

The Canada Life

extends to the residents of Lindsay and Victoria County who have shown their appreciation of the Co'y by insuring so largely in it, the compliments of the season,

A MERRY CHRISTMAS AND HAPPY NEW YEAR

W. R. WIDDESS, Agent
Lindsay.

Another resident has been added to the village. Mr. Stewart, of Getz, has accepted the position as teacher in the public school here.

The Dr. Pettie, Medicine Co. left for Wiburforce on the 9th. They have been holding concerts here the past week and the prize in the baby contest was given to Garnet Hadley, son of Mrs. S. S. Hadley.

Miss Colia Switzer left for Fenelon Falls on the 6th, and Miss Jane Madill left the same day for Woodville.

Miss Day, of Tory Hill, spent Sunday with her daughter, Mrs. Adam Graham.

Mr. W. H. Nevison, of Fenelon Falls, was in the village on the 9th. Death has again visited this neighborhood and taken from our midst an old and respected citizen, Mr. John Kirkpatrick. He had reached the age of 82 years.

CAMBRAY.

(From Our Own Correspondent.)
Mr. W. Weldon, our local cattle buyer, shipped two carloads of mixed stock to Montreal this week.

The Misses Skinner, of Tyrone, are spending a few weeks among friends in this vicinity.

Mr. Jim Wells expects a very big cut of logs during the next three months and is busy this week getting his new sawmill in order.

Mr. Cole, of Bowmanville, is spending a pleasant holiday with his cousin, Mr. Frank Walker, of Utica, Ont., as the guests of Mr. and Mrs. S. Bagshaw this week.

The Rev. Mr. Kenny, of Fenelon Falls, will preach an educational sermon in the Methodist church on Sunday evening. He is a preacher of great repute and a large crowd should be there to hear him and profit thereby.

OMEMEE.

(From Our Own Correspondent.)
Owing to the fine weighing large quantities of grain, wood, straw and stock are coming in.

There is a good opening here for a saw mill. Farmers are asking for one.

There will be a couple more dwellings erected in the near future. Mr. Scott is now occupying his new house. We need by all means.

Rev. H. Johnston, Methodist minister, is working up interest in his church, Sunday school and Epworth League.

Rev. H. Johnston, Methodist minister in the town of Salem, Reber, Middle Road, intends having a grand concert here in the Bradburn Hall Monday, Jan. 29th, in order to make it central for his many parishioners. A high-class program will be given.

Our new village Council have had their first meeting. The main feature was the attempt made by the Reeve to get rid of our worthy clerk, Mr. G. A. B. ...

GLANDINE.

(From Our Own Correspondent.)
The farmers in this section are busy cutting their wood.

Mr. Albert Davidson bought a horse last week from Mr. M. Ganon, of West Ops. The best is none too good for Albert.

Service here was poorly attended last Sunday morning on account of the day being so stormy.

Mr. A. H. Webster left last week for Fort Stewart, where he will conduct mission work for the next six months.

Misses Ethel Webster and Maed Ray left Monday morning to attend Albert College at Belleville.

There is talk of one of our boys taking a college course.

Mr. Charles Pogue is this week on a business trip to Verulam.

PLEASANT POINT.

(From Our Own Correspondent.)
We are having very changeable weather at present.

Our school has re-opened after the Christmas vacation. We wish Miss Woods every success.

Mr. N. Sanderson, of West Ops, paid friends here a flying visit recently.

Mr. Lee Zealand visited Riverview friends lately.

Mr. George Milligan has returned after spending Christmas at Newcastle.

Master Walter Brien is laid up with a severe attack of pneumonia. We hope he will soon recover.

Miss Minnie Brien has returned, after spending a week with her friends, Miss K. H. Hardy.

Miss Violet Scott, of Peterboro, is visiting Riverview friends.

Mr. Thos. Brien, of Omemee, spent Friday night under the parental roof.

MOUNT PLEASANT.

(From Our Own Correspondent.)
The widow of the late John D. Garrett and her daughter, of Manitoba, are spending the winter with friends here.

Mr. H. Sutcliffe and his sister are visiting with their friends in Ontario. We are glad to see so many of our old friends coming to spend the winter with us.

With one exception our old municipal Council for the township of Year's night all the Evans' relatives assembled there at a dinner party. Old times were gone over, old stories related, and all felt themselves in the joyousness of merry-making and the happiness of reunion.

Mr. David Rea showed himself quite an expert in producing the "Apollo" piano player, the accordion and the harmonica and only wishes that farming called for more of that work. At the conclusion "Auld Lang Syne" was sung, and every heart present, hoped they might all be together some time again.

The young people of Gooderham now spend a few days at the parental home during the holidays.

GOODERHAM.

(From Our Own Correspondent.)
Our little village seems quite dull again, Christmas being over and the visitors having returned to their homes.

Miss Jennie Gould, accompanied by her coach, Miss Clara Gould, left on the 3rd for Fenelon Falls.

Miss Estella Rose left on the 2nd for Lindsay, where she intends to remain for a few months.

Mrs. Baker (nee Miss Marie Barré) and two children, of Golden, B. C., have returned and intend spending the winter with her parents here.

The young people of Gooderham no doubt would be glad if election came off, for they all enjoyed themselves at the dance given in honor of the new year.

Mr. and Mrs. Jas. Pacey spent their holiday with relatives in Maynoe.

Miss Dinah Shier, of Lindsay, and her sister, Miss Ethel, of Kilmount, spent Christmas at home.

Mr. J. W. Lecheur, of Kilmount, was in the village lately.

We are sorry to hear that Mrs. F. R. Ryan has been ill, but under the skillful treatment of Dr. Dale she is progressing favorably.

Rev. Mr. Fulcher returned from Peterboro, last week after a very enjoyable visit with friends there.

KIRKFIELD.

(From Our Own Correspondent.)
Mr. John Mackenzie, of Toronto, spent a few days visiting friends here.

Mr. and Mrs. Bruce, of Revelstoke, B. C., are visiting Mrs. Bruce's parents, Mr. and Mrs. John Manro.

Miss Est. Staples, of Woodville, is the guest of Miss Bermingham this week.

Rev. Mr. and Mrs. H. H. Turner attended the annual meeting of the Presbyterian Women's Foreign Mission of Sanya last week.

Mrs. Mitchell on Tuesday evening past gave a small dance for the young friends of her son and daughter, who are home for their holidays. A joyous time was reported.

School has re-opened after the Christmas holidays with Mr. McLaughlin, of Leamington, Essex Co., as principal. Mr. McLaughlin comes well recommended and we wish him success. Miss MacKenzie, who has had charge of the junior department for the last three years, received an increase of salary. Miss MacKenzie is a very efficient teacher and

ON MUNICIPAL ADVERTISING.

MR. W. T. ROBSON, IN CHARGE OF C.P.R. PUBLICITY.

Speaks Emphatically on the Subject—Opinion of a Lindsay "Old Boy" Upon an Important Matter—Praises the Work of the Local Press.

We take the following very interesting article from the December issue of the Canadian Municipal Journal published in Montreal. The writer is Mr. W. T. Robson, son of ex-Ald. W. M. Robson, of this town. As many of our readers know, Mr. Robson, Jr., is in charge of the C. P. R. publicity department, and is an authority on the subject.

In order to obtain for our readers an expert opinion upon this very important subject of "How and why a municipality should advertise," we recently called upon Mr. W. T. Robson, the head of the advertising department of the Canadian Pacific Railway. Mr. Robson was born in Canada, and has spent some years in New York in the advertising profession and is undoubtedly now one of the best informed men in Canada upon the subject of advertising.

He is upon the subject of advertising in a safe, shrewd judge of the value of different mediums, and has carefully tabulated results obtained from his expenditure in various directions of great value to our readers.

The first question we asked was, "Should municipalities advertise?" Mr. Robson replied, "Certainly, they should; but if they are to do so to the benefit of advertising."

"Suppose you owned a municipality, would you advertise?"

"Most assuredly, I would, just as I should advise my own business."

"But a municipality is not a business."

"No, unfortunately, judging by the usual way their business is conducted."

"Now, will you please tell me briefly just how a municipality should advertise?"

"Well, in the first place let me say I have the very high regard for the local newspaper. You often see good work for the municipality is overlooked—each week after the local devotees valuable space gratis for the benefit of the community in which it is located, and like many other blessings, its value, by the use of it, is not recognized. It is a trouble with municipalities in divided effort; there is no united action in any one direction. If the place has some exceptional advantages, such as an exceptional manufacturing, scenery, water power, fishing,

hunting, or as a holiday resort, local jealousy may easily interfere with the development, because the people do not see that if the municipality is to be benefited, the municipality must advertise, and the advertising must be done by the municipality.

Then good streets, neat dwellings, and stores, all add attractiveness, and attract advertising; but recently you will notice the worst roads and buildings right around the station, where they can be easily seen by every one passing through by train, and a somewhat business firm will tolerate, if they were looking for customers. Make your place attractive, otherwise you cannot reasonably expect to draw business.

Unfortunately, the municipal council of the village or town is left to a very few public-spirited men, who carry the load, while others profit by their labors. I think every municipality should have a board of trade or merchants, and call it a Board of Trade, or Tourist's Association, or any other name you wish, and let their members put the burden where it "rightly belongs, upon all the municipalities. The men who have charge of this work are local printers, and avoid the travelling fakirs, who come along with special editions or write-ups in foreign papers. If you have a travelling trade in your village, send photos and descriptive matter to your local railroad and steamboat companies. They are always interested in their territory, and will do their best to follow up" system of advertising, known to the world. It is these simple things which

MARKET REPORTS.

Liverpool Wheat Futures Close Lower, Chicago Higher—Live Stock—The Latest Quotations.

Tuesday Evening, Jan. 9.

Liverpool wheat futures closed lower 1/4d to 1/2d lower than yesterday and are 1/4d to 1/2d higher than the latter price.

At Chicago May wheat closed 1/4c higher than yesterday; May corn 1/8c higher and May oats unchanged.

WINNIPEG QUOTATIONS.

The following were the closing quotations yesterday at this market: Jan. 7 1/2c, May 7 1/2c, July 7 1/2c.

LEADING WHEAT MARKETS.

	May	July
New York	92	89 1/2
St. Louis	85 1/2	82 1/2
Chicago	85 1/2	82 1/2
Minneapolis	85 1/2	82 1/2
Duluth	85 1/2	82 1/2
Detroit	85 1/2	82 1/2
Trieste	85 1/2	82 1/2

TORONTO PRODUCE MARKET.

Grain—Wheat spring, bush, \$0.76 to \$... Wheat, fall, bush, \$0.76 to \$... Wheat, red, bush, \$0.76 to \$... Wheat, green, bush, \$0.76 to \$... Barley, bush, \$0.31 to \$... Oats, bush, \$0.25 to \$... Eye, bush, \$0.24 to \$... Peas, bush, \$0.63 to \$...

LIVERPOOL GRAIN AND PRODUCE

Liverpool Jan. 8.—Wheat—Spot steady; No. 2 red western winter, 6s 7 1/2; futures quiet; March, 6s 11 1/2; May, 6s 9 1/2; June, 6s 4 1/2; July, 6s 4 1/2; August, 6s 4 1/2; September, 6s 4 1/2; October, 6s 4 1/2; November, 6s 4 1/2; December, 6s 4 1/2.

NEW YORK DAIRY MARKET.

New York Jan. 9.—Butter—Strong, unchanged; receipts, 9,000.

Cheese—Firm, unchanged; receipts, 2,000.

Eggs—Firm; receipts, 16,500; state, Pennsylvania and New Jersey selected white, 34c to 35c; do. choice, 34c to 35c; do. mixed extra, 32c to 33c.

CATTLE MARKETS.

Cables Steady—American Markets Are About Firmly Steady.

London, Jan. 9.—Cattle are quoted at 10c to 11 1/2c per lb.; refrigerated, 8 1/2c.

TORONTO LIVE STOCK.

Since last Friday the railways report 700 loads of live stock as having arrived on

B. J. Gough's Vigorous Mark Downs for January



In announcing the first of our January series of Clearance Prices our only reason for being willing to drop profits on our stock is the business desire to carry over as little stock as possible. There are hundreds of Men, Young Men and Boys in Lindsay and Victoria County who are waiting for Gough's January Mark Downs, and it is to these that our announcement will appeal most.

OUR STOCK represents the perfection of Ready-to-wear Clothing and Furnishings.

OUR PRICES will be ruthlessly cut—Profits are forgotten—Cost is not considered.

A Few Comparisons Below Selected at Random Illustrate the Bonanza In Store for Buyers.

- ### Mark Downs in Gents' Furnishings.
- | | |
|---|-----|
| Men's White Shirts, all sizes | 29c |
| Men's good strong Braces, reg 35c | 19c |
| Men's all-wool Suits, reg 90c and \$1.00 | 43c |
| Boys' all-wool Sweaters, reg 60c and 75c | 63c |
| Boys' Fleece-lined Underwear, reg 25c and 40c | 39c |
- All other Underwear at Cut Prices.
- | | |
|--|------|
| Men's Colored Shirts in soft or shaded fronts, all new patterns, reg 75c | 39c |
| Men's Soft and Stiff Felt Hats, reg \$2.00 | 1.35 |
| Boys' Tweed Caps and Soft Felt Hats, choice | 39c |
| Men's Cloth Caps, reg 75c and \$1.00 | 59c |
- ### Mark Downs in Coats, Vests and Pants.
- | | |
|--|------|
| Men's odd Coats, left over from broken suits, good Tweed, well worth \$4.00, 5.00 and 6.00 for | 1.95 |
| Men's odd Vests, good Tweed, regular \$1.25 and 1.50 for | 79c |
| Men's odd Pants, regular \$1.25 for | 85c |
| Men's odd Pants, reg \$1.25 and 2.00 for | 1.15 |
| All higher grades of Pants in Fancy Worsteds and Scotch Tweed, prices cut | 63c |
| Men's Overalls and Smocks, reg 75c | 39c |
| Men's Reefers, reg \$4.00 for | 2.90 |
- ### [Mark Downs in] Overcoats.
- | | |
|--|------|
| Men's Overcoats in Beaver with velvet collar, reg 6.50 for | 3.95 |
| Men's Overcoats in grey Friezes in fancy stripes, velvet collar | 4.95 |
| Men's high-grade Overcoats in fancy stripes and overchecks, regular \$9 and \$10 for | 7.60 |
| Men's swell Overcoats, the swellest in town, made in the newest English and Scotch Tweeds, regular 12.50 and \$15.00 for | 9.45 |
- ### Cardigan Jackets, Underwear, Fur Coats, Fur Collars and all Winter Goods Marked Down to Similar Extent.

Corner Kent and William Streets.

B. J. GOUGH

THE WONDERFUL CHEAP MAN.

Member Gough's Syndicate Clothing Buyers.

LOCAL MARKETS.

Goose wheat	0.70 to 0.70
Spring wheat	0.70 to 0.70
Fall wheat	0.73 to 0.73
Oats	0.22 to 0.22
Rye	0.67 to 0.67
Barley, No. 2	0.43 to 0.43
Barley, No. 3	0.43 to 0.43
Barley, No. 3x	0.43 to 0.43
Barley, No. 3	0.40 to 0.40

CHICAGO, Jan. 9.—Cattle—Receipts, 7,000 head; mostly common to prime steers, \$3.25 to \$6.25; calves, \$2 to \$3; stockers and feeders, \$2.90 to \$4.25.

Sheep and Lambs—Receipts, 471 head; mostly common to prime, \$3.00 to \$5.50; good to prime lambs, \$3 to \$3.50; good to prime lambs, \$3 to \$3.50; good to prime lambs, \$3 to \$3.50.

Hogs—Receipts, 5,000 head; mostly common to prime, \$4.00 to \$5.00; good to prime, \$4.00 to \$5.00; good to prime, \$4.00 to \$5.00.

NEW YORK LIVE STOCK.

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CEDAR RAILS AND TIMBER FOR SALE.

The undersigned will sell at their Camp, east of Janetville, WOODY TREE CEDAR RAILS AND TIMBER. A grand chance for farmers to get fence rails and posts. Parties buying by the acre will have till May 1st, 1907, to remove timber.

For particulars enquire of JOHN COBURN, at Camp, or write BAKER & BRYANS LIMITED, LINDSAY, ONTARIO.—w2