the public with their everlasting "any-old excuse" sales. Our price tickets are not juggled up and down to give the buyer the false idea of unheard of special savings.

BUT WE DO GIVE VALUE

Better value than you have any idea unless you are already among our many pleased customers. Every dollar brings you an honest dollar's worth of goods. We will back our goods for real worth against any sold anywhere in the province.

AND WE SELL CHEAPER

any time and always than our competitors because of our unbeatable stock buying connections, our care in the selection of goods, and a hundred other reasons.

SEE FOR YOURSELF

It what we say is not true. We will gladly show you anything in our large stock of boots and shoes, ladies' and men's rubbers, overcoats, ladies' furs, skirts, gents' furnishings, etc.

J. HOUZER

Victori

J. B. HOGG, (President)

I. O. F. RECORD

LINDSAY FORESTERS...
The I.O.F. meeting...
The evening...
The program...
The matter...
The country...
The same men...

E. H. HOFKINS (President)

Travers Has a Very Good

Since W. R. Travers, former...
The men are allowed to...
The only visit...
guards.

MARRIAGES

ROBERTS—SIDDELL...
A quiet but pretty...
home of Mr. Wm. Siddle...
The nuptial knot was...
The presence of a number...
of the contracting party...
Cynthia Warner acting as...
maid, while the groom was...
ported by Mr. Chas. Siddle...
of the bride. Rev. D. Balfour...
of the Queen's M...
church, performed the ceremony.
Mr. and Mrs. Siddle are...
known in Lindsay and...
joins with their many...
in wishing them many...
of wedded life.

Many a man is hard to...
all he wants is a hair rest...
will restore.

CHRISTMAS BOOKLETS.
And Picture Post Cards.
Variety, at Higginbotham's...
Store.