Special Clothing Sale

Thursday, Friday and Saturday

Commencing on Thursday morning and continuing Friday and Sa urday, we will offer Special Bargains in men's youths' and boys' suits.

This department has steadily gained in Popular Favor. Our sales are Ever Increasing and we are ever bettering values. Never satisfied, we are trying to beat our sales. We buy for Cash We sell for Cash. With cash we work wonders in prices. We ask for a careful perusal of the prices quoted.

Men's Fine Tweed Suits

We have a few sizes left in a nice dark pattern, worth $6.00, for $4.50. Extra fine Halifax Tweed, well made, single breasted, sacque, fine farmer satin linings, worth $6 50, for $5.00. We keep an immense stock of fine Wool Tweed Suits, stylish shades and patterns, well tailored and well lined, prices $6.50, $7.50 and $8.00 per suit.

Fine grey Worsted suits, imported stock, single breasted sacque coat, fine farmer satin linings, regular $10.00 suits for $8.50. Men's blue Worsted suits, single breasted sacque coat, farmer satin linings, well tailored, $8.75, $9.00 and $10.00 per suit. Men's fine black Worsted suits, all wool, single breasted sacque suits, good farmer satin linings, $10.00, $11.00 and $12.00 per suit. Our stock of Youths' Suits is now complete in all lines and prices are right. If you want a suit for yourself or your boy, come and look through our stock. Do not miss this special sale. Our prices are cheap, our values are high.

Smyth Bros.

Cheap Cash Store.
Terms Cash and One Price.
23 and 25 South side King St.
Berlin.

At the Market Grocery

First class sugar cured ham sliced or whole.
Also Boiled Ham and Pork Rolls.

E. J. Shantz.

Phone 133 Bottom Prices

Clothing Needs

Men who are particular and hard to please as well as men who are economical find the best satisfaction buy ng clothing and dress needs from our stock We always have what is wanted, it's always good and we never fail to show the best and most approved style. Our summer stock's are overflowing with smart up-to-date dress needs for men and boys, exceptionally good values are in evidence at every turn. Of these we select the following for Thursday and Friday.

Men's Summer Shirts, neglige bosom with cuffs attached, launderd bosom with seperate cuffs and launderd bosom with cuffs attached. These are the balances from a number of special lines we have been selling during the last few weeks, not a full range of sizes in any one line, but taken together we have all sizes from 14 to 17 inch neck measure, regular price 75c and $1.00 each, Thursday and Friday 59

Men's Underwear

Men's Fancy striped Balbrigan Undershirts and Drawers over-lacked seams, pearl buttons, sateen trimming's double thread close ribbed cuffs and ankles also some sizes in plain colors, sizes 34 to 44 inch, regular price 35c each, Thursday and Friday 25c

Men's Trouser

Men's colored worsted Trousers; fine all wool English cloth in neat narrow striped patterns: medium and dark colors, side and hip pockets, best trimming s and sewing sizes 32 to 40 regular price $3.50 Thursday and Friday $2.50

Youth's $5.00 Suits for $3.50

Youth's 3 piece suits, short pants all wool tweeds in neat checks also striped in grey and blue Italian linings sizes 27 to 33 regular price 4.50 and $5.00 Thursday and Friday $3.50

S.R.Ernst & Co.

Yolk Baking Powder

Saves Two-thirds the eggs — Guaranteed pure and wholesome
Prevents indigestion — Endorsed by government analys

Sold in 10c, 15c and 25c cans only

Well Made.

Pure flour and pure yeast do not necessarily mean good bread. It may be spoiled in the making. Just so: material is not everything. Prof. W. Hodgson Ellis, Official Analyst to the Dominion Government, after a number of analyses, reports that "Sunlight Soap is a pure and well-made soap." "Well made" means more than you think. Try Sunlight Soap—Octagon Bar—next wash day, and you will enjoy the benefits of a "well-made" soap, and will see that Prof. Ellis is right. No one should know better than he. 214

News-Record

BERLIN, ONT.

The German Printing & Publishing Co. Limited, Proprietors.

TYPOGRAPHICAL UNION LABEL BERLIN, No 356

THE ADVERTISING VALUE OF CONVENTIONS.

"Among the big cities of the continent there is a keen rivalry to obtain the numerous conventions, gatherings and excursions that are held in increasing number every summer. Printer's Ink of New York, recently contained an interesting article on the subject contributed in an interview by J. F. Walsh of Detroit. The "Convention City," as Detroit now chooses to be called, has made a business of securing as many gatherings as possible for some years, using various methods to secure them. This is the interesting story told:

"Back in the "nineties" the city awoke from a profound slumber. The new improvements were as the polishing of a jewel, and Detroit grew so comely that a little group of her business men got together and made arrangements to set her up as a professional beauty. Detroit made—and still makes—shoes, paints, cars, drugs, stoves and many other commodities of surpassing worth. To attract visitors was to make her products known. Conventions of religious, fraternal, commercial and labor organizations are compact bodies of visitors who can do two things for a city. First they are composed of intelligent men and women, who will go home and tell what they have seen. Detroit had beauties and advantages that would insure favorable reports. Second, they pay their way, bringing money to railroads, hotels, street cars and shops directly, and to manufacturers indirectly. After these two leading considerations there is always the chance of attracting new enterprises or citizens or buyers of real estate.

Hotel, steamboat, street car, railroad and business men subscribed money liberally to set this plan agoing, and during two summers conventions were entertained royally. Halls were free and trips on the river, sometimes, and there were also illuminations and other things gratifying to the eye. Visitors came, just as had been hoped, and went home and told, and the fame of the city began to be known in the land. Conventions soon came as a matter of course, for the city offered them substantial financial inducements. But presently the subscription plan of raising money began to show signs of fraying at the edges. Business men were canvassed as often as twice or three times a week, and the candle grew too costly for the game. Whether anyone took to dark alleys upon the approach of canvassers does not appear but at the close of the third summer the organization found itself $4,000 in arrears. Then a new association was formed —the Detroit Chamber of Commerce and Convention League— and a clear-headed young man named J. F. Walsh was made secretary. Mr. Walsh not only does things, but his reasons for doing them, and his experience of five years in this new sort of advertising has fitted him to tell an interesting story.

"The League to-day has a membership of 250 business men," he said recently. "The majority of these men are manufacturers. It has committees on transportation, entertainment, finance, legislation, and new industries, whose functions are revealed in their names. It has an annual appropriation of about $5,000 with which we maintain this office, keep track of every convention and meeting in the United Sattes, great or small, issue invitations and make efforts to bring them to Detroit. It has put its affairs upon a practical basis. Under the old plan the conventions really cost more than they were worth —or more than any city can afford to pay them. This is a mistake made by every city that enters upon the work of securing conventions. Costly entertainment is offered, money is subscribed liberally, and a boom is inaugurated. After two or three summers the expense becomes burdensome, there is a reaction, and the promoters lapse into indifference.

"I believe that Detroit is the only city that has passed safely through this stage of the game and developed a more practicable, enduring scheme. We saw the folly of overdoing the entertainment and went to work to put our affairs upon an economical, business basis. We depend largely upon invitations. There is always considerable competition between cities for conventions, especially the large ones—When we get wind of another city offering $30,000 or $40,000 for entertainment we let them have the meeting, knowing that a convention will meet in the same city only once in ten years, and that we will eventually secure it on our own terms. Therefore we do not offer expensive entertainment. Sometimes we furnish a free hall, or entertainment for prominent speakers or defray other minor expenses, among the steamboat, hotel and railroad men. We also secure railroad and hotel rates, and the local bodies of large organizations such as the Epworth League help us financially and in entertaining. We rely chiefly upon the reputation of our city and upon its many advantages in the way of cheap excursions and interesting sights. In this respect we have the one basis of effective advertising — good goods. We now publish a monthly four-page paper called the Detroit Business Review. Its average circulation is 12,000 copies. It is published in winter as well as summer, for we keep hammering away when every competitor is silent. We mail it to members of organizations as well as officers, and when a man is once on our lists he hears of Detroit once a month as long as he lives. We can concentrate an extra edition in a certain quarter and the expense is far less than for a book, to say nothing of persistent hammering and larger scope.;

"As for results, we know that the tourist business of Detroit has tripled in the past three years. The railroads now advertise the city as a summer resort. Not long ago the local agent of the Wabash sent one of that railroad's booklets to a Detroiter who wanted to go away for the summer. The first fourteen pages of the Wabash's 1902 resort booklet is devoted to our city. When the agent went after the business he found that the prospective tourist had decided to stay home for the booklet had convinced him that his own city was as good a resort as any described in the prospectus. Many Southerners come here during the hot season, and have built summer homes along our lakes and river. Real estate men say that the influence of the conventions is constantly evident in their transactions. Factories locate here. The Boyer Pneumatic Tool Co., a fine plant just removed from St. Louis, was brought here because Mr. W. F. Duntley, the vice-president of the concern, attended a convention with his wife and was impressed with Detroit's beauty and advantages. There are others that can be traced as directly, and many others of which we have no direct knowledge. Hotels and transportation companies are directly benefited, and our facilities have grown amazingly in these lines. I attribute much of our success to the fair treatment which they give all visitors. Extortion is a common practice in other cities, and makes enemies very quickly. To pay $50,000 for visitors and then turn them into enemies by extortion is short-sighted policy, but it is common. Large conventions always get rates. Smaller ones, such as the National Association of Newspaper Circulation Managers now in session at the Cadillac, are more profitable to hotels. Retail merchants do not trace results so directly but are nevertheless liberal in bearing expense. Manufacturers are unanimous in the opinion that visitors develop into customers, either retail or wholesale, and that the advertising value of the meetings can hardly be over estimated.

"Last year we spent $6,000 for invitations and other expenses, exclusive of the various entertainment funds that were raised. We had 125 State and national conventions, and the average amount subscribed for each was $1,000, so the grand aggregate cost was considerably less than an ambitious competitor will sometimes offer for two or three large meetings. This year we will have eighty-four meetings all secured by the League. Each will have an average attendance of 500, and will remain in the city five days. This will practically double our population for one day upon the entire summer. Approximately a million and a quarter of dollars will be spent. Railroads and lake boats will get $80,000; street cars $20,000; hotels, restaurants and refreshment places, $700,000; retail stores $50,000; wholesale houses $100,000; excursion boats $10,000; theatres $10,000; special entertainments $40,000; real estate men $25,000; halls, $2,000; photographers, telephone, telegraph, physicians, druggists and advertising in fraternal publications $85,000. There will also be several thousand tourists who will stay two or more days, spending about $50,000. This immense sum means much to our city, and is direct return, every dollar of it. Over and above come indirect returns which are simply inconceivable.'"

•••••••

Berlin has many attractions which fit it for a convention and excursion centre. Scores of industries, a grand park, supplied with every convenience for picnics, games and sports and a fine pavilion for dancing and with good facilities for preparing lunches. For conventions there are a number of good halls to be had and many objects of interest. Railway facilities are good. The public is hospitable; sharks are unknown, and visitors are used white.

Next season Berlin will be in a still better position to cater for summer visitors. The street railway from Preston, connecting with the C. P. R. at Galt, will be in operation; the line to Bridgeport running, and the sugar refinery completed.

Detroit's experience is valuable in showing that summer travel is well worth having. That city has a big field to draw from, bigger than Berlin will ever have, yet from its success Berlin can take a pointer and apply the lesson it teaches. In the hands of a live committee of business men, drawn from the Council, Park Board and Board of Trade, a big number of picnics, excursions and gatherings could be brought to Berlin each year, which would not only put money into circulation, but advertise the town and its many excellent lines of manufacture. An aggressive policy in this matter would pay all round.

IMMIGRATION INCREASED.

Returns For the Present Year Show an Advance Over Last Year.

Ottawa, July 4.—The immigration returns for the year have been completed by the department here. They show an increase of 15,490 arrivals of settlers in Canada over the previous year. The increase is as follows:

	1901.	1902.
British.....	11,810	17,000
European countries...	19,352	23,535
United States.....	17,987	24,009
Total.....	49,149	64,634

It is added that the figures from the United States will exceed the above by some hundreds when all the returns are in, so that the total immigration for the year will be fully 35,000.

ARGOS AND TITUS BEATEN

Toronto Eight Succumbed After a Gallant Fight at Henley.

Third Trinity Ahead of the Canadian Crew, by a Narrow Margin—Beaten by a Length and a Quarter, and the Winners Had to Travel in Exceptionally Fast Time to Beat the Canucks—Titus Beaten by Kelly.

Henley, Eng., July 10.—In spite of a dull threatening morning exceptionally large crowds assembled here yesterday to witness the second day's racing of the Henley regatta.

Interest in the meeting was vastly enhanced in the danger of the Diamond Sculls and the Grand Challenge Cup crossing the Atlantic. Canadians aad Americans were present in force to support their respective compatriots.

The wind was sufficiently strong in the forenoon to churn the water. It blew directly off the Bucks shore, giving the boats on that station a great advantage. Some experts estimated that the station on the Bucks side was worth a full length.

The first contest was the fourth heat for the Grand Challenge Cup. Although the London Rowing Club had the advantage of the Bucks station, and rowed in excellent form, Leander led all the way, London's spurt towards the finish proving fruitless. The time was very fast, considering the wind, supporting the generally accepted view that nobody knows what reserve power is possessed by the Leanders until they are hard pressed. The half-mile time was 2 minutes, 31 seconds. The mile was done in 5 minutes 30 seconds.

Argos' Great Struggle.

This opened the way for what was generally regarded as the most important event of the regatta, the Canadians' contest with Third Trinity, the crack Cambridge crew, accepted by all as the British champions in the heats for the Grand Challenge Cup, containing as the crew did, such noted oarsmen as C. J. Goldie, J. Edwards-Moss, and W. Dudley-Ward. The race was close and exciting to Fawley Court. The Argonauts led to that point (half the distance) when Third Trinity caught up, took command, and finished in the splendid time of 7 minutes 11 seconds. The Canadians, even when they were passed, hung on in the most spirited fashion, and spurted time after time. But they were handicapped by the fact that they held the Berks side. The time for the half mile was 2 minutes 27 seconds. Fawley Court was passed in 3 minutes 21 seconds.

Both struck forty for the first minute, and raced nose and nose. At Fawley Court Third Trinity forged a quarter of a length to the front, rowing grandly. The collegians drew away gradually, amidst the greatest excitement. The losers were loudly cheered at the finish.

The Thames Cup.

The third heat for the Thames Challenge Cup was a great struggle. The Irishmen would have won but for their disadvantage of station. The Trinity Hall, Cambridge, beat Trinity, Dublin, by a quarter of a length. Time, 7 minutes, 28 second.

The Dublin crew got off first, and still led at Fawley Court, after which Cambridge gradually drew level. A neck-and-neck race ensued, and the Englishmen won by a narrow margin.

After the lunch interval, the fourth heat for the Thames Challenge Cup was rowed in a downfall of rain, which sent the summer picnickers in search of shelter. The Royal School of Mines Boat Club crew got clear away from the start, and kept the Thames Rowing Club men in hand the whole distance, winning by three-quarters of a length. Time 7 minutes, 42 second.

Ladies' Challenge Plate.

In the third heat for the Ladies' Challenge Plate, Eton beat Christ Church, Oxford, easily. Time 7 minutes 29 seconds.

In the fourth heat University College, Oxford beat Ridley School by two lengths. Time, 7 minutes 38 seconds.

The third heat aroused unusual enthusiasm, and the Eton boys, whose special claim to this trophy is generally conceded, carried the good wishes of everyone. They had the Bucks shore, and took full advantage of it. Christ Church held their own for some distance, but were then rowed down and the Etonians came away, and won as they liked in excellent time, 7 minutes 29 seconds.

In the second heat for the Silver Goblets the Honorable C. Craven and J. W. Knight, London Rowing Club, easily beat a pair of the Reading Rowing Club. Time, 9 minutes 11 seconds. This was a procession and a hollow victory.

Titus Beaten Easily.

In the eighth heat of the Diamonds, F. S. Kelly, Baliol College, Oxford, beat C. S. Titus, Union Boat Club, New York. Kelly won easily. Time, 8 minutes 39 seconds.

In the ninth heat R. B. Etherington-Smith, Leander Boat Club, beat J. Beresford, Kensington Rowing Club, easily. Time, 8 minutes 58 seconds.

Titus was a warm favorite, but he was rowed to a standstill, to the surprise of everyone. His opponent, F. S. Kelly, Baliol College, Oxford, led away from the start, and was three lengths ahead at Fawley Court. He maintained his distance and paddled home an easy victor. He put in 38 strokes in the first minute to the American's 35. The wisdom of the manoeuvre was clearly evident. The Oxonian went to the front forthwith and gained a quarter of a length in the first quarter of a mile. At the half-mile he was half a length to the good. Kelly's time at Fawley Court was 3 minutes 2 seconds. He had then tacked on over a couple more lengths, and Titus' fate was apparent, as he was completely outrowed.

YACHTING NEXT WEEK.

King Edward Gains Strength and His Wound Slowly Heals—Last Report Progress Uninterruptedly Favorable.

London, July 10.—King Edward's progress was reported last night as uninterruptedly favorable. His Majesty reclines on a movable couch most of the day. Some of his physicians are still in constant attendance upon him.

It was announced last evening that it was His Majesty's present intention to be taken on board the Royal yacht early next week.

Wednesday's Bulletin.

Following is the bulletin posted at Buckingham Palace regarding King Edward's condition at 10 o'clock yesterday morning: "The King's progress is uninterrupted. His Majesty sleeps well and is gaining strength. The wound is slowly healing. (Signed) Treves, Laking, Barlow."

Chamberlain Must Be Quiet.

London, July 10.—Joseph Chamberlain, the Colonial Secretary, who was injured in a carriage accident Monday, left Charing Cross Hospital yesterday morning, accompanied by Mrs. Chamberlain, and returned to his home in Prince's Gardens. A bulletin issued regarding his condition, says he is progressing satisfactorily, but that perfect quiet is essential.

SWINDLERS GET $5,000.

Silas Toole, a York Farmer, Was Indeed Very Easy.

Toronto, July 10.—Silas Toole, who is said to be worth $50,000, lives on the Eston farm three miles from Newmarket. Some days ago two men called on him and wanted to buy his farm. They said they were nephews of the Hon. Wm. Mulock, who was anxious to get control of the place. $10,000 was the price agreed upon, and when they left for the day, although they had not sold, they left a valise supposed to contain $10,000 done up and sealed in four packets of $2,500 each. Two days afterwards they returned and stated that they had been offered the farm of Joshua Wilson nearby for $5,000, and they asked Mr. Toole for a loan of the money on the strength of the security — the $10,000 in the valise—they had left with him. After quieting his suspicions, they got the money. The two days in which they were to return are long up, and on opening the valise the sealed packages were found to contain nothing of any value. Mr. Toole has been sick since.

NINHAM MURDER INQUEST.

Important Evidence Was Given by Hugh Sharkey, Senior

London, July 10.—The inquest into the death of Gus Ninham, the Indian who was murdered at Woodbank three weeks ago, was resumed last evening at the court house, before Coroner Ferguson. The witnesses were Mrs. Cox and her daughter, John Ross, Hugh Sharkey, sr., and John Abell. The most important witness was Hugh Sharkey, sr.

Mr. Sharkey had been around the hotel all evening and saw the prisoner, McArthur, several times, the last time at about 10.30, when he, Sharkey, while sitting in front of the hotel, saw McArthur come out and go up the road towards the east. A few minutes after a rig drove by. He saw it stop, and McArthur got in and drove towards the city.

The inquest was again adjourned until Friday night. The jury will visit the scene of the tragedy this afternoon at 4 o'clock, and it is expected the evidence will be completed Friday night.

The Gaynor-Green Case.

Washington, July 10.—The extradition of Messrs. Benjamin D. Green and John F. Gaynor, whose removal from Canada has been sought for some time by the United Statet, will take on a diplomatic phase in a few days, when Secretary Hay communicates to the British Government the view of the officials of our Department of Justice, that the Canadian authorities are pursuing an extraordinary and unwarranted course in the case.

Half the Horses Sold.

Toronto, July 10.—There was increased activity at the Exhibition Grounds yesterday, on the continuation of the auction sale of British army remounts, and 190 horses were sold. This makes a total of 350 horses sold in two days, and there are now only 300 left. The average price obtained yesterday was $45. The highest figure obtained was $120 and the lowest $13.

Six Deaths in Pittsburg.

Pittsburg, July 10.—The mercury is still in the nineties, but thunderstorms and cooler weather are predicted for Thursday. Six deaths from the heat, and ten serious prostrations have been reported since yesterday. The mill workers are the greatest sufferers, and many have been obliged to stop work.

Sir John Bourinot Critically Ill.

Ottawa, July 10.—Sir John Bourinot's condition is unchanged. He is still critically ill, and it is morally certain that even should he be restored to a measure of health he will never again be strong enough to perform the duties of his position in the House of Commons.

Six Deaths in New York.

New York, July 10.—This was the hottest day in the year in this city. The weather bureau thermometer registered 91 degrees at 1 o'clock, and there was little or no breeze. Six deaths from the heat were reported during the morning.

Women's Convention Adjourns

St. John, N.B., July 10.—The National Council of Women yesterday morning adjourned after a satisfactory session. Votes of thanks were passed to local people for hospitality. Some of the delegates have left for their homes.

BASEBALL.

Eastern League, Tuesday.

Worcester 3, Toronto 8.
Rochester 1, Buffalo 5.
Providence 8, Montreal 2.
Providence 6, Montreal 1.

National League, Tuesday.

Pittsburg 5, Philadelphia 0.
Chicago 0, New York 1.
Chicago 2, New York 0.
Cincinnati 5, Brooklyn 4.
St. Louis 2, Boston 3.
St. Louis 4, Boston 6.

American League, Tuesday.

Cleveland 1, Chicago 2.
Baltimore 8, Washington 1.
Boston 9, Philadelphia 22.
St. Louis 5, Detroit 4.
St. Louis 3, Detroit 2.

Eleven Deaths from Heat.

Pittsburg, July 9.—There are no indications of an early abatement of the hot wave. The mercury at 11 a.m. was 84 degrees. Eleven deaths and six serious cases of prostrations have been reported within the last 24 hours.

NOTED CHEAP CASH STORE

Our 10 day sale has been a great success. We have decided to give the same bargains for another week. As this is tax week we need some money to pay our taxes and we want to help you also, as one dollar here goes a long way. So look out for another week of bargains.

Special

Men's Summer Coats and Vests. Something Nice.

J. U. Clemens & Co.

POSTPONED!

Owing to the wet weather on Wednesday, our bargain day we have decided to postpone the sale of waists at special prices until

Saturday

when you can get them at for Wednesday.

New York Waists, were 3.00, 2.75 and 2.50, Saturday your choice at $2.00 each. Short sleeves included.

New York and Canadian made waists, were 2.50, 2.25, 2.00 and 1.75 each, Saturday, your choice at 1.50 each.

1 lot waists, including a few colored ones, were 1.75, 1.50 and 1.25 each Saturday your choice at $1.00 each.

Remember the prices 1.00, 1 50 and 2.00 each, at Macklin's Saturday July 12th,

Macklin & Sons

Sugarman's Old Stand.

Berlin and Stratford

We can fill your wants in these summer goods. Good quality only.

Gasoline Stoves,
Gas Stoves,
Ice Cream Freezers.
Screen Doors,
Screen Windows,
Garden Hose.

P. Hymmen

Manufacturer of the Klondike Hot Water Boiler.
'Phone 149. King St. Berlin.

Men's Suits

ONLY $5.00

We are offering these suits at a very low figure. That does not mean low quality nor that they are not just what you want. They are a special line of men's blue twill sergge wool suits, hard finish, stylish cut, well made, good fitting, farmer satin lining, sizes 35 to 44, well worth $6.50, going this week only at..... $5.00
Come in and see if we cannot show you how to dress well at a moderate cost.

THE TWIN CITY'S BEST CLOTHING STORE

S.SAUDER&CO.

No 14 King Street,