



IF YOUR BLOOD'S COOL, READ THIS!

—EVERY WORD OF IT—

A FAST RISING TIDE UPON THE ROCK OF BARGAINS.

WAR! WAR! and rumors of war is the prevailing cry with our American neighbors. But the prevailing cry right here in Lindsay is Gough's War on High Prices. We have bottled up the High Priced Clothing dealers and thrown Shot and Shell into their forts, and have had an easy victory in the battle for humanity and CHEAP CLOTHING for the masses. Anything you wear in CLOTHING, HATS, or FURNISHINGS you may buy from GOUGH 30 to 50 PER CENT. LESS than anywhere. Knowing how to buy and how to sell is the secret of our little prices. Away above all our business strokes of the past, we put this latest lucky movement now in progress; even the Great Gough is not insensible to a boom in business, and it is really a duty you owe to yourself to make an early visit to

GOUGH'S GREAT SUMMER SALE!

It simply is not practicable to tell about the tenth of what's here and nobody can believe how good our values are without looking. But the fact remains that nowhere is there the equal of the values we're giving all over the store in Cool, Light Summer Goods. The unprecedented figures we print below gives only a slight insight into the prosperity that is spread out on our tables and shelves for the Greatest Summer Sensation of the day:—

MEN'S SUMMER SUITS.

- Men's good strong Canadian Tweed Suits, in light fawn, grey and brown twill, good trimmings and linings, starting at \$2.95.
- Men's Serge Suits, well made and trimmed, cut in any style, starting at \$2.75.
- Men's all-wool Serge Suits, cut in latest style, well made and trimmed, starting at \$3.45.
- Men's all-wool Canadian Tweed Suits, in brown, grey and fawn, well made, good trimmings, latest style, starting at \$3.65.
- Men's all-wool home-spun Halifax Tweed Suits, in grey, light grey and fawn, extra linings and trimmings, stylish cut and fit, starting at \$4.50.
- Men's all-wool Canadian Tweed Suits, light grey, pin check good lining and trimmings, perfect fitting suits, starting at \$3.25.
- Men's Black Coats and Vests, in 3 or 4 button sack and cutaway or morning style, good linings and trimmings, well made, good mohair braid, in latest style, starting at \$5.70.

BICYCLE SUITS.

- Our special Tweed Bicycle Suit, new tweed patterns, well made, reinforced seats, perfectly waterproof pants, with strap and buckle, or broad band, with buttons on bottom, in a variety of colors, starting at \$2.50.
- Men's Bicycle Suits, made in Norfolk jacket style, with straps and belt on coat, short pants, buckle at knee, cap to match, all-wool, special \$5.95.
- Golf or Bicycling Hose at 50c, 75c, \$1, \$1.25.

CHEAP PANTS.

- Men's fine Imported all-wool Tweed Pants in small checks and heather mixtures, extra trimmings, made equal to ordered work, latest cut, starting at \$1.95.
- All-wool Tweed Pants \$1.25, \$1.50, \$1.75.
- Good Working Trousers, strong Canadian Tweed, light and dark colors, well made, cross and hip pockets, 48c, 75c, \$1, \$1.25.
- FOR PAINTERS and PLASTERERS - Heavy White Overalls 35c, 50c, 75c. Heavy White Overalls, bib front, 50c and 75c.
- FOR MACHINISTS and R.R. MEN - Blue Denim Overalls, 35c, 50c, 65c. Blue Denim Overalls, bib front, 35c, 50c, 75c. Blue Jackets, 3 pockets, 35c, 50c, 75c.
- FOR THE FARMER - Cottonade Overalls, bib front, 50c and 75c. Jackets, three pockets, 50c and 75c. Shaped Cottonade Pants, 85c and 95c.

YOUTH'S SUITS—to fit young men 15 to 18.

- Worth \$3.50 to \$4.00—Summer Sale price \$2.90.
- Worth 4.00 to 4.75—Summer Sale price 3.40.
- Worth 4.50 to 5.00—Summer Sale price 3.90.
- Worth 5.50 to 6.50—Summer Sale price 4.80.
- We are glad to have a hand in encouraging the rising generation to wear stylish and tasteful garments. Special lot of 250 Youth's Suits in tweed and serge, spic-and-span new—nothing so good ever seen for the price, \$3.50.

BOYS' 3-PIECE SUITS.

- Coat, Vest and Pants to fit boys 10 and 15 years of age.
- Worth \$2.50 to \$2.75—Summer Sale Price \$2.00.
- Worth 3.00 to 3.50—Summer Sale price 2.40.
- Worth 3.50 to 4.00—Summer Sale price 2.90.
- Worth 4.00 to 4.50—Summer Sale price 3.40.

CHILDREN'S 2-PIECE SUITS.

- Coat and Pants or Blouse and Pants.
- Worth \$1.00 to \$1.25—Summer Sale price \$.70.
- Worth 1.25 to 1.50—Summer Sale price .95.
- Worth 1.50 to 1.75—Summer Sale price 1.20.
- Worth 2.00 to 2.25—Summer Sale price 1.45.
- Worth 2.25 to 2.75—Summer Sale price 1.75.
- Worth 2.90 to 3.50—Summer Sale price 1.90.

WATERPROOF COATS.

- Men's Waterproof Coats, imported Black Cashmere, Paramatta cloth, silk stitched seams and edges, bottoms rubber faced, sizes 36 to 46 chest, starting at \$3.95.
- Men's latest London, England, style Paddock Waterproof Coats, single breasted, fly front, checked worsted linings, sizes 36 to 44, starting at \$5.00.

HATS, HATS, HATS.

- SUMMER FLYERS in Dress, Tourist and Outing Hats.
- Gough is offering Hat values to shake the foundation of low prices. You can't begin to appreciate our great values until you try to match them anywhere.
- Men's English and American felt stiff and Fedoras Hats, medium high crown and rolling rim, lined and unlined, calf leather sweats, silk band and bindings, colors black, nut brown and Cuba, 50c.
- Men's Fur Felt Soft Hats, with wide silk band, best leather sweats, bound, also raw edges, in the newest spring shapes, colors, black drab and fawn, special \$1.40.
- Men's Fine English and American Soft Hats, in Fedoras and Tourist shapes, pure silk trimmings, in pearl, fawn, nutria and black colors, special \$1.70.
- Men's and Boys' Fancy Linen Hats, American manufacture, special 25c.
- Youths and Boys' English Felt Fedoras Hats, silk trimmings, leather sweats, in black and brown shades, all sizes, at 50c, 75c and \$1.00.

IT'S WHAT YOU GET AT GOUGH'S

- During this sale that ought to make you come. What you PAY won't keep you away. We want every reader to be a buyer.
- We will cheerfully do our part if you do the looking whether you want to buy or not.
- Money cheerfully refunded if goods are not satisfactory.
- Associate of the largest syndicate of Clothing dealers in Canada—the Originators and Promoters of low prices.

B. J. GOUGH,

BUYER AND SELLER OF THE GREAT ARMY AND NAVY STOCK. NOW UNDER A CLEAN SWEEP.

CORNER KENT AND WILLIAM STREETS, LINDSAY

RUBBER STARCH!

Something New, Unequaled in quality. Requires no cooking. Produces the finest finish. A strictly high grade laundry starch. We invite with confidence a trial. RUBBER STARCH is sold at TEN CENTS a package.

BOOTS AND SHOES

We have an unusually pretty selection prepared for your inspection in.....



- Women's Dongola Shoe, Vesting Sides, turn sole at \$1.25.
- Women's Dongola Chocolate Slipper, turn sole, neat and stylish at \$1.25.
- Men's Dongola Laced Boot, single sole, stylish summer boot \$1.25.
- Men's Glove Grain Bal., pebbled top, riveted, solid all through \$1.25.

DRY GOODS.

Seasonable Goods in the way of

- Men's Summer Underwear.
- Women's Summer Underwear.
- Straw Hats, Etc., Etc.
- SEE THEM.

IF YOU DON'T

See what you want in our "ad."—YOU WILL FIND IT IN OUR STORE.....

W. M. ROBSON,

WEST END 3 STORES

Cheese-Factories

Cheese-making is well under way for another season. It should be by far the best in the history of this district. The exceptional advantage enjoyed of having the Dairy Association here last January ought to bear fruit in this summer's operations. We are glad to learn from Inspector Kerr, who has just made his regular tour, that this is the case. He informs us that some factories have been altered in accordance with the suggestions made at the convention; special attention has been given to facilities in the curing rooms; a store of ice, upon which association speakers insisted, has in several cases been put in, and altogether factories are in a better condition than ever before. The methods of cheese-making are also being improved. The indiscriminate use of acids has mainly been discontinued and operators are going on the lines laid down by scientific instructors at our various colleges and dairy schools.

In view of the demands of the market and the efforts of makers and stock-holders to meet them it is not too much to expect that patrons will faithfully cooperate to that end. No skill or pains at the factory can overcome improper methods on the farm. The quality of milk is the first consideration. It must be good when milked and kept good till delivered at the place of manufacture. In order to these two things cows and cans must be considered. Pasture must be good, and fortunately it has so far been exceptionally so. Water must be plentiful and pure. There can scarcely have been much trouble about that either as yet, but the hot dry months are ahead of us, when the grass will parch and the cattle too. Then let farmers heed what we are now saying. Give the cattle plenty of good wholesome drink, even if you have to draw it in barrels, as is necessary in some cases. They will turn it into milk and pay you a big interest on your labor. Put salt where they can get it, and use ingenuity in devising ways and means for their comfort and well-being. It pays to use surplus brains that way.

Then about the cans. Carefully-milked milk is sometimes put into carelessly-cleaned cans. That is one way good milk is spoiled. A man can hardly afford to keep good cows, raise good pasture to produce good milk and

spoil it in a dirty can. The can does not have to be very dirty to do it either. Taint of whey or a few particles of sour milk will do the damage. The milk must not stand in impure air, and if you aerate in pure atmosphere it will do it good. Mr. Jas. Whitton never wearies in his task of exhorting patrons to get milk to the factory early in the morning. A two hours journey under the hot sun is more than any milk will stand. Eight o'clock is the time that the last load should reach the factory. Every hour after that puts a taint in the Englishman's cheese, and he simply won't eat it. Shorter routes, convenient stands and an active driver will help the early delivery. Driving up lanes, waiting till the last can is finished and shutting gates form no part of that man's duties who wants to be at the factory by eight o'clock.

Canada and the War.

When the United States has been at war heretofore, Canada has had occasion to be among the most interested spectators. In fact the spectacle has usually become so interesting that it was safer to view it from behind a tree, and a telescope was of less utility than a shot-gun. In the present little episode we hear a good deal about Americans coming to Canada for the summer. Likely, but it is nothing to the way they came over on previous occasions. It is on record that our fathers actually had to remonstrate with them at Quebec, Toronto, and Queenston Heights and it is a matter of history that some of them did not long survive our climate, and these interviews with our ancestors. Anglo-Saxon blood of which they still speak so highly was the special attraction in those days. It fact, with the exception of about all the available Indian commodity, Anglo-Saxon gore has been their sole quest. Deterred perhaps by the number who were not able to join their retreat on those occasions they have not repeated the visit of late. Concerning those now arriving it is said that they have assumed an air of as little bump-tuousness as possible and beyond looking a trifle scared have nothing unusual in their appearance. It is some thing of a relief for the Canadians to see the Yankees firing bullets that they don't have to dodge. Such a departure from former conditions certainly takes much of the edge off our interest.

It would, however, be incorrect to

say that we are not deeply interested in the present conflict with Spain. While we have various views concerning the justice of the American attack and are probably little concerned with the direct results of the war, we are too much alive to the remote and far-reaching effects of such a struggle to escape feeling the keenest interest in the present state of affairs. When this war was in prospect, it was a common thing to hear the loquacious gentleman of the street-corner express the most ardent hope that it would speedily break out for it would make good times in Canada. Perhaps besides the mere innate love of war's excitement this very pardonable wish contained the only interest of the average man in the matter. The war came on, but its hoped for result: only to a small degree as yet. Recent statistics show that our trade has felt no distinct impetus. The only point at which it is possible to claim any advantage is in the price of wheat.

The rise that occurred at the outbreak of hostilities was instantly attributed to that event by many people. As a matter of fact an extra eight millions of dollars were paid for Canadian cereals on account of the improved prices. Competent judges tell us that the war had little or nothing to do with the improvement, and the decline before serious work had begun gives color to that view. However that may be, the look on the face of the man who wished for war, when he pays 16 cents a loaf for bread, leads one to believe that the war was loaded up the wrong way. In trying to locate the eight millions we have questioned some of these men but have come to the conclusion that we were inquiring among the wrong class. As a bringer of good times this war has been a failure and it ought to be said to all who hoped for the opposite that war never brings good times but always, far and near, bad times, bitter and dark.

There is a way in which the war seems to be doing us good. It is restoring sufficient sanity to our cousins to enable them to forsake their insufferable swagger and accord the customary amenities of civilization to other nations who give them a chance. With their war vote they included an item to pay part of their debt to Canada arising out of the Bering sea awards. We return thanks to the Spaniards for that. Their treatment of Great Britain is of the greatest importance to us. The journey from the Venezuelan message to celebrating the Queen's birthday is a performance of dislocating tendencies, but Uncle Sam has accomplished it and is indus-

triously caressing that particular part of the lion's anatomy which he has long labored to arrange after manners for which nature had not provided. For deliverance from this indignity and its attendant discomfort the lion must acknowledge his obligation to the wicked Spaniards. We share his gratitude. If this sudden change of occupation does not depend wholly on the smell of powder and survives his fear we shall be under yet greater compliment to the Dons.

While we are directly interested in the change of front towards Great Britain and would be glad to hope it is permanent there is a matter that promises to be of greater benefit to Canada at this moment. It is the disposition that the Americans have developed since war broke out to use us decently. We are not among those who put hurrahs before equity or alliances before fair play. We do not object to either the hurrahs or the alliance but insist that they shall rest on sufficient foundation. They must be the result of amicable sentiments and conduct. To the cultivation of these latter Canadians always have and ever will devote careful attention. There now seems to be a disposition among Americans to do likewise. We have hopes that our laborers and legislators will no longer be butts for Yankee insolence. The most encouraging indication of a better state of things is the recent arrangement for a commission to investigate all matters of difference between us. Two weeks ago Sir Louis Davies assisted by Sir Julian Panncoore the British consul at Washington obtained a promise of such a conference. Five representatives of each country will meet at Ottawa as soon as convenient and endeavor to settle all points of dispute. The president has asked congress for an appropriation to meet their share of the expense. We are glad to see this move and hope for most happy results. If the present professions of Americans have any basis of sincerity there will be no difficulty in arriving at a satisfactory and permanent settlement of all difficulties between us. If this is accomplished we shall have great cause for gratitude to the smell of Spanish powder which has converted this century-old sinner.

WASH FABRICS.

- 1,300 yards Fast Color Prints, all good patterns.
- 70 and 80 Prints for 5c.
- 10c Prints for 8c.
- 12.12c Prints for 10c.

J. SUTCLIFFE & SONS.

LINDEN VALLEY

Special to the Watchman.

PERSONAL.—Mr. and Mrs. Jarvis are visiting at Mr. A. McKay's, Fern Dale farm. Miss A. Adams of Woodville is visiting at Mr. J. Jewell's. E. R. Dirchard is visiting friends at Woodville. Rev. J. F. Anderson and Mrs. Anderson called on old acquaintances here during conference week. Mr. A. made many warm friends in this place while stationed in Cambray Valley Sunday school intend holding a strawberry festival on Friday, June 24th, on the Friends' meeting house lawn. A good programme is being prepared. Talent is expected from Oakwood, Eden, Cambray and Lindsay. Admission 15c; proceeds to go in the interest of the church.

OAKWOOD

Special to the Watchman.

BASE BALL.—On Tuesday, the 19th inst., the Oakwood base ball team drove out to Eden to try conclusions once more. The Eden boys were confident of victory before the game, but of course since that time have materially changed their minds and are accepting defeat with the best grace possible. The umpiring was done by Mr. A. O. Hogg (f Oakwood to the entire satisfaction of all interested. Notwithstanding the fact that the Eden team had played from nearly all over the townships of Mariposa and Eldon and part of the United States the Oakwood team came out victorious, the score being 15 to 5 at the end of the game. The teams lined up as follows: Oakwood—J. Varcoe, N. McCauley, N. Thorndike, J. Prouse, P. Patterson, W. Read, J. Moore, L. Mark, S. Weldon. Eden—Ben Stacey, Argyle, Albert Jewell, Eden; N. B. Feir, Cambray; A. McKinnon, Woodville; J. Wickett, Eden; R. Morin, Hartley; R. Jewell, Eden; G. McCullough, Saginaw, U.S.A.

LITTLE BRITAIN

Special to the Watchman.

ANNIVERSARY.—The annual anniversary and tea in connection with the Methodist church at Little Britain will take place on Monday, June 27th, commencing at 3 p.m. A capital programme will be rendered by the children, consisting of readings, recitations, vocal and instrumental music, etc., also short addresses by Rev. M. Brown. In the evening at 7.30 a lecture will be delivered by Rev. E. B. Roberts of Omemee. Subject, "A trip to the Old Country." Music will be furnished by the choir. Admission to tea and lectures 25c; lecture 10c, 15c; no school children free.

A MODEL FOUNDRY.—Mr. McKee's new foundry, into which he moved some time ago, is a well-arranged and convenient building, and equipped with the latest labor-saving appliances. The foundry is right in the centre of the village, being only a few doors east of Pogue's lively store. Here farmers, mill-men and owners of threshing machines and engines can have the slightest or largest repair made on quick notice, and the charges will be usual be found very moderate. Mr. McKee is also agent for the new gasoline

engine, which is just the sort by farmers and others, being safe and easily managed, the engine not being required.

LUTTERWORTH

Special to the Watchman.

PICNIC.—The picnic in connection with Miss Adair's school, section No. 10, worth, will be held in Mr. Hartgrove on Friday, June 24th. All of this and neighboring townships will come and spend the afternoon picnics of the past have been of high order and it is confidently expected that this year's will not lower the town. Mr. Jas. By moved his saw mill to this vicinity now doing a big business in shingles.

OMEMEE

Special to the Watchman.

NOTES.—Farmers rejoicing crops and prospects were never many of our citizens will have Foresters excursion on next No better trip could be arranged who has never saw the beautiful. Rev. Mr. Grant, who visited our village last summer, of Rev. Nelson McCann. PERSONAL.—Rev. J. A. T. gone for a well deserved holiday his parental home in Quebec. Many anxious thoughts by many of his congregation that he will well as he left. Rev. Mr. pastor of the Methodist church, himself so faultless that he has called, to the great delight of the generally. Christ's church, yet succeeded in selecting a pastor. POSTPONED.—The Masons postponed their annual conference to an indefinite time. CONCERT.—Our village band first open-air concert last Sunday to the delight of hundreds.

BOARD OF EDUCATION

The board of education held a meeting on Monday evening at the chamber. The members were present. Budget for the year showed the Institute's requirements to be \$2,840. The town is asked for \$2,840. Schools cost \$10,000, and ask \$2,840. A suggestion of the rate of insurance was not entertained. School property was not estimated. Other members. Mr. Stewart re-adding the two certificates to the department. They are to be given students passing an examination in history. The alumni association formed by a former graduates of the school. A convention during the summer to consider the advisability of instituting staff next year.

WASH FABRICS.

- Boys' Wash Suits, Blouse with lanyard and whistle, 75c.
- Boys' Blue Serge Blouse \$1.00 and 75c.
- Men's Light Summer Tweed, Serge or Lustre.

J. SUTCLIFFE & SONS.