

We've Opened Lindsay's Eye for the Beautiful in Dress Wider Than Ever.

An Easter Opening!

Magnificent Showing of Newest Merchandise in all Departments.

Home of
the Hat
Beautiful**A Double Event** Not only do we show the smartest styles in Millinery, Coats and Costumes, but we're going to offer extra special inducements as well—as our WhiteLindsay's
Fashion
Centre.

Goods Sale is now on—just when you need 'em—at prices that you should not miss, as they mean big savings to you. Come if but to see our new home and the preparations we have made for you.

Damask Table Cloths

Damask Table Cloths, 2 1-4 yards long, 70 in. wide, border all round, Sale Price \$1.25.

Double Damask Table Cloths, some slightly damaged, others perfect, 2 yards long, worth \$2.50, Sale Price \$1.59.

Slightly damaged Table Cloths, pure linen, 2 1-2 yards long, regular \$2.75, Sale Price \$1.25.

Embroideries.

Manufacturers' samples, Swiss embroidery and insertion. 8c quality Sale Price 5c; 12 1-2c quality Sale Price 8c, 15c quality Sale Price 10c.

Underskirts.

Made of good quality, mercerized Sateen, 10 in. knife pleated flounce, Sale Price 89c.

Our Millinery Dept.

Is now open and overflowing with the newest and smartest Millinery that has ever been shown to the Ladies of Lindsay.

Lace Curtain Saving

3 dozen only Lace Curtains, 3 1-2 yards long, extra wide, worth \$1.25, Sale Price 98c.

Dress Goods

Dalainettes in cream and white grounds, in spots and stripes, fast colors, Sale Price 14c.

Prints in light colors in fancy stripes and spots, suitable for Men's and Boys' Shirts, Sale Price 10c.

Curtain Muslin in white only, 36 inches wide, Sale Price 7 3-4c.

White Lawn Waists

With two rows of Val Insertion and tucks, sizes from 34 to 44, Sale Price 49c.

No. 2 Lawn Waists, wide box pleat of embroidery hem, stitched tucks, sizes 34 to 40, Sale Price 75c.

Corset Special

All sizes, from 18 to 30, made of good No. 1 quality Courtilian, garters attached, Sale Price 47c.

Corset special, made of heavy quality Courtilian garters attached, Sale Price 75c.

Men's Unlaundered Shirts, sizes 14 to 16, pure linen, front and bands, Sale Price 48c.

White Underwear

5 dozen only Women's Gowns, made of good quality white Cotton, trimmed with frills and Val lace, Sale Price 59c.

Special Ladies' Gowns, made of quality long cloth with yoke, neck and sleeves trimmed with lace and frills, all sizes from 54 to 60, Sale Price 98c.

Corset Covers

5 dozen only, sizes from 32 to 42, lace trimmings, Sale Price 19c.

Corset Covers of good quality Nainsook, three rows of insertion, lace neck and sleeves, Sale Price 35c.

Drawers

Made of good quality long cloth, wide frill trimmed with tucks, Sale Price 25c.

Umbrella style with deep flounce, trimmed with insertion, tucks and lace, Sale Price 50c.

Underskirts

Made of fine Cotton, all lengths from 38 to 42, 12-in. flounce, with 2 rows wide insertions and tucks with lace trimmings and dust flounce, Sale Price 98c.

NEWSPAPERS AND ERRORS.

COMPOSITORS NOT ALWAYS RESPONSIBLE FOR MISTAKES

Poorly Written Copy Frequently the Cause—Proofreaders' Correction.

Erasmus is said to have once declared, when taxed with some errors which had crept into his revision of the Greek testament, that he believed typographical to be presided over by the devil. No doubt there have been writers and authors since who have felt in cordial sympathy with the sentiment, and some to say that there are no tradesmen who have done so much to extend the language of profanity as the compositors of the composing room. But it would be unjust to lay all the blame on their shoulders, for typographical errors are more frequently traced to bad writing. Copy written, like this one, in the most hopeless calligraphy, is nowadays, it seems, fashionable. If absolutely no fault one must make a signature which would baffle the ingenuity of any compositor, or bank clerk. Poor calligraphy calls for curses not loud, but deep, from the compositors all over the world.

A few instances which we are able to give from observation may serve to illustrate the value of punctuation and what even a slight error in the composing room may do. A clergyman who supplied the press with his manuscript of a sermon on temperance could not blame the compositor who followed "copy," which read: "On last Sabbath, dear brethren, a young woman in my parish died very suddenly while I was preaching the gospel in a beautiful state of intoxication." The writer once saw an editorial comment on some verses, and at the bottom the editor said: "These beautiful lines were written nearly fifty years ago, by a gentleman who has for several years lain in the grave for his own amusement." This was no worse than was contained in a Glasgow daily, which read:

"The brave captain swam ashore, and succeeded also in saving the life of his foe. She was insured for five thousand pounds, and carried a full cargo of cement."

Everyone knows that the vigilance of proof-readers saves the situation from day to day, and yet the errors are not infrequently made. A stock promoter of a fishy mine was quite indignant to find his ad announced that "his next issue would be ten thousand and snared at twenty dollars each." Errors in ads are not confined to this town. Not long ago a Canadian daily advertised "patent leather women's shoes," and a jeweler advertised "a beautiful lady's gold watch." Errors relative to deceased persons are grievous, and yet do occur. Not long ago a daily paper commented on a deceased General as a "battle-scarred soldier," and while the blunder in all conscience was bad enough the apology was worse, for the next day the issue said: "We regret that at yesterday's typographical error appeared, but surely it will be manifest to our many readers, so many of whom know him personally, that a 'battle-scarred soldier' should have read a 'battle-scarred soldier'."

Another in punctuation made trouble recently in Washington. The reporter discussing the ball dresses worn, said: "Mrs. Brown wore nothing in the nature of a dress that was remarkable." But Mr. Brown phoned the editor when the paper appeared and complained of the publication of such a libelous statement when it was found the article read: "Mrs. Brown wore nothing in the nature of a dress. That was remarkable." Same wording, but—

Even the musical world has its share. Not long ago a piece of music was published, entitled, "Come where my love lies dreaming with illuminated cover in four colors."

GAS PRICES IN VARIOUS CITIES.

Lindsay Citizens Not in a Position to Compare Rates.

The prices paid by the various cities and towns in Ontario somewhat like are as follows:

Bellevue pays \$1.50 for lighting and \$1.25 for fuel. There is a combination rate of \$1.25.

Burlington has a flat rate of \$1.25, but the consumers pay a meter rental in addition.

Framford uses natural gas for fuel but the lighting rate is \$1.50.

Chatham has a sliding scale, ranging from \$1.25 to \$1.75 for lighting and \$1 for fuel. There is a combination rate of \$1.25. Consumers pay a monthly meter rental, which is graded according to the consumption.

Guelph has a rate of \$1.40 for lighting and \$1 for fuel.

Kingston pays \$1.50 for lighting and \$1 for fuel.

Owen Sound has a rate of \$1.20 for fuel and \$1 for lighting, but the consumers are assessed a meter rental.

Peterboro pays \$1.25 for either fuel or lighting gas.

St. Catharines pays \$1.30 for lighting and \$1 for fuel. There is a combination rate of \$1.25.

Stratford pays \$1.20 for both classifications, but there is a meter rental.

St. Thomas pays \$1.15 for both, but the consumers settle the meter rental in months when less than 100 feet is used.

Windsor has gas at \$1.15 for either fuel or lighting, and no meter rental.

Once More.

Lives of great men all remind us That it pays to run a bluff.

And, desiring fame to find us, Advertising is the stuff.

—Kansas City Times.

The Crest Not Yet Reached.

(Ottawa Citizen.)

Far from indicating an approach to the crest of the wave the revenue of the Dominion continues to increase in a manner probably unparalleled in the history of any other country.

For the eight months ending with February the revenue was about \$88,000,000, an increase of over \$8,000,000 as compared with the same period last year.

OMEMEE BOARD OF TRADE

Will Press For Removal of Station and Opening of Pigeon Creek.

At a largely attended meeting last Friday night in the commercial room of the Commercial house, an Omemee Board of Trade was fully organized. Those present were very enthusiastic over the prospects and many have already become members.

The scheme to form a Board of Trade has been on foot for some time, but it was only recently that the matter was fully considered, with the result mentioned above.

President—G. G. Lamb. Vice-Pres.—Wm. H. Kerr. Sec.—Treas.—Wm. Bryson.

All these gentlemen are energetic and prominent Omemee citizens, so that some improvements of an expected character are expected.

The proposition to have the G. T. R. station removed to a point nearer the village will be among the early considerations. The deputation from there to Ottawa on Wednesday called on the G. T. R. officials there and were given good encouragement. Before the station is removed, however there will be a ticket office installed in the village.

The other matter now before the Board is the dredging of the weeds from Pigeon Creek to make that stretch of water navigable for steamers.

Reports were presented by members of the deputation to Ottawa, and these gave the members great encouragement.

The Man to Wed.

Gentle in personage, Conduct and equipage;

Noble by heritage, Generous and free,

Brave, not romantic; Learned, not pedantic; Frugal, not frugal;

This must he be.

Honor maintaining, Meanness disdaining, Still entertaining,

Engaging and new;

Neat, but not finical; Sage, but not cynical; Never tyrannical, But ever true.

—Henry Fielding.

J. W. WAKELY

One Door East of Dominion Bank.

Lindsay - Phone 247 - Ontario

POSITIVE SALE

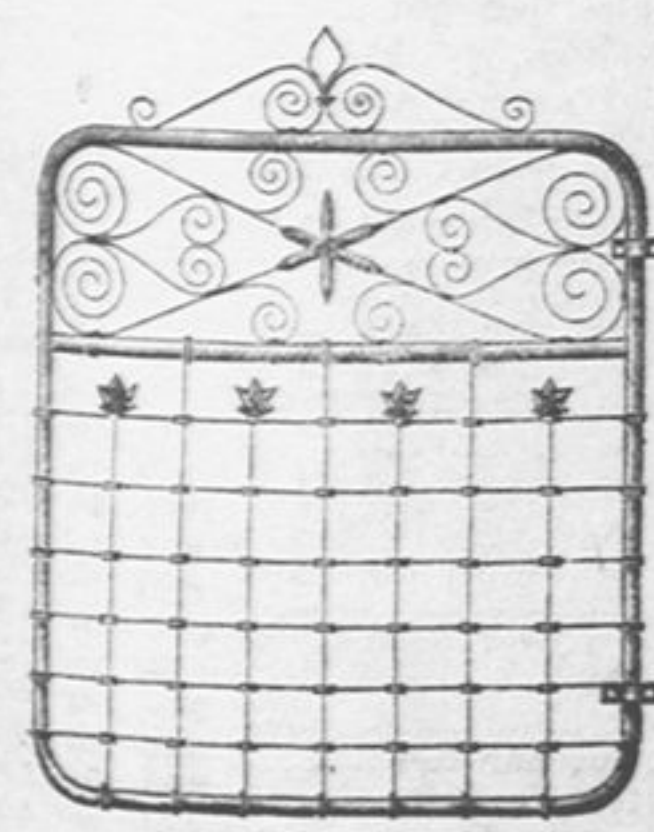
As I am Leaving Town

Two new solid BRICK HOUSES with all modern improvements, on Sussex-st., facing on the Park, must be sold; also a few ORGANS, PIANOS and SEWING MACHINES (new goods) at about HALF THEIR VALUE; also a nearly new \$75 top BUGGY for \$40.

J. J. WETHERUP,

Box 415. Cor. Sussex and Peel-sts.

If You Need Wire Fence, You Want Frost Fence



Don't pay twice for the same experience by purchasing cheap wire fence that will only last you four or five years.

Include yourself with the more careful class of buyers and purchase a fence that will give you 20 years' service.

The Frost Wire Fence is the heaviest, the strongest and most serviceable fence on the market to-day. Prices very reasonable and goods of the very best quality. Not a weak spot in a whole mile.

FROST GATES

Our farm and fancy gates are now finished by a patent enamelling process, which as a rust preventative excels all others.

All orders given the best of attention and satisfaction guaranteed.

THOMAS I. WILLIAMS, Agent - Lindsay, Ont.

How to Save on the Coal Bill.

City Clerk Kent, of Hamilton, says the city has saved over \$25,000 since it went into the coal business on its own account in 1903. The hard coal figures, he says, are of special interest. The city pays a fraction

over \$5 a ton for which dealers charge \$6.25. For eggs, stove and nut coal the city pays \$5.53, compared with \$6.50, the retail price. For soft coal the city pays \$3.43 at Hamilton, which with 37 cents for teaming and handling, makes the net price per ton, \$3.80 delivered.

Going Out of Business!

Yes, we are selling out our reliable, old established Boot and Shoe business, but as our stock is too large to dispose of conveniently in bulk it must be reduced to one-third its present size. And how do we propose to reduce it? Listen—here's our plan in a nutshell. We intend to SELL EVERYTHING AT EXACT COST and many lines will be shamefully slaughtered away below cost. Now remember we are telling the truth—THIS SALE IS GENUINE.

Sale Starts Tuesday, March 26th

AND WILL CONTINUE FOR ONE MONTH.

To give you some idea of how the Bargains will be handed out we will present a few of the many plums waiting on our shelves for you

LADIES FIRST—Yes, ladies, to you we offer all our high grade standard shoes, including Dorothy Dodd, Empress, Invictus, Dr. Reed, etc., at exact cost. Moreover, we have for you: 400 pairs Box Calf and Dongola Boots, regular \$2.00 for \$1.65; 400 pairs of Box Calf and Dongola Boots, regular \$1.75 and \$1.50 for \$1.25; 400 pairs Box Calf and Dongola Boots, regular \$1.35 and \$1.25 for 99c.**FOR THE CHILDREN**—Boys, Girls and Infants, we have three thousand pairs, one hundred and one different lines, all styles, and all going at less than cost.**NOW, MEN**—We offer you all our standard Shoes, including Humanic, Dr. Reed, Invictus, etc., at exact cost.

Greatest Shoe Sale Ever Held in Lindsay.

Unrivalled Chance to Secure Summer Footwear

P. J. HURLEY SHOE STORE

LINDSAY LADY RESIGNS.

Superintendent of Thessalon Hospital for Four Years.

Algoma Advocate: Miss McDuffie, who has been identified with the hospital here for the past four years, left for her home near Lindsay on the 6th inst. By her departure the hospital loses a kind and most efficient nurse, as well as a capable superintendent. She came here when the hospital was comparatively in its infancy and had as yet a reputation as a home for invalids, while now it has the confidence of the public at large. Her kindness to all with whom she came in contact made her a general favorite with rich and poor alike. It is to be regretted that her health at the time of leaving was not at all satisfactory, and it is feared that her zeal for her profession and her devotion to her duties have seriously undermined an otherwise strong constitution. Her many friends will be greatly pleased at any time to hear of her complete recovery.

Another Industry in Sight.

Evening Post of March 26.

The Council of the Board of Trade held a meeting last evening, with a large attendance, and Chairman O'Reilly in the chair. The principal matter for discussion was a new industry which is looking for a home somewhere. Deputy-Reeve Jordan has the matter in hand, and presented the scheme, together with one of the principals, to the Council. It was left to Messrs. Jordan and Madison Williams to investigate further and report to a subsequent meeting of Council. The new rules for handling freight, published elsewhere, were discussed and referred to a committee consisting of Messrs. Clences, Sparling, and Peel, for investigation and report later. Below we publish the new rules that have been submitted by the Railway Companies to the Board of Railway Commissioners for their approval. As our readers are aware, the companies have to submit all rules, rates, etc., to the Board for their approval, and they must have their approval before they can take effect. The before they can take effect. The rules to the different Boards of Trade throughout the country for their criticism, and we would suggest to those of our readers who are interested that they study them over carefully and note down their objections, and present them to the Board of Trade, where they will be tabulated and forwarded on to Ottawa.

A Chart of Conduct.

A prominent merchant of New York city carried these Rules of Conduct in his pocketbook, accompanied by a memorandum to this effect: Read these rules at least once a week:

Never be idle. Make few promises. Always keep the truth. Never speak ill of anyone. Live up to your engagements. Be just before you are generous. Earn money before you spend it. Drink no kind of intoxicating drinks.

Good character is above all things else. Keep your own secrets if you have any. Never borrow if you can possibly avoid it. Never play at any kind of games of chance.

Keep your promise if you would be happy. Make no haste to be rich, if you would prosper.

When you speak to a person, look him in the face. Save when you are young, to spend when you are old.

Never run in debt unless you see a way to get out again. Avoid temptation through fear you may not withstand it.

Ever live (misfortune excepted) within your income. Small and steady gains give competency with tranquility of mind.

Good company and good conversation are the signs of virtue. Your character cannot be essentially injured except by yourself.

If anyone speaks evil of you, let your life be so that none will believe him.

If your hands cannot be usefully employed, attend to the civilization of your mind.



For all kinds of Baking



—for Bread, Biscuits and Pan Cakes—for Pies, Cakes and Fancy Pastry—no flour, milled of a single kind of wheat, compares with a BLENDED FLOUR.

It bakes whiter and lighter—it contains more nutriment—and it yields MORE bread etc. to the barrel.

Use A Blended Flour

(of Ontario and Manitoba Wheat)

and you use the perfect flour.

BLENDED FLOUR combines the splendid food properties of Manitoba wheat—with the whiteness and lightness of ONTARIO wheat.

TRY A BLENDED FLOUR—the result of your first baking will PROVE its superiority.



This trademark is on all fine BLENDED FLOURS. It is the sign of quality. Look for it on every bag and barrel you buy.



AGAINST PROFANITY.

(Halifax Daily Echo, Feb. 5th.)

Mr. George Wright, of this city, has been waging war against profane language for the last year or two. His efforts have not been confined to Halifax or Nova Scotia for that matter, but to the whole of North America. His zeal is to be commended. The following from Saturday Night, Toronto's famous weekly, is especially recommended to the attention of our ever watchful police force:

"A man was fined five dollars and costs in the Toronto police court the other day for using profane language on the street. A policeman overheard him and placed him under arrest. It does not appear to be known to the people at large that the use of profanity is forbidden by law, that one citizen may cause the arrest of another for this offence, and that any policeman is as liable to dismissal in failing in his duty in this as in any other respect. The law is a good one, and there is need for its more strict enforcement. Boys and young men swear and use the most repulsive language in public places, deriving from the gutter some notion that their abandoned conversation makes men of them, whereas those forced to listen to them experience no sensation but one of utter disgust. There should be more arrests and fines, there should be a crusade against this senseless evil."

"George Wright, Halifax, has been attempting for several years to organize the Canadian press in a war against bad language. It is to be hoped that he will succeed, and it might be well for the Police Commissioners to more strictly enforce the law in Toronto, especially in street cars and in crowd where the tongue of the vile speaker cannot be escaped by others. The law needs to be enforced. In a recent column the Bishop of Carlisle made a remark that is favorably commented on by the British press. 'Anyone who swears,' said the Bishop, 'manifests the beggarliness of his vocabulary.' Getting at the same idea in another way, the Canadian Patriot remarks: 'People swear because they do not know the possibilities of plain English, or have not the skill to manipulate it so that it will yield the amount of fire they want. You can do almost anything with common words. No matter how tame and lifeless they look, standing in stupid rows as if they didn't know enough to come in when it rained, they can be made to dance like imps, to frolic like fairies, to float, angel wise, on light wings to glow like fire spirits. They can do things that make the ordinary bits of profanity look like feeble scarecrows stiffened up with a fence stake. The cure for profanity reformers and educators please make a note—is merely wit enough to handle your words so that the sweating will seem like baby talk in comparison.' There is yet another view, that of an Englishman newly come to Canada, and shocked by the profanity he hears about him. 'Any man,' he remarked, 'who curses in that way is a coward.'

DR. GRENELL'S MISSION.

Miss Greenshields, Canadian Secretary, Describes the Work Being Done.

Miss Greenshields, Canadian secretary of the Labrador Mission, delivered an interesting address on the work of Dr. Grenfell, of that mission, in the Y. M. C. A. recently. Rev. G. R. Welch occupied the chair, and in introducing Miss Greenshields, spoke highly of the work Dr. Grenfell was accomplishing.

Miss Greenshields said the people with whom Dr. Grenfell dealt were some 50,000 fishermen who earn their livelihood on the Labrador and Newfoundland waters. Dr. Grenfell had been sent out by Sir Francis Hopwood, who in 1891 visited St. John, Dr. Grenfell has devoted his life to the cause. A grant of land has been given by the government of Newfoundland and an hospital opened at Belle Isle. Dr. Grenfell was provided with a boat, the Strathairn, and he cruises some 600 miles up the coast on his work of mercy. Grants have been received, but there is yet a lot to be done. Miss Greenshields appealed for toys, etc., for children.

Mrs. R. Ross has consented to be as secretary-treasurer in Lindsay, and receive contributions. Those who contribute \$2 will receive an interesting magazine giving detailed information regarding the work.

—We lead in Wedding Station and Visiting Cards. Newest designs.