

Gough Bros.

A BREACH IN THE WALLS OF TRADE. Overcoats AND Suits AT PANIC PRICES. READY-MADE CLOTHING AT VALUES TO STARTLE THE COMMUNITY

At the beginning of the season every manufacturer predicted a booming trade. They were "False Prophets." Owing to the exceedingly warm fall, trade with the wholesale men was poor, consequently they had large stocks on hand. When the demand is light, prices are low. We were offered from time to time Elegant Goods for almost nothing. Unable to resist these offers, we bought nearly \$50,000 worth. Our big stock is a "White Elephant" on our hands—it must be sold, and for the balance of the season, we close our eyes to cost and inaugurate the Biggest Sale ever held in Canada.

This GREAT SALE Commences TO-DAY, and will continue for TWENTY DAYS.

MEN'S OVERCOATS.

Fabrics—Clay Diagonals, French Tricots, Wide or Narrow Wales, German Worsted, English Cheviots and Tibbets and Genuine Scotch and Irish Tweeds. Styles—Prince Alberts and Prince Charles, Walking Style Frocks, Three Button Cutaways and Double or Single Breasted Sacks. Colors—Blue, Black, Brown, Grey, Broken Plaids, Neat Checks, Stripes and Silk Mixtures. Every stitch is carefully taken. Every seam is double sewed with Silk Thread. Buttons are well sewed on and wound. They are lined with Farmer's Satin, Italian Cloth, Double Warp Serge or French Cassimere, equal in every respect to finest custom work. Take your choice

for 60c on the \$1. Some special lines in Men's Overcoats. Fine Nap Overcoats, \$3.75, were \$7.50. Young Men's Melton Overcoats, \$6.50, were \$11.00. Fine Beaver Overcoats, \$5.50, were \$10.00. Fine Worsted Coats, \$5.50, were \$11.00. Fine Cork Screw Overcoats, \$5.50, were \$11.00. Fine Worsteds Overcoats, \$7.50, were \$12.00. Fine Wool Melton Overcoats, \$8.50, were \$12.00. Fine Beaver Overcoats, \$9.50, were \$15.00.

FURNISHINGS.

100 doz. Men's Heavy all Wool Top Rib Sox, 10c 50 doz. Men's Colored Cashmere Socks, regular price

50c., till closed out 23c 50 doz. Men's Fancy Bordered, Hemstitched Handkerchiefs, regular price 15c., our price 6c 25 doz. Men's Linen Web Suspenders with Drawer Supporters, regular price 50c., go for 25c 25 doz. Men's Fine Silk Neckwear in Checks and Four-in-hand, some of the Goods are worth 50c., our price 22c 36 doz. Men's Scotch Mixed Shirts and Drawers, all sizes, heavy winter weight, regular price 45c., our price 19c 50 doz. Men's Heavy Wool Lined Working Gloves,

well made and strong, regularly sold at 50c., our price 32c 36 Doz. Men's All Wool Scarlet Shirts and Drawers, heavy weight, medicated dye, first-class, regular price \$1.00, down to 55c 10 doz. Men's Heavy Winter Flannel Shirts, in all sizes, can't be bought anywhere for less than \$1.00, our price 75c 24 doz. Men's All Wool Striped Shirts and Drawers, extra heavy weight, regular price \$1.50, our price 89c 139 Persian Lamb Caps, all sizes, \$1.60, were \$2.50. 48 First Quality Persian Lamb Caps, \$3.50, were \$6.00.

Boys' and Children's Suits and Overcoats starting at \$1. If these prices don't fetch you, call at Gough's and make your own prices, the goods must be sold.

GOUGH BROTHERS, The Wonderful Cheap Men, LINDSAY AND PETERBORO.

W. A. Goodwin.

NEW MOULDINGS NEW PICTURES! NEW FRAMES

Improved room mouldings for the artistic hanging of pictures filled to order. New Style Curtain Poles, New Style Window Shades, New Style Paper Hangings. Parlor Cellines and Walls tinted in Alabaster or repainted in the latest Chicago style.

SHOP AND STORE, NEXT POST OFFICE. W. A. GOODWIN. Lindsay, Sept. 28th, 1893-77.

The Canadian Post. LINDSAY, FRIDAY, DEC. 1, 1893.



SALLY JACKSON'S GRIT.

"I don't like the looks of the sky this mornin', Mary," observed old Corn Jackson to his wife as he stood in the back door of his big log farmhouse gazing upward. "Most wish Sally hadn't started to school; if I ain't mistaken now 'ere due to hev a first-class blizzard. Lordy! I'm sorry them Christmas exercises wasn't held a day or two sooner. Joe'll hev a fit of Sally's missin' when he gets here."

on route to his lady love is not to be balked by the bitterest blizzard that ever blew, and if Joe entertained any qualms they were on Sally's account; certainly not on his own. The Christmas Exercises at School. Sally usually rode to school on a little white pony, but that morning a neighbor had driven over in his bobbed with one of her pupils, promising to call at the school for her on his return from town. This arrangement had not disturbed Sally's tranquillity in the least; for she had an intuition that Joe would be along before the exercises were finished and if he should see her to ride home with him she would—well, she would offer no objections. The schoolhouse was in the center of a district that was not very thickly settled. The people were few in number and the school for the most part was a warm room on arrival, for in the back yard was a whole cord of sawed wood brought from the river bottom, which Sally used in the big stove without stinting.

his hazardous journey before her strength gave way. Then, trembling and exhausted, she crept along the building to the front door and stumbling inside fell an inert mass upon the floor. "Teacher's dead! teacher's dead!" screamed one of the little girls, whereat there was a general outcry which had the effect of arousing Sally sufficiently to reassure the children. Two of the biggest boys helped her to a chair near the stove, where, after resting a few minutes, the frozen snow began to dissolve and for the first time since leaving the building she could open her eyes. Four, 5 o'clock came and passed without any cessation to the raging blizzard. To entertain her charges Sally had recounted every story she knew and had invented all sorts of games for their amusement, but now their hunger asserted itself and they refused to be pacified. Confronted by a Problem. To add to her distress the supply of oil in the lamps gave out, plunging the room into utter darkness save for a thin gleam of light that forced its way through a crack in the door of the stove. Prior to this misfortune Sally had made the children spread their outer wraps on the floor around the fire, on which she had laid them lie down, then taking the



"MY DARLING, MY DARLING," WAS HIS RESPONSE.

Music. ORGAN, PIANO, VOCAL MUSIC and PIANO TUNING. MR. RICHARD HUMPHREYS. will give lessons for the Organ and Piano, and the Violon. Piano tuning done at short notice. Residence: Sketch's Terrace, South end of William street. Music furnished for excursions, and parties. Lindsay, Oct. 5, 1893.—21.

M. E. Tangney.

Special Bargains FURNITURE for the next Two Months.

Large Arm Rocking Chairs for \$1.00 each. Mattress and Bed Springs for \$4.50—good value. Bedroom Sets from \$8.50 up. See them. A large assortment of Lounges and Mattresses almost at Cost.

UNDERTAKING In all its branches: you will find Prices Right.

M. E. TANGNEY No. 25 Kent-st., Opp. Gough Bros. Lindsay, Nov. 18th, 1893.—54.

J. H. Sotheran.

MONEY TO LOAN at Lowest Rates on Mortgage Security, or on approved Indorsed Notes.

NOTES DISCOUNTED or any term not exceeding twelve months. Cash Advanced on Farmers' Note. Cash Paid for Mortgages and Debentures.

MORTGAGES CHANGED. Special privilege of re-payment on strictly loans offered to farmers and other desirous of changing their mortgages, and having the rates reduced to the very lowest. The cost is small compared to the saving effected. REAL ESTATE bought and sold on Commission. J. H. SOTHERAN, General Insurance Agent, Banker and Broker 81 Kent Street, Lindsay, Ontario, October 12th, 1893.—54.

Magazines. BOOK AGENTS PRIZE HISTORY OF THE GREAT FAIR. The "World's Columbian Exposition Illustrated." The Canadian Post. LOCAL MATTERS. VICTORIA COUNTY COUNCIL. November Session. COMMUNICATIONS. M. E. TANGNEY. J. H. SOTHERAN. MONEY TO LOAN. NOTES DISCOUNTED. MORTGAGES CHANGED.