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dale and vicinity
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Saturday,
4th

sed to show you every-
esent season's wearing.
Saturday of this week.

remarkable offerings among

ngs, light, medium and dark
entire lot will be placed on
choice. 25

oth and nicely finished. These
s this lot at an unheard-of
ly 39

big new stock of:
Shovels
Spades
Garden Rakes
Hoes, etc.
ecented.

PAINTS!
ble paints that is to be had
ade more expensive by rea-
e cans; will cover the greatest
nd in addition to manufac-
s at the price.
l valuable information. Full

Be Fitted

After all, there's nothing like a tailor-made suit for comfort and for durability. If you have any consideration for your personal comfort you will have your clothes made to fit, and to do so come straight to R. S. Rae, the tailor, Markdale. A superior stock of goods on hand to choose from.

Robt. S. Rae

USICAL

Come direct to WILSON'S MUSIC STORE, Markdale, for all kinds of

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ans,
tars
olos
geolets
oharps
ndolins
monicas

Also a choice collection of Ballads, Sentimental songs Vocal and Instrumental Books and sheet music; and don't forget that one of my Singer Sewing Machines would make a magnificent and very acceptable wedding present.

Wilson, Main-St. Markdale.

Day
Cures Grip in Two Days.
on every box. 25c.

THE SPASMODIC ADVERTISER.

Possibly there is no class of business man so trying to the advertising man and publisher as the spasmodic advertiser. He is trying to the advertising man because he is always expecting to get him to do something permanent, and he is trying to the publisher because he does not give his publication a fair trial. You invariably find him an individual who knows it all. He talks learnedly about advertising, he will tell you that he tried several advertisements in such a publication and could trace but very little benefits therefrom. After quizzing him a while you will learn that he placed some half-dozen advertisements in the publication referred to and scattered them over a period of three years or more.

He will tell you that his uncle or his father, or some person else, retired from business a quarter of a century ago, worth in the neighborhood of $150,000, and he never spent one dollar in advertising. He appears to forget that things on this mundane sphere have been moving pretty quickly within the past 25 years.

The merchant who was a success in business twenty-five years ago would be lost in the race for public favor to-day, unless he adopted modern methods. The merchant whom he referred to as having accumulated a competence a quarter of a century ago and retired from business without spending a dollar in advertising, would undoubtedly be a back number in this age.

The spasmodic advertiser of to-day is a cross, in a business sense, between the merchant of 25 years ago and the up-to-date advertiser of the present. Just so long as he is holding his own in the business world, even if he be only making a fair living, he is satisfied. You will find that when he has a large stock of goods on hand, with business slack and bank drafts coming due in the near future, he will resort to the use of printer's ink to help him through.

Just as soon as he gets sailing in open water again, and no breakers appearing immediately in front of his business ship, he stops advertising just when he should inaugurate an intelligent and well-planned campaign and forge ahead. If he be a wholesaler and his traveller, when on a business trip call on and fail to see a certain retail house, will he, on the return of his representative, question him not to call there again? No! No! Not much. He will command his traveller to call on the retail house when on his next trip, keep on calling until such time as he gets an order. The business man should treat advertising in the same manner as he treats his traveller, as his business. It requires several calls from his representative to make a sale to the retail merchant.

If a particular advertisement fails to do the work intended, record it if the advertising matter is carefully prepared, profitable results will be forthcoming in the very near future. Every business can be brought prominently before the public you desire to reach if you are wise in the selection of the proper medium. If the jeweller, you are after the patronage of the consumer, then your best medium is the weekly newspaper of the district. If you are a wholesaler or jobber, you want the retail merchant; then this is the medium for you to employ to reach the reliable trade.

Advertising in fits and starts will have something to sell all the time you should be on the look-out for buyers all the time. Select the best mediums in which to place your advertisements, see that your advertisements are properly constructed; if this be done intelligently and correctly, success will surely crown your efforts.

FOUR MEN DROWNED.

Boat Upset in Bass Lake—The Victims Were Lumbermen.

A disaster occured at Bass Lake, nine miles from Owen Sound, last Friday afternoon, by which four men lost their lives by drowning, by the sinking of a boat. The victims were William Nicol, son of John Nicol, who resides on the shore of the lake; Jas. McLellan, Hugh McCallum, son of John McCallum of Keppel, and one other, supposed to be H. Boulton. A man named Smith, who was with the party, managed to swim ashore. All five were employed at W. S. Middlebro's timber camp on the old Linn farm, near the lake.

It appears that the men were fishing in the middle of the lake. The boat, a small, leaky affair, with a flat bottom, was overloaded, and made so much water that it sank under their feet and never reappeared. A boat was taken overland from Presque Isle last night along with grappling appliances to recover the bodies. Bass Lake is one of those small bodies of water that dot the Township of Keppel. It is half a mile long, a quarter of a mile wide, and very deep.

ADDITIONAL LOCALS.

Pure seed peas, Second Earlies, for sale. David Mathewson, Toronto line, Artemesia.

A quantity of hay and potatoes, and also 20th Century seed oats for sale. R. Bennett, Vandeleur.

The remnant of our underwear going at almost half its regular value. T. G. Proud, Walters Falls.

Clearing the balance of my stock at from 25 to 40 per cent off the dollar. T. G. Proud, Walters Falls.

Bensons are throwing out big inducements to the men and boys for new ready made suits; also tailor made.

For Sale—Twenty-two head cattle, nine yearlings and the balance two and three year-olds. A. S. Irving, Markdale suburbs.

Rennie's Giant Sugar Mangolds, Steele Briggs Sugar Beets and May's Mammoth Long Red Mangolds, all at Stephen's drug store.

Just in, a full supply of fresh new field and garden seeds, all clean and bright, sold in bulk and in packages at Stephen's drug store.

Prevent that roughness of skin on hands and face by using some of Turner's fine toilet soap. Prices range from 3⅓ to 25 cents per cake.

For sale, two cows; also a thoroughbred Improved Yorkshire boar, from Imported stock, for service, terms $1. R. W. Breadner, lot 12, con. 7 Euphrasia.

Thos. F. Wilson is our only authorized agent to sell the Dominion Organ and Piano at Markdale and adjacent country. Signed, Dominion Organ & Piano Co., Bowmanville.

Eggs for hatching at Mount View poultry yards, Barred Plymouth Rock of the highest quality; also White Leghorns. 75 cents per setting of 15. Jacob Lougheed, Wodehouse.

If there is any patent medicine you want quite likely we have it—our stock is large and well assorted. But anything you want that we hav'nt in stock will be procured at once without extra charge. W. Turner & Co.

Not being able to dispose of my stock by April 1st as advertised, I purpose to continue my sales throughout April at prices that will astound you. Do not fail to get a share in the bargains. T. G. Prowd, Walters Falls.

We take every precaution to have our seeds reliable, fresh and clean, consequently every year our business grows larger. We can supply you with all the up-to-date seeds that can be successfully grown in this district W. Turner & Co.

All persons are hereby warned against hunting, fishing, or otherwise trespassing on lots 105-6-7, con. 1, west T. & S. Road, Glenelg, as such will be prosecuted, and any dogs found on the premises will be speedily dispatched. J. L. Irving, Markdale.

Five hundred tons old iron wanted. Mrs. H. Cornfield is in Markdale to get old iron, rags and rubbers. I will pay fifty cents a hundred for all kinds iron, four cents a pound for old rubbers, twenty cents for horse hair, cash. Please leave your order at the City Hotel, Markdale, or send a post card to Mr. Cornfield here and he will call at your home. Extra pay for stuff delivered at the City Hotel.

Clubbing Rates.

STANDARD and Weekly Sun	$1 75
STANDARD and Globe	1 75
STANDARD and Mail	1 75
STANDARD and Toronto Daily Star	2 30
STANDARD and Daily News	3 00
STANDARD and Family Herald	1 75
STANDARD and Weekly Witness	1 60
STANDARD & Christian Guardian	2 00
STANDARD and Farmers' Advocate	1 75
STANDARD and Farming World	1 50

These rates include premiums.

MERCER'S STOCK FARM.

(From the Farmer's Advocate.)

Thomas Mercer, Markdale, Ont., is well known over a goodly portion of the continent, on account of the splendid herd of Shorthorn cattle kept in his commodious barns, one and a half miles from Markdale station on the C. P. R. Through his untiring energy, Mr. Mercer is the owner of one of the best 200-acre farms in the County of Grey, on which stands one of the best equipped stock barns in the Dominion. Running along the ceiling of the stable is a power shaft operated by one of Mr. J. McGill's noted tread powers, connection with the shaft being made to the straw cutter, grinder, root pulper, wood-sawing machine and threshing machine. Mr. Mercer's herd at present numbers 60 head of Missies, Stamfords, Clarets, Floras, Young Sterlings, Matchlesses, Red Roses and Fashions, headed by the superb bull, Broadhooks Golden Fame; dam Roan Rose, by Abottsford 2nd. This bull is a roan of the best build. In the herd are a large number of young females, from which can be picked winners, and any or all for sale. In bulls there are three for sale that are fit for service, two of them especially good ones. Mr. Mercer enjoys a splendid trade in Shorthorns, which extends from the Southern States to the Northwest Territories.

HOLLAND COUNCIL.

The Council met on Tuesday, March 10th, for transaction of general township business, members all present, Wm. Foster, Esq., reeve, in the chair. The minutes of meeting held February 7th were read and signed.

The motion passed on 7th Feb. offering Mr. Walker $20.00 per acre for land occupied by road was rescinded and the following substituted: That we offer Mr. Walker, without prejudice, the sum of $20.00 per acre for land occupied by road, providing Glenelg is satisfied, and Mr. Walker furnishes a clear deed, free from all encumberances, and pays cost of survey, etc., including plan of road.

The petition of Jas. Gillespie and other residents of Berkeley, praying for commutation of statute labor in Berkeley at 50c. per day, was granted and a by-law governing the same was passed.

The clerk was instructed to request the council of Sullivan to refund their share of $21.50 expended on the Garafraza Road in 1902 by Wm. Hampton; also to notify Mr. Conn to pay to Mr. Murray before May 1st the sum of $3 for trees cut on 10th concession.

The following notice was ordered to be given one insertion in the Chatsworth News and the Markdale STANDARD: After this date any person cutting or removing timber from the public highways of the township of Holland, without having obtained the same from the Road Commissioner will be prosecuted according to law.

By-law No. 5 appointing pathmasters etc., for 1903 was read and passed.

The council will meet again on Tuesday, May 26th.

James P. Hare, Clerk.

HONOR ROLLS.

Report for March of S. S. No. 18, Euphrasia.

4—A Richardson, W Walker.

3—M Irwin, L Johnston, E Richardson.

2 sr.—W Johnston, L Lee, A Irwin, H McAfee.

2 jr.—A Boales, D Lee, G Lee, R McAfee.

Pt. 2 sr.—J Stevenson, E Stevenson.

Pt. 2 jr.—M Ward.

Pt. 1 sr.—J Ward, K Johnston.

Pt. 1 jr.—N Stevenson.

J R Oliver, Teacher.

S. S. No. 14, Artemesia, for March.

4—M Elliott, E Walker, A Foster.

3 sr.—S Mercer, H Hutchison.

3 jr.—R Bowler, M Elliott and H Walker (equal), M McLoughry.

Pt. 2.—R Walker, F Teeter.

Pt. 1 sr.—L Mercer, V Mercer, A Bowler.

Pt. 1 jr.—I Sheers, R Freeman, M Freeman.

Names of those who attended every day are: M Elliott, E Walker, J Mercer, R Bowler, May Elliott, M McLoughry, E McLoughry, V Mercer, L. M. Flesher, Teacher.

MARKDALE COUNCIL.

The municipal council of the Village of Markdale held its regular meeting in the council chamber on Monday evening last. Present, W. J. Shorthill, reeve; Councillors, J. Artley, J. A. Crowston, and John Chapman.

The clerk read the minutes of the last meeting of the council, which were confirmed.

Moved by J. Artley, seconded by John Chapman—That the following accounts be paid: Wm. Bartley, 87c.; John Fletcher, $1.35; Pickett and Morgan, $3.00; R. Black, $2.00.—Carried.

Moved by J. A. Crowston, seconded by J. Chapman—That the Auditors' Report for the year 1902 be adopted.—Carried.

Moved by J. A. Crowston, seconded by John Chapman—That Armstrong Bros. be granted the right to erect telephone poles on Victoria Ave., Sproule St., and Main St., and that a by-law be prepared and passed in their behalf.—Carried.

Moved by J. Artley, seconded by John Chapman—That this council do now adjourn until the last Monday in April.—Carried.

Mr. Alfred Smith, who was appointed constable, assessor, caretaker of the hall, etc., early in the year, tendered his resignation which was not accepted.

A. Macpherson, clerk.

BORN

NORRIS.—On March 31st, 1903, in the township of Glenelg, to Mr. and Mrs. M. Norris, a daughter.

DIED

STELLMACHER.—In Dayton, Ohio, U. S. A., on the 18th March, 1903, Mrs. Emil Stellmacher (nee Miss Alexina Kay.)

MARRIED

YOUNG—IRWIN.—At the manse, Markdale, on March 25th, 1903, by the Rev. John Hunter, Thomas Young to Mary Jane Irwin; and David Young to Annie Irwin, all of Holland township.

WARD—HARVEY.—On Wednesday, March 18th, at the Methodist parsonage, Collingwood, by Rev. J. F. Ockley, D. D., Mr. George H. Ward, Koloporo, Grey county, to Miss Elizabeth, daughter of Mr. Samuel Harvey, Markdale.

Spring Millinery Opening Days

Thursday, Friday, Saturday, April 2, 3 and 4

You are cordially invited

New Goods Arriving Daily

FLAKED SUITINGS.
Pure all-wool Homespun "Flaked Suitings," a leader for this season, in a nice spring weight, soft finish, full 60 inches wide. Colors—light and dark grey, brown and black, with the beautiful flake effect. This material is especially adapted for suiting, our price 1.25

WATERPROOF COATS.
We have just received a shipment of Ladies and Mens Waterproof Coats. It represents a special purchase which enables us to give you extra value for the next two weeks. It would be useless for us to attempt to tell you all in this space, but just have us show you the 3.00 and 5.50 lines in Mens', also the 3.75, 3.90, 5.00 and 5.50 lines in Ladies.

FLAKED DRESS LENGTHS.
Canvas cloth, a light weight, loose weave material but a hard twisted thread, in Dress lengths only, in the new light and dark shades of blue, also green, full 44 inches wide; as you know the flaked goods are very popular this season and that is why we are anxious to introduce them. This lot is in 5½ yard lengths, our price 5.75

FINE WOOL SERGE.
The leader for another season—a light weight dressy fabric in a perfect serge in a wide range of colorings, including spring shades. The best value we have ever had at per yard 25

TAILOR MADE SKIRTS.
In oxford grey and black, (spring weight) friezes cloth walking skirts, made in the latest style, finished with cording and silk stitching around bottom. These are extra value at 3.25

BLACK CHEVIOT SKIRTS.
Black all-wool Cheviot Skirts with flare bottom, finished with stitching and silk stitching. Another style in this cloth has folds, trimmed with buttons and braid. These two particular lines are very handsome styles, our price 5.00

BASKET WEAVE CLOTH.
All-wool Basket Weave Cloth, in cream, garnet, green and black and other colors, full 44 inches wide. This line is shown very much for spring wear, being of a medium weight cloth and very rich in finish, suitable for waists or dresses, nothing better for wear, at per yard 52½

Home Furnishing Changes.

At this time of alteration and re-arrangement at the home when many things have to be replaced with new furnishings, we are in a position to suit your requirements better than before, as our stock of new Carpets, Curtains, Curtain Poles, and fixings, Wall Paper and Window Shades, were never before so complete.

UNION CARPET (displayed in window.)
Full 36 inches wide, in rich red and black colorings of Brussels pattern, a very handsome new design, our price per yard 39

WOOL CARPET (displayed in window.)
Full 36 inches wide, in rich cream and green colorings, and a beautiful pattern. It is all pure wool with the exception of a cotton chain. We can guarantee this carpet for wear, per yard 59

TAPESTRY CARPET.
English Tapestry Carpet, for beauty in design and artistic coloring combination our range of these goods is especially worthy of consideration, being by far the most attractive showing of any before. Just take a look at our 55c pattern and quality in window.

WALL PAPERS.
New Wall Papers from the best makers known, "The Watson Line" Co., Limited, Montreal." No paper as easy to put on or gives the least trouble after hanging as this make. See our assortment of wall papers before you select. This season's assortment and colorings surpasses anything of previous seasons. We have it as low as 3½ cents per roll.

McFARLAND, STAFFORD & CO. MARKDALE.

WHAT OTHERS SAY

Of Worthington's Canadian Stock Tonic.

James Leask, breeder and feeder of the sweepstake fat cattle at Provincial Winter Fair 1901 and 1902 says:

DEAR SIR,—
I have fed your Stock Tonic to Cattle and like it very much. It makes them thrive well and put on flesh more rapidly. I think it is the best Tonic I have fed to horses. We are also feeding it to our hens this winter and they are laying better than they have done for a long time. It pays to feed it.
Yours truly,
JAMES LEASK.

Greenbank P.O., February 23, 1903.
DEAR SIR,—
I had a mare stocked in both legs. Worthington's Stock Food took it down completely and put her in good condition. It has done my cows good. Think it is a good thing and can recommend it.
B. CHURCHILL, "Dairyman."

Clinton, Jan. 17th, 1903.
Purify your animals' blood before turning them on the grass. They will surprise you in the Fall.
10 lb. box, 200 feeds, 50 cents; 50 lb. sack $2.00.
Manufactured by
The Worthington Drug Co.
Guelph.
For sale and guaranteed by E. RUTLEDGE, Markdale; F. G. KARSTEDT, Flesherton; and E. SARGENT, Berkeley.

Farm for Sale.

266 acres, well improved and good buildings thereon, well watered. Three miles from Berkeley. Mrs. A. Rusk, Lily Oak p.o.

For Sale

Two fine thoroughbred Shorthorn Durham Bulls, one year old past. T. S. Sproule, Cedardale Farm, Markdale.
S. Tuck, Manager. 1174-7

Bull for Service.

"England's Chief," Registered Shorthorn, for service on lot E. ½ 10, con. 6. Euphrasia. Terms $1.00. Chas. Morwood, Wodehouse. 1173-6.

Farm for Sale.

186 acres, being lot 11, con. 8, Holland, has 120 acres hardwood and swamp timber, close to saw mill, balance cleared, 2 acres orchard bearing. Good bank barn, stone foundation 48x80, frame house, well watered, well fenced. Jas. Gill, Holland Centre.

Farm for Sale.

Lots 16 and 17, con. 12, Glenelg, 200 acres, 140 cleared and under cultivation, balance hardwood and swamp. Will be sold in one parcel or two. For further particulars apply to Francis Walker on the premises, Markdale p.o. 1172-5.

Notice.

After this date any person cutting or removing timber from any of the highways of the township of Holland, without having obtained permission from the Road Commissioner, will be prosecuted according to law. By order of the Council. Wm. Foster, Reeve.
Holland, March 24th, 1903

GLADSTONE ... o. =46230=

Which was bred by Thomas Mercer, of Markdale, the 10th son, Glenelg ... He is out of Jessie ... and got by Tom No. 32346—a renowned show bull, Ont. We will give his pedigree below and we ... the public of his superior breeding.

GLADSTONE ... 230—

Red, calved March 31st, 1902, bred by Thomas Mercer, Markdale, Ont., got by T... owned by Edward Norris, Markdale, Ont., 2nd owner ... Dam Jessie 3384)—

Dam.	Bred by	Sire.	Bred by.
Lady Elgin	J. Smith & Son	Burgomaster —1918—	G. B. Bristow
Red Dinah	J. Smith & Son	Burgomaster —1263—	G. B. Bristow
Sincerity	G. B. Bristow	Earl Booth —2351—	Jas. Hunter
Grace Darling	G. B. Bristow	Monarque —1830 —	Wm. Linton
Nora	Ed. Sandles	—1067—	J. L. Davidson
Grace Darling	Ed. Sandles	—925—	Hy. Jennings
Laura	Geo. Miller	Prince of Wales (imp.) 2011	John Miller
Rose of Autumn	Geo. Miller	(imp.) —185—	Robt. Syme
Young Starling (imp.)	Robt. Syme	(11873)	Nichol Miller
Starling		(13753)	
Rose		(11887)	
Old Kate		Prince (6547)	
Old Rose		Prince (6257)	
Catherine		Prince (12102)	
		Prince (1974)	

Grand Burgomaster 1918, was got by Jan (Imp.) —2291— His dam was Duchess of Gloster Village Burgomaster —1263—by Burgomaster Arthur Ingram —3871—Vangnard—4142—by Prince ... ing to Miss Syme (Imp.) —920.

Gloster —11783—, Heifer by Burgomaster, ... Dam Village Fair by Sir ... dam Queen of the May Ninth, an Urac...

...mas Mercer, Markdale.

BRIGHT AS SPRING SUNSHIN

Our new stock of Watches, Clocks, Jewelery, Silverware and Glassware are suitable gifts for

EASTER BRIDES.

If you desire a gift that will be as ... as the bride herself and as much admired, call and examine our stock.

J. H. STEPHENSON
Jeweler and Optician.

Tenders.

Tenders will be received up to the 10th April for the erection of a wood shed 18x22, 8 feet high, at School Section No. 4, Glenelg. W. ... Kerney, Waubuy, Sec.-Treasurer.

CANADIAN PACIFIC

...ster Rates, 1903

...Easter Holidays the Canadian Pacific ... issue round-trip tickets as follows:

General Public.

First Class Fare (only) April 9th to 13th, inclusive; returning up to and including April ... 1903.

Teachers and Students.

(Surrender of Standard Certificate signed by Principal)

First Class Fare and One-Third good ... April 4th to 11th, inclusive; returning ... and including April 21st, 1903.

...tory—Between all stations in Canada, ... Arthur, Sault Ste. Marie, Mich., Detroit, ... and East, and to, but not from, Buffalo.

... full particulars apply to your nearest ...an Pacific Agent, or to

A. H. NOTMAN,
Gen. Pass. Agt., 71 Yonge St., Toronto.

Wanted.

...ood man to take charge of a farm or to ... lots 96 and 97, 2nd range west of T. & S. ... Apply to Mrs. Dodds, Markdale p. o.