

The Climax to all Previous Sale Efforts!

Will Find Many Items in the Following List that will no doubt Interest You.

Dress Goods

Black Cashmere Serge, four shades, 35c, now 10c
Tweed effects, sold at 18c, sale price 12c, 12 1/2c
Black Tatan, worth 20c yard, now 12c

Bed Spreads

Secure one of our extra large 1 1/2 Bed Spreads, slightly soiled, worth \$1.35, going at 85c

Wrapperettes

15 pieces Fancy Wrapper Goods, were 12c per yard, sale price, 9c
Nice range mercerized sateen, double-fold, was 13c yard, we quote now 8c

Men's, Boy's and Youths' Ready-to-Wear Clothing

In Tweeds, Serges and Worsteds. They come to us, because our suits are always right in style and price. Every suit must be turned out and prices are slaughtered accordingly.

Men's Furnishings

In all the latest styles. New style Hats, Caps, Belts, Suspenders, Soft Front Shirts, Tennis and Boating Shirts, White Shirts, Collars, Cuffs and Neck Ties; see our window display

Flannels and Flannelettes

Extra wide and heavy Flannelette at 4 1/2c, 5c, 7c, 9c
Very special offers in Flannels, from 12c up to 25c

Parasols

A job lot of Traveller's Sample Parasols, bought at 40c, to be sold at one-half their value, other lines to be cleaned out below cost.

Blouses

Our large stock of cheap and better lines to be sacrificed, regardless of their cost price
Lovely White Figue in 5 different cords, regular 15c, now 11c; original 22, now 17c; regular 28, present price, 20c
Nice Crash Linen for Skirts, worth 20c for 15c; was 22c, now 17c
9 pieces nice patterned Muslins, were 15c, to clear, 10c

Carpets

Carpet, full yard wide, worth 23 1/2c
All-Wool, regular 75c, present price 55c
Patterns in Tapestry Carpets, regular 43c
A handsome lot of Traveller's Samples, in Tapestry and Brussels, and rugs and mats, to clear at sale

E. W. MCGAFFEY

Life and Insurance.

TO LOAN on Mortgage at low Rates. Notes Discounted.

The Imperial Life Assurance Company of Canada.
The Scottish Union and National (Fire).
The Union Assurance Society of London (Fire).
All exceptionally strong Companies.

JNO. KENNEDY

REFINED SALT
MAZED
TRIPLES

WE MAKE
er and
vert Pipes

WRITE FOR PRICES:
TARIO SEWER PIPE CO
ADELAIDE ST. E.
TORONTO

A WORD ABOUT STARCH



You have heard us talk about Rubber Starch before in this space. We are anxious that you should try this Starch, because we believe you will be pleased with the result. Ask for Sample if you have never had it. Rubber Starch is sold in packages at 10c.

Don't Bake



these hot days. You can always find a long, tempting list of appetizing goods at our store.

Our Shoe Store



is a little out of the way for some people, but then we pay you for your trouble—our prices are less. We have less expense, consequently we can sell cheaper. Call and test the truthfulness of this statement.

W. M. ROBSON,

WEST END STORES

A GALA DAY AT THE POINT

The Flavelle Milling Co's Employees

HOLD THEIR ANNUAL EXCURSION AND PICNIC—CAPITAL PROGRAMME OF SPORTS—THE PRIZE-WINNERS.

The ever-popular excursion of the employees of the Flavelle Bros. Milling Co. took place on Friday last, and was a crowning success in every way. The steamers Alice-Ethel (with palace barge) and Crandella conveyed nearly one thousand happy excursionists to Sturgeon Point to participate in the festivities of the occasion. "Old Probs" was in excellent humor, and furnished weather to the Queen's taste. The energetic committee had the arrangements well in hand, and every detail was carried out without a single hitch. Mr. Lunan, Eldon's popular piper, in kilts, was present, and stirred the hearts of all with true Scottish airs. On arrival at the Point the first consideration was to supply the wants of the inner man, and here and there all over the grounds clothes were spread under the trees and dinner a la picnic was partaken of.

At one o'clock sharp the lengthy program was taken in hand by Messrs. J. D. Flavelle, Robt. Miller, J. H. Hart, James Graham, Robt. Fee and Geo. Lytle. The first event was the distribution of presents to the "little folk," with exciting races for the recipients at the conclusion thereof. Then followed the regular program of athletic events. Each and every number was hotly contested, in fact the entries were so numerous in the different races that they had to be run off in trial heats, the prizes going to the successful competitors in the finals. In this way the spectators had the pleasure of witnessing four exciting dashes for each number on the program. Great interest was manifested in the men's hundred yard dash, but owing to the bad start Mr. Burns proved an easy winner. In order to remedy his a special race was added, when the same contestants again met, and going away lunched to an excellent send-off, one of the prettiest foot races ever witnessed at the Point took place. This time the order of thing was changed, and Mr. Hartley proved to be the winner, with Mr. Buck and Mr. Burns in second and third places respectively. There was a large list of entries in the caber contest, and it was not until the last toss that the winner could be picked in Mr. Wm. Fee, who captured the event last year. Mr. Mat. McDonald again captured his "spurs" in the race for men over 40 years of age. Well done, Mat. James Hepburn can reach higher with his foot than most men can with their hands, and demonstrated that peculiar fact in the hitch-and-kick contest. During the progress of the program, Mr. "Bob" Miller and Mr. T. Murtagh gathered the children about them and proved a veritable Santa Claus in July by free distribution of candies, whistles and horns. It was children's day sure, and they enjoyed it to the fullest.

The aquatic events attracted the large gathering to the water front to witness the duck race. Three live ducks were dropped from a canoe, and at the word "go" some ten or fifteen swimmers plunged into the water, and only caught them after an exciting chase. The double canoe race which was hotly contested throughout, concluded the program, after which tea was served, and the happy excursionists started for home at 6.30 p.m. Following is the list of prize winners:

- Boys' race, under 10 years—1 Kinear, 2 Armitage, 3 Coty.
- Girls' race, under 10 years—1 Duffus, 2 Walker, 3 Grey.
- Girls' race, under 15 years—1 McDonald, 2 Kinear, 3 Fee.
- Girls' race, under 15 years—1 Patterson, 2 McDonald, 3 McLean and Lennon, tie.
- Young ladies' race—1 Nettie O'Neill, 2 Katie Cunningham, 3 Teresa Cunningham.
- Married ladies' race, open—1 Mrs. Healey, 2 Mrs. Lee, 3 Mrs. McGann.
- Married ladies' race, (wives of employees)—1 Mrs. P. Masseau, 2 Mrs. Fagen, 3 Mrs. Lee.
- Men's 100 yard race, open—1 W Burns, 2 A. Hartley, 3 T. Buck.
- Men's 100 yard race (employees)—1 R Bell, 2 Geo. Bell, 3 J. Leary.
- Three-legged race—1 Burns and Brady, 2 Bell and Leary.
- Men's race, 40 years and over—1 M. McDonald, 2 M. McLeany, 3 A. Watson.
- Special 100 yard race—1 A. Hartley, 2 T. Buck, 3 W. Burns.
- Fat woman's race—1 Mrs. Teatro, 2 Mrs. Burchenow, 3 Mrs. O'Neill.
- Tossing caber—1 W Fee, 2 J Nesbitt, 3 J. Moore.
- Running hop-step-and-jump—1 J. Cunningham, 2 T Bnck, 3 G Williams.
- Sack Race—1 J Wilson, 2 Simpson, 3 G. Walker.
- Race on all fours—1 R Bell, 2 R Powles, 3 A. Simpson.
- Married men's race (employees)—1 Robt. Powles, 2 M. McDonald, 3 J. Nesbitt.
- High kick—1 J. Hepburn, 2 J. Cunningham.
- Duck race—1 B. Patton, 2 J. Ross, 3 D. Patton.
- Single canoe race—1 F. Reeres, 2 G. Hudson.
- Double canoe race—1 Reeves and Hudson, 2 Carr and Lytle.
- Largest family on the grounds—J. Burchenow.

A Great Cheese Sale.

THE BUYERS FAIRLY TUMBLED OVER ONE ANOTHER TO SECURE THE HIGH-GRADE CHEESE MANUFACTURED IN VICTORIA COUNTY.

The regular sale of the Victoria County Cheese Board was held in the council chamber on Monday last, and proved a record breaker in the way of fancy prices. The season has been remarkably favorable to cheese men, as their is a constantly increasing demand at advanced prices. The salesmen present were prior to the sale speculating on the price and were nearly all of the opinion that 8 1/2c. was in sight and a few daring ones maintained that it was quite possible that they would see nine cents straight, and everyone was happy. The buyers were also speculating as to where cheese was going to climb. Mr. Whitton stated that it was going to be a case of "hot toddy" and he was pretty near right, as the board was cleared at 9 1/2 and 9 5/16c. The buyers present were Messrs. Wm. Flavelle, Geo. Fitzgerald, Jas. Whitton, C. Moore, W. H. Wrighton, Rollins and Bailey.

Following are the factories represented:

Star	127
Lorneville	87
Cameron	87
Dunsford	108
Mariposa	75
Derryville	70
Cambray	70
Janetville	70
Omeme	173
Fenelon Falls	96
North Verulam	122
Minden	72
North Ops.	72
Pine Grove	55
Reaboro	125
Bobaygeon	174
Maple Leaf	145
Palestine	77
Red Rock	154
Little Britain	30
	1,700

THE WEDDING.

In response to the invitation of President Robertson the ball was started in this hot sale by Mr. Flavelle with 8 1/2c. for first selection. Mr. Wrighton followed with 8 1/2, when Mr. Fitzgerald called 9c. straight. Mr. Whitton advanced it a sixteenth, when Mr. Fitzgerald came back with an offer of 8 3/16c., but Mr. Rolands also wanted cheese and he got the call at 9c. and named Cameron, Star, Dunsford, North Ops, Bobaygeon, Pine Grove and Reaboro, all accepting. Omeme, Maple Leaf and Fenelon Falls declined to sell.

For second selections Bailey and Wrighton both bid 9 3/16c. when Mr. Whitton raised it to 9c, and Mr. Bailey not to be outdone went him one better and secured the call at 9 1/16c, and took Omeme and Maple Leaf at that price.

Mr. Fitzgerald offered 9 1/2c. for further selections and Mr. Flavelle gained the preference by offering 9c. for the balance of the board and secured Mariposa, Cambray, Palestine, Little Britain and Janetville. The salesmen for North Verulam, Fenelon Falls and Red Rock declined the offer.

A "COON" IN THE CORN PATCH.

Mr. Flavelle stated it was quite apparent from the way in which offers were declined that there was an understanding between some of the buyers and the salesmen. This should not be allowed and if it was permitted it meant ruination to the board. Buyers would not come to this board if that kind of thing was permitted and he objected to it strongly on behalf of the salesmen themselves as well as the buyers.

Mr. Whitton stated that he had not bought a box of cheese.

President Robertson—"Did you agree to purchase after the board adjourned?"
Mr. Whitton—"You are shoving this thing a little too far now, Mr. President."
Mr. Bailey did not think Mr. Whitton would do that. He thought the salesmen should be willing to sell to the highest bidder. If not buyers will not visit the board.

Mr. Whitton explained that he had asked one or two salesmen to hold their cheese for him if he was not able to get in and I am not ashamed of it. I am going to stand by them.

Mr. Flavelle condemned the practice in the interest of the board, the salesman and the buyers from a distance. He found no fault with Mr. Whitton but censured the salesmen for taking part in any such schemes.

Mr. Whitton stated that such things had been done before. He had on more than one occasion called factories and been refused, and the same factories sold to another buyer after the board adjourned. He was not ashamed of what he had done. He was present at every sale rain or shine, and these other buyers only came to the board when they were short on colored cheese.

A motion was then moved, and finally passed, after considerable adverse criticism, granting permission to sell off the board.

Mr. Whitton then announced that he had bought Red Rock, Fenelon Falls and North Verulam at 9 1/2c.

Mr. Sandford explained that he had refused Mr. Flavelle's offer because it was not as good as Mr. Whitton's. In selling to Mr. Flavelle he had to pay freight to Lindsay, which was equivalent to a 16th, and in accepting Mr. Whitton's offer he was that much ahead.

GET YOUR MONEY READY.

Secretary Shine read a letter from the instructor re salary. The salesmen were requested to have their money ready for next sale day.

The board then adjourned for two weeks

Personals

—Miss Hazel Yarnold is visiting friends at Toronto and Whitby.

—Mr. Nicholas Brady is visiting his brother Patrick at the Soo.

—Mr. E. Daly and daughter Mollie are visiting friends in Buffalo.

—Miss Maggie Jackson is spending her vacation at Gravenhurst.

—Miss May Torney of Ottawa is the guest of Miss Lila Janes.

—Miss Minnie Bullock of the east ward, is visiting in Bobaygeon.

—Miss Annie Bowen, teacher at No. 1 Ops, is visiting in Toronto.

—Ex-Mayor Taylor and Miss Taylor are enjoying the Mackinac trip.

—Mrs. Wm. Thompson of Toronto is visiting friends in town and Fenelon.

—Barrister John McSweeney is spending a couple of weeks at Caledonia Springs.

—Mr. Will Miller of Carter's dry goods store is spending his holidays in Orillia.

—Mr. Chas. Podger is enjoying a camp at Sparrow lake with a party of friends.

—Miss Lucy Thompson of Cobourg is visiting Mrs. S. Rogers of Little Britain.

—The Misses Stella and Bertha Porter, Kent-st., are visiting friends in Cobourg.

—Mrs. Joseph Booth of Ingersoll is the guests of friends in Lindsay and neighborhood.

—Mrs. H. H. Stevens and daughter Millicent are visiting friends at Owen Sound.

—Miss Alice Bradshaw, of Miss Bannan's millinery establishment, is holidaying in Peterboro.

—Miss Hattie Mimms, of Dundas & Flavelle Bros., is spending her holidays at Dundalk.

—Miss Sophia Wilson, nurse of Rochester, is visiting friends in Lindsay and Fenelon Falls.

—Mr. and Mrs. Buell of Mount Forest are visiting Mr. and Mrs. Widdess, Mrs. Buell's parents.

—Conductor Britton and wife left on Saturday for an extended visit to their son in Winnipeg.

—Barrister F. A. McDiarmid is spending his vacation with his family at Balm Beach, Toronto.

—Dr. and Mrs. Kerrigan of New York are the guests of Dr. and Mrs. Neelands at Sturgeon Point.

—The guest of Mrs. J. D. Armstrong, Lindsay-st., last week.

—Miss Lillian Meredith of Orillia was the guest of Miss Mabel Liggett, south ward, last week.

—Postmaster Staback and Mr. Ross, merchant, of Woodville, were in town yesterday on business.

—Dr. and Mrs. Spier are spending a week with friends at Stoney lake before returning to Montreal.

—Dr. E. A. Totten has been confined to the house with a sprained foot, but is able to be at his office again.

—Miss Silver of Cobourg is spending her vacation in town with her parents, Mr. and Mrs. H. Silver, William-st.

—Mrs. L. Maguire and Miss Lulu Dundas of Toronto are visiting Mr. and Mrs. Wm. Flavelle and other friends in town.

—Master Stanley Buck returned Monday from Rochester, where he spent two weeks visiting his sister. Dr. Kathleen Buck.

—Mr. Albert Parkins of Ops, accompanied by two lady friends, spent Sunday in Fenelon, the guests of Mr. Leonard Irwin.

—Secretary Walker of the Y.M.C.A. and Mrs. Walker have returned from a visit with relatives and friends at Orangeville.

—Mr. J. R. McDonald, for many years foreman of the Warder office, left last week to fill a position on the Burk's Falls Arrow.

—Miss Ward, of the Lindsay teaching staff, is the guest of Mrs. A. Fisher at "Viamedo" cottage, Sturgeon Point, this week.

—Miss Cameron of Lindsay and Miss McRae of Beaverton, are the guests of their friend Miss Pasque, Market Square, Orillia.

—Mr. James Porter, manager of the Longford Lumber Co., is in town this week the guest of his sister, Mrs. S. Henderson, east ward.

—Miss Elma Dobson of Orono and Miss Nettie Joriman of Toronto are visiting their uncle Mr. Jos. Rickaby of Cambridge-st.

—Miss Tena Blain of the east ward left for Edmonton, N.W.T., on Tuesday of last week. Miss Blain has secured a school in that vicinity.

—Mr. and Mrs. F. L. Morton and children of Chicago are spending a short holiday in town, the guests of Mr. and Mrs. W. J. Morton, Kent-st.

—Mr. A. E. Hardy of the Collegiate staff, accompanied by Mrs. Hardy and children, are spending a few weeks with relatives at Uxbridge and Pickering.

—Mr. B. J. Gough's representative is in the New York markets, looking up novelties in the clothing and gent's furnishing lines for the fall trade.

—Mr. Jos. Barker of Cleveland, Ohio spent a few days last week visiting Mariposa friends. Mr. Barker is accompanied by Mrs. Samuel Rogers of Little Britain.

—Mr. C. T. Spilsbury of Peterborough wheeled into town last week, and spent several days visiting relatives. He is 70 years of age, and an enthusiastic bicyclist.

—Mesdames Francis and Henry Irwin of

Two Harbors, Minnesota, who have been the guests of their sister, Mrs. John K. Irwin, Cambray, for the last two months, left this week for home.

—Miss M. C. Mills, B.A., of the Aurora high school staff, and Mr. J. H. Mills, M.A., headmaster of the Waterford high school, are spending their vacation with relatives in the south ward.

—Mrs. Arthur McGee and children of Belleville returned home yesterday, after spending a pleasant holiday, the guests of Mrs. Chas. Piercy, Lindsay, and Mrs. W. A. Gardiner, Sturgeon Point.

—Rev. J. W. Macmillan, the popular pastor of St. Andrew's, is taking his annual vacation, and will be absent from his pulpit during the next five weeks. Rev. Mr. McKay will occupy the pulpit during his absence.

—Mr. E. A. Edwards, of B. J. Gough's establishment, left for Manila this morning, accompanied by Mrs. Edwards, to enjoy a week's vacation. They will visit Cannington, Beaverton and Jackson's Point before returning.

—Mr. Bruce Adair of Toronto, Mr. J. Davis of Woodville, Miss Ada C. Harris of Toronto, Miss Maud Parsons and Mrs. M. Adair returned on Saturday from a very pleasant two weeks outing at Pleasant Point.

—R. S. Broad, M.D., an honor graduate of Trinity University, has according to the Toronto daily papers been appointed resident physician and surgeon to Toronto General Hospital. The young doctor is to be congratulated on receiving the highest honor in the gift of the medical faculty of the University.

—Mr. Thos. Bunting of Belfast, Ireland, is in town on a visit to his brother, Mr. Edward Bunting, William-st. It is over 26 years since the brothers met, and the re-union was a joyful one. Thomas is station-master on the Belfast and Northern Counties railway, a position he has held for a number of years. He will spend a month in Canada before returning.

—The Toronto Mail says: "One of the modern language teachers in St. Margaret's College, Miss Florence Neelands, B.A., who graduated with the highest honours in the Toronto University two years ago, intends to spend a year of study in Germany, she having obtained leave of absence from her school. She will reside for the most part in Potsdam, near Berlin, where she will have very exceptional opportunities for her work. She will resume her duties at St. Margaret's on her return from Germany in September of next year." Miss Neelands left yesterday for New York where she will take the steamer Palatia for Hamburg, Germany.

Another Barn-raising.

A fine new barn was erected on Mr. Chas. Silver's farm just west of the town on Friday afternoon. The building which is 36 feet by 50 stands on a 10-foot stone foundation, done in Messrs. Lindsay Bros. best handiwork. Mr. H. Brown of Little Britain was chief carpenter and everything went together like clockwork. Mr. Hazelton was captain on the north side and Mr. D. Fitzpatrick on the south. Mr. Fitzpatrick had luck in his choosing and bunched such veterans as Donald Sinclair, W. Galbraith and Kenneth Ferguson on his side. On account of the great weight of the timbers and the skill required to handle them rapidly the south side gained some advantage and finished in the with lead. Although work did not begin till after four o'clock everything was up and a capital supper disposed of by shortly after eight.

The Thunderer

A copy of the London Times, England's greatest newspaper, sent us by Mr. W. Dundas, is to hand. "The Thunderer" is as imposing in its size and general appearance as are its sentiments in European affairs. It consists of eighteen pages of six wide columns. The type is small and every bit of room is occupied. All of pages 1, 2, 10, 17, 18 and most of 15 are given up to small business advertisements at from 1 shilling to a shilling and a half per line. When a page will contain nearly 1200 lines an idea can be had of the paper's daily income from that source alone.

The latest news from all over the world is on its pages, exhaustive trade reports by experts are printed in fine almost unreadable type but instruct the commerce of the British Isles. Nothing in its columns however is more interesting to us than a three-quarter-column editorial on Canada. In it appears these words:

"Hardly any people in the world has accomplished so much as Canada in the generation that has gone by since the colonies became a nation and set themselves to the task of making the most of the splendid inheritance they thenceforth held as their common country. The growth of Canada has been not merely continuous; it has also been progressive. She is greater, wealthier, and more united now than at any previous period, and to her future there is no visible limit."

GRAND OPENING CONCERT.

A. J. Graham's grand opening of clothing and furnishings, which was to have taken place on Saturday last, will take place Saturday July 29th inst. He will also give a Band Concert from 8 till 10 Saturday evening. Reserved seats tickets free. Every lady calling at the store on opening day will receive a souvenir.