

Ernst's

"Where the Good
Clothes Come From"

Ernst's

It Keeps Right on Gaining in Popularity Every Day

Ernst's Great Clothing
Demonstration

We are Down on High Prices



During the past four years normal times have prevailed throughout the ERNST STORE; and let us tell you right here that the exorbitant prices other dealers are compelled to ask today would have been avoided had they laid in stock sufficient to protect them against an ever increasing war market. But they didn't, and that leaves Ernst's in supreme command of the clothing business of Kitchener with tables loaded with Suits, Trousers, Underwear, Shirts, Overalls, Boots, Shoes and everything man wants to wear at prices simply unapproachable by any dealer.

Don't miss your opportunity.

ABOUT 200 MEN'S, YOUNG MEN'S FIRST LONG SUITS, REGULAR VALUES UP TO \$25.00 TO \$30.00, ON SALE AT PER SUIT

Suits that are styled up to the minute, waist seams, belted and form fitting models, for the young fellow and plenty of selection, best dressers; greens, dark greys, browns and fancy weaves, sizes 32 to 44.

\$19.75

ABOUT 150 MEN'S, YOUNG MEN'S AND FIRST LONG SUITS, REGULAR VALUE \$35.00 TO \$38.50, ON SALE AT PER SUIT

These are Suits that were made to put in a sale. They are shop-tailored garments in rich fabric of browns, greens, navy, gray and fancy weaves. They include the young men's favorite waist seams, the all around better form fitters, regular slightly form-fitting for the more conservative, sizes 32 to 44.

28.95

OVER 100 MEN'S AND YOUNG MEN'S HAND TAILORED SUITS, REGULAR VALUE UP TO \$42.00 AND \$45.00, ON SALE AT

Suits for particular dressers, such as are to be had in this city only at Ernst's store, high grade tailoring, beautiful fabrics, with rich shadings, models of the very latest featuring many style ideas not shown before in this city, waist seam models, close fitting, rope shoulder effects, plenty of regulars, sizes 32 to 44.

36.95

EXTRA—50 Men's and Young Men's Fancy Tweed Suits, in smart and attractive cut, three button coat style, with plain or cuff pants, regular \$20.00 value..... \$14.90

MEN'S TROUSER SPECIALS

At away less than present wholesale prices... \$1.95, \$2.50, \$3.50, \$4.00, \$4.65, \$5.50, \$6.00, \$6.50, \$7.00, \$8.00

1919 SPRING SHIRTS

We can't remember ever having had a better showing of new Spring Shirts. They are from the best makers. They are the smartest patterns we have ever shown.

Our Boys' Department

High school student Suits, boys' Suits and Suits for the little kiddies. The popular waist seam styles, the better, the Norfolk, the military back. Mothers and boys will be delighted with the magnificent show of \$5.95, \$7.50, \$9.00, \$10.00, \$12.00. Students' big bloomer Suits, \$9.00 to \$17.00

BOYS' BLOOMER SPECIALS

We are selling Bloomers at less than most houses have to pay for them to-day; the values show it; shrewd buyers are taking away two and three pairs at a time.

25 dozen assorted cloths and patterns, standard \$1.50 and \$1.75, for..... \$1.29
Another big special... \$1.95

BOYS' SHIRTS
50c, 75c, \$1.00, \$1.25, all the new spring patterns.

BOYS' STOCKINGS

The mother's favorite, untearable, fast black, 1-1 rib stockings, all sizes..... 50c
Boys' fast color rib Stockings, at 35c, 50c and..... 75c

Our Full Fledged Furnishing Department

MEN'S SPRING AND SUMMER UNDERWEAR

Two special lines of Combination, in natural and white, long sleeves, regular \$2.00 on sale Saturday..... \$1.50

Men's Merino Shirts or Drawers, fine quality, all sizes, regular \$1.00, Saturday..... 75c

Two special lines Balbriggan Shirts or Drawers, regular 90c, Saturday.. 69c

BLACK, WHITE AND TAN SOCKS

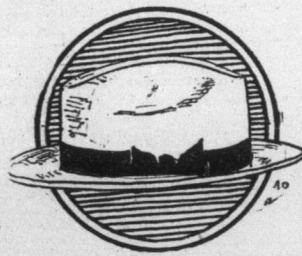
Extra special value for Saturday only..... 39c

SILK AND LISLE SOCKS

Very special value, colors black, white, tan and grey..... 50c
Penman's 35c Merino Socks, Saturday only..... 25c

Rush Special Panama Hats \$3.50

Right at the opening season we offer some very attractive values in Men's Summer Headwear. Toyo Panamas in the popular fedo shape, rolled brim with fancy bands, and tinsel brim telescope crown with plain black bands, sizes 6 1/2 to 7 1/2, Saturday..... \$3.50
English Sennett Straw Hats purchased at a big discount, most stores are selling these at \$2.50, Saturday special..... \$1.45
Come early.

Spring Styles in Boots and Shoes
SEE OUR WINDOW.

Women's mahogany, high cut lace Boots, high heels and others made on sport last with low heels, \$7.00 values for... \$4.95
The latest hit in sport shoes for women and growing girls, black or mahogany color, \$7.50 value for..... \$5.95
200 pairs of ladies' fine kid, patent and gunmetal lace and button shoes, \$4.00 and \$5.00 value go at..... \$2.95
Girls' vici kid boots, good stylish comfortable shapes, McKay sewn soles, medium broad toes, low heels, sizes 8 to 10 1/2, for..... \$1.95
Children's shoes, a large and varied assortment in all weights, every style and size to select from, special \$1.00 and up.

Men's mahogany lace shoes, recede toes, Neolin soles and rubber heels, regular \$7.50, Saturday at..... \$5.95
120 pair men's gunmetal and box calf lace boots, good comfortable last, sizes 6 to 10, regular \$6.00, Saturday \$4.95
Men's heavy work boots, made of solid leather with heavy and medium soles, sizes 6 to 10, regular \$4.00 for..... \$2.95
Boys' box calf lace boots, in all substantial solid leather, splendidly made, sizes 1 to 5, regular \$4.00, Saturday \$3.00
Youth's shoes in box calf, in a good stylish shape, solid leather throughout, McKay sewn soles, sizes 11 to 13, regular \$3.50, Saturday..... \$2.50

ADVERTISING IS
SECRET OF THIS
FIRM'S SUCCESS

Gum Manufacturer who Spent More Money in a Local Paper Than Many of the Merchants in Same Town.

Wrigley's manufacturers of the famous Spearmint, Doublemint and Juicy Fruit Chewing Gum have just issued a unique circular to their retail trade which tells one of the most wonderful advertising experiences that we have ever read. Wrigley's Chewing Gum has been introduced to the public in Canada, almost exclusively by newspaper advertising. Their advertising was started in a list of between forty and fifty daily papers before a wheel was turned in their first small factory. Figures given in this circular show that Wrigley's is sold by more than 80,000 Canadian retailers, that it is advertised in 267 newspapers, magazines and farm papers from New Foundland to Vancouver. These publications have a total of 3,147,628 circulation each issue, which means 165 million Wrigley advertisements go out to the public yearly through these papers. With this tremendous urge, it is no wonder that the public has responded so heartily in buying Wrigley's Gum.

It is barely ten years ago that this message began to go out to the readers of the newspapers. Every year the sales have increased. Today the advertising is larger than ever and the selling cost less.

Recently a western editor made a comparison between Wrigley's advertising and the advertising of a local merchant. He published a statement in his columns to the effect that Wrigley's spent more money with him in a month than some of his local merchants in a year. Yet, his circulation was infinitely more valuable to the local man than it could be to Wrigley's. Wrigley's could only sell chewing gum. The local merchant has hundreds of other things to sell. The advertising of Wrigley's is needed to arouse interest to create the desire to buy, in order that the merchant may make the sale. Then he must deliver the good or the service which will induce the customer to come again. So with Wrigley's the chewing gum must be good or the customer does not wish another package. Wrigley's have wisely added good advertising to good chewing gum. They have told people that in Wrigley's the flavor lasts that it benefits the teeth and appetite and digestion and to "Chew it after every meal."

It seems to us such an advertising story as this is of interest to every reader of this paper, whether he wants to sell a stock of merchandise or a flock of chickens, whether he needs a page advertisement or a liner want ad. Advertising will help to sell goods, rent your house to or get you a job.

Stewart-Devis advertising Agency. S.M. Davis.

By a vote of 253 to 3 Shawinigan Falls, Que., voted in favor of wine and beer.

Benjamin C. Shepherd, a former resident of Brockville, died in California.

It is estimated that the Nipissing Mine, Cobalt, produced \$347,751 during the month of May.

Canada's national debt has run from \$40 a head in 1914 to \$270.

Emanuel Nemi was sentenced to be hanged on June 27 at Fort William.



PROMINENT CANADIAN OFFICER DIES.—Lt. Col. R. C. Windy, of Toronto, formerly of Quebec City and Oakville, Ont., who died at Toronto, from effects of an accident in 1918, aged 51.

THIN, FRAIL
FOLKS NEED
PHOSPHATE

Nothing Like Plain Bitro-Phosphate to Put on Firm, Healthy Flesh and to Increase Strength, Vigor and Nerve Force.

Judging from the countless preparations and treatments which are continually being advertised for the purpose of making thin people fleshy, developing arms, neck and bust, and replacing ugly hollows and angles by the soft curved lines of health and beauty, there are evidently thousands of men and women who keenly feel their excessive thinness.

Thinness and weakness are usually need more phosphate than is contained there is nothing that will supply this deficiency so well as the organic phosphate known among druggists as bitro-phosphate, which is inexpensive and is sold by A. J. Ross in Kitchener and most all druggists under a guarantee of satisfaction or money back. By feeding the nerves directly and by supplying the body cells with the necessary phosphoric food elements, bitro-phosphate, quickly produces a welcome transformation in the appearance; the increase in weight frequently being astonishing.

This increase in weight also carries with it a general improvement in the health. Nervousness, sleeplessness and lack of energy which nearly always accompany excessive thinness, soon disappear. Full eyes become bright, and pale cheeks glow with the bloom of perfect health.

CAUTION:—Although bitro-phosphate is unsurpassed for relieving nervousness, sleeplessness and general weakness, it should not, owing to its remarkable flesh-growing properties, be used by anyone who does not desire to put on flesh.

LEMON JUICE

FOR FRECKLES

Girls! Make beauty lotion for a few cents—Try it!

Squeeze the juice of two lemons into a bottle containing three ounces of orchard white, shake well, and you have a quart of the best freckle and tan lotion, and complexion beautifier, at very, very small cost.

Your grocer has the lemons and any drug store or toilet counter will supply three ounces of orchard white for a few cents. Massage this sweetly fragrant lotion into the face, neck, arms and hands each day and see how freckles and blemishes disappear and how clear, soft and rosy-white the skin becomes. Yes! it is harmless and never irritates.

TELL THE WORLD
THIS WOMAN SAYS

That Lydia E. Pinkham's Vegetable Compound made Me a Well Woman.

Los Angeles, Cal.—"I suffered with female troubles for years, was sick most of the time, was not able to do my own housework, and I could not get help from doctors. I saw Lydia E. Pinkham's Vegetable Compound advertised in the newspapers, and took six bottles, and am a well woman. You can use my name to tell the world the good your medicine has done me as I shall praise it always."—Mrs. A. L. DeVine, 647 St. Paul Avenue, Los Angeles, Calif.

Women who suffer from any form of weakness, as indicated by displacements, inflammation, ulceration, irregularities, backache, headaches, nervousness or "the blues," should do as Mrs. DeVine did, and give Lydia E. Pinkham's Vegetable Compound a thorough trial. For over forty years this famous remedy, which contains the curative, strengthening properties of good old fashioned roots and herbs, has been correcting just such ailments. If you have mysterious complications write for advice to Lydia E. Pinkham Medicine Co., Lynn, Mass.

PUBLIC SALE

HOUSEHOLD EFFECTS AND REAL ESTATE

The undersigned has received instructions to sell by Public Auction at 42 DeKay Street, Kitchener, on SATURDAY, JUNE 4TH, 1919 commencing at 1.30 o'clock p.m., sharp, the following valuable property, viz:

Household Effects
Quarrier oak Buffet, Dining Table, 6 Chairs (oak), Rug 10x13 ft., Library Table (fumed oak), Rocker, leather upholstered Setee and Chair, Rug 9x12 ft., "White" Sewing Machine nearly new, Brass Bed, Spring and Mattress, large oak Dresser, Carpet, Rocker, 3 small Rugs, 2 Iron Beds, Springs and Mattress, Dresser, Child's Bed, Stair Carpet, Medicine Chest, Combination Coal, Wood and Gas Range, Kitchen Table, 6 Chairs, 2 Baby Chairs, Lawn Mower, 50 ft. corrugated Hose, Washing Machine, Wringer, Clothes Basket, 2 Wash Tubs, Go-Cart, Jars, Baby Carriage, Verandah Chair, Verandah Rocker, Step Ladder and numerous other articles.

Real Estate
At the same time there will be offered for sale the property known as 14 Grove Street, City of Kitchener, consisting of a one and one-half story Brick Dwelling with conveniences and Barn. The property has a frontage of 60 ft. on Grove Street and a frontage of 120 ft. on Knox Avenue.

Terms
Cash. On Real Estate 10 per cent. cash on day of sale. Balance can be arranged on day of sale. For further particulars J. W. Davey, John Schneider, Auctioneer, Proprietor.

Neilson's Ice Cream

--at--

ROOS' BIG DRUG STORE

WILSON'S

"The National Smoke"

BACHELOR

The "extra" that go into this cigar—"extra" time in the ageing "extra" expense in the curing—"extra" care in the making. Sold on merit alone.

3 for 25¢

ANDREW WILSON & CO. TORONTO MONTREAL