Vicinity Chips

Characteristics of the Past Week Carefully Culled for the Curious

Business notices among locals will be charged at the rate of ten cents per line for each insertion. A reduction will be made on contracts for 100 lines or over.

Rev. D M Leod, Presbyterian minister of Priceville, died on Tuesday night.

It is high time that a truant officer was appointed in this town

A car load of onions and potatoes wanted. T. Cook, Flesherton Station.

McFarland & Son are selling a good broom at 5 cents this week.

Good cooking stove and two bedsteads for sale. Go cheap Apply to W. A. Armstrong.

Harley Davidson beat Woolner in a 2-mile skating contest at Owen Sound last week. Time, 6 min.

Master Carleton Bellamy fell and broke his shoulder blade some days ago while returning from school.

This week at McFarland & Son's, Markdale, 496 yards wool tweed, 25c, good value at 40c.

Rev. Mr Simpson of Markdale will preach in the Methodist church on Sunday morning and evening next.

Good oranges and lemons selling at 12½ cents a dozen. Also good marmalade oranges, at McFarland & Son's, Markdale

There was a case tried on Saturday before Magistrates Vandusen and Richardson, but was dismissed and is scarcely worth talking about

Much sympathy is expressed for Mr John Snell, who has by the hand of death lost two of his daughters during the past four months.

Vandeleur and Eugenia items arrived so late that it is impossible to put them in type. Some of them will do for next week, however.

H. T. Peterson, horse buyer of Waterloo, will be at Cairns' hotel, Flesherton Station, on Thursday, March 18, to purchase sound horses rising 3 and 4 yrs. old.

When in Markdale be sure and see those men's tweed pants McFarland & Son are selling at 95c per pair, grand value at $1.50.

Mr. W. W. Trimble has received the contract of carrying the mail between this village and the station for the next four years.

Mr. Frost's next visit at Flesherton will be on Saturday the 20th inst., and each successive Saturday instead of Thursday.

Rev. Mr. Thom will hold special services in the Presbyterian church next week, assisted by Rev. Mr. Little of Dornoch.

The residence of Mr. John Boyce, 4th con., Artemesia, was burned on the evening of Sunday, Feb. 28. The origin of the fire is unknown, but it is supposed to have originated from the stovepipe.

An auction sale of farm stock and implements will be held on lot 31, con. 5, Artemesia, on Saturday, March 20, the property of Mr. Jas. Stafford. Sale at 1 o'clock. R. J. Sproule, auctioneer.

The executors of the Alfred Ward estate will sell by auction a quantity of farm stock and implements on Friday, March 12, at lot 183, con. 1, N. E., T. & S. R. Sale at 1 o'clock. R. N. Henderson, auctioneer.

Mr. Gamey has reintroduced his bill this session to prevent government officials taking an active part in elections, but as the government think of doing something in that line themselves, Mr. Gamey's bill will doubtless be smothered.

The Flesherton U. P. B. A. lodge will give a concert in the Town Hall on the evening of Wednesday next March 17. A good program is being arranged. Admission only 15 cents. See bills.

The Eugenia Hunt Club will hold a meeting at the Eugenia hotel on Saturday afternoon next for the purpose of discussing hunting matters and legislation thereon. All invited to be present, whether members of the club or not.

Mr. Batson, late of Frost & Batson, solicitors, has opened an office in Durham on his own accord. Mr. Batson is a rising young barrister of considerable promise and a young man of sterling character, and will doubtless not find it difficult to work up a practice where he has gone.

Two young men of this village led a poor old skeleton of a dog out to the the bush to die, on Saturday last. The weapon of slaughter was a revolver containing two cartridges One of the young men was dressed in a handsome livery, and the other had on a coat of man which he carries to and from the Station every day And it came to pass that the young man in livery took the dog by the tail, while the other placed a revolver within three feet of the animal's head and fired, but did not touch him. One more bullet only was left, but that was quite sufficient if administered scientifically. This time the executioner actually stood over the dog's head holding the pistol within a few inches of his gray matter, and fired the last bullet. This one clipped a piece out of the canine's ear and amputated one toe, but the dog still lived. What were they to do now, with the amunition used up and the execution still incomplete? Well, these gory-minded warriors actually strung the old hulk up to a near by sapling in true western vigilante style; and say, that animal was so utterally disgusted with the horrible marksmanship exhibited that he died without a kick. Had the young men been better marksmen mayhap this item would never have been written. As it is we fear them not.

Announcements

The Methodist church at Priceville will give a conundrum supper in Watson's Hall on the evening of Friday, March 19. Admission 10 cents. A grand time is expected.

An oyster supper will be given at the Maxwell hotel on the evening of Friday, March 12 (to-morrow). Fifty cents a couple.

PERSONALS

Mr. W. Sullivan of Wingham is spending a few days in town.

Thos. Gamey, M. P. P., spent Sunday at his home.

Mr. and Mrs. George Keefer are visiting their son, the Rev. Robert Keefer, of Linwood.

Miss Frank Pickell of Markdale spent Sunday with friends in town, and sang in the Methodist church choir at the morning service, rendering the beautiful solo, "There is a green hill far away," in her usual excellent manner.

Miss Gertie Keefer returned last Thursday from Owen Sound where she spent four weeks visiting friends.

Miss Boardman of Markdale, was the guest of Mrs. W. A. Armstrong last week.

Miss A. Armstrong is visiting her sister, Mrs. J. D. Clark of London.

Miss L. Armstrong left last Wednesday to attend the Conservatory of Music.

Mrs. Nelson of Brampton and Mrs. A. Graham of Toronto, who have been the guests of Mrs. W. J. Bellamy, returned home yesterday.

Remember the Date

Nothing could be fairer or more philanthropic or carry more joy than our offer to the citizens of Flesherton and vicinity. Confident that we have an absolute cure for catarrh, and to make its great merits known, we will give all those who call on Saturday, March 20, a Germicide Inhaler and medicine for the cure of that disease, without asking one cent of pay in advance. After a fair trial at your house, and the remedy is found to be genuine in every respect, $3 can be sent to pay for same, if not the Inhaler can be returned at our expense and no charge will be made. Already this new scientific course of medicine has cured thousands of hopeless cases. This grand remedy given to all who apply at Richardson's drug store, Flesherton, Saturday, March 20. This grand offer is good on that day only.

Department Stores

Charles Austin Bates of New York is an advertising expert. He has just issued a book entitled Good Advertising, which is intended for those who write advertisements. He devotes a big share of its pages to an explanation of "Advertising a Department Store." He does not write in opposition to such institutions, but as the promotor, as the man who booms them. He is the man who inspires the clever American experts who write advertisements for the departmental stores of Toronto He tells how he took charge of a departmental store's advertising business and made it boom

On page 344 he says:

> The responses in the house furnishing department brought joy to my soul In six months the average business increased thirty or forty per cent. As the direct result of advertising a certain "sale," the department was crowded to overflowing, and in two days about $800 worth of goods was sold, out of which $90 worth was of the items advertised, and on which the actual net loss was $9. The rest was sold at regular prices at a good profit

Shade of the departed peddler! In this case $9 was lost on the "linen" while $710 worth of other goods was sold at "a good profit," not to an unsophisticated farmerwoman, but to the crowds in a big city

On page 352 he says in reference to the advertisements of a big New York house:

> To look at the advertisements every day it would seem that they never sell anything at regular prices, but this, of course, is only seeming

He says this with the greatest possible admiration, leading up to it with the statement that "the method of offering bargains is one of the best trade-bringing plans that I know of." He had already shown in the extract from page 344 that it costs practically nothing.

Here is another tip from prolific page 344:

> Suppose you advertise a "five-inch glass nappy." It doesn't tell a reader nything—a woman especially. She can't tell how big five inches are anyway; but just say, "large imitation cut-glass fruit saucers at thirty cents a dozen," and get your packers ready.

The women who are deluded by these people become their sports! There is no doubt about it; the whole thing is organized into an exact science, this hood-winking of the people. They study it; they trade tricks. Here is another tip for writers of departmental store advertisement, page 345:

> Be pleasant. Throw in a little joke— a light and piquant sentence or saying occasionally just to liven things up a bit.

Of course. Why not? A joke, a light and piquant sentence cost really less than even wooden nutmegs. Throw a whole lot of 'em in.

Speaking about shoe "sales," he exposes the trick:

> We cut the price from $1.36 to 98 cents and advertised it strongly, at the same time putting in an item about the best-selling canvas shoe we had at regular price—$1.50. We didn't lose any money on the first item, and it brought in lots of people, to whom a great number of the other style of canvas shoes were sold

The people are treated like a great shoal of fish in the water. The man on the bank puts a worm on the hook and casts it in—the fish naturally rush at it, instead of getting the worm, are themselves gathered in, carried away and fried at leisure.—Saturday Night.

Neil Campbell and John Quayle of Bruce, while driving home from Paisley fell over a ten foot embankment, the sleigh box falling over them. When extricated some hours afterwards Campbell was dead and Quayle almost, but will recover.

Remember the Date! Mar. 20th

Those who have Catarrh and who call on the above date, will be given a Germicide Inhaler, and medicine, for the cure of that disease, without having to pay one cent in advance. After a fair trial at your own home, and the remedy proves successful $3 can be remitted us to pay the same. If not satisfactory in every respect, the Inhaler can be returned at our expense, and no charge will be made. We have thousands of letters from all sorts and conditions of men and women telling of cures, not only remarkable, but in many cases miraculous. Bring no money with you, just leave your name and address, and our representative will give you the remedy on above liberal terms by calling at

RICHARDSON'S Durgstore, Flesherton, March 20th.

This offer good on above date only.

WANTED

Intelligent men with good education to whom $600.00 and expenses for the first year would be an inducement. Write with full particulars. The Manager, 49 Richmond St. West, Toronto, Ont.

NOTICE TO CREDITORS

In the Matter of the Estate of Alfred Ward, late of the Village of Dundalk in the County of Grey, Farmer, Deceased.

Notice is hereby given in pursuance of chapter 110, section 36 of the revised statutes of Ontario, 1887, and amendments thereto, that all creditors and other persons having claims against the estate of the above named Alfred Ward, deceased, who died on or about the twentieth day of January, A. D. 1897, are required to deliver or send by post prepaid to the undersigned, solicitors for Ward Harrison and Alfred Harrison, executors of the late will and testament of the said Alfred Ward, deceased, on or before the fifteenth day of April A. D. 1897, their christian and surname, addresses and descriptions, with full particulars of their claims a statement of their accounts and the nature of securities, (if any) held by them.

Notice is hereby further given that after the said last mentioned date the said executors will proceed to distribute the assets of the said estate amongst the parties entitled thereto, having regard only to the claims of which notice has been received as above required; and the said executors will not be liable for the assets so distributed or any part thereof to any person or persons of whose claims or demands notice shall not have been received at the time of such distribution.

LUCAS & WRIGHT, Owen Sound,
Solicitrs for the Executors.

Dated this first day of March, A. D. 1897.

Our Stock is Going Fast!

But our Great Bargains are Still with us.

Only Six Weeks More

During that time we will give extra special prices.

Large Milk Pans, 20c special for 10c
12½ cts special 8 cts
4 Gal. Cream Crock, 40c for 25c
Butter Crock, 25c for 17c
China Tea Sett, $7 for $4.50
Pitchers, 25c now 15c
Glass Lamps, 55c now 30c
Curtain Poles complete, 30c now 20c

T. HILL, FLESHERTON

STOCK-TAKING - - -
Sale of Furniture

SIXTEEN (16) DAYS' SLAUGHTERING OF PRICES previous to STOCK-TAKING. During this sale we have cut off all profits. Think what this means to you. EVERYTHING in our large and well assorted stock of

Furniture . . .

PICTURES, BLINDS, CURTAIN POLES. In fact everything needed in the home of rich or poor, from the kitchen to the most artistic drawing-room requisites, at absolute cost for 16 days or till February 1st when we commence to take stock.

J. E. MOORE

The People's House Furnisher, Picture Framer and Undertaker

WANTED

Earnest men and Women to circulate "The Sword of Islam, or Suffering Armenia," a thrilling book. Graphic account of the Eastern Question, the Turk, Armenian, Mohammedan sin with its horrible massacres. Numerous startling illustrations taken on the spot. 44 pages, only $1.90. Agents make $15.00 to $30.00 weekly. Books on time. Prospectus free to canvassers. The Bradley—Garretson Co., Ltd Toronto, Ont.

FARM TO RENT

Good farm to rent, two miles from Flesherton. Apply to JOHN WRIGHT, Jr.

Cook's Cotton Root Compound

Is the only safe, reliable monthly medicine on which ladies can depend in the *hour and time of need.*

Is prepared in two degrees of strength.

No. 1 for ordinary cases is by far the best dollar medicine known—sold by druggists, one Dollar per box.

No. 2 for special cases—10 degrees stronger—sold by druggists. One box, Three Dollars; two boxes, Five Dollars.

No. 1, or No. 2, mailed on receipt of price and two 3-cent stamps.

The Cook Company, Windsor, Ontario.

Sold in Flesherton and everywhere in Canada by all responsible druggists.

Public Notice

NOTICE is hereby given forbidding any person or persons trespassing on or cutting, interfering with or removing any timber off lots 23, on the 9th and 10th concession, Artemesia, and lots 143, 144 and 145 as any and all persons doing so will be prosecuted according to law.

R. J. SPROULE,
Agent, Flesherton.

December, 15, '96.

FLESHERTON SKATING RINK

Open Tuesday, Thursday and Saturday evening.

Open to ticketholders and learners on Friday from 2 to 4 p. m.

W. J. HOWARD, Prop

WE WANT AGENTS to handle established trade in this county. Canadian stock guaranteed to live. Permanent position, whole or part time. Liberal terms. You can make ten dollars a week or better with us, for every week you work. No experience necessary.

Brown Brothers Company,
Continental Nurseries, TORONTO, ONT.
10 Mch.