

THE WHOLE TOWN AND COUNTRY IN AN UPROAR!

SANTA CLAUS VISITING GOUGH'S

The Wonderful Cheap Man,

Lindsay's Leading Clothier.

SANTA CLAUS TAKES OFF HIS CAP TO

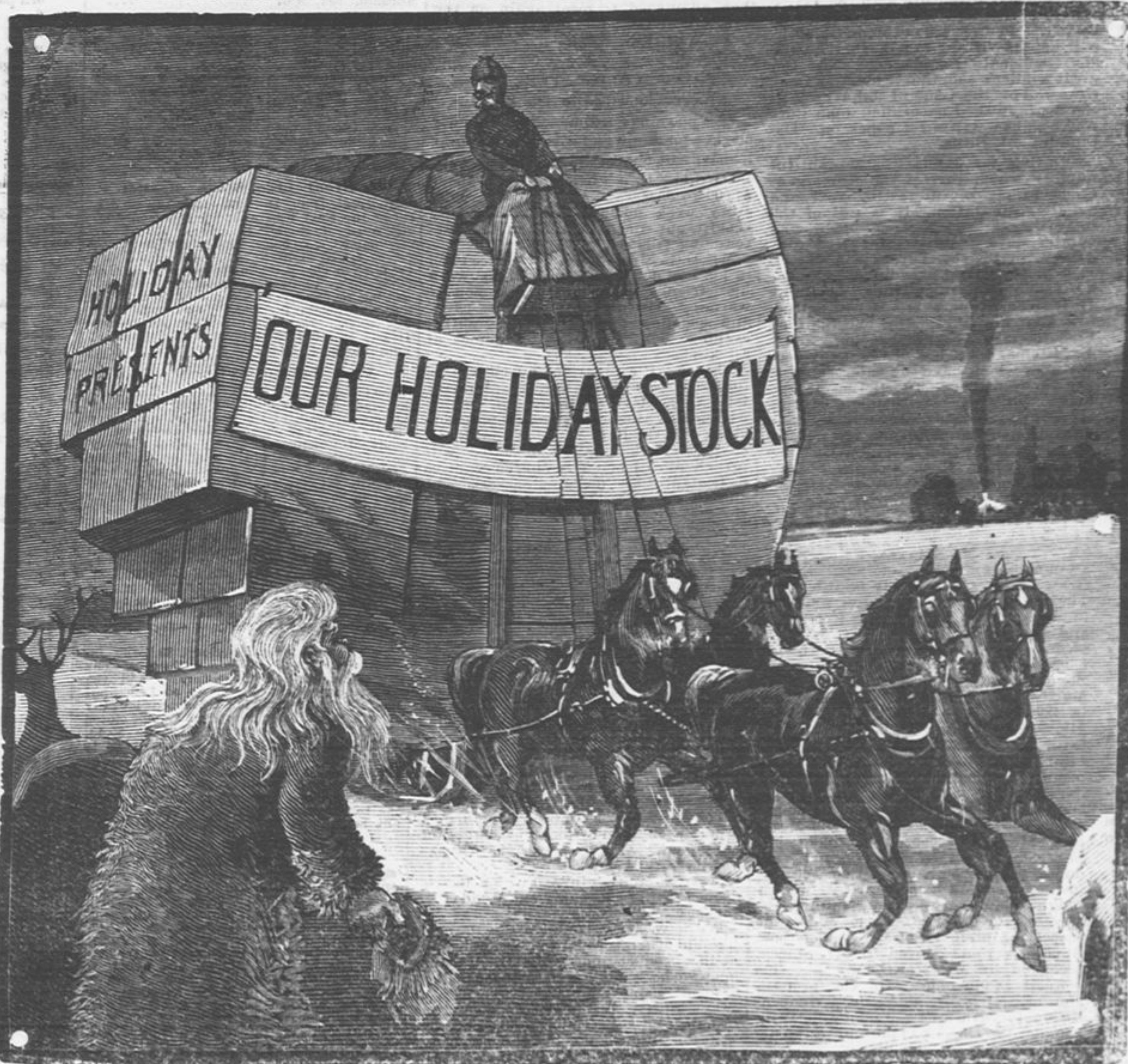
We stop the press to remind our friends in both town and country that the "Welcome Guest" has arrived, and is now holding a

GRAND CHRISTMAS CARNIVAL

All over GOUGH'S Big Busy Corner Store.

Old Santa Claus is here, freighted with Holiday Goods from Wonderland, to fill the Christmas Stockings, and Holiday Buyers are coming in troops and processions to GOUGH—the Holiday Favorite.

Our cargo of Goods is large enough to keep up the excitement—no matter how large the crowds, how big the purchases, or how wild the rushes.



GOUGH'S GRAND HOLIDAY STOCK.

We ask you to remember that our Big Store is fairly bursting with

Consolidated Heaps of CLOTHING.

Piles of HATS and CAPS,

Stacks of NECKWEAR

and FURNISHINGS.

DAZZLING BARGAINS are beaming down upon throngs of cheerful Gift Buyers, and smilingly awaiting to be carried to the homes and firesides of Victoria's cheerful Gift Givers

Combined with our Regular Winter stock of Cold shedding Overcoats and Suits for Men, Youths and Boys, we throw in

OUR BONANZA MONTREAL STOCK

Snatched by our enterprise and Spot Cash Persistence, and creating an "Open Door" for the trade of the whole Midland Counties. Such Royal, Roaring, Rollicking Bargains will reverberate over every street and concession of Lindsay and Victoria County and make things hum during the closing days of 1898.

Men's Suits.

- BARGAIN No. 1.** Men's Double Breasted Heavy Blue or Black English Cheviot Suits, sizes 36 to 44, regular price \$6.50, cut to...\$3.25
- BARGAIN No. 2.** Men's Single Breasted Tweed Suits, in dark colors, good patterns, all sizes, regular price \$6.50, cut to...\$3.50
- BARGAIN No. 3.** Men's Single Breasted English Tweed Suits, in good patterns, well made and trimmed, all sizes, regular price \$10, cut to...\$6.50
- BARGAIN No. 4.** Men's Double Breasted Scotch Tweed Suits, with double breasted vest to match, latest patterns, extra well made and trimmed, all sizes, regular price \$10 and \$12, cut to...\$7.50
- BARGAIN No. 5.** Men's Black English Venetian Worsted Coats and Vests, with Black Striped Pants to match, all sizes, regular price \$10, cut to \$6.90
- Men's Dress Overcoats.**
- BARGAIN No. 6.** Men's English Beaver Overcoats, double breasted, silk velvet collar, fancy check linings, well made, all sizes, regular price \$8.50, cut to...\$5.50
- BARGAIN No. 7.** Men's Extra quality English Beaver Overcoats, double or single breasted, silk velvet collar, extra quality linings, all sizes, regular price \$10, cut to...\$6.50
- BARGAIN No. 8.** Men's English Melton Overcoats, in dark colors, grey or black, silk velvet collar, best Farmer Satin linings, all sizes, regular price \$12, cut to...\$8.00

BARGAIN No. 9.

Men's Extra Quality English Vicuna Overcoats, extra well made and trimmed, equal to the best ordered garments, all sizes, regular price \$14, cut to...\$9.50

Fur Coats.

- BARGAIN No. 10.** Men's Canadian Coon Fur Coats, regular price \$22, cut to...\$15.00
- BARGAIN No. 11.** Men's Russia Calf Fur Coats, regular price \$27, cut to...\$20.00
- BARGAIN No. 12.** Men's Best Quality Australian Bear Fur Coats, regular price \$26, cut to...\$19.00
- BARGAIN No. 13.** Men's Best Quality Canadian Coon Fur Coats, regular price \$15, cut to...\$35.00

Men's Ulster Overcoats

- BARGAIN No. 14.** Men's Double Breasted Freize Ulsters, storm collar, strap at back, fancy check linings, in black or dark blue, all sizes, regular price \$6.50, cut to...\$3.75
- BARGAIN No. 15.** Men's Double Breasted Freize Ulsters, storm collar, strap at back, fancy check linings, in brown or fawn, all sizes, regular price \$7.50, cut to...\$4.50
- BARGAIN No. 16.** Men's Double Breasted Freize Ulsters, storm collar, strap at back, corduroy lined, in brown, fawn or golden tan, all sizes, regular price \$8.50, cut to...\$5.75
- BARGAIN No. 17.** Men's Extra Heavy Imperted Irish Freize Ulsters, double breasted, storm collar, strap at back, all sizes, regular price \$12 cut to...\$7.50

Men's Odd Pants.

- BARGAIN No. 18.** Men's Heavy Canadian Tweed Pants, good patterns, all sizes, regular price \$1.25, cut to...75c
- BARGAIN No. 19.** Men's Extra Heavy Tweed Pants, good patterns, all sizes, regular price \$2, cut to \$1.25
- BARGAIN No. 20.** Men's Heavy Freize Pants, in dark grey or brown, all sizes, regular price \$2, cut to \$1.25
- BARGAIN No. 21.** Men's Extra Fine Quality English Worsted Pants, in black or fancy stripes, all sizes, regular price \$4, cut to...\$2.75

Boys' Suits.

- BARGAIN No. 22.** Boys' 2-piece Tweed Suits, sizes 22 to 26, regular price \$1.75, cut to...95c
- BARGAIN No. 23.** Boys' 2 piece Suits, in tweed patterns, all sizes, regular price \$2, cut to...\$1.25
- BARGAIN No. 24.** Boys' 2-piece Suits, natty tweed patterns, all sizes, regular price \$2.50, cut to...\$1.75
- BARGAIN No. 25.** Boys' 3 piece Suits, nobby patterns, all sizes, regular price \$3 and \$3.50, cut to...\$1.95
- BARGAIN No. 26.** Boys' 3-piece Suits, good tweed patterns, all sizes, regular price \$3.50 to \$4, cut to \$2.50
- BARGAIN No. 27.** Boys' 3-piece Suits, in English Serges, or good all wool tweed patterns, all sizes, regular price \$4.50, cut to...\$3.00

Boys' Overcoats.

- BARGAIN No. 28.** Boys' Tweed Cape Overcoats, all sizes, regular price \$2.50 to \$3.50, cut to...\$1.75
- BARGAIN No. 29.** Boys' Freize Ulster Overcoats, double breasted, storm collar, strap at back, in dark blue or black, all sizes, regular price \$3.05, cut to...\$1.90
- BARGAIN No. 30.** Boys' Freize Ulster Overcoats, double breasted, storm collar, strap at back, in brown or fawn, regular price \$4, cut to...\$2.50

Underwear.

- Men's Shirts and Drawers, in ribbed or fancy striped, regular price 40c, cut to...25c
- Men's All Wool Heavy Ribbed Shirts and Drawers, regular price 75c, cut to...45c
- Men's All Wool Fancy Striped Shirts and Drawers, regular price 75c, cut to...50c
- Men's Fleece Lined Shirts and Drawers, regular price 75c, cut to...45c
- Men's Extra Quality Fleece Lined Shirts and Drawers, regular price \$1.25, cut to...75c

Shirts.

- Men's Heavy Knitted Top Shirts, in plain navy or fancy patterns, regular 75c, cut to 45c
- Men's Extra Heavy Knitted Top Shirts, in fancy patterns, regular price \$1, cut to...75c
- Men's King of the Forest Top Shirts, in fancy patterns, regular price \$1.25, cut to 90c
- Men's Black Satin Shirts, warranted fast dye, regular price 75c, cut to...50c
- Men's Extra Heavy Black Satin Shirts, regular price \$1, cut to...75c

Collars and Ties.

- Men's 4-ply Linen Collars, leading shapes, regular price 10c, cut to...5c
- Men's Extra Quality 4-ply Linen Collars, latest styles, regular price 20c, cut to 15c, or...2 for 25c
- Men's Ties, in knots, four-in-hand, or strap bows, regular price 25c, cut to 10c, or 3 for 25c
- Men's Ties, all the latest novelties in puffs, knots, four-in-hand, or bows, regular price 30c, cut to...25c

Gloves and Braces.

- Men's Fancy Wool Gloves, or Mitts, regular price 40c, cut to...25c
- Men's Napa Tan or Lined Gloves, regular price \$1, cut to...50c
- Men's Lined Buck Faced Driving Mitts, regular price 75c, cut to...50c
- Men's Fine Quality Lined Kid Gloves, regular price \$1.25, cut to...75c
- Men's Fancy Braces, regular price 20c, cut to...10c
- Men's Fancy Braces, regular price 35c, cut to...20c
- Men's Fancy Braces, regular price 50c, cut to...30c
- Men's All Leather Braces, regular price 50c, cut to...25c

Miscellaneous.

- Men's Freize Pea Jackets, from \$5, to \$3.25
- Men's English Beaver Pea Jackets, \$3.90
- Men's Calfskin Leather Coats, \$5.00
- Men's Cordovan Leather Coats, \$5.50
- Men's Porpoise Leather Coats, \$6.50

Bring our Holiday Price Lists with you and let us redeem our promises to fill your arms full of Bargains.

B. J. GOUGH,

Lindsay's Leading Clothier.
CORNER OF KENT AND WILLIAM-STS.