

The People's Store.

The place to buy Gent's Furnishings

"REGENT" BRAND SUITS

Regent tailoring gives that perfection of fit and tailoring which assures a perfectly satisfactory and stylish suit. No matter what your age, or your taste may be—no matter how much, or how little you desire to pay, you are sure to find something in the "Regent" line that will satisfy you fully.

Something extra in the Rain-coat line, Brown, Grey, Check or Plain.

When Buying Footwear remember to get a pair of Imperial Shoes. A nice line in patents & tan.

A large assorted stock of Dress Goods for spring just arrived. Cashmeres

Lustres

and Serges

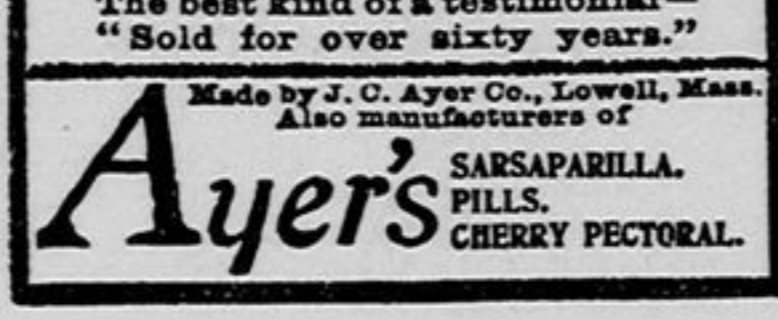
in blue, brown and green shades. A fine assortment of Gingham and Lawns.

A large stock of fresh Groceries always on hand
HIGHEST PRICE FOR PRODUCE

Robt. BURNETT, Durham, Ont.

When the Hair Falls

Then it's time to act! No time to study, to read, to experiment! You want to save your hair, and save it quickly, too! So make up your mind this very minute that if your hair ever comes out you will use Ayer's Hair Vigor. It makes the scalp healthy. The hair stays in. It cannot do anything else. It's nature's way.



TRAVERSTON.
(Continued from page 5.)

There was a warm welcome among the boys of Miss Olive Cook's class on Sunday over Vincent Paylor, who was able to take his place after some months severe illness.

The Trustees of S. S. No. 5, assisted by teacher Baily, Jim Banks and ex councillor Black erected a 33 foot flag pole on the school grounds on Thursday evening of last week and as the agile dominie ran up the new flag three rousing cheers were given and they all burst into song. "Three Cheers for the Red, White and Blue!" On Empire Day she gaily floated in the breeze. 'Tis a symmetrical flag pole.

The Council Fathers and a goodly number of interested ratepayers spent a long afternoon on Wednesday, last week, inspecting and measuring the ground for a road deviation around the Saugeen on lot 5, con. 9, commonly known as the Glencross bridge. The new road is to connect the 8th and 10th concessions and will prove a great convenience to many of the ratepayers of the vicinity.

The growth during the past eight or ten days has been most marvelous. Never has the golden glow of Jandelions been more gorgeous, nor the woods dress themselves as speedily in their light green draperies. 'Tis good to be living in old Ontario at present, so soft the breeze, so light the sunshine, so odororous sweet the air. That's nearly poetic, now, we must go and wash the many goats in the creek. That is sortily practical. Such is farm life.

The Big Store

By strict attention to, and an ever increasing knowledge of our business, with proper treatment of our customers, and the goods they demand brought conveniently within their reach, we are endeavoring to make this store

An Ideal Place in Which to Trade

We want our customers to be pleased when they make a purchase, and just as pleased with the article as long as it is in use; otherwise we are not fulfilling our ambition to make this the ideal store.

We make mistakes, of that we are well aware, but we are only mortal, and we constantly aim to avoid errors and friction. Your co-operation is desired, and any information or advice our customers can give will be appreciated. If you have anything disagree to say about us, say it to us.

Look at, and get our prices on floor oils, linoleums, before buying elsewhere.

We have a full line of the newest muslins such as delaines etc., at prices from 12 1/2c to 45c per yard.

Bargains in dress goods. Black dress goods \$1.25 for 69c. Black dress goods \$1.00 for 49c per yard. Colored venetians 60c for 39c. Tweed mixtures 75c for 37 1/2c 12 1/2c prints for 8c yard.

Friday and Saturday, Groceries

- 1 can each, tomatoes, corn and peas for.....25c
- 1 can savory soup.....10c
- 1 package "Imperial" corn starch for.....15c
- 2 reliable shoe polishes for.....8c
- 1 can veal or ham loaf for.....10c
- 3 boxes matches for.....10c
- 20 lbs. granulated sugar for.....1.00

Don't forget we are going out of the hardware stoves etc., and selling at prices less than any in the business. Contractors will do well to get our prices.

Cash paid for Produce

ALEX. RUSSELL

CONTINUED!

McKechnie's Sensational Price-Cutting Sale.

The most economical buyers, who are by all means the best judges of bargains, admit that they never saw such price-cutting. They never heard tell of such low prices for goods. Glad news for the public to hear that these low prices will continue with as much for your money as anyone got. In many lines the pruning knife did not work effectively and we are determined to cut deeper and move every dollar's worth of the present stock out at some price. Everyone who has attended this sale has profited by it. Now, if your neighbors or friends have not had a chance to get here, tell them that there will be just as good bargains here for them as you got. We say "Away with the High Prices." McKechnie's Big Stock at Low Prices must rule.

RECORD BREAKING PRICES for Last Week in May

Men's Furnishings	5 doz. good felt hats, worth \$1 to \$1.50 for..... 50c	Men's buff bala, worth \$1.50 for..... 98c.	400 yards striped lustre, worth 25c, for..... 12 1/2c	20 heavy tapestry table covers, all colors, 54 in. sq., worth \$2.75 for... 1.69	11 Dinner Sets, 97 pcs., worth \$8.00 for... 5.98
Men's silk ties, worth 50c., for..... 25c	Men's Clothing	Ladies' fine kid bala, patent tip, McKay sewn, worth \$2.25, for..... 1.23	A big variety of silk velvets in all shades at..... 25c	Lac Curtains, 3 yds. lg. 45 ins. wide..... 80c	12 Dinner Sets, 97 pcs., worth \$11.00 for... 8.28
Men's beautiful ties, worth 25c., two for..... 25c	20 Halifax Tweed suits, sizes 36 to 40, worth \$6.00, for..... 3.33	Ladies' Oxfords, worth \$1.50 to \$1.75..... 98c	2000 yards of trimming braids, worth 10 and 15..... 2c	Lace Curtains, 3 1/2 yds. long, 50 ins. wide... 1.00	20 Toilet Sets, 10 pieces, worth \$5.00 for... 3.78
Men's balbriggan shirts and draw, worth \$1.00 a suit, for..... 75c	Boots and Shoes	Ladies' buff bala, worth \$1.60 for..... 98c	Remnants	Lace Curtains, 3 1/2 yards long, 60 ins. wide, worth \$4.50 for..... 3.00	5 Toilet Sets, 10 pieces, worth \$4.50 for... 3.48
Men's colored shirts, soft bosom, worth \$1. for..... 49c	Men's fine kid bluchers, McKay sewn, worth \$2.50, for..... 1.78	Ladies' working shoe, all sizes, worth \$1 to 1.50..... 79c	All short ends and odd pieces all over the store will be cleared out this week at marvelous prices.	Art muslins, 36 inches wide good patterns, were 12 1/2..... 8c	100 doz. cups and saucers for, per doz..... 62c
Men's 4-ply linen collars worth 25c., for..... 10c	Men's box calf, leather insoles, with \$3 for..... 2.00	Dress Goods	Staple Dry Goods	Piles of prints, and dress goods, per yd..... 5c	60 glass vases, for cut flowers with 25c. for..... 15c
Men's black and colored seamless hose, 2 pr... 25c	Men's fine kid bala, worth \$2.50 for.... 1.75	1500 yards of black and colored dress goods in cashmere, serge, venetians, mohairs and lustres—all at half price.	Table Linens, 72 in. wide, floral patterns, were 60c. yard for..... 48c	Hand and Tea towelings, to be cleared at..... 5c	All odd glassware at low prices.
Men's fine dongola bala, McKay sewn, worth \$2.25 for..... 1.39	Men's heavy grained bluchers, slug soles, worth \$2.00 for..... 1.39	600 yards of dress goods in mixed tweed effects, 38 and 40 inches wide, worth 30c. and 40c. a yard for..... 15c	Table Linens, 60 inches wide, were 45c. for..... 29c	Crockery, Glass & Chinaware	All high class Chinaware to be sold cheap.
20 doz. Men's new hats worth \$2 to \$3, for..... 1.48			50 mill ends, 2, 2 1/2 and 3 yards each, at almost half price.	7 Dinner Sets, 97 pcs., worth \$7.00 for... 4.90	Wall Papers.—One of our strong points. Very large new stock Moving it very fast at low prices.

WONDERFULLY CONVINCING CHANGE

It's more profitable and more agreeable to all, both merchant and customer, to sell goods at a very small profit and turn over \$3000.00 in one week, than \$300.00 with ordinary high prices.

Produce taken as Cash : = = : AT McKECHNIE'S STORE

THE

VOL. 42—NO. 215

NEWS

GET your calling cards at CHOICE maple syrup, special 25c., H. H. Mockler.

ANNUAL clearing of odd good hats on sale, \$2.50 hat. The House of Quality, H. H. Mockler.

A CAR load of calves and steers will be sold by auction at the House on Saturday next, 5 p.m.

SEE our Wedding Stationery, we haven't what you want for you on short notice.

PHOTOGRAPHS—For the June one large 12x14 Photo each dozen of our best cabinet prints, W. Kelsey.

DR. LOUIS FRECHETTE, French-Canadian poet and friend of Victor Hugo, day evening after a brief stay in Durham.

GREAT Stock Reduction ready made clothing, \$1.00 at \$0.98. Big cuts on all goods, House of Quality, H. H. Mockler.

THE annual union picnic, No. 1, Normanby, and Kitchener, will be held in Mr. Carson's Garden, 30th. Everybody come, afternoon's sports and prizes.

EVERY woman likes waists. Great chance to choose the new goods, cheap. ad. of The House of Quality, H. H. Mockler.

ON Saturday, June 6th, House stables, Auctioneer, dispose of a car load of property of R. R. Lofthouse.

100 SALEM shirts on sale, worth from \$1.00 to \$2.00, 75c each. They are choicest to-date and perfect fit. Quality, H. H. Mockler.

THE Rev. H. R. Home, Agent of the Tract Society, dress a meeting in the England on Monday evening, 15th, at 8 p.m. Come at the work carried on by it is very interesting.

THE Carpenter-Morton, Mass., were the first to offer Varnish Stains to Campbell's Varnish Station, first made in 1888, recognized as the most perfect article of the kind upon the market. Alex. Russell carries a stock of Color card for the asking.

A GARDEN PARTY, in species of the Union No. 2 will be held in Meeken's orchard on June 12th. A good program. Admission 10c., 12 years old, free. Ice and other refreshments at reasonable rates, 7 p.m. All are welcome.

OWING to the loss of numerous, Mr. Robert, gang of sawyers, who two hundred acres of stone near Duncan for Walker, Mt. Forest, were forced to leave last week, and home for a time. It is to do anything but serious and voracious were.

THE Jackson, Hanna Company of Markdale, latter part of this week steam drill to sink a well on Sharpe's property on the proprietors' station to give rates of attention to any prospective care to call on them, seen at any time during they commence operation Sharpe's house.

WE are in receipt of Evening Chronicle, containing a full account of the upper dam at Wednesday last, when was washed into the and the driver, fireman two men who were were drowned. The full account of the disaster is the greatest this West has ever known. We Mr. C. McKinnon, for ham, for the favor.