

120-ACRE FARM FOR SALE—AT LARAVINE, SOUTH END OF 1ST & 2ND STREETS...

FARM FOR SALE—LOT 5, CON. 81 in the Township of Eldon, containing 120 acres...

FARM TO RENT—200 ACRES OF choice farm land, all clear, one mile west of Downeyville...

TEACHER WANTED—FOR S. S. No. 3, Mordmuth. Duties to commence after midsummer vacation...

TEACHER WANTED—FOR S. S. No. 7, Eldon, holding second-class professional certificate...

STRAYED—ONTO THE PREMISES of the undersigned, lot 14, con. 9, Ops, 3 yearlings and one 3-year-old...

FOR SALE—BLOOD DRIVING mare, with foal at heel. Apply the Rectory, Omemee.

FOR SALE—FOX HOUND PUPPIES, best blood in the country. Last litter hunted foxes at six months and deer when 7 months old...

COURT OF REVISION TOWNSHIP OF OPS

Notice is hereby given that the Court of Revision to hear and decide appeals from the assessment of the township of Ops for the year 1911...

Monday, May 29th, 1911 at ten o'clock in the forenoon. W. E. AGNEW, Tp. Clerk.

Tenders for Concrete Piers and Stone Filling

Mud Lake Narrows Bridge, Township of Carden, County of Victoria

Tenders will be received by the undersigned until Wednesday, July 5, 1911, for the following works:

1—3 concrete piers to receive two 60-foot spans. 2—2 concrete piers to receive one 120 foot span. 3—Stone filling of approaches.

J. R. McNEILLIE, Clerk County of Victoria.

WON A PRIZE.

In the drawing for prizes at the Catholic Coronation picnic at Bobcaygeon on the 22nd, the first prize a gold watch, was won by Mrs. T. Burns, of Galway, the second, a lamp, by Mrs. R. Mansfield, of Kinmount...

WHAT DOES BALD MEAN

When you see a man with a bald head you know he has had a scalp disease and that he neglected caring for his hair or he would not have been bald. So many people have a scalp disease and neglect it, because it don't pain them at any time.

SUNDAY SCHOOL

Lesson 1—Third Quarter, For July 2, 1911.

THE INTERNATIONAL SERIES.

Text of the lesson: Isa. xxxvii. 21-36. Memory Verses, 43-45—Golden Text: Ps. xlvii. 1—Commentary Prepared by Rev. B. M. Stearns.

The story of Hezekiah is somewhat fully recorded not only in II Kings and II Chronicles, but also in the prophecy of Isaiah. A few weeks ago we were considering how he began his reign by keeping the Passover for all Israel...

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THE MARKETS

CHICAGO, June 27.—Disclosure of an unusually large amount of interest in July wheat...

Winnipeg Options. Close. Open. High. Low. Close. Wheat—July 90 1/2 90 1/2 91 1/2 90 1/2 91 1/2

Toronto Grain Market. Wheat, fall, bushel 80 1/2 to 81 1/2. Rye, bushel 60 1/2 to 61 1/2.

Toronto Dairy Market. Butter, store, 10 lbs 0 17. Butter, separator, dairy, lb. 0 22.

Liverpool Grain and Produce. LIVERPOOL, June 27.—Closing—Wheat—Spot firm, No. 1 Manitoba, 78 1/2.

Montreal Grain and Produce. MONTREAL, June 27.—There was an increased enquiry from European sources for Manitoba spring wheat for July-August shipment...

Chicago Live Stock. CHICAGO, June 27.—Receipts—Cattle—14,000; hogs, 12,000; sheep, 10,000.

Toronto Live Stock. TORONTO, June 27.—The railways reported 64 carloads, consisting of 713 cattle, 1285 hogs, 1046 sheep and lambs and 279 calves.

Butchers. Geo. Rowntree bought for the Harris Abattoir Company 120 cattle, 450 hogs, 650 sheep for butchers' steers and heifers; cows, \$3 to \$4.00; bulls, \$4.25 to \$5.

Stocks. The market for stocks is much easier owing largely to the dry weather. Stock-ers, 200 to 300 lbs, each, sold at \$1.25 to \$1.50.

Sheep and Lambs. Sheep, ewes, heavy, \$3.50 to \$4.25; ewes, light, \$2 to \$3; rams, \$4 to \$5; yearling lambs, \$2 to \$3; yearling lambs, \$2.50 to \$3.

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Newspaper Directory For 1911

We have just received from the publishers, A. McKim, Limited, of Montreal and Toronto, a copy of the 1911 edition of the Canadian Newspaper Directory.

This is the seventh edition of this valuable work, which is a very real need in Canada, and deserves a place on the desk of every business man, whether he is an advertiser or not.

The Canadian Newspaper Directory lists and describes 1,526 periodicals in Canada and Newfoundland. Of these 136 are daily, 1,102 weekly or semi-weekly, 265 monthly or semi-monthly, and 23 are published less frequently.

This work contains over 475 pages. It is splendidly bound and is certainly a credit alike to the publishers and to Canadian newspapers generally.

A. McKim, Limited, are particularly well qualified to edit and publish this, the standard book of reference on Canadian publications. They are the pioneers in the advertising agency field in the Dominion, the McKim agency having been founded in Montreal in January, 1889, twenty-two years ago, by Mr. Anson McKim, who is still at the head of the business.

During all this time they have been the acknowledged leaders in this line in Canada, and the agency business has been developed from a very small beginning—then performing only the functions of the middle-man—to a very large producing enterprise which runs into the millions.

It goes without saying then that no other agency is in closer touch with the publishers of the Dominion than McKim's, and they are therefore able to get the most reliable information. The price of the 1911 directory is \$2.

GETTING AFTER INDUSTRIES. Two hundred cities in the United States are at present engaged in municipal advertising. Most of them maintain regular advertising organizations and still others maintain paid representatives in large eastern cities.

Spokane, for instance, has a press bureau, capably conducted, which is continually sending out to the newspapers of the country items dressed in attractive form, setting forth interesting facts pertaining to that locality, and spends \$40,000 annually for this purpose.

This method of advancing municipal interests, says Judicious Advertising, has recently commended itself to the people of Nashville, Tenn., where the business men have decided to organize an industrial advertising bureau and to spend money in making known the advantages of the town.

A committee named to investigate the result of advertising in other cities made the following report: With an expenditure of \$20,000, Omaha secured sixty factories, with 2,000 operatives employed; Des Moines, \$14,000, twenty factories with 600 workmen; Kansas City expended \$16,000, got eighty factories, with 3,600 men; Cincinnati, \$22,000, thirty factories, 900 men; Memphis (first three months) \$2,000, six factories; San Antonio, \$17,000, eighteen factories, 1,800 men; Buffalo (two months), \$3,000, twelve factories, 750 men; Lynchburg (one month), \$600, two factories and 400 men.

A profitable advertising campaign has also been conducted in Pensacola, Fla. Property owners raised \$100,000 to be expended in three years. Fifteen thousand dollars was spent in the first three months, with the result that the price of city property advanced five dollars a foot, and near-by farms fifteen dollars an acre.

Several hundred city lots and a number of the farms had been sold in the meantime, and those directing the campaign express themselves very well satisfied with the returns from their investment.

It is undeniably true that municipal advertising is a profitable investment.

NAIAD IN PORT. Capt. Carson, of the Str. Naiad, called on the Watcher this morning. The Naiad was in port over Sunday.

NO MORE DANDRUFF. E. GREGORY KNOWS WHAT IS MAKING CLEAN SCALPS. In order to rid your scalp of filthy dandruff you must kill the germ. There is a hair dressing called Pariline Sage, which is now sold in every town in Canada.

Several boat houses have been broken into during the last couple of weeks, and fishing tackle and other valuables have been taken. This practise must be stopped and it caught it will mean a police court case.

As a matter of fact, but few people ever have the opportunity of looking a gift horse in the mouth.

Men! Dress Up for the 1st



You'll be wanting a new suit for the first of your vacation trip and we want you to know what splendid outfitting we have. Clothes, Hats and Toggery that will place you right in line with the Best Dressers you'll meet anywhere.

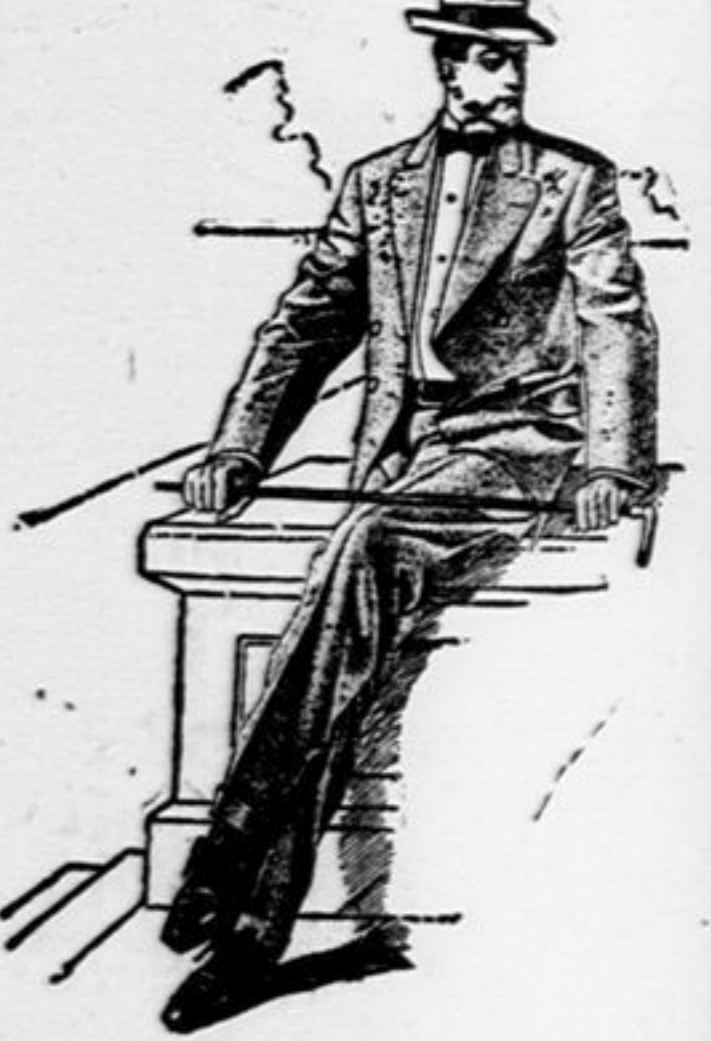
Suits at \$8, \$10, \$12, \$15, \$18 to \$20. Beautiful light weights, fast color woollens or Serges, Tweeds, Cheviots and Homespuns.

No exclusive tailor can begin to match these suits for less than double the price.

When it comes to Headwear and Toggery our showing is a selection of correct and exclusive styles. We ask your consideration. You'll appreciate our good looking summer outfitting at fair and pleasing prices.

See Our Special Novelties FOR THE MEN

- Soft Shirts, in choice patterns at 50c and 75c. Soft Shirts, in choice patterns at \$1.00. Soft Shirts, with soft collars, at \$1.25 to \$2.50. Golf Shirts, with reversible collars, at \$1.00 to \$2.25.



FOR THE BOYS

Rompers and Play Suits, Rough Riders, Wash Suits, Negligee Blouses and Shirts, Play Suits, Corduroy Knickers, Straw Hats and Outing Caps.

B. J. GOUGH LINDSAY

WHERE THE GOOD COTHS COME FROM.

APPROPRIATE AND INSTRUCTIVE

Bury's Green, June 27.—The members of St. Peter's church held a very successful bazaar on Tuesday last week at the church where a great deal of cleaning up was done which added greatly to the appearance of the grounds.

The Holy Sacrament of the Lord's Supper was dispensed with at St. John's church on Sunday last at 10.30 a.m. by a large congregation by the pastor, the Rev. R. J. H. Lord.

Mr. Wm. Hoskins has recently finished quite a large job of cementing his horse stables and hog pens. Mr. Wm. Keast, of Fenelon Falls, done the work.

Quite a number from here attended the laying of the corner stone of the new Methodist church at Fenelon Falls on Tuesday.

Farmers are busy at present hoeing their root crops and on some beats the road work is not finished yet.

Our schools closed on Thursday last in respect of the Coronation. No one from here attended the Coronation last week owing we suppose to the very busy season.

Miss Bullen returned to her home in Orillia last week after a lengthy visit at the home of Mr. and Mrs. John Skuce.

Mrs. J. Frise, of Toronto, visited with relatives of this place last week.

Mr. and Mrs. Edwin Flett returned on Friday last after spending a few days with relatives near Peterboro.

54th YEAR.

A Few June

Women's black white, musquitair w price 35c. Wash G showing of W ular fabrics. Whitewea dresses, dra coats, Women Corsets, etc. Fine Lin new banded inches wide. Table Nap per dozen fr. To those lials for light Art Sateens, for Cushions, prices from

We advise you of the fact that Coronation Day, June 29th, at 5 p.m.

O'Lo & M Cash and

Teacher Rem

Miss Townsend, teacher of Section No. 12, Cavan, was sent with a locket and address her pupils Friday evening, July 1st, the address being as follows: Dear Miss Townsend—It is feelings of deep regret that we pupils, learn of your departure our midst. Oft times no doubt tried your patience to the utter but yet you were ever kind and have made every effort guide us in the right path, which in after years we will appreciate more fully. We kindly accept this slight token our appreciation of your services which we will treasure as a precious memory. We wish that happiness and pros

Ticket Wins Girl Husband at a

Philadelphia, June 29.—If G. N. Flanagan, demure and makes up her mind that she will marry Thomas Skelly, who is feet tall and weighs 280 pounds she has to do is to say the And she—, but here's the story: She held the lucky ticket drawing decided Saturday night the fair of the church of the maculate Conception. Skelly, the phle, and his identity, who been a baffling mystery for a during which the fair has been progress, was disclosed simultaneously with the announcement that belongs to Miss Flanagan. It wanted him.

Skelly mounted a chair upon porch of the parish house, 11.30 o'clock, and made his 2,000 interested spectators who impromptu escort brought Miss Flanagan forth from her place of safety at the ice cream booth. Skelly briefly that he had entered affair in a spirit of fun, but he had seen the winner, who was until then likewise a she was willing and anxious to liquidate his bachelor life.

Miss Flanagan blushed prettily said she didn't think she wanted marry Skelly.

Sunday afternoon, however, Flanagan said she had changed mind, and as 'nobody loved me,' she would marry Mr. Skelly.

Miss George Hiles, Grimby, Ont., writes:—'Just a few lines to let you know what Milburn's Heart and Nerve Pills have done for me. I suffered greatly with my nerves and became nervous and weak at times I could not work. A friend of mine advised me to buy a box of your pills, which I did, and soon found great relief. They are the best medicine I have ever taken for the heart and nerves. I recommend them to any one suffering from heart or nerve trouble.'

Milburn's Heart and Nerve Pills make the weak heart strong and the shaky nerves firm by imparting a strengthening and restorative influence to every part and tissue of the body and curing all general debility, lack of vitality, etc. Price 50 cents per box, or 8 for \$1.00, all orders, be mailed direct on receipt of price by The T. Milburn Co., Limited, Toronto, Ont.