

IS GOUGH CARRYING THINGS TO EXTREMES ?

RUMMAGE SALE

A HUMMER

It has opened up with such a swing of sensation that a sweeping success is assured. It's a sale as characteristic as it is colossal—distinguished by a power which emphatically proves the popularity of Gough's Clothing. Competition may be the life of trade, but it is the critical comparison of GOUGH'S VALUES which convinces the customer.

Now For the Second Week of this Mightiest of Mercantile Values.

It's up to you to judge money-worth. Buy now! Save a Third to a Half on every



purchase. The first week has started the people talking, and the crowds coming. This week you need only to follow the procession to the store where the bargains are 22-karat fine.

Rummage Surprises

In Overcoats, Suits, Hats and Furnishings.

No beating about the bush. This is a straightforward Price Reduction Sale. High Quality and Low Prices are in happy accord. Without a thought of Profit we will continue to clear our surplus stocks at prices you will find too tempting to resist. Come and put us to the test.

Furnishings Underpriced

- Blue Flannel Shirts in all sizes, regular \$1.00 and 1.25, on sale at..... 69c
- Blue Flannel Shirts in all sizes, regular \$1.25 and 1.50, on sale at..... 89c
- Men's Mocha Mitts, assorted sizes, regular \$1.25 and 1.50, on sale at..... 85c
- Linen Collars in all shapes and sizes, regular 10c and 15c, on sale at..... 5c
- Silk Ties in four-in-hand and made-up shapes, regular 25c, on sale at..... 10c
- Wool Top Shirts, all sizes, regular 85c and 95c, on sale at..... 49c
- Men's Fleece lined, all sizes, regular 75c each, on sale at..... 39c
- Boys' Underwear, regular 35c and 40c, on sale at..... 19c
- Toques, in worsted wool, regular 25c and 35c, on sale at..... 19c
- Heavy Woolen Mitts, regular 35c and 40c, on sale at..... 25c
- Cardigan Jackets, regular \$1.00 and 1.25, on sale at..... 65c
- Cardigan Jackets, regular \$1.50 to 2.00, on sale at..... 1.24
- Fur-lined Caps in college and motor shapes, regular 75c, on sale at..... 39c
- Fur-lined Caps in all the latest shapes and patterns, regular \$1.00 to 1.50, on sale at..... 75c
- Men's Fur Felt Hats, assorted sizes, regular \$1.00 and 1.25, on sale at..... 69c
- Men's Soft and Stiff Hats, regular \$1.75, 2.00 to 2.50, on sale at..... 1.39
- Ways' Mufflers, regular 75c, on sale at..... 29c
- Men's black and colored Wool Hose, regular 25c and 35c, on sale at..... 19c

Men's Overcoats.

- Men's Beaver Overcoats with velvet collar and Italian linings, worth \$4.50 to 6.00, on sale at..... 2.45
- Men's Harris Frieze Ulsters made with high collar, heavy Tweed lined, with or without belt, worth \$6.50 to 7.50, on sale at..... 3.85
- Men's Overcoats in full box back style, made with or without belt, velvet collars, worth \$7.00 to 8.50, on sale at..... 4.75
- Men's Top Coats made in English Whipcords, Venetians and Cravenettes, worth \$8.00 to 9.50, on sale at..... 5.65
- Men's Chesterfield Overcoats, three-quarter length, single breasted, in fancy Tweed and Kerseys, worth \$9.00 to 11.00 on sale at..... 6.50
- Men's swell Double-Breasted Overcoats in Cheviots, Vicunas and Friezes, cut full box back, with or without belt, worth \$10.00 to 13.00, on sale at..... 7.95
- Men's fine Overcoats cut in the Tourist, Paddock or the long Overcoat styles in Meltons, Cheviots or unfinished Worsteds, worth \$14.00 to 16.50, on sale at..... 9.95

Boys' Overcoats

- Boys' heavy Overcoats in Friezes and Tweeds, made with high or low collar, regular \$3.50 to 3.75, on sale at..... 1.49
- Boys' Overcoats in fancy Tweeds, made with high collars, well lined and trimmed, regular \$3.50 to 4.00, on sale at..... 1.75
- Boys' Overcoats made in the long loose style, with or without belt, well trimmed, regular \$3.75 to 4.50, on sale at..... 2.75
- Boys' Swaggar Overcoats made of fancy Tweeds with or without belt, regular \$4.50 to 5.75, on sale at..... 3.49
- Boys' long Overcoats made in fancy checks and stripes with velvet collar, regular \$6.00 to 7.50, on sale at..... 4.75
- Boys' Overcoats in all the newest patterns and swaggar styles, up to the minute, regular \$7.00 to 8.50, on sale at..... 4.95

Boys' Reefers

- Boys' Reefers made of heavy Frieze, worth \$2.50, to \$2.75, on sale at..... 1.65
- Boys' Reefers in navy and grey Frieze, made with high collars, regular \$3.00 to 3.50, on sale at..... 1.95
- Boys' Imitation Curl Reefers in stylish box styles, regular \$3.50 to 4.50, on sale at..... 2.49

Men's Suits

- Canadian Tweed Suits in single-breasted style, farmers' satin lined, worth \$4.50 to 6.00, on sale at..... 2.49
- Domestic Tweed Suits in single or double-breasted styles, in mixed Tweed patterns, worth \$6.50 to 7.50, on sale at..... 3.85
- Fancy Tweed Suits, cut in single or double-breasted styles with broad lapels in stripes and fancy checks worth \$7.00 to 8.50, on sale at..... 4.50
- Men's dressy Tweed Suits cut in three-button double-breasted and four-button Sacques, worth \$8.00 and 10.00, on sale at..... 5.65
- Men's Serge Suits in black and blue shades made with French shoulders, raised seams, worth \$9.00 to 11.00, on sale at..... 6.50
- Men's Imported Tweed Suits in fancy stripes and checks, well tailored, good linings, worth \$10.00 to 13.50, on sale at..... 7.95
- Men's fine Imported Worsteds Suits lined with heavy satin linings, concave shoulders, worth \$14.00 to 16.50, on sale at..... 9.95

Boys' Suits

- Boys' 2-piece Suits in Tweeds and Serges, made pleated and belt styles, regular \$2.25 to 2.50, on sale at..... 1.35
- Boys' 2-piece Tweed Suits made with belt and pleates, regular \$2.50 to 3.00, on sale at..... 1.65
- Boys' 3-piece Suits in Tweeds and Serges, neatly made and trimmed, regular \$3.50 to 4.00, on sale at..... 1.95
- Boys' Norfolk Suits in fancy Tweed stripes and checks, in all the newest shades, regular \$3.50 to 4.75, on sale at..... 2.95
- Boys' 3-piece Tweed Suits in neat hair-line striped Tweeds and Serges, regular \$4.00 to 5.50, on sale at..... 2.95
- Boys' 3-piece Suits in fancy striped and checked Tweed patterns, well made and trimmed, regular \$5.00 to 6.50, on sale at..... 3.95
- Boys' 3-piece Suits in all the newest patterns, made for fine trade, regular 7.00 to 8.50, on sale at..... 4.95

Bargains in Pants

- Men's strong Canadian Tweed Pants, strongly made, regular \$1.50 and 1.75, on sale at..... 99c
- Men's Tweed Pants, made to save a first-class pair, worth \$2.00 and 2.50, on sale at..... 1.39

Special Cuts in Our Fur Department

- Boys' or Girls' grey Lamb Caps, regular \$2.75, on sale at..... 1.40
- Boys' or Girls' grey Lamb Caps, regular \$3.50, on sale at..... 1.95
- Boys' or Girls' grey Lamb Caps, regular \$5.00, on sale at..... 2.95
- Men's Electric Seal Caps in Jockey shape, regular \$4.00 and 5.00, on sale at..... 2.95
- Men's Persian Lamb Caps, wedge shape, regular \$7.50 to 9.00, on sale at..... 4.95
- Men's Persian Lamb Caps, Jockey shape, regular \$7.50, on sale at..... 4.65
- Men's Beaver Caps, reg. 12.50, on sale at 7.95
- Men's Fur Collars, reg \$3.50, on sale at 1.95
- Men's Fur Collars, reg \$5.00, on sale at 3.25
- Men's Fur Collars, reg. \$6.50, on sale at 3.99

Men's Fur Coats.

- Wambats Coats, regular \$25, on sale at 16.50
- Cub Bear Coats, reg. \$18, on sale at.. 13.95
- Russian Calf Coats, reg. \$35, on sale at 26.50
- Russian Calf Coats, reg. \$30, on sale at 22.50
- Coon Coats, regular \$65, on sale at.. 42.00
- Coon Coats, regular \$75, on sale at .. 52.00
- 25 only Men's Imitation Persian Lamb Coats with German Otter Collar, rubber lined, extra heavy quilted linings, regular \$18.00 to 22.00, on sale at..... 12.10

SPECIAL--50 Doz. Boys' Sweaters in fine worsted and fancy stripes, all sizes, worth 75c, 1.00, to 1.50, on sale Saturday at 49c

Member Gough's
Syndicate of
Clothing Buyers

B. J. GOUGH

THE WONDERFUL CHEAP MAN.

Corner of Kent
and William
Streets.