



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: I 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. Secretary.

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.

NELSON GROSS.

TORONTO, ONT.
PRINCE GEORGE HOTEL
Three Blocks from Union Station
In the centre of Theatre, Shopping and Business District.
250 Rooms
100 with Private Baths
EUROPEAN and AMERICAN PLAN
A la Carte Restaurant
At Reasonable Prices.
SAM. H. THOMPSON, Prop.

CANADIAN PACIFIC

GREAT LAKES SERVICE

FIVE SAILINGS WEEKLY
TO
SOO, PORT ARTHUR, FORT WILLIAM

Daily except Friday and Sunday from Owen Sound
Connecting Train leaves Toronto at 8:10 a.m.

ASK AGENT FOR PARTICULARS
TENDERS.

Tenders will be received by the undersigned until six p. m. Thursday, July 6th, at 54 King St. West, for uniforms for conductors and motormen. Uniforms to be made of 20 oz. blue serge. Samples of serge and lining to be used must accompany each tender. The lowest or any tender not necessarily accepted.
Berlin Light Commissioners,
St. Ry. Dept.
30-34-5-4t

Phone 644 For
GLASS
For All Purposes
Cloisonne Glass Co
62 Foundry St.

DRUGGIST SHOT DOWN FIRES AT PORCUPINE

Serious Affray Occurs at Bridge End, Near Cornwall.

Dr. McGee of Carp, William Shaw and McGee's Brother Go to the Home of Aged Farquhar McRae to Look For Dr. McGee's Wife and Child—Altercation Ensues and When Party is Leaving McGee Shoots Druggist.

Cornwall, July 3.—The little village of Bridge End, a short distance north of Lancaster, was greatly stirred about five o'clock on Saturday afternoon by a shooting affray in which W. Shaw, druggist of Carp, was shot in the left lung by Farquhar McRae, an aged resident of the Township of Lancaster, who is reeve of that township and represents the township in the County Council.

Dr. McGee of Carp, accompanied by Wm. Shaw, his druggist, and a brother of Dr. McGee, went to Bridge End on Saturday afternoon to the residence of D. C. McGee, father-in-law of Dr. McGee, where Mrs. McGee and child were supposed to be staying. A doctor was informed that they were not there, and an altercation followed, in which guns and an axe were produced by the McGees. The chauffeur, fearing trouble, pulled the auto up the road.

The auto party pulled away, and as they got off Farquhar McRae got down on his knee, took aim and fired, the ball going through the back of the seat and into the back of Shaw, entered his lung. Dr. McGee took Shaw to Cornwall on the night train, and he was taken to the General Hospital. The bullet has not yet been removed from the lung, and internal hemorrhage is feared.

A warrant was at once taken out and Chief of Police Smith of Cornwall went down on the early train on Sunday and brought Farquhar McRae to the Cornwall jail, where he will be detained pending the result of Shaw's injuries.

Shaw made an ante mortem statement at the hospital, believing he was about to die, in which he identified Farquhar McRae as the man who fired the shot. The affair has caused a sensation, as the parties connected with the affair are all prominent and respectable people.

Hottest on Record.

Toronto, July 3.—Yesterday in Ontario was the hottest day on record. The Dominion meteorological records at Toronto go back to August 24, 1854, to find the next hottest day. The official reading of the thermometer then was 99.02 in the shade. Yesterday about four o'clock a temperature of 101 in the shade was registered at the Meteorological Office on Bloor street.

The exceptional heat was general throughout Ontario, and in some parts of the eastern states. But in Quebec and the eastern provinces it was nothing out of the ordinary. Toronto's figure was passed by Stonyfield, a small station in the Nipissing district, which reported officially to the Meteorological Office, 109 degrees. At London 98 was registered, at Ottawa 92, at Montreal 90, Quebec and Halifax 88, while the hundred mark was reached at Canton, Ohio, and in the State of Missouri.

Borden at Prince Albert.

Prince Albert, Sask., July 3.—Mr. E. L. Borden reacted the most northerly point on his tour on Saturday night, at Prince Albert. This city gave him an enthusiastic reception. It has a Conservative representative in the Provincial Legislature, though represented at Ottawa by a Liberal, and the meeting was highly sympathetic in tone. It numbered about 800. A striking group of banners was displayed on the walls of the arena. One of these was in black, and read "Reciprocity, Retrogression, Ruin," another, in red, white and blue, declared "The West Appreciates Borden's Franchise."

No Ferry.

Kingston, July 3.—Wolfe Island is having trouble in regard to its ferry. Its own steamer is being enlarged and may not be ready for another month. The Island Council secured a gasoline yacht in 1909 and yesterday a crowd of islanders across the harbor to Kingston market. The customs officials heard about it and pounced upon the owner of the yacht and scow, threatening him with prosecution for carrying passenger without a license. Finally a river steamer which was in port was secured for the rest of the day.

Prostrated by Heat.

Toronto, July 3.—Shortly before 11 o'clock last night Dennis E. Bickway, aged 14, an employee of the T. Eaton Co., was brought into the General Hospital, from her rooming house at 40 Hamilton street, in the police ambulance prostrated by heat. She had been in a weak condition all day, and was very low when taken to the hospital, but later rested comfortably.

Collision Near Amherstburg.

Amherstburg, July 3.—The steamer Charles Hutchinson, a big new freighter, and the Queen City of the Pittsburg Steamship Co., collided in Lake Erie, just below here, at midnight Saturday. The damage was not serious and both boats continued up the lakes. The accident occurred off Dolan's Reef.

Rosthern's Mayor Dies.

Rosthern, Sask., July 3.—The death occurred Friday night of Donald S. McGregor, mayor of Rosthern, after six months' illness from heart trouble. He was born at Colborne, Ont., 37 years ago.

Seamen's Strike Still On.

The Lake Seamen's Union issued a long statement declaring that the strike inaugurated two years ago is still in effect, and that no concessions will be made from the original demands.

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

Things aren't necessarily wrong because they go wrong. Sometimes it is just the going that is bad.

Disastrous Forest Conflagrations Sweep Through Camp.

Forty Mile Wind Drives Flames Through Mining District and Dome Extension Power Plant and Buildings Are Devoured—Porcupine Centre and Lakeview Are Swept—Loss Is Estimated at About \$100,000.

Porcupine, Ont., July 3.—Forest fires driven by a forty-mile-an-hour wind have raged since yesterday morning, doing approximately one hundred thousand dollars' damage. The power plant and camps at Dome extension are destroyed, while fire now burns within one hundred rods of South Porcupine.

The Porcupine Centre townsite and Lakeview were swept over with the loss of several buildings, lumber for the railway station and a thousand cords of wood, flames also are sweeping through section of Whitney, Residents of Lakeview and Camp Six on the railway were rescued from the lake in boats.

It is by far the most disastrous forest fire in scope of the territory covered yet recorded in Porcupine and districts are to will the full extent of the damage be known.

The flames started south of the West Dome, running across the body of the Dome property, threatening the new plant, as the fire brands fell like hail around the buildings. The wind changed slightly, driving the flames east to the Dome extension. One thousand men were out fighting back the flames, to no avail.

Losses are reported so far as follows: Dome Extension camps and power plant, transmission line, poles without the wire, Warner lighting, shot drill, T. & N.O. lumber for station at Lakeview, Joy sawmill plant, John Crawford dwellings and other buildings on Lakeview, Remabottom and Edwards on Lakeview, dozen ovens of small cabins, etc.

The fire is still burning.

TELEGRAPHIC BRIEFS.

There is said to be a potato famine in Manitoba.

George Hodgson of Montreal, the Dominion representative, won the mile swimming championship of the British Empire.

The Daily Express says the choice of a successor to Lord Strathcona is expected to lie between Sir Edward Clouston and Sir Montague Allan.

Prof. Charles R. Randall, special doctor of sciences, and for eighteen years teacher in the Lockport (N.Y.) High School, was drowned at Olcott Beach.

The new railway into Porcupine was formally opened on Saturday. Hon. Francis Thompson, accompanied the T. & N.O. Railway Commission on the trip.

Dying from convulsions, caused by the excessive heat, John Kemp, a shoemaker, living at 90 Geary avenue, Toronto, aged 50 years, was picked up outside of his home about a quarter to 11 o'clock Saturday night.

The report that Robert Swazey, Canadian, had been burned at the stake by Mexican bandits, near Fort Sumner, Tex., for refusing to reveal the whereabouts of money belonging to the railroad which employed him, has reached Ottawa.

Train Kills Baby Girl.

Hamilton, July 3.—Sadie Paenberg, the two-year-old daughter of Jewish immigrants, was instantly killed at the Stuart street station of the G.T.R. here about nine o'clock Saturday morning.

The parents, with the little girl and another child, were on their way from Newark, N.J., to Winnipeg, where they were to make their future home. The family were changing cars, and while boarding the Toronto train, just as the engine was being couched, the child lost her footing and fell from the steps underneath the wheels where she was ground to death before she could be rescued.

G.T.R. Constable Deroch, on hearing screams, ran to the scene of the accident and pulled the tot from under the train, but life was then extinct.

The body was taken to the city morgue, and an inquest was opened by Coroner Anderson at four o'clock in the afternoon and adjourned until next week.

Drowned While Boating.

Hamilton, July 3.—The national holiday here was marred by one sad fatality, when Mrs. Edward H. Shepherd, 95 Ontario avenue, was drowned at Burlington Beach at 4:30 Saturday afternoon. As the Turbina steamed up to the canal from Toronto, the small boat in which Mrs. Shepherd and her son were sailing, just outside the piers, became unmanageable and drifted in front of the steamer just as it was entering the canal. A collision between the two craft seemed in evitable and the unfortunate lady, doubtless thinking that an accident could not be averted, jumped from the boat and immediately sank beneath the waves. The Turbina, however, reviewing the situation quickly, threw his wheel over and by a very narrow margin missed running down the small boat. Mr. Shepherd and the son were rescued from their still perilous position by a launch.

Brothers Drowned.

Hesperia, July 3.—The Metcalf Brothers, aged 17 and 22, who were out bathing in Speed River dam in Hesperia yesterday afternoon, were drowned. The sad feature of the drowning is that the family have only been out from Glasgow, Scotland, about five weeks. The two young men were working in the Hesperia Furniture Factory.

No inquest will be held, as the drowning was purely accidental.

Any advertisement, which offers a genuine money saving opportunity to the prospective buyer, WILL BE READ!

GRAND TRUNK RAILWAY SYSTEM

Second Great Annual

Excursion

TO
Niagara Falls

Under The Auspices of
A. O. U. W.

Saturday, July 22nd, '11

EVERYBODY COME ALONG AND HAVE A GOOD TIME.

Cheap rates can also be had from Niagara Falls to Buffalo and Rochester.

Station.	Time.	Fare.
NEW HAMBURG	6.15	\$1.90
BADEN	6.25	\$1.90
PETERSBURG	6.35	1.80
BERLIN	6.50	1.60
BRESLAU	7.00	1.60
MOSBROUGH	7.10	1.60
GUELPH	7.25	1.60
HESPELER	7.50	1.55
PRESTON	7.57	1.55

CHILDREN, UNDER 12 YEARS OF AGE, HALF FARE.

Special train for return trip leaves Niagara Falls at 11 p. m., July 22nd. All tickets from any station good to return on any regular train, Monday, July 24th, 1911.

For further information, apply to the undersigned.

J. E. VOGT

Sec. Treasurer,
Berlin.

A. WESELOH,

Chairman,
Berlin.

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 WHERE. EVER 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 "Eddystone 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 Eddystone 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.

Try a Want Ad.

Strawberries Strawberries

Homegrown, berries fresh every few hours. Get your supply. The season will be very short on account of the dry spell.

PINE APPLES.

Our last shipment of the famous strawberry variety to hand. We have all sizes at lowest prices.

CHERRIES, CHERRIES.

Large white or oxhearts, large black cherries, red sweet, and red sour cherries. Get them now, or leave your orders. We will guarantee you the very best at the lowest prices. We are advised by all growers that the season will be very short on account of the very dry spell.

BECK & SCHELL

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 home and can't 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 so small as to seem trivial.