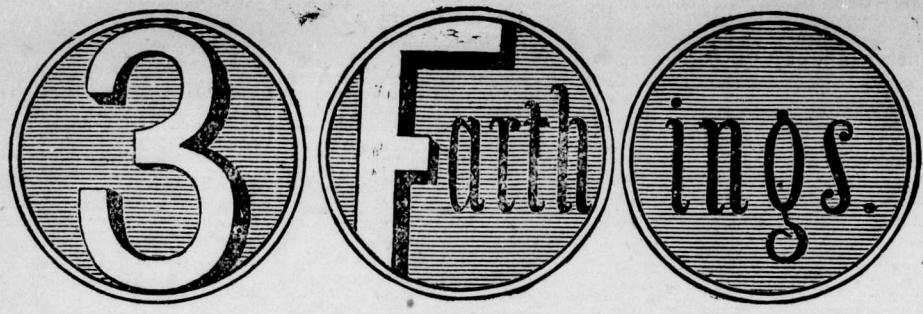


Saturday, August 4th.

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It is a well known fact that a great many people do their shopping on Saturdays, and for that reason we make special prices on many lines of Goods in every department for that day.

SATURDAY BARGAINS

Three Dozen Linen Tray Covers and five o'clock tea Cloths, direct from Belfast, Ireland. Fine Satin Double Damask, with heavy hem-stitched fancy drawn work edges, special all new Goods, at 4, 5, 50, 60, 75, 1.00, \$1.25 and

4 Dozen English Marseilles Quilts, in 10 and 11 quarter sizes, new patterns and excellent qualities; the finest bed spreads ever shown in Aylmer for the money. Prices, \$1.00, \$1.25, \$1.50, \$2.00, and up to \$5.00

1 Case of Imported Dress Goods, including black and blue, Vicunas, home-spuns, Venetians and Box Cloths, just the thing for tailor-made, Dresses, prices 54 inch wide, 50, 75, \$1.00 and..... 1.25

About two dozen Gowns, Corset Covers and Skirts, slightly soiled from handling at about half price; also about 25 pairs of Children's Drawers. These are all considered good value at 25c. You can have them on Saturday at..... 10c per pair

Hat Special No. 1—One table of Ladies' and Children's trimmed Hats: goods that were formerly sold at \$1.50, \$2.00 and..... 2.50 Our price on Saturday 50, 75 and \$1.00.

Hat Special No. 2—One table of untrimmed Hats including Dress Shapes, Sailor Turbans, Flops; Goods that usually sell from 25c. to 75c. each. Your choice on Saturday for..... 10c

Our bargain counter was besieged with buyers on Saturday last. We still have about fifty Table Cloths to sell at greatly reduced prices; also remnants of Toweling, Cottons, Cambric Dress Goods, &c. It will pay you to examine these Remnants before leaving the store.

Shirt Waists—We are clearing out our Waists at reduced prices. We will sell all of our \$1.00 and \$1.25 Shirt Waists at 69c. on Saturday.

A Big Print Sale on Saturday

Last Saturday was Muslin Day. Next Saturday we will put on sale five hundred yards of Print, including Indigo Blue, Pink, Greys, Light Blue; goods worth 10 to 12 1/2c. per yard. Its certainly like finding dollars to be able to buy Prints at the prices we're going to sell them. They will be on exhibition in our west window on Thursday morning, but the Goods won't be sold until Saturday morning. We open the store at 7 o'clock; would advise your coming as early as you can, and get first choice. The price is..... 5c. per coming

- You can buy 15c. fast black Stockings for 10 cents.
You can buy 50c. Summer Corsets for 35 cents.
You can buy \$1.75 White P. K Skirts for \$1.00.
You can buy 12 1/2 and 15c. Scotch Gingham for 10 cents.
You can buy Ladies' Wrappers at Bargain prices on Saturday.

Our Mr. G. A. Harris left for New York on Saturday last, where he intends taking a thorough course in Ladies' Jacket and Suit cutting in one of the largest and best Ladies' Cutting Schools in America.

3 FARTHING'S

The Bargain Store.

The Busy Store.

PT. BURWELL AND BACK.

BY THE AYLMEER CRANK. After an Aylmerite has once tasted the fascinations of a lake shore resort at Port Bruce he plumes his wings for further flights, and the next best resort which he patronizes is Port Burwell. I am one of those unfortunate persons who do not possess enough money to hire a rig, who are too proud or stupid to borrow one, and who do not feel that nature's tandem would hold out for the necessary length of time, even though my impediment, like those of the great Lord Clyde when he was ordered off at a day's notice to the Crimea, were only a clean shirt and a toothbrush. I had, therefore, to go by rail. As it happened, I might have walked the distance with the necessary rests, and the equally necessary (liquid) refreshments, in less than the five hours it eventually took me. If I could have gone by rail all the way without change, and taken five hours to do it, I might have grumbled, but I would not have had to undergo the painful process of being disillusionized. I had to change cars at Tilsonburg, and it was here that the above-mentioned painful process was begun and completed. A compulsory stay at that town is one of the best contrivances for appreciating any other place on the earth's surface. Under any circumstances, I should describe it as a deadly lively place, but as it happened to be the citizens holiday, and every place was closed, I could not pass my time by wandering into any of the stores and comparing them with those of Aylmer. What I saw of them afterwards was not such as to make me blush for those of our town. The width of the main street, on which I understand the citizens pride themselves, has only the effect of dwarfing the houses lining it. As I loafed about I was wondering whether the town possessed any manufactures when I came upon what I at first took

to be a rope-walk, but which I shortly discovered to be presumably the park with a band stand at one end of it. Farther on I saw what I supposed to be a large flour warehouse, but a closer and an upward inspection enabled me to read on the front wall the awe inspiring words "town hall." I cannot be sufficiently grateful to a kind Providence for intervening and deciding for me when I was undecided myself as to making my home in the delightful little town of Aylmer. Well, I did at last reach Port Burwell, and found my way to the Iroquois, which proved to be in every way a pleasant and comfortable resting place, good meals, pleasant rooms and moderate charges. The adjoining woods is a most excellent camping ground, and our local military troop were enjoying their outing here. It is a pity that the local train cannot be run with less inconvenience to visitors from the west. The village itself is, at present, seen at a disadvantage. It has not yet recovered from the serious fire, which swept away nearly every house on the main street, but it is rapidly rising like a Phoenix from its ashes. The new buildings will make its appearance more attractive than it was before. That it will ever attain the prosperity which it enjoyed many years ago is doubtful, in spite of the large sum of money which is being thrown into the water under the impression that the harbor when made will prove a mine of wealth to the locality and to the country. Still, "it is an ill wind that blows nobody good," and the money spent there is helping to keep a few favored Grits, though whether or not that is to be regarded as a blessing is an open question.

Having spent all my money and all my leave of absence I returned again by rail, and had again the privilege of stopping for about another three hours at Tilsonburg. Finding that I would have to walk a mile and a half out into the country, up a dusty hill,

to catch the Wabash train, and that, therefore, I would not have time for the regular supper at a hotel, I entered a confectioner's and asked for some refreshment. I was informed that I could buy myself on cookies and cold water. Now, my wants are few, my tastes are simple. I can even worry along on champagne and lobster salad, which I heard one of our young ladies say was the proper thing for supper, but I do draw the line at cold water. I walked out without a word, for there are times when one's thoughts are too big for utterance, and this was one of them. I would be afraid ever to venture into Tilsonburg again, but I intend to shave off my beard and take two glasses, rose-colored ones, so that when I re-visit that town I may be able to see things in a different light.

There is one thing in which Tilsonburg beats Aylmer, and that is its splendid system of waterworks, for which it has to thank the enterprise, not of a town council, but of one man. When will the people get tired of and sweep away municipal moonshine?

FALL FAIRS.

Table listing various fall fairs with dates and locations: East Elgin, Aylmer, Sept. 18-20; Industrial, Toronto, Aug. 27-Sept. 3; Western, London, Sept. 6-15; Southern, Brantford, Sept. 15-22; Central, Guelph, Sept. 18-20; Best Middlesex, Stratford, Sept. 17-19; Bayham Central, Stratfordville, Sept. 26; Panikillen, Petrolia, Sept. 25-26; North Brant, Paris, Sept. 25-26; Haldimand, Cayuga, Sept. 25-26; North Oxford, Woodstock, Sept. 26-28; Southwestern, Essex, Sept. 25-27; Union, Springfield, Sept. 28-29; Tilbury, Cumber, Oct. 2-3; Amherstburg, Oct. 1-3; Moore, Bridgen, Oct. 2; Southwold and Danwich, Shelden, Oct. 2; Horticultural, Tilsonburg, Oct. 2-3; Netherby, Oct. 2-3; North Perth, Stratford, Oct. 2-3; Brooke and Alvinston, Alvinston, Oct. 3-4; Howard, Kidgetown, Oct. 3-5; Mersea, Leamington, Oct. 3-5; West Elgin, Wallacestown, Oct. 4-5; Peninsular, Chatham, Oct. 9-11; Aldborough, Rodney, Oct. 10-11; Orford, Highgate, Oct. 12-13; Moravian town, Oct. 11-12; N. Norwich, Norwich, Oct. 12-13; Norfolk Union, Simcoe, Oct. 16-18; Welland, Welland, Oct. 16-17.

AVON. Miss Libbie Johnson has returned from a pleasant wheeling trip and visit to friends and relatives at Vienna, Pt. Burwell, and other places.

Mr. A. McCallum and Miss DeGroat were the guests of Mr. and Mrs. George Tapsel, Lyons, Sunday last.

Mr. J. W. Lucas, Cornell, Gealden and Cathleen, are the guests of relatives in Culloden.

Misses Jolliffe, Plymouth, are the guests of Mrs. Jolliffe.

Mr. and Mrs. E. Smith and Miss Edna were the guests of Mr. S. A. Smith last week.

Miss Walker, of Ingersoll, spent Sunday with her sister, Mrs. A. Dafeo.

Dr. J. W. Atkinson and Chester Smith have gone on a holiday trip to Anderson.

Mrs. Routhledge, of Markdale, has returned home, after spending a few weeks with her father, Rev. G. Buggins.

Miss Ida Stratton, of Vienna, is the guest of Miss L. Johnson.

Miss W. Griffith and Miss Lottie DeGroat spent Sunday with Ingersoll friends.

Mrs. Wm. Dafeo, Leo and Miss Ella Sheik visited with Mr. Wm. Wright, Beachville, last week.

CORINTH. Mr. Wentworth Warden has secured a position in Mr. Duncombe's drug store, St. Thomas. His many friends here gave him a surprise party on the evening of his departure.

On Thursday evening a number from here attended the social at North Bayham, and expressed themselves as having had an enjoyable time.

Mr. Madden, of London, is assisting Rev. L. W. Reid in church work on the circuit. We extend him a cordial welcome.

On Saturday afternoon our local baseball team played a friendly match with the Eden Club. The game was full of features, and was interesting throughout. It resulted in a victory for the visitors, after which they were provided with supper furnished by the home team. A large crowd was in attendance.

Mr. and Mrs. C. L. Sprague, of South Yarmouth, visited at the parsonage over Sunday. Mrs. Sprague is a sister of Rev. Mr. Reid.

Mr. James is spending a few days in Dereham.

Mr. and Mrs. R. Bright and son, of Windsor, are visiting friends here.

Mr. and Mrs. G. Monteith spent Sunday in Aylmer.

Louis Benner is ill with typhoid fever.

Mrs. Emerson, of Toledo, and Mrs. Frank Emerson, of Springfield, were the guests of Mrs. I. Connor over Sunday.

The trustees of the public school are taking advantage of the vacation to have the school house painted and papered.

Mrs. H. Fewster and Miss Maude Donaldson, who have been spending the past week at Paynes, returned home on Saturday.

Master Frank Amoss is enjoying his holidays at Silver Brook.

Richard Evans is visiting friends in Walkerton.

Mr. and Mrs. T. Bears, Mr. and Mrs. M. Bears and family spent Sunday at Port Burwell.

Will Cook, who has been visiting friends here, returned to his home in Toronto on Saturday.

Brave Men Fall

Victims to stomach, liver and kidney troubles and feel the results in loss of appetite, backache, nervousness, headache and tired, run-down feeling, but "Electric Bitters are just the thing for a man" writes J. W. Gardner, of Idaville, Ind., "when he is all run-down, and don't care whether he lives or dies. It did more to give me new strength and good appetite than anything I could take. I can now eat anything and have a new lease on life." Only 50c. Every bottle guaranteed by J. E. Richards druggist.

FAIRGROUND.

Miss Wingrove, of Walsingham Centre, is the guest of Mrs. S. Smith.

Mrs. J. Park, who has been visiting her sister Mrs. Woolley, of Springfield, has returned home.

Mrs. Wallace and daughter, also Mr. Jones and daughter, all of Toronto, were recently the guests of their brother the Rev. P. W. Jones.

Mr. Emmerson Piatt and family spent Sunday with his parents here.

Mrs. Bremier, of Tilsonburg, is visiting with Mr. Brown for a few weeks.

Several from this way intend taking in the picnic at Pt. Burwell on Thursday.

Mr. and Mrs. Gadsby, of Toronto, also Mr. and Mrs. Culp, of the same place are visiting relatives in this place.

Rev. Jones and family intend rusticating at Pt. Burwell for a few weeks.

Mrs. Cather and Miss Mary Edwards, spent Sunday with their parents at Glen Meyer.

Quarterly meeting will be held in this church next Sunday conducted by the pastor Rev. Mr. Jones.

Miller's Compound Iron Pills, only 25 cents for 50 doses.

BORN.

THOMAS—At Toronto, on Tuesday, July 24th, the wife of Mr. Fred H. Thomas (Miss Ada Hopkins) of a daughter.

Children Cry for

CASTORIA.

Established 1879.

The Big Busy Corner.

Trifles make or mar summer comfort. Half the heat harm comes from worrying over it. Petty troubles would not crop up if people were comfortably clad. Our summer sale of seasonable Goods gives you a chance to get solid, cool comfort in clothes at unusually low prices.

PARASOLS

GET MARCHING ORDERS — We are going to let prices do most of the talking. Good-bye prices on all of them. Plain, black Parasols, durable covering, natural handle, regular 50c. for 40c. Plain black, fast color covering, fancy natural handle, 75c. for 60c. Plain black steel rod and frame, Satana covering, natural fancy handle, \$1.25 for \$1.00. Plain black, silk and wool durable covers, steel rod and fancy handles, \$1.50 for \$1.20. Plain black, silk and wool, durable covers, steel rod and frame, fancy assorted handles, \$1.75 for \$1.40. Plain black, silk and wool, durable covers, steel rod and frame, beautiful fancy handles, \$2.25 for \$1.75.

FANCY PARASOLS

Choice of our fancy Parasols at the following reductions: Any \$1.00 fancy for..... \$.80 1.75 " "..... 1.40 2.00 " "..... 1.60 2.75 " "..... 2.25 3.00 " "..... 2.40

SBIRT WAISTS

What of a 70c. Waist for 50 cents. What of a \$1.00 Waist for 75 cents. What of a \$1.25 Waist for \$1.00. And all other qualities in proportion. Bargains to be sure, providing style and quality are up to the standard. These will be no disappointment. The most stylish Waist of the season are included. Better be quick.

LADIES' SAILOR HATS

Enough to say you can get a New shape, 50c. quality, for 25 cents. New snape, \$1.00 quality, for 50 cents.

MEN'S SHIRT SPECIALS

A special drive in a ten dozen lot, made from good serviceable Flannellets, in neat patterns. The maker intended this lot to retail at 40c. They go on sale this morning at 25 cents.

Another lot of 5 dozen soft front Regatta Shirts, in neat stripes, with detachable collars; they were big value at 75c.; the price marks now read 50 cents.

WHITE DRESS SHIRTS

Here we give you very special value in a short boom—very comfortable shirt as any time of the year, but specially so these hot days. They are extra well made and perfect fitters, 75 cents. Men's Black Maco Lisle thread Socks, double sole, spliced heel and toe, 25c. Men's Black Cashmere Socks, seamless, high spliced heels and toe, in sizes 9 1/2, 10, 10 1/2 and 11 inch, 25c. Men's Black Cashmere Socks, two thread, silk spliced heel and toe, 40c. WHITE UNLAUNDERED We were fortunate in making a large purchase of our special line before the advance. Double re-inforced back and front. A good undressed Cotton. Its a hammer at 50 cents. MEN'S SOCKS— Read and Profit!—Not an item in this list that is not worth more than we are asking for them. Men's Cotton Socks with ribbed tops, 5c. Men's heavy Cotton Socks, woven, ribbed tops, 3 pair for 25 cents. Men's black Cotton Socks, two thread, spliced heel and toe, Hermsdorf stainless dye, 10 cents. Men's black Cotton Socks, real Maco yarn, spliced heel and toe, Hermsdorf stainless dye, 15 cents. MEN'S PANTS A good serviceable working Pant. You can have them in plain greys, or neat stripes, at per pair \$1.00. A better grade made from all-wool tweed, in plain greys, checks and stripes at \$1.25 Here is a line that will wear till you are tired of them, made from a heavy pure wool diagonal tweed, in dark greys, big value at \$1.75. COOL CLOTHING— Take a plunge into our department of hot weather wear, and you will emerge as fresh as a daisy. MEN'S BLACK LUSTRE COATS Regular \$1.25 for \$1.00. Men's grey stripe Lustre Coats and Vests, regular \$2.75 for \$2.25. Men's Grey Silk Coats and Vests, \$4.50 for \$3.75. Boys' Wash Blouses, regular 60c. for 50c. Boys' Wash Blouses, regular 75 for 60c.

Simpson & Case

DRY GOODS IMPORTERS, AYLMEER.

BUY YOUR FOOTWEAR AT

The Mammoth Shoe Store...

No. 16 Talbot Street, East.

Buy Your Ready-to-Wear Clothing, Hats, Caps and Gents' Furnishings

—AT—

THE LITTLE WONDER

No. 15 Talbot Street, East.

We keep the LARGEST and BEST ASSORTED stocks in the county.

CHRISTIE & CARON.

Established 1879.