

April 30, 1903.

THE MARKDALE STANDARD.

G NEEDS

completeness of our stock of
ent, and judging by sales,
any. You can judge
and the fact that our high-
re never poor. You owe
entire satisfaction.

1.10 White Quilts 78c
4-10-4 White Quilts, fringed all
round—one of the best qual-
ities we've ever had, regular
price here 1.10, elsewhere 1.25.
78

Sheetings
our stock of these is just right
values. Plain or twilled,
eached and unbleached, in
tisfaction. You can get these
any price you choose to pay
or less money. Ask to see them
if you choose make com-

How Cottons.

5 yards extra quality Pillow
ton, direct from the mills
15, 17, 18, 20, 22. One we
make mention of is an
extra fine heavy circular pillow
ton, 40 inches wide, smooth
and thread and remarkable
quality, when you consider the
18.

Clothing

these there's not a price, line
coloring missing. If you want
line like we have it in the best
best, "extra fine, wide and
we have it at 22c, that in
stores will cost you 25c.
line that we are selling an
enormous quantity of is this:
extra heavy full width ticking,
medium and dark grounds,
colorings that are
plutely fast, bright satin
and a thoroughly depend-
wearer. Per yard only 20

Hosiery

department is perfectly
pared for the very biggest
of business. We anticipate
needs of almost everybody
have the most perfect stock
inned and uninned hats
found in any retail store in
County. Orders for money
goods receive prompt and
attention.

Hardware!

Hardware!
ave what you want—a big
priced low.

**prompt attention. Highest
for Cash.**

MUSICAL

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

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.

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

CLUBBING OPPORTUNITY.**ADDITIONAL LOCALS.****HIGHWAY ROBBERY.**

Rev. W. D. Reid, B. D., B. A., pastor
of one of the largest Presbyterian
churches in Montreal says of the
Witness:—The "Witness" makes for
righteousness and truth regardless of
cost and consequences. It stands four
feet square to every wind that blows.
It has principles, which is a somewhat
rare thing for a newspaper to have in
these days) and by these principles, it
is prepared to stand or fall. Personally,
I value the "Witness" for many things.
I like it because of the reliability of its
news. I am also partial to the "Witness"
because of its educative influence.
Every subject of interest in these days
is discussed in strong, vigorous, fearless
editorials, and better still, all are dealt
with from a Christian standpoint.
These editorials bear the stamp of a
high order of literary merit, and almost
a painful conscientiousness. It is
indeed a refreshing thing in these days,
when men talk of the "almighty dollar,"
as if it were Almighty, to find a newspaper
whose principles go right down
through the pocket, and whose owners
are willing to sacrifice for "conscience
sake." There are papers that publish
religious things because these may
secure for the paper an entrance into
houses from which they would otherwise
be excluded. But the religion of the
"Witness" permeates the whole paper.
Long may it live, abundantly may it
prosper, and long may it be spared to
inform, educate, inspire and uplift
humanity.

World Wide.

World Wide is a weekly reprint of
articles from journals and reviews re-
flecting the current thought of both
hemispheres.

World Wide is a marvel of interest
and clearness as a high-class eclectic;
it will compare favorably with anything
at several times its price. For
the small sum of one dollar a year, it
brings every week the best articles that
appear during the week in the leading
British, American and foreign publications.

Of course it appeals to the thinking
element in each community, those
who want to know what the world
thinkers are thinking; but these will
find it as full of rare entertainment as
of wisdom. It is absolutely world-wide
in its interests and has no axe to grind.

It will be sent free of charge to any
address for short time. The annual
subscription price is \$1.00. The pub-
lishers, JOHN DOWCULL & SON, of
Montreal.

Messenger Stories.

Stories, illustrations and anecdotes
are perhaps the main features of attraction
in the Northern Messenger. But

the stories are so carefully chosen that
they exercise a sweet influence in the

lives of old and young. Then there are
special parts devoted to Temperance,

the Sunday School, the Little People
and the Home. The paper is so

popular that a vast number of Sunday

Schools in Canada and the United States

are using it to great advantage, insuring

a more regular attendance, besides

extending their influence for good in

the homes of their scholars. The

Northern Messenger is probably read

every week by well on to a quarter of a

million people, and for that reason the

price is extremely low.

12-cent pages weekly 30c a year. S. S.

clubs 20c a year. JNO. DOUGALL &

Sons, publishers, Montreal.

We are glad to refer to the foregoing
publications because we are enabled by
specifications to offer the following
special clubbing rates to our sub-
scribers.

Standard and Daily Witness \$2.50 \$4.00
Standard and Weekly Witness 1.75 2.25
Standard and World War 1.75 2.00
Standard and Northern Messenger 1.25 1.75

These clubs will, at most reasonable
rates, provide the best reading matter
for every interest of my family. Just
try it. To be had at Turner's Drug
Store.

C. W. RUTLEDGE, Publisher.

Persons are showing a big range of
the newest white wear for ladies. See
their prices before purchasing.

Walters Falls.

Laeter service was held in St. Philip's
Church last Sabbath by the rector,
Rev. Mr. Applebyard. The text was
taken from Job 14: 14, "If a man die,
shall he live again," etc. The church
was prettily decorated with Easter
lilies, primroses, etc. The service was
largely attended and much
appreciated.

Our teacher, Mr. A. J. Fries, had a
sudden attack of sciatic rheumatism
last Wednesday morning, consequently
there was no school until Monday of
this week. We are pleased to say he
is around again.

Mr. P. McCullough and son Robert
of Markdale were in town last week.

Mr. T. L. Walter went on a business
trip to Shelburne last Thursday.

Mr. T. G. Proud's sale on Saturday
last was largely attended and was quite
a success.

Mr. L. Anderson visited Mr. R.
Clark last Wednesday.

Mr. Jas. Murray lost a valuable
horse last week.

Fifty-acre farm for sale. Enquire at
this office.

House to rent, possession given the
1st May. Os. Walker.

Ladies' bicycle for sale. In prime
condition \$16. This office.

Get your watches repaired and your
eyeglasses fitted by W. J. Shortill.

Lime for sale on lot 23, con. 7, Glenelg.

Albert Jones, Markdale, p. o.

Complete stock of fishing tackle
always in stock at W. J. Shortill's.

Young man wanted, to learn the
barbering. Apply at Crowson's barber
shop.

Potato onions, multipliers, Dutch
sets. Prices right. Stephen's drug
store.

House and lot at Walters Falls, for
sale. Apply to Wm. Curry, Owen
Sound.

Bicycle, snap. Gent's up-to-date
wheel for \$15.00 if taken at once. J.
E. Matson.

Crinkled Tissue Paper—5c. Roll.
Paper Napkins 10c, per doz. at Turner's
Drug Store.

Broad Leaf Sowing Rape, Silver
Hull and Japanese Buckwheat. Stephen's
Drug Store.

Wanted—Coat, vest and pantmakers,
also good girls as apprentices. Apply,
C. J. Ballard, Markdale.

Two new toilet soaps "La France"
Rose and Carnation. Pink. 10c. cake at
Turner's Drug Store.

R. H. Benson & Co. have some nice,
farmers' cured hams, shoulders and
side meat at reasonable prices.

Womens' and Misses' shoes worth
\$1.25 to \$1.75 per pair, selling at 89 cts
to clear quick. E. Rutledge, Markdale.

Eight or ten cattle will be taken for
purchase, lot 15, con. 1, Old Durham
Road, Artemesia. R. H. Reid, Priceville.

McFarland, Stafford & Co. have
moved half car of salt from elevator up
to the store for convenience of customers.

R. H. Benson & Co. have just placed
in stock one car of Redpath's sugar,
one car of Windsor Salt and one car
butcher boxes.

Get a box of our celebrated Iron
Blood Builders. They are a direct
food for the blood. Price 25 cents per
box. Stephen's Drug Store.

Chopping done every Tuesday and
Friday at Wiley's mill, Wedgewood.
Grain must be cleaned by fanning
mill. James Wiley.

Stock Foods—Colonial Stock Food,
Herbgeum, Stephen's Horse and
Cattle Food and Bibby's Cream Equi-
alent. Stephen's Drug Store.

Giant Saw Log MangleSeed, Rennie's
Celebrated Sugar Mangolds, Steele
Briggs' Giant Sugar Beets, Short
White Carrots. Stephen's Drug Store.

For the skin and complexion use
"Marsh Willow Balm." It softens,
heals and whitens. Perfectly harmless
25c per bottle at Turner's Drug Store.

Dr. Geo. S. Burt will be at the
Markdale House on Friday, May 1st,
for consultation in Eye, Ear, Throat
and Nose Cases. Hours—8 to 12 a. m.

Formalin destroys smut in oats, one
pound to 4 bushels. It is not an
experiment but an assured remedy.
Try it. To be had at Turner's Drug
Store.

ADVICE TO MERCHANTS.

"Hardware and Metal," of Montreal
and Toronto, the leading paper of the
hardware and machinery trades, is
giving its readers some plain talk on
advertising, and in a recent article
referred to the methods adopted by the
departmental stores in the big cities to
secure trade which legitimately be-
longed to the local merchants. Besides
advertising in the usual way, it is
pointed out, the departmental stores are
always looking about for ways and
means of reaching customers. "Hard-
ware and Metal" cites an instance of a
daily paper in a certain town which
supplied a departmental store in
Portuguese with a list of its subscribers,
the list being required by the departmental
store for the purpose of mailing
circulars and catalogues to that par-
ticular paper's readers. The price paid
for the list was \$150. "There is no
more effective way," says "Hardware
and Metal," "for minimizing the influence
of the departmental store than by the
local merchants giving all publicity
that is within their power to the goods
which they carry in stock." The de-
partmental stores frequently advertise
bargains, but the great majority of
the prices they quote would not be
sufficiently attractive to get the business
if they were compared with the figures
at which the local merchants can sell
their goods. It is this fact that needs
to be impressed upon the customer, and
the only way it can be done is by
means of publicity. The best medium
for this purpose is the local newspaper.
An advertisement in the local newspaper,
as a rule, is the cheapest remedy.
Try it. To be had at Turner's Drug
Store.

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priced low.

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