



Selling Out!

EVERYTHING IS GOING WITH A RUSH.

Dry Goods, Millinery & Clothing R. SMYTH & SON.

Electroplated Ware.

Pickles, Cakes, Marmalade Jars, Breakfast Croets, Biscuit Holders, Forks, Spoons, Knives, etc., just now opened by

G. W. BEALL, Jeweler and Fancy Goods Dealer, KENT STREET, LINDSAY.

Design for the ROCKFORD and AURORA WATCHES. This is the place to get Elgin, Hampden, Springfield, Waltham, or any other good American or Swiss Watch, either in gold or silver cases, at the lowest possible price.

English, Canadian and American Jewellery. A first class stock always on hand. WEDDING RINGS a specialty. When stamped G. W. B. the quality is guaranteed. First-class Goods at the least remunerative profit is the motto of this, the oldest and the most trustworthy jewelry store in Lindsay.

G. W. BEALL, Kent Street. Office for the issuing of Marriage Licenses.

The Victoria Warden

LOCAL JOYTINGS.

AMERICAN AND EUROPEAN

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A MARRIAGE LICENSE for \$1.00 at Porter's book store.—2-11. Best Brides Trimmings—12 1/2 etc. For the Quality guaranteed. Best in town R. D. Houston—25-11.

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Cure for Sore Eyes

Stocktaking Sale at the City Store.

We intend (D.V.) taking stock the last day of July,

And in order to reduce it to the lowest ebb possible we will until that date sell all we can of our

Spring and Summer Goods at exactly Cost price

without the slightest deviation for any consideration this proclamation will stand unaltered. We are aware that the public are somewhat sceptical as to the genuineness and reality of cost sales. As far as we are concerned it cannot be truly said that we ever deviated from our advertised statements, and to prevent any such ideas troubling your brain for the future we hereby offer a reward of a \$20.00 silk dress to the first lady, or a \$20.00 suit of clothes to the first man who detects us refusing to carry out the terms of our advertisements. Under the above penalty we now advertise to sell you, for cash, all or any part of our present Spring or Summer Stock at exactly cost price. This offer to remain good for the balance of July only. Our stock is larger than it should be at this season, and particularly well assorted. Everyone who knows us at all know that our whole stock has been bought for this season's trade. You can therefore feel sure that we have no old sell worn or moth eaten goods to dispose of. Our Departments are Staple and Fancy Dry Goods; Millinery; Housefurnishings; Gents Furnishings; Ready Made Clothing; and the City Merchant Tailor of Lindsay.

All Spring and Summer Goods at Cost Prices for July.

Sootheran, Cathro and Mark

Managers City Draper and Clothier House, No. 2, Dobson's Block, 2nd Door West of the Post Office, Kent Street, Lindsay.

Spratt and Killen

Pure TEAS, Pure FRESH ROASTED COFFEES

NEW GROCERIES

OUR STOCK OF GROCERIES IS NOW COMPLETE, AND ARE ALL NEW, FRESH GOODS, AND BEST QUALITIES.

Having enlarged the rear of our premises so as to store our Teas and Coffees and other Goods which we expect to do a large Wholesale Trade in, we have ample room for to do a Retail Grocery and Provision Trade in front, which has been thoroughly refitted.

We will be pleased to see all our old customers in this line, and any new ones that may favor us, and will guarantee they will not regret any purchases they may make.

Spratt & Killen.

Lindsay, July 1, 1888.—1592.

Silks! - Silks! - Silks!

A merchants way of dealing in Silks is a pretty fair test of his dealing in general. There are two reasons for the statement: The importance of Silk as an article of merchandise and the impossibility of being perfectly sure how any particular quarter yard is going to wear. It is worth something in estimating a man to know how he treats an important matter that involves some risk to his clients.

There are two attitudes which the merchant may properly take towards this treacherous article of universal dress, he may say: we buy the Silks of the best markets; use the best skill we can command in choosing them; examine carefully before we sell them; and, if the Silks do not turn out successful in wear, the fault is back of us. The maker himself does not know how a particular piece of his own Silk is going to wear. The skillful workmen, thro' whose successive hands it has passed from the cocoon to the last process of the finish, do not know. Nobody knows, the only way to find out is by trying, you have got to buy with whatever of risk there is, we do all we can to make it little, we cannot take it away.

This is the attitude he must take if he is frank and fair, unless the maker bears the risk somebody has got to bear it. The merchant can't, the maker can. If a maker chooses to insure his Silk, rely on the merchant to pass that insurance over to the weaver and deal with it with both, then the merchant may say this Silk may wear well or ill; we do not know how it will turn out; but if it goes too soon we'll replace the part that fails. Either attitude is proper. Either recognizes the unavoidable chance of disappointment that lurks in every silk dress. One makes provision for that chance and the other notifies the buyer that the risk is hers. It depends on the maker what the merchant can do. Not every maker of silk, not every maker of good silk, not every maker of the very best silk is disposed to take the risk of his work. Some merchants of the highest standing never guarantee any Silk to wear. We take the middle ground. We warrant Silks that are warranted to us. If a responsible maker is willing to take the risk of his work and trust to us to administer his guarantee we shall do it. We do not insist that he shall. We are prompted to this explanation by a series of Silks which we sell with agreement to replace without charge any part that may fail to be fairly durable. Let it be understood that the guarantee is ours as much as if the maker were not behind us, and that it is the makers, as much as if you were not looking to us for its fulfillment.

The price of Silk is very low now, the depression is felt particularly in Staples, less in "Novelties," which always bring extravagant prices for the first few weeks. We refer today to Staples, to Silks of intrinsic value, to Silks that never lose their favor. Because they hold their place in dress they go up and down in the market according to the current price of silk and labor and tariff—hardly ever according to fashion. We open and offer one thousand yards of Black and Colored Merveilleux Silks and Satins at 68 cents a yard, just half their value.

E. E. W. McGaffey.

One door East of Congress Hall.

Children Cry for Fickler's Castoria.