UNAVOIDABLE



B. J. GOUGH'S, THE BIG LINDSAY CLOTHI

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

Gigantic Sacrifice Sale Which Commenced Wednesday, May 22nd

THE ENTIRE \$40,000 STOCK OF SPRING AND SUMMER SUITS, TOPCOATS, RAIN-COATS, 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

Men's Canadian Tweed Suits, well trimmed, worth \$4.50, Sale Price...... 2.49 Men's Canadian Tweed Suits, well made, worth Men's Canadian Tweed Suits, single or double breasted, worth \$8.00, Sale Price 4.75

Men's Serge Suits in blue or black, well trimmed, worth \$10.00, Sale Price..... 5.95 Men's Scotch Tweed Suits, single breasted, worth Men's fine Tweed and Worsted Suits, worth

\$15.00 to \$16.50, Sale Price..... 9.99 Men's Suits of Imported Tweeds and Worsteds in the latest 1907 styles and patterns, worth \$1800 to \$20.00, Sale Price...... 11.99

BOYS' SUITS

Boys' 2-piece Suits in Canadian Tweed, worth \$3.00, Sale Price..... 1.65

Boys' 2-piece Norfolk Suits in fancy Tweed patterns, worth \$4.00, Sale Price...... 2.35 Boys' 2-piece Suits, Norfolk style, best trimmings,

worth \$5.00 to \$6.00. Sale Price...... 2.95 Boys' 3-piece Suits in Halifax Tweed, worth \$5.00, Sale Price...... 2.49

Boys' 3-piece Suits made of Scotch Tweed and Worsteds; worth \$8.00, Sale Price 4.95

Boys' 3-piece Suits, made of fancy Worsteds in all the latest shades, worth \$8.00, Sale Price 4.95

TOP COATS, RAINCOATS

Men's Cravenette Coats in plain greys, worth \$9.00, Sale Price...... 4.95 Men's Cravenette Coats in fawns and fancy checks, worth \$12.00, Sale Price 7.25 Men's Topper Coats in neat stripes and overplaids, worth \$10.00, Sale Price 6.95

Men's Topper Coats in swell plaids, best of linings, worth \$12.00 to \$13.50, Sale Price 7.95 Men's Cravenette Raincoats in all the 1907 patterns, worth \$15.00, Sale Price 9.99

MEN'S HATS. Men's stiff Hats in all the latest blocks, worth \$2.50. Sale Price...... 1.75 Men's Fedora Hats, in all new up-to-date styles, worth \$3.00, Sale Price...... 1.95

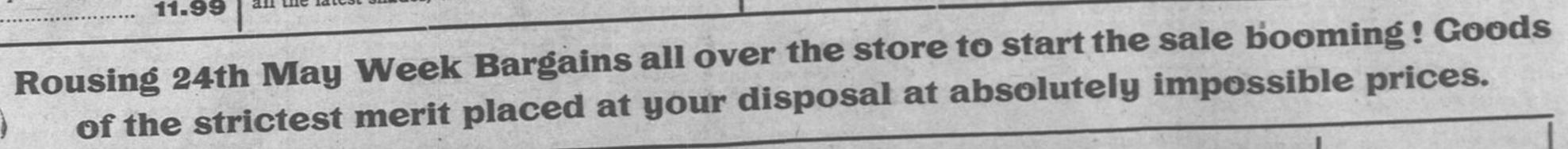
FURNISHINGS

W G & R Shirts, in negligee and stiff bosom styles, worth \$1.25 to \$1.50, Sale Price...... 69c

Tooke Bros. Shirts, in negligee, worth \$1.25 and Negligee Shirts, all colors, worth \$1.00, Sale Price...... 49c

Linen Collars, all sizes, regular 20c, Sale Price 12½c, 2 for...... 25c Linen Collars, all sizes, regular 15c, Sale Price

Umbrellas worth \$1.25 to \$1.50, Sale Price 89c Men's Spring Caps in the latest shapes worth Men's Fedora Hats in newest shapes, worth \$1.25 Sale Price..... 89c





Where the Good Clothes

Corner Kent and William Streets



Does fir

Doesn'

shrink