

EXPECT MORE HERE FOR YOUR MONEY THAN ELSEWHERE---FOR YOU GET IT.

POSITIVE AND UNAVOIDABLE STORE RE-MODELLING SALE



AT B. J. GOUGH'S, THE BIG LINDSAY CLOTHIER

Rendered Unavoidable by the Expiration of Lease of Present Premises, and the Conditions upon which new Lease is being secured--namely: the complete Re-modelling of Building, taking up of Floors, and Entirely New and Modern Store . . . Fittings for the Interior . . .

The contractors insist that the store will have to be practically closed for two weeks during these alterations and perhaps longer. To avoid moving the stock it has been found absolutely imperative to relieve the situation at once by

A Gigantic Sacrifice Sale Which Commenced Wednesday, May 22nd
THE ENTIRE \$40,000 STOCK OF SPRING AND SUMMER SUITS, TOPCOATS, RAINCOATS, HATS AND FURNISHINGS,

will be ruthlessly slashed and slaughtered, regardless of cost or values, in order to make a swift and sure clearance for the carpenters and workmen. Everything has been marked down to skeleton figures--prices have all been pared to the bone in order to rush out the goods, root and branch. The store absolutely overflows with Bargains in Men's, Youths and Boys' wearables. Right at the height of the best buying season we give up profits on our new and high-class stock, fashioned right up to the calendar, in order to accomplish the objects of this sale.

Study These Figures and Make Your Investments

MEN'S SUITS	BOYS' SUITS	TOP COATS, RAINCOATS	FURNISHINGS
Men's Canadian Tweed Suits, well trimmed, worth \$4.50, Sale Price..... 2.49	Boys' 2-piece Suits in Canadian Tweed, worth \$3.00, Sale Price..... 1.65	Men's Cravenette Coats in plain greys, worth \$9.00, Sale Price..... 4.95	W G & R Shirts in negligee and stiff bosom styles, worth \$1.25 to \$1.50, Sale Price..... 69c
Men's Canadian Tweed Suits, well made, worth \$9.50, Sale Price..... 3.49	Boys' 2-piece Norfolk Suits in fancy Tweed patterns, worth \$4.00, Sale Price..... 2.35	Men's Cravenette Coats in fawns and fancy checks, worth \$12.00, Sale Price..... 7.25	Tooke Bros. Shirts, in negligee, worth \$1.25 and \$1.50, Sale Price..... 69c
Men's Canadian Tweed Suits, single or double breasted, worth \$8.00, Sale Price..... 4.75	Boys' 2-piece Suits, Norfolk style, best trimmings, worth \$5.00 to \$6.00, Sale Price..... 2.95	Men's Topper Coats in neat stripes and overplaids, worth \$10.00, Sale Price..... 6.95	Negligee Shirts, all colors, worth \$1.00, Sale Price..... 49c
Men's Serge Suits in blue or black, well trimmed, worth \$10.00, Sale Price..... 5.95	Boys' 3-piece Suits in Halifax Tweed, worth \$5.00, Sale Price..... 2.49	Men's Topper Coats in swell plaids, best of linings, worth \$12.00 to \$13.50, Sale Price..... 7.95	Linen Collars, all sizes, regular 20c, Sale Price..... 25c
Men's Scotch Tweed Suits, single breasted, worth \$12.50, Sale Price..... 7.25	Boys' 3-piece Suits made of Scotch Tweed and Worsteds; worth \$8.00, Sale Price..... 4.95	Men's Cravenette Raincoats in all the 1907 patterns, worth \$15.00, Sale Price..... 9.99	Linen Collars, all sizes, regular 15c, Sale Price..... 10c
Men's fine Tweed and Worsteds Suits, worth \$15.00 to \$16.50, Sale Price..... 9.99	Boys' 3-piece Suits, made of fancy Worsteds in all the latest shades, worth \$8.00, Sale Price..... 4.95	MEN'S HATS.	Umbrellas worth \$1.25 to \$1.50, Sale Price..... 89c
Men's Suits of Imported Tweeds and Worsteds in the latest 1907 styles and patterns, worth \$18.00 to \$20.00, Sale Price..... 11.99		Men's stiff Hats in all the latest blocks, worth \$2.50, Sale Price..... 1.75	Men's Spring Caps in the latest shapes worth 75c to \$1.00, Sale Price..... 49c
		Men's Fedora Hats, in all new up-to-date styles, worth \$3.00, Sale Price..... 1.95	Men's Fedora Hats in newest shapes, worth \$1.25 Sale Price..... 89c

Rousing 24th May Week Bargains all over the store to start the sale booming! Goods of the strictest merit placed at your disposal at absolutely impossible prices.



Where the Good Clothes Come From

B. J. GOUGH

THE BIG LINDSAY CLOTHIER.

Corner Kent and William Streets

