



The People's

GOUGH

The Big Clothier

"SHOULD AULD ACQUAINTANCE BE FORGOT"

MERRY CHRISTMAS TO EVERYONE

Is Gough's Hearty Greetings to His Battalions of Friends and Customers in Every Nook and Corner of the Two Victorias.

So many "Christmas Stockings" have been filled from This Big Store we begin to have more faith than ever that Santa Claus really exists, as certainly as friendship and generosity exist. If one can't catch Santa coming down the chimney,

what does that prove? Nobody sees Santa Claus, but that is no sign that there is no Santa Claus. The most real things in the world are those that neither children nor men can see. No Santa Claus! Yes, thank goodness, he lives, and he lives forever.

TURNING ON THE CURRENT FULL FORCE FOR THE BALANCE OF THE YEAR.

Just to take the wrinkles out of your heart---you who have neglected to remember "auld acquaintances," you who have not yet enjoyed the sensation of "more blessed to give than to receive,"---what do you say to trying to make some heart happy? It's the old, old story---making the whole world kin. Gough's mission is to help late comers, absent-minded ones. We have a lovely stock of lovely things, and old Santa has both ears open to hear your wishes.

GOUGH HAS BEEN STOCKING UP FOR THE STOCKINGS YOU WANT TO FILL.

Suggestions in Fur Coats, Fashionable Dark Grey Overcoats, Fine Tweed Overcoats, Winter Suits for evening dress or business, Smoking Jackets, House Coats, Silk Umbrellas, Hats and Caps, the Swellest Cravats, Mufflers, Cardigan Jackets, Underwear, Hosiery, Braces, Gloves, Shirts, Collars, Cuffs, Jewelry and other giveable things.

THIS WILL ALSO BE A GREAT WEEK FOR THE BOYS WHO HAVE BEEN MISSED.

B. J. GOUGH

The stock is big enough for another CHRISTMAS.



CORRESPONDENT'S LETTERS

FLEETWOOD.
(From Our Own Correspondent.)
The annual meeting of the patrons of the Fleetwood cheese association, was held in the temperance hall, Lindsay, on Dec. 3rd, and was largely attended. The output of cheese for 1903 was in excess of any former year, and cheques were issued for large amounts. The total pounds of milk delivered was 2,650,082; cheese made, 24,869 pounds; receipts, \$25,460.56. Average price per 100 pounds of milk, 77¢; 100 pounds of average price per pound of cheese, 10¢ 2-2 cents; average number of pounds of milk to make a pound of cheese, 10.86-100. All the officers were re-elected.

WOODVILLE.
(Special to The Post.)
A pretty wedding took place at the residence of Mr. Christopher Anderson on Wednesday, Dec. 16th, when his daughter, Sarah A. E., was united in marriage to Mr. Thomas E. Maxwell, of Coulin, N.W.T. The bride was beautifully gowned in white silk, trimmed with applique and carried a shower bouquet of white flowers, and wore the usual bridal veil. She was attended by Miss L. Staples, Woodville, who was clad in pale green crepe-de-chine, trimmed with cream velvet, and carried a bouquet of pink carnations. Miss B. Anderson played the wedding march as the couple entered the room. Only the immediate relatives were present. Rev. Mr. Elliott performed the ceremony. The newly wedded couple will take a journey to the West, where Mr. Maxwell will continue in mercantile business. The best wishes of the community will follow them.

CAMBRAV.
(From Our Own Correspondent.)
Our entertainment and Christmas tree was held on Friday evening last under the auspices of the day school. The scholars rendered recitations and singing, assisted by Miss Newton and Miss Jeffers, of Lindsay, and the Cambrey Dramatic Society. Mr. John McIntyre made an ideal Santa Claus. The teachers are to be congratulated on the success achieved, and add CambraV.

Miss Haggart, of Exeter, has been the guest of Miss Riches during the past week.
The great snow storm on Sunday prevented a large number from attending church.
The Methodist held their annual anniversary on Sunday and Monday last. On Sunday the Rev. H. B. Henry, of Millbrook, a very eloquent speaker, preached two sermons. On Monday evening an oyster supper was held and it was attended by large crowds of people. A platform meeting was held after the supper. Addresses were delivered by the Revs. Henry, Webster and Terrill. The choir rendered several selections and were greatly admired.

OAKWOOD.
(From Our Own Correspondent.)
Miss B. Woods spent Sunday with her friend, Miss S. Bennie.
The boys and girls for a distance are coming home again for the holidays. Among the arrivals we notice Miss Nettie Perrin, Muskoka; Miss F. Weldon, and Mr. W. G. Webster. Rumor says that the faint echo of wedding bells may soon be heard in our village, only the echo, as we believe, they will ring in a village thirty miles east of us.
The revival services held in the Methodist church the last two weeks, closed on Tuesday night.
We are glad to see Mr. J. Pascoe out again after his recent illness.
Quite a few of our young people enjoyed the oysters at CambraV on Monday night.
We would advise those who wish to enjoy a treat to take in the car to be given by the Presbyterian Sunday school on Friday night. The programs are out. The admission is 15 cents, and the hour is 8 o'clock sharp. There are to be recitations and solos before presenting the cantata. The costumes for the different parts and the music, are particularly bright and new and with the effective scenery will make the entertainment worth hearing.

WOODVILLE.
(From Our Own Correspondent.)
Don. St. Dr. Bowerman will be at the Queen's Hotel, Woodville, the first four Fridays in January, New Year's day included.---w1.

Miss Lottie Hawkins, who has been visiting here for the last three weeks, has returned to her home in Brantford.
The anniversary services in connection with the Methodist church were held on Sunday and Monday. The pulpit was filled on Sunday by Rev. Mr. Copeland, of Port Perry, a very able speaker, whose sermons were appreciated. On Monday night, tea was served in the basement. The ladies of the congregation are to be congratulated on the efficient way in which it was gotten up and served. The program given by the choir of the church and the local ministers was well received, and well worth the admission alone. The proceeds were about \$100.
Mr. Percy Moynes, of Messrs. J. Sutcliffe & Son's staff, Lindsay, was renewing old acquaintances in town on Sunday and Monday.

(Special to The Post.)
The village Council met on Tuesday, Dec. 15th. Members present were Messrs. Adams, McKee, Patterson and Barnes. On motion of Mr. Adams, seconded by Mr. Patterson, Mr. McKee took the chair. The minutes of last meeting were read and confirmed. Mr. McPherson was present and asked for a grant of \$25 for the public library. Mr. McKee, tax collector, said the taxes were nearly all paid. He asked for an extension of time. On motion of Mr. Adams, seconded by Mr. Patterson, an extension of eight days was given to the collector. Moved by Mr. Patterson, seconded by Mr. Adams, that \$25 be granted to the Woodville public library.---Carried. On motion of Mr. Adams, seconded by Mr. Patterson, the following accounts were ordered to be paid: C. E. Weeks, \$90; S. Dumond, for Walton, chaif, \$28.75; D. M. Lachlan \$2; A. E. Staback, \$2; G. McKee, \$6.50; Wilson & Wilson, \$27; J. C. Gilchrist, \$27.86; Municipal World, \$3.71; J. Pogo, \$23; D. Grant, \$2; P. McIntyre, \$2. Moved by Mr. Adams, seconded by Mr. Patterson, that \$2,500 insurance be put on the new hall, and that Messrs. Patterson, Adams and Barnes comprise a committee to carry out the same. Meeting adjourned till Dec. 23rd at 8 o'clock. J. C. Gilchrist, clerk.

(Crowded Out Last Week.)
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Mr. Jas. Stuart's two sons, Peter and John, who have been absent for a number of years, are visiting their friends in town.
Messrs. Byron Switzer and Herb Coad were in Lindsay on Saturday.
Mr. Walter Reid and Miss Burgess, of Cannington, were at the Methodist tea on Monday evening.
Miss Katie Grant, who has been in Toronto for some time, has returned to her home.
The time of nomination is changed this year from afternoon to night, so as to allow business men time to attend. It is to be held on Monday night, the 23rd inst.

HOTSPUR.
(Special to The Post.)
On Friday evening, Dec. 18th, a very successful basket social and Christmas tree entertainment was held in the school house here by the Sabbath and day schools combined. The Rev. E. Roland, of Wilberforce, made a very able chairman, and Mr. J. C. Short, of Tory Hill, proved such a successful auctioneer that we netted the sum of \$32.20, which is to be devoted to the purchase of a school library. The tree was very large and beautifully trimmed, every child in the section getting a bag of candies and at least one present. The programme consisted of vocal and instrumental music, readings and recitations. The teacher, Miss S. M. Reid, received many congratulations on the success of the night's entertainment.

LITTLE BRITAIN.
(From Our Own Correspondent.)
Mr. and Mrs. Austin, of Port Hope, spent a few days with friends in town.
Mrs. Hore, of Lindsay, visited her friends in Little Britain last week.
Mr. T. H. Morton returned safely from his sixty mile drive in the storm on Sunday last. Well done for the broncho.
The ladies of the village need no longer sympathize with Rev. Mr. Henry, as Mr. Perry and family, of Crosswell, have moved into the parsonage.
Dr. W. Irwin is now practising in Parkhill.
Miss Ida Smith, of St. Catharines

Ladies' College, is home for Christmas vacation.
Mr. and Mrs. Haskell and family, of Treherne, Manitoba, are visiting Mr. John Yeo.
Miss Walkey, of Lindsay, is spending a few days in this vicinity.
These are happy days for Mr. R. S. Robertson. Cutters are being sold every day. Robertson's rigs are second to none.
Mrs. T. H. Morton is attending her sister's wedding in Keswick this week.
The funeral of the late John Pearce took place on Friday last and was largely attended. The funeral sermon was preached by Rev. J. E. Robertson, of Bethany, our former pastor. The Home Circle lodge attended the service in a body and conducted the burial service. Much sympathy is felt for the bereaved family.
Do not fail to hear, "The Trial of Santa Claus," Christmas night.

LINDEN VALLEY.
(From Our Own Correspondent.)
The annual meeting of the Mariposa cheese factory held on Tuesday was well attended. The business done for the season was very satisfactory. It is said by many that this is the best factory in the county.
Mrs. Stanley Lapp presented her husband the other day with a bouncing baby girl. It tipped the scales at 9 1-2 pounds. Stanley now wears a broad smile.
There has been a lot of corn grown in this vicinity. Mr. Benjamin Hancock's corn beats them all, as he grew corn that measured thirteen feet in length. The corn grown in Kansas cannot for length beat that grown by Mr. Hancock.

OMEMEE.
(From Our Own Correspondent.)
Our citizens are greatly pleased over the prospects of having a chartered bank in our midst. The Bank of Toronto has decided to open a branch here. This will be a great advantage to business men and farmers in this vicinity.
One of the most successful concerts in this vicinity for some time was held at Lebanon last week, under the auspices of the Orange Lodge. Meetings of the township and village Councils were held last week and were largely attended.

With profits made with their dairy products, live stock and poultry, surely the farmers ought to be well satisfied this year.
We hope to see many people from Lindsay attend our entertainments on Christmas and New Year nights.
Large numbers from Oumee drove to Lindsay last Saturday and did their Christmas shopping.
There is no use of bringing on the Dominion elections," remarked a Conservative farmer the other day in Oumee. "We farmers are well satisfied with the Laurier Government, because we are having good times and high prices for our products. We don't want a change under those conditions."

FRANKLIN.
(From Our Own Correspondent.)
Our village has become quite a shipping point. The farmers are busy hauling wood for shipment to Port Hope, and other points.
Mrs. Jas. Jones, of Wyevalle, spent last week with her friend, Mrs. F. Veale.
A number from this place took in the fowl supper held at Lebanon under the auspices of L. O. L. No. 646, which was a grand success, proceeds amounting to about seventy dollars.
Mr. Jacob Sisson, while engaged in taking out telegraph poles in a swamp, had the misfortune to slip off a pole and come in contact with his sharp axe, inflicting a deep cut on his leg. He is under the care of Dr. C. H. Breton and is doing nicely. We hope to see him around again soon.
In Wedding Stationery and Visiting cards we lead Newcast designs in stock and up-to-date script type.

Federal Business College Testimony.
Lindsay, November 28, 1903.
Dear Mr. Houston,--Since graduating from the shorthand department of your institute after three months' study, I have been employed in the office of Messrs. Hogz & Lytle, grain dealers, and find that a course in your institute fully qualifies one for practical stenographic work. I have much pleasure in recommending your college to young people looking for similar instruction.---Yours very truly,
FRED C. PERRY.

ESTRAY SHEEP.---Strayed from the premises of the undersigned, Lots 31 and 32, south of Portage Road, on or about Dec. 1st, EIGHT SHEEP---3 lambs, 1 ram and 4 sheep. Lambs have long tails and are all marked with piece of right ear. Any person that will give information that will lead to their recovery will be substantially rewarded; and any person or persons detaining them after this notice will be punished to full extent of the law. J. J. McFADDEN, Kirkfield, Ont., Box 21.---w3.

STRAYED.---Onto the premises of the subscriber, Lot 22, Con. 7, Ops, on the 21st Dec., a RED AND WHITE STEER. Owner can have same by returning animal and paying expenses. JOHN I. CLARK.---w3.

LOCAL MARKETS.

Genes Wheat.....	0 65 to 0 65
Spring Wheat.....	0 72 to 0 72
Fall Wheat.....	0 73 to 0 73
Oats.....	0 26 to 0 28
Rye.....	0 45 to 0 48
Barley, No. 1.....	0 37 to 0 37
Barley, No. 2.....	0 37 to 0 37
Barley, No. 3.....	0 37 to 0 37
Peas, Canadian Beauties.....	0 65 to 0 65
Peas, Black Eye.....	0 65 to 0 65
Peas, Prince Albert.....	0 63 to 0 63
Black-wheat.....	0 20 to 0 22
Eggs, fresh, per doz.....	0 15 to 0 15
Butter, cream, per lb.....	0 16 to 0 16
Butter, cork, per lb.....	0 15 to 0 15
Lard.....	0 9 to 0 10
Chickens, per lb.....	0 10 to 0 10
Ducks.....	0 11 to 0 12
Turkeys.....	0 7 to 0 08
Geese.....	0 7 to 0 08
Highest Grade Manitoba Patent.....	2 30 to 2 30
100 lbs.....	2 10 to 2 10
Straight Roller Flour.....	1 80 to 2 20
Roll'd Oats.....	1 80 to 2 20
Hay.....	8 00 to 9 00
Hogs, select, live weight, per cw.....	5 00 to 5 00
" Fat.....	4 75 to 4 75
" Lights.....	4 25 to 4 25
" Sows.....	5 00 to 5 00
Potatoes, per bag.....	0 50 to 0 75
Apples, per bag.....	1 50 to 1 75
Light Bulls.....	2 00 to 2 50
Butcher's Cow.....	2 00 to 3 50
Butcher's Cattle.....	2 00 to 4 00
Expert Cattle.....	2 25 to 2 50
Stocker's Cattle, good color.....	2 00 to 2 50
Stocker's Cattle, off color.....	2 00 to 2 00
Milk Cows.....	3 50 to 4 00
Lams.....	8 00 to 8 00