

See Lindsay's Winter Carnival and the Bargains at Gough's.

You'll Save Half of Your Fare and in most cases Half on Your Clothing at Gough's.



Gough's Sacrifice Sale

OF CLOTHING, FURNISHINGS, HATS, CAPS, and FURS
Will be One of the Main Attractions of this Event

We have prepared a Grand Carnival of Bargains in Clothing, Furnishings, Hats, Caps and Furs to Co-operate with the Winter Carnival Committee. With half-fare rates on the Railroads and in most cases HALF PRICES on your needs in our line

YOU STAND TO REAP THE BENEFIT

Come and Save Your Expenses for the 3 Days' Carnival at the Great Clothing House

READ ON AND PLAN HOW YOU WILL SAVE

Fur Coat Specials

Men's Cub Bear Coats, extra good value at \$20. Sacrifice Sale	\$14.98
Men's China Dog Coats, first-class linings. Reg. \$25.00 Sacrifice Sale	\$17.98
Men's Bulgarian Lamb Coats, made with Astrachan collars. Regular \$35.00. Sacrifice Sale	\$24.98
Men's Coon Coats, made with quilted linings. Regular \$45.00. Sacrifice Sale	\$32.98
Men's Coon Coats, extra quality skins, best of quilted linings. Reg. \$75.00. Sacrifice Sale	\$62.98
Men's Coon Coats, specially selected skins, best quality satin linings. Reg. \$85.00 to \$90.00. Sacrifice price	\$74.98

Men's Fur-Lined Coats

\$50.00 Men's rat lined coats, Persian lamb collars. Sacrifice Sale price	\$37.98
\$60.00 Men's rat lined coats, choice Otter collars. Sacrifice Sale	\$47.98

Fur Caps

\$2.50 Grey Lamb Caps	\$1.49
\$4.50 Grey Lamb Caps	\$2.79
\$5.00 Child's Plucked Beaver Caps	\$2.99

Fur Collars

Men's Coney Fur Collars, made full size. Regular \$6.00. Sale Price	\$3.99
Men's German Otter Collars, good trimmings. Regular \$4.50. Sale price	\$4.99
Men's German Otter Fur Collars, satin trimmed. Regular 7.50 and 8.00. Sale price	\$5.49

Men's Overcoats

Men's Heavy Frieze Overcoats, made with storm collars. A good range to select from. Regular \$8.00. Sale Price	\$3.95
Men's Black Melton Overcoats, velvet collars. Good satin linings. All sizes. Reg. \$8.00. Sale Price	\$4.95
Men's Tweed Overcoats, half length style, in plain and fancy weaves. Well lined. Reg. \$10 to \$12. Sale price	\$5.95
Men's Black Beaver Overcoats made with velvet collars in the Chesterfield style. Reg. \$12 to \$13.50. Sale Price	\$7.95
Men's Tweed Overcoats, made with convertible collars. beautifully finished. Reg. \$12.50 to \$15.00. Sale Price	\$8.95
Men's Black Beaver and Melton Overcoats, velvet collars, satin linings. Reg. \$13.50 to \$16.00. Sale Price	\$9.95
Men's Imported Fancy Tweed Overcoats, made in the latest style, convertible or velvet collars. Reg. \$15 to \$18. Sale	\$10.95
Men's English and Scotch Tweed Overcoats, made in Ulster or Chesterfield styles. Reg. \$20.00. Sale Price	\$13.95

Men's Sweater Coats

Men's Sweater Coats, made in grey, navy, brown, myrtle shades. Reg. \$2.50. Sale Price	\$1.49
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Boy's Overcoats

Boys' Tweed Overcoats, in light and medium shades, fitting 8 to 12 years. Reg. \$5.00. Sale Price	\$2.99
Boys' Chesterfield Overcoats, made in fancy Tweed materials. Reg. \$4.50 to \$5.00. Sale Price	\$3.29
Boys' Chesterfield Overcoats, made in fancy black and grey materials. Reg. \$5.50 to \$6.00. Sale Price	\$3.99
Boys' College Ulster Overcoats, made of good Tweed material, all colors. Reg. \$7.50 to \$8.50. Sale Price	\$5.99

Boy's Suits

Boys' Two Piece Suits, made in good serviceable materials. Sizes 22 to 26. Reg. \$2.50 to \$3.00. Sale Price	\$1.49
Boys' Two-Piece Norfolk Suits, made of good materials, well lined. Reg. \$3.50 to \$4.00. Sale Price	\$2.49
Boys' Three-Piece Suits, in black and blue Serges, well lined, any size. Reg. \$5.00 to \$6.50. Sale Price	\$3.99

Furnishings

15c Sox	9c
25c Wool Sox	15c
50c Ascot Ties	19c
40c Boys' Fleece Underwear	25c
35c Wool Sox	25c
45c Wool Sox	35c
50c Fleece Underwear	39c
75c Men's Negligee Shirts	49c
75c Pen Angle Fleece Underwear	49c
75c Working Shirts	49c
75c Lined Mitts	49c
75c Wool Underwear	49c
\$1.00 Wool Underwear	69c
\$1.00 Negligee Shirts	69c
\$1.00 Mocha Gloves	79c
\$1.25 Mocha Gloves	89c
\$1.25 Men's Negligee Shirts	99c
\$1.25 Working Mitts	99c
\$1.50 Umbrellas	\$1.09
\$2.00 Umbrellas	\$1.39



Men's Suits

Men's Fancy Tweed Suits, in single or double-breasted style, well lined. Reg. \$10.00. Sale Price	\$4.95
Men's Canadian Tweed Suits, in the three-button style, new lapels and good shoulders. Reg. \$9.00. Sale Price	\$5.95
Men's Fancy Tweed Suits, three button sack style, good, serviceable materials. Reg. \$10.00. Sale Price	\$6.95
Men's Fancy Worsteds Suits in the newest patterns, a splendid range to select from. Reg. \$12.00. Sale Price	\$7.95
Men's Black and Blue Suits, single breasted style. Reg. \$12.00 to \$13.50. Sale Price	\$8.95
Men's Fancy Tweed Suits in all the latest shades, single breasted coats. Reg. \$15.00. Sale Price	\$10.95
Men's Fancy Worsteds Suits in all the latest patterns, beautifully tailored. Reg. \$17.50. Sale Price	\$12.95
Men's Imported Fancy Tweed and Worsteds Suits, made in latest style hand tailored goods. Reg. \$18 to \$20. Sale	\$14.95



Hats and Caps

Boys' Fur band Caps. Reg. 50c. Sale Price	25c
Men's Fur lined Caps. Reg. 75c	49c
\$1.50 Hard and Soft Hats	99c
\$2.00 Hard and Soft Hats	\$1.29
\$2.50 Hard and Soft Hats	\$1.79

COMBINE BUSINESS WITH PLEASURE---PLAN TO COME

B. J. GOUDGE

"Where the Good Clothes Come From."