

TO OWN
OF A
THOUT A
ALL
NDELL
between the
is not so
ence in their
MARSHALL &
is out prom-
and of the
KTH at the
AT
anless
St. W.
Ont

Doubt
"Berendsin" re-
and guaranteed
on earth.
unexcelled and
accuracy is spreading
estimonials prove
ficiency.
cures in 1 day:
cough, Bronchitis,
cures positively:
St. Kidney trou-
bles, \$3.50.
or order direct

SS CHEMICAL
NY
at: 100, Ont.
la and U. S. A

ES,
berries,

our fancy Black
ur and large red
daily, at lowest
us this will get
your berries. Get your
ber box 15c
CHEESE.

it's better than
ESE.

and, and specially
farmers' cream
CHELL

"ANT
CE
W. Hill

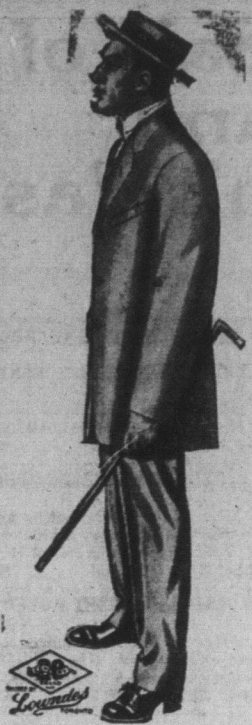
Medicine Man
on Indian Re-
Berlin on
1th, 1911

Rheumatism,
aints, Asthma,
Diseases, Dia-
and all other
dian herbs -
icine sold by
s given up by
vited Patients
ther doctors
ation free. Ad-
-transford, Ont.
ed incurable
o these simple

New York.
Determined to
for a safe and
the fourth, fire
heads declare
for safety and
ed in this city

to fireworks or
on sale within
and those who
outwit the au-
supply elsewhere
for safety and
tistent that
owder will be

Pen.
thur Williams,
do, who escap-
in penitentiary
Saturday, was
ing man-hunt-
will not hold



Don't You Believe It!

Many men pretend that they are not interested in the good clothes question. They'll tell you that any kind of a decent fitting will do. Well, they are only pretending. Truth to tell most men are nearly as much interested in their clothes nowadays as women are. Some of them are just as hard to please as women and just as particular. We know this to be a fact and that's why we handle 20th Century Brand garments.

Ernst's

OUR SMALL PROFIT SYSTEM IS A GREAT SUCCESS

NOTICE is hereby given that a special meeting of the shareholders of the Peoples Railway Company will be held at the Head Office Number 65 King St. West, in the Town of Berlin, in the County of Waterloo, in the province of Ontario, on Monday the Seventeenth day of July A. D. 1911, at the hour of two in the afternoon for the following purposes:

- (1) To create and make preference stock of the Company bearing 6 per cent dividends such stock to be to the extent of 25 per cent of the capital of the Company from time to time authorized.
- (2) To confirm a by-law of the Board of Directors of the Company determining the terms of the preference stock of the Company.
- (3) To authorize the issue of bonds, debentures, perpetual or terminable debenture stock or other securities for the borrowing of money on behalf of and for the purpose of the Company and to authorize the securing of all bonds, debentures, debenture stock or other securities by a mortgage or mortgages, charge or charges or other encumbrances upon all or such parts of the property assets, rents and revenues of the Company, present or future or both as may be described in such mortgages or charges, such bonds, debentures, debenture stock or other securities to be for such amounts not exceeding those authorized by the Acts relating to the Company as may be from time to time determined by by-law of the Board of Directors of the Company. The terms, covenants and conditions of such mortgages or charges to be such as may be determined by by-law of the Board of Directors and agreed upon by the parties making advances to the Company from time to time and also to confirm any by-law for any of such purposes as may be passed by the Directors of the Company prior to such special meeting.
- (4) To confirm and ratify contracts entered into for the construction of the works of the Railway or parts thereof.
- (5) To confirm and ratify the proceedings, contracts and agreements heretofore had and made on behalf of the Company and also the minutes of all proceedings of the Company had prior to such special meeting.

THE PEOPLES RAILWAY CO.,
per G. A. Wanless,
Dated Berlin, 25th of May, 1911.

THE MAN WHO WIRES YOUR HOUSE

for electricity places at your command a hundred comforts and conveniences.

TELL US TO SEND HIM

If you are inclined to delay just come and see how the wiring will enable you to do almost anything from curling milady's hair to doing all the spring housecleaning. That should decide you if you live in this age.

HEAT RECORD BROKEN

Toronto and Hamilton Reached 103 Degrees Yesterday.

Widespread Heat Wave Which Grips Central Part of the Province Is the Greatest in History - London Reaches 102-Two Deaths and Ten Prostrations Occur in Toronto-New York State Suffers; Ten Are Dead.

Toronto, July 4.-The record temperature of 101.1 degrees on Sunday received a knockout blow at 2.30 yesterday afternoon, when the mercury at the meteorological office registered 103.3 degrees in the shade. This is a new high-water mark for local temperatures and surpasses anything the observatory officials have either seen or read about in the history of Toronto.

From all over Ontario the official reports show that temperature records have all been broken everywhere. At London, Ont., the thermometer yesterday pointed at 102 degrees, while an immense area south and southwest of the great lakes showed a temperature of 100 degrees and over, at every place heard from. The most remarkable feature of the present heat wave is the enormous range of territory affected by it and the abnormal length of time the excessive heat is persisting.

Thousands of Torontonians again spent the greater part of the night out-of-doors. All along University avenue, whole families lay asleep on the grass, and round the City Hall terraces scores of people were stretched out trying to snatch a few hours sleep.

The streets through "the west" were crowded with men, women and children, in "undress" uniform, sitting or lying anywhere, and everywhere. It was an out-of-door community, the houses being practically deserted.

A number of foundries closed down yesterday, as it was too hot to permit of employees working.

Two deaths occurred yesterday, more or less directly attributed to the excessive heat: Three are in hospital suffering from severe sunstroke, two cases being critical, while at both St. Michael's and Grace Hospitals several more or less serious prostrations were reported as having been brought in during the day.

Mrs. Charlotte Creswell, 30 St. Mary street, was found dead in her bed at her home by her daughter.

Mrs. J. Ward, 1947 College street, was found dead in the bathroom there. Death is said to be due to heart failure induced by the oppressive heat.

Ten prostrations from the weather were recorded at the city hospitals. Hamilton Factories Close.

Hamilton, July 4.-Not satisfied with his record-breaking stunt of running the temperature up to 102 in the shade here Sunday, Old Sol surpassed himself yesterday, and when he retired his day's work here he left a mark of 103 in the shade. And nobody doubts yesterday's record.

The temperature was appreciably warmer than it was on Sunday, and everybody suffered from the heat. The police ambulance was called out yesterday afternoon by a man being overcome with the heat on King street, but before it arrived the man had been taken away in an automobile. Some of the factories closed down on account of the torrid weather and everyone busied himself with keeping as cool as possible.

Ninety-Three at Montreal Sounds Cool Montreal, July 4.-The heat wave which has been passing over Ontario reached here yesterday undiminished and sent the mercury soaring away above the figures set up Sunday.

At 1.30 o'clock, the thermometer at the McGill Observatory, situated in a cool and shady nook on the mountain side, registered 89 degrees. In the sun over 100 degrees was common, while in the city proper, thermometers in the shade climbed close to the century mark. Several prostrations are reported.

At the Hotel Dieu, an unknown man lies in a critical condition as a result of the intense heat.

And They Call That Hot!

Kingston, June 4.-The temperature received officially in Kingston during the past two days was 82 degrees, according to Queen's observatory report.

One Death in Ottawa.

Ottawa, July 4.-As a result of the intense heat Matthew Matzow, hygienist inspector, died yesterday. A Dominion policeman found him lying unconscious on Lover's Walk below Parliament Hill.

Oppressive Weather in New York.

New York, July 4.-The siege of oppressive hot weather continues throughout New York State.

To the maximum of 94.5 degrees, which the heat wave officially reached here Sunday, 31.2 degrees were added by yesterday's maximum of 98, recorded by the heat of the day.

Lives which succumbed here in Sunday's torrid tide, as many more were added yesterday, while the list of prostrations officially reported ran upwards of a score. In Herald square the bulbs registered 105, while the glass on The World Building marked 110.

Up-state points reported similar woe. At the Cornell weather station in Ithaca, a temperature of 101 degrees, the highest since the station was established thirty years ago, was officially reported.

Breaks the Record.

Newark, N.J., July 4.-Yesterday was four degrees hotter than any other recorded here since the weather bureau was established. The official thermometer stood at 103 at 3 p.m., while bulbs on the street registered 111 degrees. Eight deaths and scores of prostrations were reported last night.

Mills Shut Down.

Pittsburg, July 4.-The thermometer was "going up" all day, starting at 4 a.m., when it was 78, and touching the high point of 97 at 3 p.m. Between 4 and 5 p.m. there was a slight recession, but at 5 p.m. the mercury touched 97 again.

Meantime, in the Government weather kiosk on the street the temperature hovered about 105. Many prostrations and deaths are reported, the

Don't try to look a gift horse in the mouth. The animal may be vicious.

Things aren't necessarily wrong be-

THE HEAT AT CLEVELAND.

Net of drownings in particular being a very long one. Many of the mills are beginning to shut down because of the danger of the ironworkers collapsing in the unbearable heat.

Cleveland, July 4.-The heat record for the summer was broken here yesterday, when between 5 and 6 o'clock yesterday the maximum weather bureau temperature of 104 was registered. At 2 p.m. the kiosk temperature was 102. A number of prostrations were reported.

Broke the Thermometer.

Troy, N.Y., July 4.-Yesterday was the hottest July 3 in the history of the city, the thermometer registering 103 degrees in the shade and in the sun the mercury ran as high as 120. Several thermometers exposed to the sun were broken, the mercury reaching the highest point marked on the dial and then bursting the tube. There were several prostrations.

THE TELEGRAPHIC BRIEFS.

The seamen's strike is nearing an end.

Mr. Samuel J. Fox, M.P.P., died at Lindsay.

The House of Lords discussed the veto bill yesterday.

Bernard Shapiro and Elias B. Shapiro, tried for conspiracy to defraud their creditors, were yesterday honorably acquitted by Judge Langelier at Montreal.

Pietro Cisco, an Italian, aged 66, was drowned last evening at the Soo, while proceeding from construction work there to the dock, in company with 11 other laborers.

The fires in Poreupine district broke out again yesterday. At the Dominion Extension mine a force of men had to descend into the shaft to save themselves from the flames.

The Canadian Boley team is now happily established at the Canadian Pavilion. It arrived so late, in charge of Major Barland, that it had to spend the night in London.

Five thousand and eighty-one signatures have been appended at the Soc to the petition to save Mrs. Neapolitana from the gallows. The petition was forwarded to Earl Grey yesterday.

Sir Wilfrid Laurier and the Coronation troops have sailed from Liverpool. When nine miles out of Olcott Beach, N.Y., Sunday the steamer Olcott of Toronto picked up a body floating in the lake. It was much decomposed and was taken aboard and into Olcott.

Warned by Disaster.

Montreal, July 4.-Aroused into activity by the collapse of the King Edward Park wharf a week ago, the authorities are now taking great precautions to prevent any disaster through overcrowding among the pleasure-seekers who visit that amusement resort.

Under orders from the Department of Marine and Fisheries, inspectors have been placed on the wharves and at the gangways of the ferries, and these refuse to allow the officers of the ferries to carry at a trip any more passengers than they are registered to carry.

In the past vessels had been carrying hundreds more passengers each trip than the figures in the records regarding their capacity indicated.

Both Parties Refuse.

Banff, Alta., July 4.-At a meeting of the conciliation board, held yesterday, both parties positively refused to accept the proposals of the Conciliation Board, made Saturday afternoon and made public yesterday morning. The operators submitted a brief written rejection of the proposals, stating that they contained terms and conditions to which they could not assent.

Mr. Stubbs, on behalf of the miners, said they had no written statement to make, but were ready to state verbally that the miners workers could not consider the offer made in any way as a basis of agreement.

\$50,000 For Queen's

Kingston, July 4.-Dr. James Douglas of New York, a trustee and graduate of Queen's University, who promised to give the university \$50,000 provided it was freed from church control, has sent the registrar of Queen's a check for that amount. His donation is the endowment of a chair in colonial history. William H. Grant, son of the late principal, is professor of this department, which is the first of its kind in Canada.

Kingston Held Holiday.

Kingston, July 4.-Monday was a holiday in Kingston, which preferred to keep that day in honor of Dominion Day. Horse races and a baseball match were held in the fair grounds by the United Roman Catholic societies. Although the mayor had proclaimed Monday as a holiday, the civic treasury department was unable to observe it, as the banks had their holiday on Saturday, and the Monday holiday was not legal.

Died in House of Industry.

Brookville, July 4.-James Winkworth, at one time an accountant in the Bank of England, died at the Athens house of industry, where he had been an inmate since the opening of the house. Previously the old man had taught school in various sections of Grenville County. Owing to advanced age and having no home or friends he entered the House of Refuge.

Side Swipe Killed Two.

Philadelphia, Pa., July 4.-Two persons were killed and seventeen others injured when a Penna Railway train from Broad Street Station for Atlantic City sideswiped the Atco local at Locuston, 15 miles below Camden.

The accident was due to the mistake of the brakeman of the Atco train, who threw the cross-over switch instead of the siding switch.

Fell 14' Feet on His Head.

Port Arthur, July 4.-Richard Parent, a bricklayer in the employ of the Canadian Pacific Railway at Jackfish, was instantly killed on Saturday by falling from a bridge and striking his head against a boulder. He was a native of Quebec and was 34 years of age. He leaves two brothers at Chateaufort, Ont.

Any advertisement, which offers a genuine money saving opportunity,

Slice one banana for each person; place in a dish and cover with Corn Flakes; serve with milk or cream and sugar.

Sliced Bananas with Kellogg's TOASTED CORN FLAKES 10c. per pkg.

EVERY WOMAN SHOULD READ THIS LETTER ABOUT

St. Lawrence Sugar

Laboratory of Provincial Government Analyst.

MONTREAL, 22nd February, 1909.

I HEREBY CERTIFY that I have drawn by my own hand ten samples of the St. Lawrence Sugar Refining Co's EXTRA STANDARD GRANULATED SUGAR, indiscriminately taken from four lots of about 150 barrels each and six lots of about 450 bags each. I have analyzed same and find them uniformly to contain 99-99/100 to 100 per cent of pure cane sugar, with no impurities whatever.

(Signed) MILTON L. HERSEY, M. Sc. L. D. Provincial Government Analyst.

The St. Lawrence Sugar Refining Co. Limited MONTREAL

How Much Is a "Regular Customer" Worth to Your Store?

Suppose you could BUY 100 additional REGULAR CUSTOMERS during the next week or two—customers who, for years and years to come, would make a MAJORITY of their purchases of goods in your line at YOUR STORE? What would each of these 100 customers be WORTH to you?

It is, we think, quite likely that if such an investment were possible you'd eagerly pay TWICE AS MUCH as it would cost to secure these 100 REGULAR CUSTOMERS through an advertising campaign big enough and aggressive enough to really make people ACQUAINTED with your store!

WHENEVER AND WHEREVER THE WIND BLOWS You need matches that won't go out.

MR. SPORTSMAN!

Before you go on that fishing trip be sure you get some "Eddy-stone Torches," the matches that don't go out.

There's a windy day and a rainy day match for your vest pocket.

Always, Everywhere in Canada, Ask for Eddy's Matches.

The Edestone Torch defies wind or water—can't be blown out—is a sure light in rain. Can be dipped in water and will relight instantly on being withdrawn.

The Match for The Sportsman, The Soldier, The Engineer, The Sailor, The Camper, The Man who owns a Motor Car or Boat.

Everyone who lives much in the open Uses EDDY'S TORCHES and EDDY'S FLAMERS.

If You Employ People

You are buying EFFICIENCY—or, more properly speaking, you are PAYING for efficiency. Do you GET IT? Or, to some extent, do you pay for efficiency while getting INCOMPETENCY? Can ANY business enterprise PROSPER under such circumstances—can it even SURVIVE? To some employees—perhaps to you? A CAMPAIGN OF "HELP WANTED" ADVERTISING IN THE RECORD IS AN IMMEDIATE BUSINESS NECESSITY!

Coffee

From this store is guaranteed to give absolute satisfaction. Try a pound when next you need some, from 20c to 40c, and fresh roasted daily at that.

Try also our fresh teas; they are bound to please.

We also handle starch, soap, Dutch Cleanser and many other articles which are useful in the kitchen.

Imperial Tea Co.

Oh You

"Coney Island" &

"Berlin Beauty"

These are the best in the house and can not be gotten all over the city. If you have never tried them, come in and try them. We also have a full line of different fruit flavored Sundae and Sodas. Give us a call.

T. Eagan

HELLO! HOW DARE YOU!

You've been to my tailor. I see that you are trying to rival me in everything. I know the temptation was too much for any man to resist.

THAT'S THE SORT of recommendation that usually passes from one of our customers to another. Nothing is said about the price. That's the secret part of the thing.

Geo. Hoelscher

Merchant Tailor

39 King St. East Upstairs

There Are Still Some Uncertainties Of Course!

If you knew that by ten insertions of a one-inch ad you could positively sell your property at a fixed price, you'd pay a high advertising rate for those ten insertions—wouldn't you?

If it's not such a certainty as that, of course! But, so far as anything can be certain, you may be sure that a reasonable amount of advertising will sell your property—and that the final cost of the advertising will be on

True Want Ad