



IT'S A SALE TO A FINISH.

Every year about this time we hold an Early Winter Sale for the benefit of shrewd shoppers. In preparation for our November Event of this year we have made a splendid purchase from one of the best known firms of clothing manufacturers.

PRICES OUT OF JOINT

A MIGHTY AUTUMN SALE AT

B. J. GOUGH'S

THE BIG CLOTHIER.

WHO HAS BOUGHT FROM
MESSRS. McKENNA, THOMPSON & CO.
 OF MONTREAL, LEADING MANUFACTURERS
A Big Job of Clothing

At a figure that knocks the very life out of high prices. This big deal secures for us, right at the beginning of the winter, a splendid new stock of the very latest winter styles in



Men's, Boys' Overcoats
Men's and Boys' Suits
And Parts of Suits

Which we can sell for less money than we would have to pay for the same superior qualities after the season is over.

B. J. GOUGH,

THE WONDERFUL CHEAP MAN.

Prices That Cause Amazement

This will be a mighty AUTUMN SALE, far above the ordinary. The extraordinary advantages reaped by this great purchase gives us commanding values. It will be the Event of the season to buy your Winter Outfits at Prices that will stagger the most powerful competitors. We begin this week in dead earnest.

AN AUTUMN CARNAGE IN CLOTHING PRICES

Reaching the pinnacle of bargains. Come and prove our claims—put us to the test—try us as you will—visit this Big Store many times and see the extraordinary values.

A grand Congress of superlative good Overcoats and Suits for Men and Boys in need of Winter Clothing.



THE OVERCOATS

Are made of the popular new fabrics cut to the fashion of the day. Top-notchers in style, and your dollar never before had one-half the buying power it now commands. An event of great interest to all concerned.

THE SUITS

Are smart, serviceable garments, made in the newest styles, never before quoted at such a price. They are winter weights, and every man, no matter what his size, will get thorough satisfaction.

Money and Insurance

Unlimited amount of Cash to Loan on mortgages at lowest rates. Notes discounted.

Agent for the Union Assurance Society of London, England, and the Scottish Union and National Insurance Company.

JOHN KENNEDY,
 Adam Block, Kent-st.

G. A. LITTLE

Scribbling Books, Slates, Exercise Books, Copy Books, 7 cents. Drawing Books, 5 cents. Black Board Erasers, 10 cents. Lead Pencils, 10 cents a dozen. Pen Holders and Pens, 1 cent each. Compass and Pencil, 7 cents. Unbreakable Slate, 10 cents. And a full assortment of all necessities of the school room, at

Geo. A. Little's
 Book and Stationery Store, Kent-st., Lindsay.

The Weekly Post.

LINDSAY, FRIDAY, NOVEMBER 28.

LOCAL NEWS-LETTERS

GOODREHAM.
 (From Our Own Correspondent.) We are glad to say business in our village is picking up. On Sunday, Nov. 16th, the Rev. M. A. Braund preached to a large congregation. The reverend gentleman took his text from 2nd chapter of Joshua, 24th verse, and preached a very forcible and interesting sermon. The Methodist church choir has improved since Mr. and Mrs. Trethewey and Mr. Louis Tundal have returned.

PENIEL.
 (From Our Own Correspondent.) On Sunday, Nov. 9, two men drove into Mr. Thos. Russell's and then proceeded to the bush which is for sale. After examining the wood, and, we suppose, satisfying themselves as to its value, they drove away. What a tremendous object lesson for civilized Mariposa! Just across the fields (less than a mile distant) our pastor at the same time, preached the gospel that brought blessing and life to all. Such open violation of the Sabbath ought surely to receive the censure of all who respect the commandment, "Remember the Sabbath day to keep it holy." We could give the name of one of the men, but let very shame we withhold it. Mr. Thos. Russell, "Maple Lodge" visited Bobayson friends recently. Any locality in need of a supply of "mud", please write us at once. A rally of temperance people is called to meet at Peniel on Wednesday,

Nov. 26th. Messrs. Hogg, Bott and Rev. Elliot (Woodville) will be present to deliver addresses. Special music will be furnished. All are invited to be present if possible.

MANILLA.
 (From Our Own Correspondent.) Remember Whitesmith's four rights—Right Goods, Right Prices, Right Work, and a Guarantee that is all right.—wtf.

KINSMOUNT.
 (From Our Own Correspondent.) The new steel bridge has not yet been built, but is coming. Mr. Fred Morrison, of Winnipeg, is visiting his mother, who is so ill that her recovery is doubtful. The new schoolhouse is almost completed, and it is a very great credit to the community. Its equal can scarcely be found this side of Lindsay.

The following new buildings have been erected this season: Mr. John Austin's house; Mr. B. Graham's of Graham Bros. & Co., a new house, in which Mr. P. Cheswell is to reside; a new office in connection with the post office; Mr. Edward King's new dwelling, to say nothing of various other buildings. This week's public confidence in our little town.

Misses Bella and Charlotte Smith are going to keep house for their father, Mr. Henry Smith, at White Lake. They have been carrying on a dressmaking business for the past year in Kinsmount. Mr. C. Quibble, formerly employed as a single jointer with Craig & Austin, is moving his family to Fenelon Falls for the winter. The congregation of the Methodist church, on hearing that Mr. Quibble and family were about to remove from their midst, took advantage of the occasion by assembling at their home and presenting them with an elaborate and touching address and a handsome rocking chair as a slight token of the esteem in which they are held by their friends. Mr. and Mrs. Quibble were taken so completely by surprise that they could not express their gratitude in words. After a most enjoyable evening the gathering dispersed after singing "God be with you till we meet again."

Mr. Quibble, who was presented with an address and rocking chair a few nights ago by his many friends, wishes to express his thanks for the kind words said of him and the handsome gift. The residence of Mr. Joy was the scene of a very pleasant gathering Monday evening last, the occasion being a farewell party to the Misses Smith, who have for some time been very active workers in connection with the Methodist church and Sunday School. The Misses Smith were presented with the following address: To Misses Bella and Charlotte Smith, — We, the members of the Kinsmount Methodist church, take the present occasion to express to you something of the feeling that is created by associations that have always been for higher attainments in connection with our church work. We feel that an advance has already been made, and with it you have been connected. You have done your part nobly. Success such as has come to us, perhaps unmerited on our part, should encourage, but not satisfy you. We feel that we should aim at and prayerfully work for

higher attainments and a more abundant harvest. To-night we are presenting you with this craft and value—not as a compensation for work you have done, not for mere formality—but because we feel that gratitude such as you merit needs some specific mode of expression. We ask you to accept it with our best wishes for your future success. We want to ask that you frequently visit us. We shall look with pleasure on the time when you will again reside among us.—Signed on behalf of the congregation, W. W. Hales, C. E. Cole, Theo. Joy, P. G. Hawkins. Miss Bella Smith made a neat reply thanking the members for the address and gift. The evening was afterwards spent in games and other amusements.

VICTORIA ROAD.
 (From Our Own Correspondent.) Dentist—Dr. Bowerman will be at Chirpaw's hotel on Dec. 4th.—w1.

MILLERSMITH.
 (From Our Own Correspondent.) The North Family school concert is to be held this year on Dec. 18th. We expect our concert this year to be an improvement on all past efforts. An examination will be held in the afternoon commencing at 1 o'clock. Messrs. B. Karkor, J. Thurston and Bert Courtney are to be congratulated on their hunting success this year. These gentlemen after two weeks' interesting experience returned with six very fine deer.

The new Orange Hall has recently been completed. A fowl supper will be held on Dec. 12th, in the new building. Further particulars will be given later. Our pastor, Rev. Leigh, preached a fine sermon last Sunday morning on temperance. On Friday evening Nov. 28th, a prohibition meeting will be held in the Methodist church, Rev. Kananwan, of Omenae, being the speaker. A large attendance is expected. Mrs. Rev. J. Kennedy and her two little girls are at present, visiting friends in the vicinity.

GELERT.
 (From Our Own Correspondent.) Mr. B. W. Somers had a sale here last week and disposed of all his household furniture at a fair price. Mr. Somers has resigned his position as station agent here, and is moving his family to Toronto, where he has accepted a lucrative position. Mr. G. C. Reid is relieving at the station until a permanent agent is appointed. We understand Mr. E. Thompson has purchased the Connor house, and intends opening up a hotel here in the near future. Mr. D. C. Ritchie, C.P.R. agent near Brantford, Man. returned last week to the west, after spending three weeks at his home here. Mr. and Mrs. Dawkins, of Ironton, spent Sunday with friends here. We are pleased to see Miss Lizzie Keers able to be around again, after having been confined to her room for nearly a year. Our school intends having a concert some time in the near future. Mr. Dave Berry, is down from Temiscaming, buying horses to take back with him.

Mr. Levis has been engaged to teach our school for another year. Messrs. McDougall, and Brandon & Austin shipped another carload of stock this week.

REABORO.
 (Special to The Post.) A meeting of the patrons of the Reaboro Cheese Factory will be held in the factory on the 9th of Dec. at one o'clock for the transaction of general business.

LITTLE BRITAIN.
 (From Our Own Correspondent.) A fowl supper will be given by the Ladies Aid of the Christian church, on Monday Dec. 15th. On Sunday Dec. 14th, at 11 a. m. Elder Percy, of Stouffville, will deliver a sermon; at 2:30 p. m. and 7 p. m. B. A. G. Willoughby, of McMaster University, Toronto, will speak. On Monday supper will commence at 4 o'clock continuing until all have been served. A programme will be rendered commencing at 8 o'clock, consisting of addresses by the above mentioned gentlemen and the resident clergy, and vocal and instrumental music. Admission, adults 25c, children 15c.—w1.

GODERHAM.
 (From Our Own Correspondent.) Mr. H. Filkins, our station agent, has moved his family from Ironton, where they have been residing. We glad to welcome them to our village. A temperance lecture was held on Thursday night in the Methodist church, the Rev. E. W. Tint, of Willborough being the speaker. It was a decided success.

Our Thursday evening last Miss Morgan was presented with a bible by the Local Epworth League society as a slight token of their appreciation of the services rendered while among us. Miss Morgan left on Monday for her home in Omenae. Her place here will be hard to fill. Mr. and Mrs. White, who have been visiting friends here, left on Friday last for their home in Mariposa. Those who went hunting seem to have met with very good success.

MOUNT PLEASANT.
 (From Our Own Correspondent.) We are now having our first taste of real winter in the form of a little sprinkling of snow though the weather is not very cold. Our deer hunters have all returned safely and report a good time and very fair success. We are all, or nearly all, going in for prohibition. We should give it a rousing majority and put the bar-room under for ever. The services in both churches were well attended last Sabbath, and excellent sermons were delivered by both ministers. Mr. Anderson and family have moved to Franklin. They will be much missed in the village. If the directors of Lindsay Public Library could only secure the interest on Mr. Carnegie's gift they would soon be able to purchase a site without aid from the Council. Chickens-pox has been very prevalent here during the last month. The attacks are light, however.

MANILLA.
 Mr. Whitesmith will be home until 17th Dec.—w1.

COBOCONK.
 (From Our Own Correspondent.) Dentist—Next visit of Dr. Bowerman to Cobocook is on Dec. 3rd.—w1.

WOODVILLE.
 (From Our Own Correspondent.) Trethewey Bros. are offering bargains now in buggies and wagons. It will pay you to see them before buying. Be out early on Thursday Dec. 4th and vote, "Yes". That is right. A regular meeting of the village Council will be held in the town hall Tuesday night. Mrs. T. W. Doidge is quite ill, but with Dr. Grant in attendance, we trust she may soon be well again. Mr. L. Gilchrist and family are preparing to remove to his new home in California. He expects to spend Christmas in that flowery state. Mr. C. G. Campbell, and Mr. R. A. Grant have severed their connections in buying fat stock. Mr. Campbell will be found as usual among his customers prepared to pay the best prices going. He is not in any way combined with Mr. Grant. The manager of the shaving parlors here has been doing considerable walking for exercise this week, and in places where the walking has not been very good. Mr. C. H. McKee, the butcher has all kinds of meats, also fresh fish. Saturday is bargain day. St. Andrew's dinner will be served in the town hall here on Tuesday night, Dec. 2nd. A good programme and a good dinner will be provided. Proposals for building a new town hall for this town are on the way. On Thursday, Dec. 4th, go out and vote "yes", as there are more than two reasons why you should do so. Dentist—Dr. Bowerman will be at the Queen's hotel the first three Fridays in December.—w1.

Don't be Deceived
 by flashy advertisements. The quality of our goods is our reputation. Just try our new Ceylon, Indian or Japan Teas—they can't be beat; our Mocha and Java Coffees have that rich, deep flavor so pleasant to the taste. Then our Jellies, Jams, Peels, Spices and Extracts are all high-grade, and our new Currants and Sultana Raisins are well worth your inspection. Our first shipment of Christmas Goods is in, and they are handsome beyond comparison. Come in and see them. John Fleury.—w1.

SALE REGISER
 ON MONDAY, DEC. 1st, 1902 — By Elias Bowes, auctioneer, on lot 17, con. 6, Fenelon, sale of valuable Farm Stock and Implements, the property of the late Mr. Moore. Sale at one o'clock and without reserve.—w2.
 ON WEDNESDAY, DEC. 10th, 1902.—By Elias Bowes, auctioneer, on lot 20, con. 7, Opsa, sale of valuable Farm Stock and Implements, the property of Mr. J. H. Blackwell. Sale at one o'clock sharp.—w2.

A. HIGINBOTHAM
 DRUGGIST
 NEXT TO PYM'S HOTEL.
 Commercial Printing. The latest in Wedding Stationery and Cake Boxes can be had at The Post printing office.

GOOD FURS AT . . . 71c PER YD. PRICE.

We have a large and complete stock of select Furs, highest quality, exclusive designs, at reasonable prices. We guarantee every thing we sell, and we reappreciate to give satisfaction to every customer in buying from stock as though we make to your special order.

JACKETS—All the popular Furs—in the plain and trimmed garments, from the least expensive to the most costly.
RUSSIAN LAMB—\$75, \$125 to \$150.00
ELECTRIC SEAL JACKETS—\$30.00, \$35.00 to \$45.00
RACON JACKETS—\$40.00 to \$45.00
ASTRACHAN JACKETS—\$25, \$30.00 to \$45.00
FUR-LINED CAPES—\$25.00, \$30.00 to \$50.00
COLLARETTES AND CAPERINES—With Muffs and Gaitlets to match, for the cold blasts of winter, in all the different fur and latest styles—Curry, Buck Hair, Black Opium, Grey Opossum, Seal, Ermine, Sable, and many combinations of furs.
COLLARETTES—\$3.50, \$4.50, \$5.00, \$6.00, \$7.50, \$8, \$10 upwards.
MUFFS AND GAITLETTS—\$2.50, \$3.50, \$4.50, \$5.00, \$7.50, \$10.00 upwards.
RUFFS AND SCARFS—For Neckwear, in all the popular fur and up-to-date styles. \$2.50, \$3.50, \$5, \$7.50, \$10, \$12.50, \$15 upwards.

Fur Trimmings Cut on Short Notice!
 Cloth Jackets and Capes trimmed and lined with the many furs now so popular.

REPAIRING AND REMODELLING FURS A SPECIALTY.
ARMSTRONG BROS.,
 Manufacturing Furriers and Hatters, LINDSAY, ONT.

A DRUGGIST'S CHRISTMAS



In all the merrier if he is enabled to send to many homes such beautiful and enduring articles as we present for your delighted approval—perfumes in our glass bottles; toilet and m'nture sets; combs, brushes (hair, flesh, tooth and nail); ointment jars, confections in fancy boxes, etc. Something to please man, woman or child.

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THE MOST NUTRITIOUS

EPPS'S COCOA
 An admirable food, with all its natural qualities intact, fitted to build up and maintain robust health, and to resist winter's extreme cold. In 1 lb. tins, labelled JAMES EPPS & Co., Ltd., Homeopathic Chemists, London, England.
EPPS'S COCOA
 GIVING STRENGTH & VIGOR.

CREDIT SALE OF VALUABLE MILCH COWS.

I have received instructions from Mrs. DUNOON to sell by public auction at **DUNOON'S DAIRY,** just a trifle of Lindsay, on **WEDNESDAY, NOV. 19th,** The following: 16 head of first-class Milch Cows due to calve from January to April. As we are making a change in our business this will be a rare chance for farmers to secure Milch Cows. Terms and other credit will be given. Just write to me for particulars. E. BOWEN, Auctioneer.