

Lindsay Central Exhibition, September 18, 19 and 20. Come and Enjoy Yourself.

B. J. GOUGH "WHERE THE GOOD CLOTHES COME FROM"

Single Fares on all Railroads and Boats. Make Your Visit Profitable by Buying Here

GRAND EXHIBITION OF FALL CLOTHING



WILL BE AT YOUR SERVICE!

The Directors of the Lindsay Central Exhibition and B. J. Gough have joined hands to make September 18th, 19th and 20th, the Greatest Fair Days and the Greatest Days for Extra Value in Men's, Boys' and Children's Clothing, Furnishings, Hats, Caps and Furs that Victoria County has ever known.

We've Stirred the Town!

Yes, they are saying all over town that our Fall and Winter Suits, Overcoats, Haberdashery and Hats is the finest display of Men's, Boys' and Children's Garments ever made in Lindsay! We have "Stirred the Town!" Our elegant Overcoats in the different styles—Our Swagger Suits in all cuts—Smart Furnishings, and our New Hats can not be excelled! Our Store is fairly abloom with Fall Newness—everything you'll like to wear is here, and every price we quote will be satisfactory to you.



BIG PRICE CUTTING for THREE BIG DAYS



Men's Single and Double-Breasted Suits in fancy Tweed and Worsted Materials.

\$7 to \$25

MEN'S OVERCOATS

Made in every style that is New and Correct. Materials—Kerseys, Fancy Tweeds and Cheviots.

\$6.50 to \$25



UMBRELLAS

Made with Steel Rod and Natural Wood Handles

75c Values..... 49c
\$1.25 Values..... 79c
\$1.50 Values..... 99c

UNDERWEAR

40c Boys' Fleece Underwear..... 25c
50c Men's Fleece Underwear..... 39c
75c Men's Wool Underwear..... 49c
75c Men's Fleece Underwear..... 49c
\$1.00 Men's Wool Underwear..... 79c

Boys' Two-piece Suits Norfolk and Reefer styles **1.95 to 9.00**

Boys' Three-piece Suits In all the newest patterns **3.50 to \$10**

Boys' Velvet Collar Chesterfield Overcoats **2.50 to \$7**

Boys' College Ulster Overcoats Military and Convertible Collars **\$4.50 to \$10**



Come Here Where Quality is the BEST and Prices the Lowest!

MEN'S SUITS

- \$9 Men's Suits 6.98**
Men's Canadian Tweed Suits made in single breasted styles, well lined and trimmed.
- \$10 Men's Suits 7.48**
Men's Tweed and Worsted Suits in stylish patterns, neatly made and trimmed.
- \$12 Men's Suits 8.98**
A beautiful range of stylish Tweed and Worsted Suits, splendidly made and trimmed, well worth regular price.
- \$15 Men's Suits 11.98**
This lot comprises a beautiful range of patterns in Tweeds and Worsteds. The qualities are excellent and workmanship first-class.
- \$18 Men's Suits 15.48**
This line is composed of fancy Worsteds in fawns, greys, browns and diagonal weaves. Let us show you this beautiful range.
- Men's Blue and Black Suits**
We have an attractive showing of Blue and Black Suits in Serges, Worsteds, Vicunas and Cheviots, priced from \$9 to..... \$25

Men's Overcoats

- \$8 Men's Overcoats 4.98**
Men's Tweed Overcoats, made in half length style, good serviceable materials.
- \$10 Men's Overcoats 7.48**
Men's Black Overcoats in three-quarter length Chesterfield, velvet collars, good linings.
- \$12 Men's Overcoats 8.98**
Men's stylish Overcoats in Military and Convertible collar style, good linings, in the plain and fancy Tweeds.
- \$15 Men's Overcoats 11.98**
Men's Fancy Tweed and Black Cheviot Overcoats, full length style, in splendid assortment of patterns, beautifully finished.
- \$18 Men's Overcoats 15.48**
Men's Black Beaver and Cheviot Overcoats, made with Convertible collars or velvet collars, elegant linings and trimmings.
- See our New Overcoats**
Made in the Chinchilla and Curl Cloth materials, in the latest New York and London models. These will certainly interest the young men. \$12 to \$25

Men's Raincoats

- \$4 Raincoats 2.48**
Men's Gray and Fawn Raincoats. All seams double stitched and vulcanized.
- \$6 Raincoats 3.78**
This line contains almost any color. A good selection to choose from. Why not have one for a rainy day?
- 8.50 Raincoats 4.98**
Men's Raincoats, mostly medium and dark shades, all steam vulcanized and double sewn seams.
- \$9 Auto Raincoats 6.48**
Men's Auto Raincoats, made of Paramatta cloth, college collar. Some with cuffs, double texture cloth.
- \$10 Cravenettes 5.98**
Men's Cravenette Raincoats in grey and fawn shades, satin lined throughout. A splendid coat for Fall wear.
- Men's English Waterproofs**
Made by English firms and imported by ourselves. Guaranteed to keep you dry. \$10 to \$18

BOYS' SUITS

- \$3 Boys' Suits 1.98**
Boys' Two-piece Suits in Norfolk and pleated styles, good strong materials, sizes 22 to 26.
- \$4 Boys' Suits 2.78**
Boys' Two-piece Norfolk Suits, made of Canadian Tweeds, almost any shade.
- \$5 Boys' Suits 3.78**
Boys' Two-piece Norfolk and Reefer style Suits, serviceably made in bright patterns.
- \$6 Boys' Suits 3.98**
Boys' Three-piece Suits in navy and black serge, well lined and trimmed, all sizes.
- \$7 Boys' Suits 4.48**
Boys' Three-piece Suits in Tweeds and Worsteds, well lined and trimmed. Almost any pattern.
- Ask to See the "Limit" Suit**
Made with Coat, Two Pairs of Bloomer Trousers, Cap and Belt to match, in good serviceable materials. A suit with two lives. \$6.50 to \$9

Boys' Overcoats

- \$4.50 Boys' Overcoats 2.98**
Boys' Grey Frieze Overcoats, made with velvet collars, three-quarter length.
- \$6 Boys' Overcoats 3.98**
Boys' Cheviot Overcoats, made in the Chesterfield style, well trimmed, velvet collars.
- 7.50 Boys' Overcoats 5.48**
Boys' College Ulster Overcoats, made of fancy Tweeds in the new colors, military collars.
- \$8 Boys' Overcoats 5.98**
Boys' College Ulster Overcoats, with Military and Convertible collars, elegant fancy Tweeds.
- \$10 Boys' Overcoats 7.48**
Boys' College Ulster and Chesterfield Overcoats in splendid assortment of colors.
- Boys' Raincoats**
Made of double texture Paramatta Cloth, Military collar, well finished. Special \$3.98

Make this Store your Headquarters while in town. Meet your friends here and leave your parcels

B. J. GOUGH

"The Home of Better Clothes,"
Corner Kent and William-sts.
LINDSAY - - ONTARIO