

# Sesquiplicate Christmas Sale!



ONE DOLLAR AND A HALF'S WORTH FOR ONE DOLLAR

## FOR SIXTY DAYS.

**EARLIER THAN USUAL THIS SEASON**—We have commenced our sale. The wet, sloppy open fall season that we have just passed through has left our big stock bigger than we care to see it. We must reduce it. Through every department the pruning knife has passed. Prices have been cut on every hand, and special lines have been set aside for sacrifice. There is no humbug about this sale; the goods are in every case the same as advertised, and the reductions are as genuine as the goods.

### Misses' and Children's Mantles.

THE ROOMS FILLED, THE ASSORTMENT LARGE, THE STYLES PERFECT, THE PRICES LOWERED—No need to search for the bargains—you can't pass them by. Russian Circulars, Paletots, Walking Jackets and Waterproofs. Misses' Wraps and Ulsters in all the leading styles, with prices on all to suit the lightest pocketbook.

### Men's Underwear, Collars and Ties.

Men's Heavy Ribbed All-Wool Shirts—From 75c. down to 50c.  
Men's Scotch Knit Wool Shirts—Original price \$1, now 75c.  
Men's Ribbed Wool Shirts and Drawers—Were \$2, now \$1.25.  
Men's Scotch Underwear—\$2 the suit, much under value.  
Heavy Arctic Socks—25c. a pair. They defy cold.  
Cardigan Jackets, 1/2 Wool—Down to 75c. each.  
Flannel Shirts in Hundreds—From \$1.75 to \$1.25.  
Boys' Shirts and Drawers—At 25c. the garment.  
Fine Display of Ties—Knots, Puffs and Four-in-hands, marked from 50c. down to 25c.  
Collars, Gloves, Handkerchiefs, etc., etc.

### Men's, Youths' and Boys' Clothing.

Our Heavy Storm Ulster for men—An \$8 coat—can be bought for \$6.  
Men's Worsted Overcoats—Black, Brown and olive. The original price \$10, now \$7.  
Handsome Chinchilla Overcoats—For \$9. Their actual worth is \$12.  
Men's Plain Pilot Overcoats—Half price. Original price \$8—now \$4.  
Men's Tweed Overcoats—Reduced from \$7 to \$3.  
Men's Tweed Suits—All-wool \$6. Worth more than \$7.  
Men's Scotch Tweed Suits—The price is \$10, should be \$14.  
Boys' Overcoats in Tweeds, Worsteds and Meltons—At \$1.75 each.  
Four Hundred Boys' Suits—All-wool, \$2. Every suit worth \$4 to \$5.

### Silks, Dress Goods, and Costumes.

Dress Silks, for Ordinary Evening and Holiday Wear—Plain, Striped and Brocaded—Original Price \$1 to \$1.50, now 25c.  
Figured China Silks—That were \$1 a yard, now selling at 73c.  
Plushes at 25c. a yard—That formerly sold at 50c. and 70c.  
Figured and Brocaded Velvets—At 37 1/2c. a yard, were \$1 and \$1.25.  
Large Stock of Dress Goods—Reduced over one-third.  
All-wool Crinkle Cloths—At \$1 a yard that always sold for \$1.50.  
Ladies' Checked Habit Cloth—\$1 a yard, was \$1.25. This season's goods. Every shade.  
Costumes in French Serge and Amazon Cloths—Marked down in proportion.  
Prints and Satens—Worth 25c. a yard, marked at 16c.

### Muffs, Boas and Capes.

### Carpets, Curtains and Blankets.

Wilton Carpets—For \$1.65 a yard. Original price \$1.87.  
Wilton Carpets—For \$1.50 a yard. They were \$1.75.  
Brussels Carpets—Selling at 90c. instead of \$1.10.  
Tapestry Carpets—At 60c., have been selling for 85c.  
Tapestry Carpets—For 65c. that were low at 75c.  
Curtains in Tapestry—For \$3 a pair, were \$7. Others at \$1 that were \$2.  
A Special Line at \$2.  
Furniture Coverings—At 55c. a yard, from 75c.  
Blankets—Special Line at \$2. Large Stock besides.

### Fancy Table Covers, Damasks, etc.

Fancy Table Covers 4-4—Were \$3, now \$1.75.  
Fancy Tinsel Covers 6-4—Were \$3.75, now \$1.50.  
Fancy Tapestry Covers 8-4—Were \$5, now \$1.95.  
Fancy Plush Sideboard Covers—Were \$5, now \$2.75.  
Table Damask—Napkins, Towels, etc., etc.

### Braids and Trimmings.

17,000 yards Ribbons and Laces at 1c. a yard, were 5c. and 6c.  
Velvet Ribbon, Brocaded, at 9c. and 10c., was 35c. and 40c.  
Fine Shades Cashmere Embroidery at 25c. a yard, was \$1.10.

# R. WALKER & SONS, The Golden Lion, KING STREET EAST.

# LOOK!

## MEN'S OVERCOATS.

MEN'S OVERCOATS WORTH.....\$18.00 GO FOR \$9.00  
MEN'S OVERCOATS WORTH.....\$16.00 GO FOR \$9.00  
MEN'S OVERCOATS WORTH.....\$15.00 GO FOR \$9.00

# \$9.00

## MEN'S ALL-WOOL SUITS.

MEN'S ALL-WOOL SUITS WORTH \$18.00 GO FOR \$9.00  
MEN'S ALL-WOOL SUITS WORTH \$16.00 GO FOR \$9.00  
MEN'S ALL-WOOL SUITS WORTH \$15.00 GO FOR \$9.00



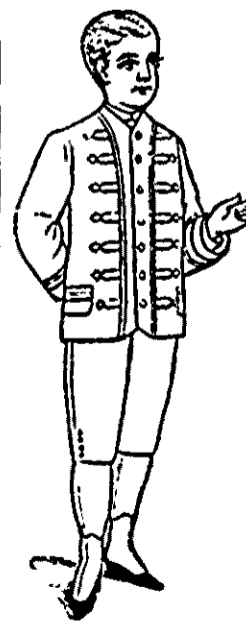
### FURNISHINGS.

50 doz. men's colored Cashmere socks, regular price 60c., all flowed out..... 25c.  
50 doz. men's Fancy Bordered, Heavy stitched Handkerchiefs, regular price 15c., our price..... 6c.  
25 doz. men's Linen Web Suspenders, with Brazer supporters, regular price 50c., go for..... 25c.  
25 doz. men's Fine Silk Neckties, in Ticks and Four in hands; some of these goods are worth 60c., our price 25c.  
36 doz. men's Scotch Mixed Shirts and Drawers, all sizes, heavy winter weight, regular price 50c., our price 19c.  
50 doz. men's Heavy Lined Working Gloves, well made and strong, regularly sold at 60c., our price..... 30c.  
25 doz. men's All-wool Market Shirts and Drawers, heavy weight, well made, first-class, regular price \$1, down to..... 50c.  
10 doz. men's Heavy Winter Flannel Shirts, in all sizes, can't be bought anywhere for less than \$1, our price 75c.  
21 doz. men's All-wool Striped Shirts and Drawers, extra heavy weight, regular price, \$1 1/2, our price..... 50c.

**98c.**  
Boy's or Child's good heavy Beater Overcoat, worth fully \$2.50.  
**\$1.98**  
Burs a Child's Cape Overcoat.  
**\$3.50**  
For choice of four styles of Child's Overcoats. All extra well made and extra good value.  
**\$4.00**  
And \$5.00 buys Child's Overcoats with or without capes. Same garments cost \$8 and \$9 in other stores.  
**\$6.00**  
Is our price for the finest imported materials. Other dealers ask \$9, \$10 and \$12 for the same suit.



Curiosity is the most general as well as the most innocent fashion that actuates the human mind. To gratify those who may be curious to know how we can name such extraordinary inducements, we make mention of the facts that the garments offered at a sacrifice in to day's announcement are part of the great \$56,000.00 stock and bought at 50c. on the dollar. We are in a position to discount any dealer's price, and we will do it. No matter what you see or where you see it, come to us and we will sell you a better article for a less price. If we don't we will refund your money.



**\$1.49**  
Is our price for Short Pants Suits, made of Genuine Cheviots, in either plaid, belted or corded style.  
**\$2.50**  
Burs a Short Pants Suit that will cost \$1 in other stores.  
**\$3.50**  
An \$1 1/2 is our price for All-wool Cheviots, in sinners, Tweed, made in any style desired.  
**\$5.50**  
For 100 and choice of any \$6, \$7, or \$8 Suits in our house.  
**\$6.00**  
\$5 and \$9 for London, Berlin and Paris imported suits. Chinese suits will cost the same price.

### HATS AND CAPS.

Men's Soft Felt \$1  
Goes for 50c.  
Men's Christies \$2,  
Goes for \$1.  
Men's Persian Lamb Caps \$6,  
Goes for \$3.  
Men's Astrachan Caps \$2.50,  
Goes for \$1.25.  
Men's Cooney Caps \$2.50,  
Goes for \$1.25.  
Boys' Caps 50c.,  
Goes for 10c.

The success of our Great \$56,000 Sale is phenomenal. No establishment in Canada can boast of ever having served one-fifth of the customers. No other institution, no matter what line, no matter what the inducements offered, can truthfully say they were compelled to lock their doors and deny admission to three times the amount of trade they could accommodate. This was GOUGH's experience on Saturday. Notwithstanding this great business there is thousands of dollars worth to be sold, and Country Merchants and others would find it to their advantage to take in this Great Sale. Profit has been sacrificed on the altar of popularity. We have made the immolation, the ceremony meets the approval of devotees of "The Mighty Dollar." Feans of the multitude (our patrons) proclaim we are the people.

# GOUGH, The Wonderful Cheap Man, 128 and 152 King St. East,