

A LIVE CLOTHING FIRM

Gough Bros., "The Wonderful Cheap Men."

"ALWAYS GOOD AT GOUGHS."

Perhaps no one firm of Clothiers in all Canada is more widely or more favorably known than that of Gough Bros., The Wonderful Cheap Men. Their business was first established 13 years ago, and is now of such dimensions that, in addition to their splendid business connection in Lindsay, they carry on very extensive branch stores in Peterboro and Belleville, and are associated with prosperous stores in other live towns of Ontario. Gough Bros. form a great tripartite syndicate of Hosiery Clothiers. The volume of trade done by this firm every year must be something enormous. Thousands and thousands of dollars' worth of Clothing, Gentlemen's Furnishings, Hats, Caps, Boots and Shoes, are pur-



B. J. GOUGH.



LINDSAY STORE.

chased every year to meet the heavy drafts upon them by their ever-widening, ever-growing constituency of consumers. In their enormous sales lies the strength of their wonderful purchasing power, which gives them a powerful leverage in securing the goods at the lowest notch of cheapness, and which their competitors find it impossible to duplicate. The possession of this invaluable power of commanding the best values obtainable in the mercantile markets at home and abroad has long since given Gough Bros. a place in the front ranks of trade leadership in Canada, and won for them the distinguishing trade mark, which they absolutely and loyally maintain against all comers, of The Wonderful Cheap Men, "Canada's Greatest Hosiery." Their grip on the markets has brought them bargains that have convinced the most skeptical that no other clothing house was ever "in it" alongside of Gough Bros. In many places they quote prices fully 50 per cent. lower than those of any other dealers, and try as they may, other retail dealers have never yet succeeded in duplicating their prices. In fact the cloth alone in a suit of Gough's clothing or overcoat has often been found to be worth more than they ask for the whole outfit. In comparison,

description of Lindsay would be complete without mention of Gough Bros.' Kent-st. store. The proprietors are Messrs. Richard Gough, Guss Gough and Bernard Gough, the latter gentleman being the active and energetic, pushing spirit in the Lindsay branch. Each member of the firm is well and favorably known. All are shrewd business men in the strictest sense of the term, and stand high in the estimation of our citizens, not only commercially, but socially and personally. Mr. Bernard Gough is a capable and pushing clothier who thoroughly understands his business, and by placing before the public popular goods made up into garments of artistic style and beauty, he has succeeded in building up in three years a business which has become a decided acquisition to the trading element of Lindsay. It has come to be understood that goods purchased from Gough Bros. are always of the right stamp. "Always Good at Gough's" has become a popular and a well-known maxim of the firm. This firm deserves great credit for elevating the standard of ready-made clothing, and pulling down high prices. There is a certain chic and style about their garments not usually found in made up clothing, which attracts the attention of nobly dressed, and the low price pressure which



RICHARD GOUGH.

Gough Bros.' power to sell cheap merchandise is what the self-linoler is to the sickle; the lightning express to the farm wagon; the sewing machine to the hand stitch. Is it any wonder that "the lion's share" of the trade goes to Gough Bros. wherever they are established? As a firm name Gough Bros. is a household word in the Midland District, and is as well known throughout the country as that of Mowat on the concession lines of Ontario. Every day in their stores is a birthday for money-saving opportunities in wearing apparel that appeals to old and young. These things are not done in a corner, either. The firm is enterprising first, last, and always, the largest advertisers in the district, with a firm confidence in the staple character of their goods, and a strong faith in the incomparable cheapness, they have no hesitation in letting the people know what they are doing and what snaps they have to offer them. They are not like the farmer who set down on a milk stool in the middle of a ten acre field and waited for the cow to back up to be milked—they believe in printer's ink, and spend thousands of dollars every year in advertising, which bring them good returns. No



A. J. GOUGH.

knocks the lids from myriads of bargain boxes, and causes values to stand out stronger and stronger, entitles them to be proclaimed the real Santa Claus of the 19th century. A mighty movement has been started in their Kent-st. store; a movement that will crowd their store with multitudes of buyers from all parts of the country. Everything is ready for prompt service no matter how large the crowd, no matter how small the purchases. Farmers and farmers' wives as well as townspeople, should not let the opportunity be lost—should not let the holiday season go by without purchasing some article from this great store. Heaps upon heaps of Christmas Boxes and New Year's Gifts for every man, woman and child are provided for you at a price that will save money in every purchase. Gough Bros. want everybody to come in and see what they are doing. Drive if you can, come by water, by stage, or on foot, for there is money for you in the visit. That there may be no excuse, they will pay railroad fare of any passenger within a radius of fifty miles who comes to their great Christmas Sale and buys \$10 worth of goods or upwards.

R. G. CORNEIL.

Mr. R. G. Corneil carries on business as an Agent for Insurance, his office being in the fine three-story brick building at No. 8, William-st. The business was originally established by the late Mr. S. Corneil, his son, was connected with him for 15 years, and on the death of his father succeeded to the business. He represents first-class companies

only, including the Alliance, Hartford, London Assurance, Corporation, etc. Mr. Corneil also does conveyancing, loans money at low rates of interest, etc. He has resided in Lindsay for the past twenty years, and in the course of that time has become well known throughout the district, where he is regarded as an upright and honorable business man in all his transactions, while personally he stands very high indeed in the estimation of his fellow-citizens of all classes.

ANDERSON, NUGENT & CO.

This firm, which is composed of Mr. John W. Anderson and Mr. Robert Nugent, are manufacturers of, and dealers in, all kinds of Furniture, and also carry on an Undertaking business. The business was originally established by the late John Anderson in 1858, he being succeeded by Anderson and Nugent in 1885. They occupy all of the large three-story brick building at No. 130 Kent street, and also have a frame factory, 150 x 25, two storeys in height, on Peel street, employing from eight to eleven hands. They have their own hearse, and carry a large stock of coffins and funeral appliances, and also do all kinds of upholstering and repairing. Their trade is very large, extending all over this section of the country. Both members of the firm have resided in Lindsay nearly all their lives, and are popular with all classes of the community, not only as enterprising business men, but as citizens generally, who have done a great deal to build up the town. Mr. Anderson is at present a member of the town council, and is always found advocating and supporting progressive measures.

JOHN DOBSON.

Mr. John Dobson, wholesale and retail dealer in Staple and Fancy Groceries, Provisions, Wines, Liquors, etc., is the oldest store-keeper in Lindsay, having established his business thirty-five years ago. He occupies the whole of the fine large three-story brick



HON. JOHN DOBSON, DOMINION SENATOR.

building on the corner of Kent and Williams-sts., and gives employment to six hands. He does a very large trade, his territory extending over the whole of the district. He carries a large and well-assorted stock of the finest Groceries and Provisions, together with Imported and Domestic Wines and Liquors, all of the finest brands. As may be supposed, Mr. Dobson has seen the town grow from very small proportions, and he has done much to promote its growth. He is an energetic and progressive business man, liberal in his ideas, and highly popular with all classes of the community. He is a member of the Dominion Senate.

VICTORIA CARRIAGE WORKS.

The Victoria Carriage Works are manufacturers of Carriages, Wagons, Sleighs, Cutters, etc., and also do Horse-Shoeing, General Blacksmithing, Jobbing and Repairing. They occupy a large two-story frame building on Kent street east. The firm bought out Mr. T. E. Cunningham last May. They make a specialty of all kinds of repairing of fine work, special employment to four hands besides themselves. The members of the firm are thoroughly experienced, practical men, Mr. Carley as a horse-shoer and worker in iron, and Mr. Curtin in the work-work, and Mr. Cain is an experienced carriage ironer; all the gentlemen having been many years in the business. Mr. Wm. Carley has resided in Lindsay for five years, and Mr. P. Curtin nearly all his life; Mr. A. Cain has resided in Lindsay all his life. They are constantly on the alert for new ideas in their business, and are in all things fully up to the times. All the gentlemen enjoy the confidence of the commercial world and the respect and esteem of their fellow-citizens.

I. H. OLIVER.

Mr. I. H. Oliver is known all through the town and surrounding country as one of the leading photographers of the Dominion, and his work is highly spoken of wherever it is seen. He occupies all of the second and third stories of the large three-story brick building at No. 31 William street, where he has the assistance of three skilled operators. Mr. Oliver does all kinds of photographic work in the most artistic manner, making a specialty



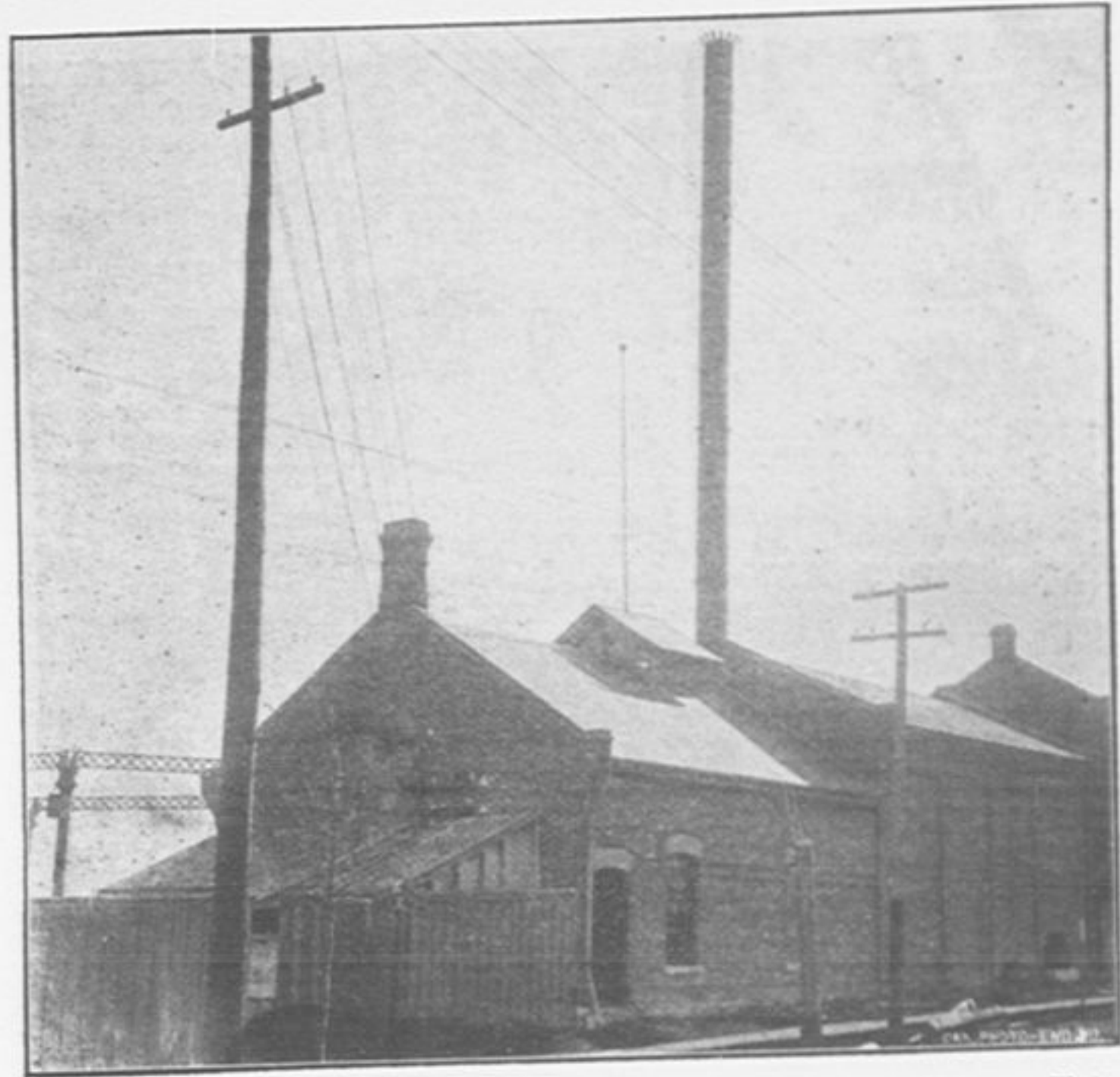
I. H. OLIVER.

of babies' portraits, always succeeding in catching them in the most cunning-looking and cute attitudes. In addition he is a highly skillful artist with the pencil, and his life-size crayons are declared to be the most speaking likenesses of the subjects. Mr. Oliver has been in business twenty-seven years, fourteen of which he has resided in Lindsay, and in that time he has built up for himself a reputation as a leading man in his profession, while personally and socially he has a host of friends.

THE VICTORIA ELECTRIC LIGHT CO., (LTD)

Sam G. Parkin, - President,
Fred J. Parkin, - Secretary.
Started business about 1st Oct., 1890. The first installation consisted of two direct current machines with a capacity of 400 lamps, 16 c.p. In September 1891 the company's premises were destroyed by fire. After the fire they installed the Royal Illuminating system of incandescent lighting, as well as the Thompson-Houston system of arc-lighting. This being a vast improvement over 4-ampere Ball machines then in use in the town by the

Light and Power Station. The new station is modern throughout, and fire proof; it is centrally located in the town and has ample power to supply the wants of the citizens, both in light and motive power. The cut, as shown, is a very good exterior view of the new station, but to form any opinion of the premises it is necessary to enter the works and view the large Wheelock engine in motion. The boiler was built especially for the V.E.L. Co.'s, and is designed for a very high pressure of steam being the highest rated boiler in the town, and the second Wheelock engine in Canada running with such high pressure. All the machinery in the engine room and boiler room, also the shafting, etc., in the basement,



VICTORIA ELECTRIC LIGHT CO.'S WORKS. Williamson, Photo.

opposition company, the light soon grew in favor, and the private residences are very generally lighted throughout the town, in fact the Victoria E. L. Co.'s light is so much appreciated that the opposition company has scarcely any private residences lighted. At the present time the company has 2,000 incandescent lamps running, and cannot keep up to the regular orders. Besides the arc and incandescent lights they have lately added a power circuit for the purpose of supplying motive power and lights for cellars, etc., throughout the day; and they have just lately purchased the Consumers' Gas Co.'s premises, including the entire plant, and have transformed the new premises into an Electric

was built by the Goldie & McCulloch Co.'y of Galt, being especially built for this plant, of the most modern type, the line shafting having all self-oiling ball and socket bearings. In the dynamo room there are six electric machines or dynamos, which gives the Company always ample capacity for a spare machine in case of accident. The power circuit is run by a separate engine, and the plant throughout is substantial and business-like, and is intended to give the citizens of Lindsay the best service that can possibly be had in Canada. The present capacity of the plant is 2,500 incandescent lamps, 35 arc lamps and the power circuit. The engine capacity is 235 h.p.

R. J. MATCHETT.

Mr. R. J. Matchett is the representative of more lines of travel than any other one man in Ontario. He is down town ticket agent for the Grand Trunk, manager of the Great North-western Telegraph Co., agent of the Canadian Express Co., and also represents the following steamship lines—American, White Star, Red Star, Anchor, International Navi-

he is agent for the National Fire Insurance Co., of Ireland, and the Dominion Building & Loan Association. His offices are located on the first floor of the large three-story brick building, 66 x 30 feet, at No. 32 Kent street. The business was established originally by Mr. F. C. Taylor twenty years ago, Mr. Matchett succeeding him on the first of May, having previously been station agent for the G. T. R. He employs four hands, with a horse and delivery wagon. Mr. Matchett is the right



Oliver Photo.

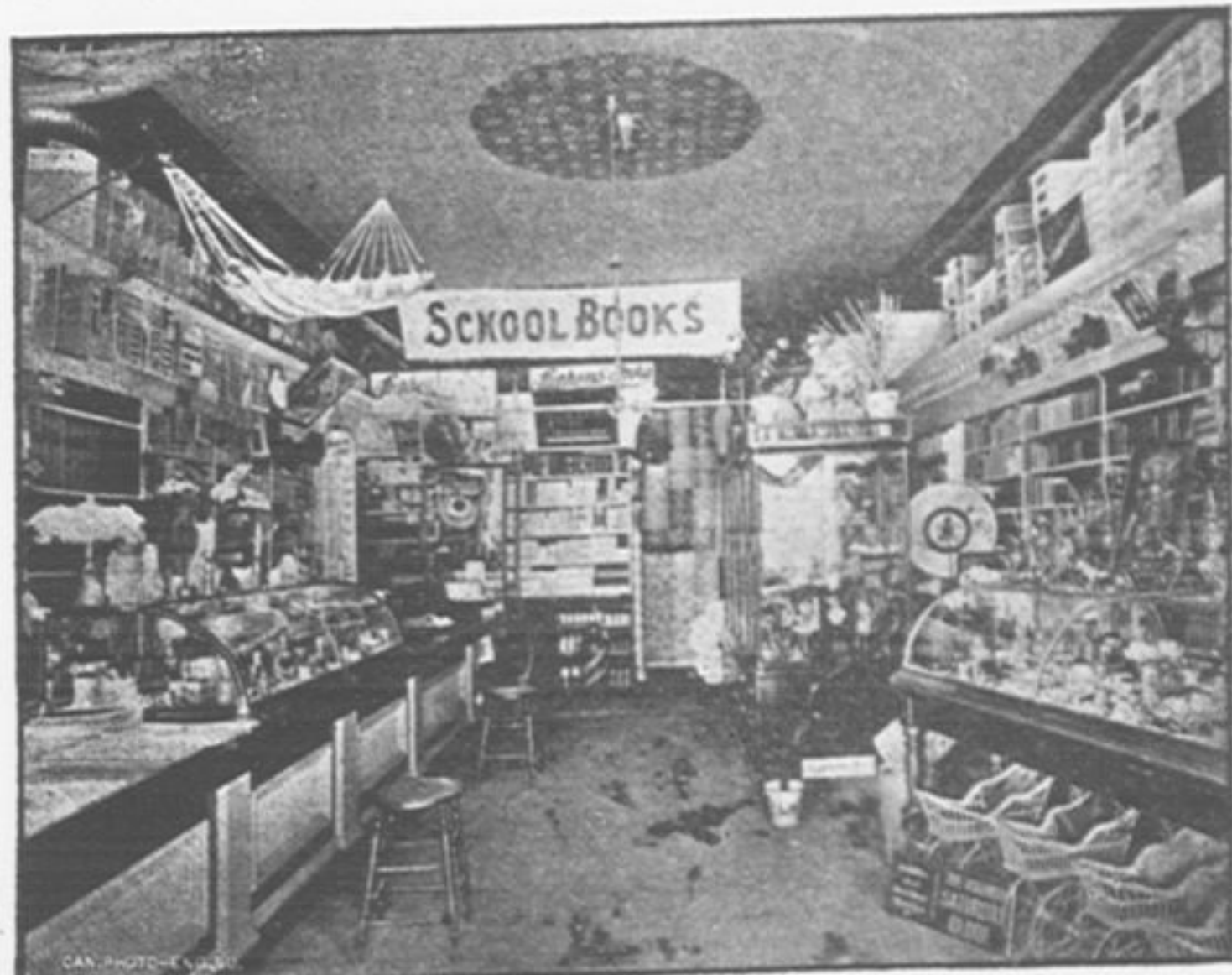
gation Co., Allan State Line, all of New York; and the Beaver Line, Montreal; the Richelieu and Ontario Navigation Co.; the Merchant Steamship Line; the Lake Ontario Steamboat Co.; the Niagara River Line, of Toronto; the North Shore Navigation Co.; the Ottawa River Navigation Co.; the Northern Transportation Co., and in addition

man in the right place. He has been a resident of Lindsay since 1876, and is known as a courteous, affable and obliging gentleman, who is constantly called upon for all sorts of information regarding routes of travel, and this he always takes pleasure in giving. He stands very high in the confidence and esteem of all classes of the community.

R. S. PORTER.

Mr. R. S. Porter is a very extensive dealer in Wall Paper, Books, Stationery, Window Shades, Fancy Goods, Magazines, News-

the first floor of the large three-story brick building at No. 62 Kent street. He carries a specially large stock of wall paper, in all shades and prices. In politics Mr. Porter is independent, but he never allows his political opinions to interfere with his personal friend-



INTERIOR VIEW R. S. PORTER'S BOOK STORE.

papers, etc. He is also agent for the Allan Line of Steamships, and an issuer of Marriage Licenses. He has been established in business since 1861, and is now assisted by his son, Howard S. Porter, occupying the whole of

ships. As a man, Mr. Porter is highly respected; as a merchant, he is regarded with honor; and as a citizen he enjoys the esteem and confidence of all classes of the community.

BANK. of the soundest Dominion of Can... in Lindsay for present offices floor of the fine... situated at... four clerks are... of the bank... and it has a... It does a general... department of... numbers of deposit... Mr. Edward... for the past five... of Lindsay... is a gentleman... of undoubted... like in all his... very high in... the financial and... NON. dealer in all kinds... new and second... large stock from... any choice. He... business as an auc... whole of the first... fine three-story... street, and has... for the past... employment to sev... the trade not only... in the surrounding... the whole period... amongst us Mr... a thoroughly... respect, while... most popular men... Midland district. CO. are dealers in... occupying all of... three stories in... set. The business... past nine years... repairing, in addition... Jewellery, Fancy... The firm does... in Dolls, of... sense stock of all... only large locally... with the people of... Mr. C. Hughan... firm, has been a... past nine years... himself an able... enterprising and up... ally he has made a... RTON leader in his line as... dealer in Fruits... necessitating the... of the fine large... at No. 49 Kent... established in business... employment to four... a very large local... also an extensive... bakery he makes a... and cakes, and... demand, particularly... in his establish... together with all the... on goods pleas... seven years, and... himself an able... business man and a... all classes of the... D. D. S. occupies a suite of... re-story brick build... where he has been... Mr. Hart is an expert... work and surgery, and... practice among the... surrounding country... in the saving of teeth... ion where it can be... am of all scientific... the appliances for... Mr. Hart is a recent... College of Ontario... ed high honors, and... the latest and most... rating and mechanical... ee years' residence... himself the reputation... of professional man... none more popular.

known to myself and... Company every success in... respectfully,
J. M. DOXOVAN,
1884-1885.