ERNST'S—

A Thrilling Finish to the Manufacturer's Sale Of —Surplus Stock

Clothing, Furnishing, Shoes and Staple Dry Goods

Come on Saturday and buy your vacation needs and save from $5 to $10 on the purchase.

There are only ... entire stock of ... hats. The price ... below:

$3.50 shapes — Trimmed — Made hat ... $4.95

... tailored with all ... styles dictates in single ... style. A suit that may be ... next fall or next spring as well ... be full of style and good looks.

MEN'S $12.50 SUITS AT $7.95

Made of rich all wool blue and ... serge and worsteds in single ... double breasted models, coats ... in the prevailing length and ... tifully tailored throughout.

$15 AND $18 SUITS AT $10.95

These were the pick from one of the choicest stocks in the country and you would have to look far and wide to match them even at the former price, don't let them go by, come and look at them anyway to-morrow.

MEN'S TWEED TROUSERS AT $1.19

This lot comprises a splendid line of well made, nice fitting trousers in plain white and linen prints—latea cid working trouser come and get a pair at

MEN'S TROUSERS AT $1.98

Nobody ever saw a pair of trousers to equal those that sold for less than ... Come and see them and note the style and the splendid way they are tailored.

Don't Miss Boys' Clothing Bargains

Boys' Suits for $2.95

These are in the popular norfolk styles, splendidly made throughout, are excellent, no slipshod quality but firmly woven and hard wearing, sizes 21 to 30, regular $3.50 and $4 values on sale at

$2.95

Boy's 3 Piece Suits for $3.79

An elegant assortment of high grade three piece suits, in the imported tweeds and fancy worsteds, tailored and finished in a regular custom manner, every spot in the suit is reinforced that is subject to hard strain, sizes run from 28 to 34, regular $5 and $6 values on sale at

$3.79

Boys' Knickers or 59c

Fine, well made knickers from a reliable manufacturer, the balance of his stock, made of sturdy tweeds, that will wear and look well, regular 85c and $1 on sale at

59 cent

Cool Sailor and Russian wash suits, various checks and stripes, plain white and linen prints galatea braid trimmings in various styles for ages 3 to 7 years at

$1.00

MEN'S FURNISHINGS

Men's balbriggan underwear standard mase, shirts and drawers brown and natural color, regular 50c; sale price

39 cts.

MEN'S NEGLIGE SHIRTS 49c.

This is a special purchase that were made to sell at 75c. All the new bars stripes and figures all sizes splendid value at 75c, sale price

49 cts.

Men's wash ties all neat designs and up-to-date patterns, regular 20c for a clean up

12 1-2 cts.

Men's fancy vests, guarabteed washable in a beautiful showing of the season's newest effects, worth $2.50, to clear at

$1.50

Police suspenders. This suspender is the most populur among working men of every trade. During this sale you may secure a pair at

19 cts

Men's and youth's straw hats, booster and neglige? shapes, fine white Lanton braids stain and fancy silk bands, regular $1.25 and $1.50.

98 cst.

Men's summer hats, youth's soft hats, odds and ends, from regular stock lines in a number of different shapes and colors, sizes 6½ to 7, regular $1.50 Sale price

99 cts.

Leather belts for men and boys, well made and finished newest ideas in summer belts, regular 35c, and 50c, at

25 cts

Men's fancy half hose, French lisles and cashmere, all the newest shades are here in plain colors and stripes 35c, and 50c, for

25 cts

SOME SHARP CUTS ON FINE FOOTWEAR

260 pair of women's boots, laced and blucher, choice quality of genuine dongola kid, excellent new style, with extension sewn soles, best linings and well finished, sizes 3 to 7, regular $2 and $2.25, sale price.

$1.50

220 pair women's fine black dongola kid oxfords, blucher front, patent toe caps, extension soles and cushion heel, a neat fitting shoe, which will give good wear, sizes 3 to 7, regular $1.75, sale price

$1.25

100 pairs af misses fine black kid laced boots, well made and finished, flexible soles, suitable weight for summer, low heels, neat fitting style, sizes 11 to 2, regular $1.50, sale price.

98 cents

Two hundred pairs of good serviceable knock-about boots for boys, fine calfskin, made same style as men's, with hooks for lacing and black straps, solid leather, all through, sizes 8, 9, 10, 11, 12 and 13, regular $1.50, sale price

$1.19

220 pair of women's fine high grade oxford shoes, fine grade, patent coltskin, vici kid, dressy style in a blucher and laced goodyear welted and turn flexible soles, perfect in every respect, sizes 3 to 7, regular $2.50, and $3 sale price

$1.98

320 pair men's box call and dongola kid boots, blucher style, in excellent makes serviceable and neat extension soles, suitable for best or business wear, sizes 6 to 10, regular $2.50 and $3, sale price.

$1.69

200 pairs of men's boots, box call, vici kid, tan call, patent colt and call, with blucher kid uppers, blucher style, goodyear welt, all sizes, regular $4 and $4.50, sale price

$2.98

CANADIANS DOING WELL

Great Britain Leads In First Stage of Empire Match.

United Kingdom Team Stands First, Australians Second and Canada Third In the Opening Rifle Match at National Meeting — Crowe Has Highest Canadian Score—McInnes Does Well.

London, July 2.—The competitions of the National Rifle Association at Bisley opened yesterday, when the Empire Match was begun. It ends to-day. The trophy is given by the Australian Rifle Association, and is open to teams of eight. Shooting yesterday was at 200, 500 and 600 yards, to-day's firing is at 800, 900 and 1,000 yards.

The Canadian scores at 200 yards were: Crowe, 49; Forrest, 49; Freeborn, 49; Mitchell, 50; Morris, 50; McHarg, 50; Russell, 49; Steel, 47. Total 392.

Great Britain scored 392, Australia 390, Singapore 378, India 378.

At 500 yards the scores were: Crowe, 45; Forrest, 46; Freeborn, 46; Mitchell, 45; Morris, 49; McHarg, 47; Russell, 46; Steele, 48. Total, 372. Great Britain scored 385, Australia 380, Singapore 350, India 360.

At 600 yards the scores were: Crowe, 47; Forrest, 49; Freeborn, 44; Mitchell, 46; Morris, 44; McHarg, 41; Russell, 47; Steele, 46. Total 364. Great Britain scored 382, Australia 365, and India 322. The Singapore team retired.

The aggregates therefore are:

Great Britain	1,139
Australia	1,135
Canada	1,128
India	1,060

There were heavy showers during the match.

In the Freemantle Cup competition at 1,000 yards, Sergt. McInnes of the Canadians, scored 49, one below the possible.

Aeronaut Killed.

Muncie, Ind., July 2.—When the parachute in which he was attempting to come to earth after a balloon ascension at Albany, Ind., 12 miles northwest of Muncie, failed to open late on Thursday, Ray Bradley, 25 years old, dropped 1,500 feet and met instant death.

BASEBALL YESTERDAY.

The Eastern League.

Rochester ..... 0 0 0 0 0 0 1 0 0—1
Toronto ..... 1 0 0 0 0 0 0 2 *—3

Three-base hits—McDonald, Shaw. Hit by pitched ball—Alperman, Grimshaw. Struck out—By Rudolph 5, by Holmes 4. Bases on balls—Off Rudolph 2, off Holmes 4. Left on bases—Toronto 13, Rochester 6. Sacrifice hits—Fitzpatrick, Shaw, Alperman. Stolen bases—O'Hara, Moeller, Osborne. Time—1.35. Umpires—Halligan and Byron. Attendance—616.

Toronto ..... 0 0 0 0 0 0 0 0 2—2
Rochester ..... 0 0 0 1 3 1 0 0 2—7

Home run—Tooley. Two base hits—Batch, O'Hara. Sacrifice hits—Tooley, Spencer, Blair. Stolen bases—Moeller, Osborne. Bases on balls—Off Leftite 2, Struck out—By Leftite 5, by McGinley 2. Left on bases—Toronto 8, Rochester 2. Time—1.35. Umpires—Byron and Halligan. Attendance—3,000.

Buffalo ..... 0 0 0 1 0 0 0 0 0—1
Montreal ..... 1 0 0 2 0 1 0 0 *—4

Home run—Corcoran. Two-base hits—Demmitt 2, Cockill. Left on bases—Montreal 5, Buffalo 5. Stolen base—Williams. Sacrifice hits—Nattress 2, Cotter. Bases on balls—Off Merritt 4, off Burchell 1. Hit by pitcher—Williams. Struck out—By Burchell 5, by Merritt 5. Umpires—Murray and Finneran. Attendance—2,200.

Buffalo ..... 2 0 0 1 1 0 0 0 1—6
Montreal ..... 0 0 0 0 0 0 1 0 1—2

Three-base hits—Keefe, Demmitt. Two-base hits—Taylor, Williams, Cotter. First base on errors—Buffalo 2. Left on bases—Montreal 9, Buffalo 6. Double-plays—Keefe to Cockill; Corcoran to Deal; Taylor to Corcoran; Deal to Nattress to Cockill. Stolen bases—Starr, Kritchell. Bases on balls—Off Cheney 1, off Keefe 2, off Taylor 2. Hit by pitcher—Yeager. Wild pitch—Taylor. Sacrifice hit—Corcoran. Sacrifice fly—Starr. Umpires—Finneran and Murray. Time—1.40. Attendance—500.

Jersey City ..... 0 1 0 0 0 0 0 0 0—1
Newark ..... 1 0 2 0 0 0 0 0 *—3

Two-base hit—Johnson. Three-base hit—Zimmerman. Sacrifice hits—Hannifan, Kelly, Ganley, Esmond. Stolen bases—Meyers, Agler, Johnson. First base on errors—Jersey City 5. Struck out—By Manser 2, by Holmes 5. Bases on balls—Off Manser 2, off Holmes 2. Double-plays—Agler, Hearne and Loudon. Wild pitch—Manser. Left on bases—Jersey City 7, Newark 4. Umpires—Boyle and Slattery. Attendance—300.

Baltimore ..... 0 0 0 1 0 0 0 0 1—4
Providence ..... 0 1 0 0 0 0 0 0 0—1

Batteries—Sagle, Walsh, Sacrifice hits—Hoffman, Atz, Adkins, Nicholls. Double-play—Elston to Peterson. Struck out—By Adkins 1, by Barberich 1. Bases on balls—Off Adkins 3, off Barberich 5. Left on bases—Providence 3, Baltimore 6. Time of game—1.47. Umpires—Kelly and Hurst. Attendance—420.

National League Scores.

First game—		R.	H.	E.
Philadelphia	2 0 0 0 0 1 0 1 1	6	9	2
Boston	0 0 1 0 1 0 0 0 2	7	9	2

Batteries—Moren and Dooin; Goode, Brown, Rariden and Graham. Umpires—O'Day and Brennan.

Second game—		R.	H.	E.
Philadelphia	0 0 0 1 0 0 0 0 5	6	9	1
Boston	0 0 1 3 0 1 0 0 0	5	9	0

Batteries—Moroney, McQuillan, Ewing, Shettler and Moran; Mattern, Frock and Brooklyn ..... 0 3 0 0 0 0 1 0 0 | 4 | 10 | 1
New York ..... 0 0 0 2 0 1 0 0 3 | 6 | 6 | 1

Batteries—Scanlon and Bergen; Wiltse and Myers. Umpires—Johnstone and Moran.

St. Louis ..... 0 0 0 0 0 0 0 0 0 | 0 | 4 | 0
Chicago ..... 0 1 0 0 0 0 0 0 1 | 2 | 5 | 0

Batteries—Harmon and Bresnahan; Brown, Archer and Kling. Umpires—Rigler and Emslie.

Cincinnati ..... 2 3 0 0 0 0 0 0 5 | 4 | 5 | 0
Pittsburg ..... 0 0 1 0 0 0 0 0 1 | 2 | 8 | 4

Batteries—Suggs and McLean; Camnitz, Maddox and Gibson. Umpires—Klem and Kane.

American League Results.

First game—		R.	H.	E.
New York	0 0 0 0 0 0 0 0 0	0	7	1
Philadelphia	0 0 1 0 0 0 0 0 1	2	6	4

Batteries—Ford and Sweeney; Coombs and Lapp. Umpire—O'Loughlin.

Second game—		R.	H.	E.
New York	0 2 0 0 0 1 0 0	3	10	1
Philadelphia	3 0 0 0 0 1 0 3 *	8	8	3

Batteries—Quinn, Manning and Mitchell; Plank, Bender and Donohue. Umpire—O'Loughlin.

Chicago ..... 0 0 0 0 0 0 0 0 0 | 0 | 5 | 1
St. Louis ..... 0 0 2 0 0 0 0 0 0 | 2 | 7 | 2

Batteries—Walsh, Peck and Sullivan; Pelty and Killifer. Umpires—Dinsen and Connolly.

Cleveland ..... 1 1 3 0 1 0 2 x — 8 | 15 | 0
Detroit ..... 0 0 1 0 0 0 1 0 1 — 3 | 8 | 1

Batteries—Bunkerburg and Easterly; Willett, Stroud and Stanage. Umpire—Evans.

Washington ..... 0 0 0 1 0 0 6 1 x — 8 | 9 | 1
Boston ..... 1 0 0 0 0 0 0 0 0 — 1 | 9 | 2

Batteries—Johnson and Street; Smith, Arellanes and Kleinow. Umpires—Egan and Perrine.

"Now, Professor, you have heard my daughter sing, tell me what I ought to do with her!"

"Sir, if I told you what you ought to do with her, the law would hold me as an accessory."—Houston Post.

You Can Thoroughly Enjoy

your smoke, if you'll smoke hand made. It's the best. Not what we say, but what others say. Try it yourself.

"LEMBKE"

THE CIGAR MAN.
NEXT DOOR WALPER HOUSE.

A gentleman was standing in the lobby of one of Birmingham's leading hotels when some one made a remark about it being so easy to get a little "wet refreshments" in the Magic City. The young man said, "I have been in Birmingham for nine days and I have never found that wet spot yet, and I want to tell you I have looked for it, too."

The "never sleep" negro porter of this hostelry had become interested in the conversation, and advancing close enough to the speaker to tip his cap, politely asked this question: "Boss, where is you been stopping since you come to town—in de cemetery?"—Birmingham News.

GRAND TRUNK RAILWAY SYSTEM

MAIN LINE.

Going West.

Leaves Berlin	Leaves Toronto
*1.20 a.m.	*11.00 p.m.
9.08 a.m.	7.00 a.m.
*11.20 a.m.	*8.30 a.m.
3.30 p.m.	1.00 p.m.
6.15 p.m.	3.40 p.m.
8.18 p.m.	7.00 p.m.

Going East.

Leaves Berlin	Arrives Toronto
*3.28 a.m.	*7.45 a.m.
8.12 a.m.	10.15 a.m.
9.54 a.m.	12.35 p.m.
*3.20 p.m.	*7.45 p.m.
7.45 p.m.	10.00 p.m.
(From Waterloo only.)	8.10 p.m.
9.18 p.m.	7.45 p.m.

WATERLOO AND ELMIRA LINE.

Leaves	Arrives
9.10 a.m.	8.10 a.m.
11.30 a.m.	
3.40 p.m. (To Waterloo only.)	2.30 p.m.
6.30 p.m.	

THE Grand

The Latest in Motion Pictures and Illustrated Songs.

Tonight

PICTURES
"Auntie at the Boat Race."
"Pyrenees."
"Only a Faded Fower."

EVERY EVENING AND SATURDAY AFTERNOON

5c 5c

Star | 10c

THEATORIUM 5c

To-night's Bill

STAR

Brown & Co.
In a comedy sketch.

PICTURES.

The Danger line.
Child of the Sea.
Stolen Fortune.

Theatorium

PICTURES.

The Cowpuncher's Ward.
Princess and the Peasant.

Go-Carts and Baby Carriages at Factory Prices

We are going to sacrifice the price of every Go-cart and Baby Carriage in our establishment in order to clear them out in a hurry. This is ideal weather for baby's outing and the price concessions at which they are marked should tend to make a quick clearing.

THE SIMPSON WAREROOMS

King Street, West
WE DO UNDERTAKING.
'Phone 37
Night Phone 653

No Substitute for Newspaper Advertising

Advertising pays if the man that has something to sell so regulates advertisement as to convince the people that it is worth buying. All substitutes of newspaper advertising can be easily avoided or disregarded by the people the advertiser tries hardest to attract, the man or woman that can afford to buy. They do not stand gaping at bill boards, they do not bother with circulars in the mail because they are too ... but their old friend, the newspaper, is taken into the inmost privacy of the family circle, it is discussed at the breakfast table and at the office, it is read at leisure in the evening, and its pages are scrutinized by the interest born of long habit and discriminating taste! An advertisement in that newspaper goes into the family circle and cannot be ignored. It is welcome because it is a part of something else that is welcome, and it goes there at the very time when the occasional domestic council takes place. There is no substitute for newspaper advertising except loss of business.

IN POLICE CIRCLES.

The holiday passed off unusually quiet, only two drunks being taken into custody. A Galt man was discharged, for, as the magistrate put it, it was a hot day yesterday.

There were three vagrants taken into custody on Thursday evening by Chief O'Neill and Constable Huehnergard. The charge is vagrancy and trespassing on the G. T. R. tracks. They were remanded until Monday.

Robert Tane, who is charged with a serious offence, was remanded until Wednesday.

George Lawrence a helpless old man who was taken into custody last week and was remanded to jail this morning was given transportation to Stratford.

The owner of the dog which bit young Robert Seibert last week was fined one dollar and costs in the police court.

Chief O'Neill was in Toronto over the holiday and this morning, and P. C. Walker is acting chief.

NEW PASTOR AT TRINITY.

Rev. H. Crews of Guelph, who has accepted the call of the Trinity Methodist church, will arrive this evening and take charge of the pastorate on Sunday. He will conduct his initial service here to-morrow. Owing to repairs being made to the parsonage, Rev. Mr. Crew's family will not take up their residence here until the latter part of next week.

BORN.

IDE. In Berlin, on June 27th, to Mr. and Mrs. Car, Ide, a son. Congratulations.

WOOLNER—In Berlin to Mr. and Mrs. Anson Woolner 274 Frederick street, a daugter.

CUSTOMS RETURNS.

The customs returns for the month of June again show an increase. The receipts amount to $17,266.66 as compared with $15,389.28 for June of 1909.

VITAL STATISTICS.

The vital statistics as registered at the Town Hall during the month of June are larger than usual. It was a busy month for Cupid.

Births 35.
Marriages 26.
Deaths 34.

PIUNICKED AT FREEPORT.

The members of the Alma street U. B. church spent the holiday along the Grand River, Freeport. They had a delightful outing.

VERY SERIOUS RACE RIOTS

SIX NEGROES HAVE BEEN KILLED AND WHITES ARE LOOKING FOR MORE.

LATTER ARE HIDING IN THE WOODS.

(Special to News Record).

Mendenhall, Miss., July 2.—Race riots between whites and negroes in Simpson County were renewed early to-day.

Six negroes have already been killed and armed white men are looking for more.

The trouble began last week when a young white farmer was badly beaten by two negroes.

The negro section is deserted today and hundreds are hiding in the woods to escaue their pursuers.

XXXXXXXXXXXX XXXXXXXXXXXX

IT'S SOME WARM.

The thermometers to-day around town registered from 88 to 94 degrees—in the shade and there are reports of 98 being reached in the sun.

XXXXXXXXXXXX XXXXXXXXXXXX

MR. AND MRS. V. K. SCHMIDT BEREAVED.

The death occurred on Thursday afternoon at 64 Wilhelm street of Carl Wilhelm, son of Mr. and Mrs. V. K. Schmidt, aged 11 months. Death was caused by an attack of pneumonia, and brain fever.

The funeral will be held on Sunday at three p.m. from the family residence to Mount Hope cemetery.

THE PRESTON SWIMMING BATH

There are not a few young men and boys of town who make regular weekly trips to the Preston Springs for a plunge. The proposed swimming pool of Mr. G. Delius, secretary of the Park Board, is a good idea and would certainly meet the approval of these young men and many others.

BLUE LABEL LEAGUE STILL BOOSTING

ANNUAL MEETING HELD HERE ON THE HOLIDAY.

The annual convention of the Blue Label League was held in the Trades and Labor Hall yesterday. Toronto, London, Stratford, Hamilton, Brantford and Berlin were represented. It was decided to carry out the advertising of the blue label as before. That is, it will be done by sending out the large calendars and by hotel advertisements and large signs along the railroads.

The election of officers resulted as folows.

Pres. Jos. McCarthy, Toronto.
1st Vice-Pres.—Leo. Coyle, St. Catharines.
2nd Vice.—S. Wellheuser, Berlin.
3rd Vice.—Chas. Meaden, Hamilton
4th vice —Wm. Hyslop, London.
5th vice.—Jos. Heintzman, Stratford.
6th vice.—Frank Moser, Brantford.

The next meeting will be held at London on July 1st, 1911.

Mr. George Bott went to Cleveland on Thursday to visit his sister, and from thence goes to Akron Ohio, to visit his son.

NEW BILLIARD ROOM.

Mr. C. Thiel, who recently sold out his pool and billiard room, has leased the premises on the second flat in the W. Knell block and will shortly open up an eight or ten table pool and billiard room.

HELD THEIR PICNIC.

The Cochrane foundry held their picnic on the holiday at Bridgeport, and a feature of the outing was a game of baseball between the machine hands and the fitters and moulders. The former won by a fair margin.

DEATH OF ALEX. GOLE.

The death took place on Friday of Mr. Alex. Gole, of Erin, a well known general merchant. He was a brother of Mrs. W. G. Cleghorn, Berlin, who with Mr. Cleghorn, will attend the funeral at Elora, on Monday. Dr. H. M. Gole, a brother of the deceased, is in town from Bay City, Michigan, on his way to attend the funeral. The late Mr. Gole was 59 years old, and leaves a widow.

NOTICE.

The lady dressed in pink who took the spoons from Tyson's ice cream parlor on Friday night is asked to return them and save further trobble.