

MERCER'S, Markdale's Cheapest and Most Reliable Store.

Christmas

will soon be here.

Don't put off any longer the buying you can do to-day. Select now, while you have the biggest choice...

- Mens Suits and Overcoats 5.00 to 12.00. Boys Suits and Overcoats 3.00 to 7.00. Boys Reefers 3.00 to 4.00. Mens Fur Coats 18.00 to 25.00. Ladies Fur Coats \$30 to \$60. Capelines and Rafts \$3 to \$18. Fur Caps for Men and Boys \$1.25 to \$10.00. Ladies Fur Caps 1.55 to 8.00. Ladies New Cloth Coats 6.00 to 10.00. Ladies New Silk Belts 25c to 1.25. Ladies New Silk Ties and Collars 25c to 1.00. Ladies Silk Collar Forms 15c. New and Natty Ties for Men 25c to 50c. Gloves and Mitts for Men and Boys 50c to 1.50. Neckscarfs for Men and Boys 25c to 1.00. Special values in Underwear for Men and Boys, Ladies, Misses and Children.

CASH BUYERS can always save money by making their purchases at this store, and more especially at Christmas time, as we are selling everything at very close prices. Come and see.

H. MERCER, Markdale.

Christmas Gifts

Now is the time to select your Christmas Gifts while the stock is complete and variety unlimited.

- GENTS' WAIVES, LADIES' WATCH GUARDS, BABY PINS, BROOCHES, CUFF LINKS, SCARF PINS, LOCKETS. NECKLACES, STICK PINS, SECRET LOCKET CHAINS, EMBLEM PINS, FOB CHAINS, BRACELETS, CARMAR BRACELET. STUDS.

Vast supplies of Holiday Jewelry at prices that will surprise you.

Rings for Christmas

in all manner of styles and settings, and in all sizes. Rings for Adults, Rings for Babies, Wedding Rings, Birthday Rings. All beautiful Rings for presents. I invite inspection. Selections made now may be left with us until Christmas.

J. H. STEPHENSON Jeweller and Optician.

Farm for Sale.

Lot 8, con. 12, Glenora, 120 acres, about one half under cultivation, and the balance hardwood bush and pasture; frame barn and house, good well, school and post office convenient. Good roads and good neighborhood. ROBERT GOODWILL, Glencoe.

Farm for Sale.

Lots 49 and 50, 3rd east of T. & S. Road, Holland, 100 acres, 75 acres under cultivation, 25 wood land. Two wells, frame barn and straw frame house, and implements house; also log and saw mill. For particulars apply to the advertiser. ROBERT LOVE, Berkeley. 12-15.

Farm for Sale.

100 acres, being lot 243, con. 1, east gravel road, Holland, Berkeley. Well improved and in good condition, well fenced and has two barns with stone basement, house and orchard; also good well. For particulars apply on the premises, or to James Wright, Berkeley. 96-12.

Farm for Sale.

About 65 acres, being lots 30 and 31, west of the T. & S. Road, in the village of Holland Centre, about 60 rods from the C. P. R. station and half a mile from the school. Soil, good clay loam, all tillable land, 40 acres under cultivation, pasture, barnd, and house, also log and saw mill. For particulars apply to the advertiser. J. W. Wright, Berkeley. 96-12.

THE MARKDALE STANDARD

C. W. Rutledge, Publisher.

SUBSCRIPTION PRICE \$10.00 PER YEAR IN ADVANCE.

MARKDALE, DECEMBER 10, 1903.

DOES ADVERTISING PAY?

Credit auction sales are quite common and farmers are frequently at a loss to know how best to advertise the sale. The auctioneer, if up to his business, can give valuable advice and assistance. He is likely to suggest having the entire contents of the poster inserted in a local paper. If the paper has a large circulation in that district this suggestion is a good one, in fact one insertion of such in a well-circulated paper should be as good as two or three hundred posters, and then the paper goes right into the home, without any trouble posting like the bills. Again, a man may have an animal strayed to or from his premises, and he questions with himself whether an adv. in the local paper would be worth its cost. If he has no idea of where or to what extent the paper which he patronizes circulates, how can he intelligently decide, now, for the information of such persons we give below the actual circulation of THE STANDARD at post offices for say fifteen miles around Markdale commencing at the hub:

Table with columns for location and circulation numbers. Locations include Markdale, Berkeley, Holland Centre, Harkaway, Lily Oak, Walters Falls, Blantyre, Goring, Rocklyn, Beaverdale, Wodehouse, Epping, Kimberley, Vaudeleur, Eugenia, Fleisherton, Proton Station, Ceylon, Pricoville, Irish Lake, Pomona, Traverston, Waudby, Glascott.

This list might be extended but sufficient is given for the information of those who are likely to require it. As a matter of course the number at each point decreases as the distance from Markdale increases. Three hundred and eighty-eight copies at present go to outside points through Ontario, Manitoba, North-West Territories, British Columbia and the United States. Seventeen hundred and four was the smallest number of copies of THE STANDARD printed any week since last June, and judging from the manner in which new subscribers are now being added, the two thousand mark will soon be passed. Counting the readers at five to each house, or to each subscriber, that is, multiplying 1,700 by 5, THE STANDARD has 8,500 readers. Merchants and business men would also do well to remember these facts and figures when considering whether or not it pays to advertise in THE STANDARD.

Blair May Resign From the Council.

(The Detroit (Mich.) Times.) William J. Blair, the well-known business agent of the Building and Trades Council, is seriously considering submitting his resignation at the next meeting of the council, with the intention of accepting a position in the Detroit post-office. Mr. Blair's intended action is vigorously protested against by both the members of the council and the manufacturers and business men of the city, because his level-headedness and conservative views have won him respect and confidence of all. Mr. Blair was born near Markdale, Ont., but for the past 15 years has been a resident of Detroit. For three years he was a delegate from Amalgamated Carpenters local No. 1 to the Building and Trades council, after which filling the office of its secretary for a year and a half and now for the past year acting as its business agent. Mr. Blair is well and favorably known by many in this locality. He is a son of Mr. Wm. Blair, of Ardenburg, and a brother of Mrs. W. R. Burnett, of Markdale.—Ed. STANDARD.

Fleisherton (Last week's items.)

At the annual election of officers last week of the Grey County Old Boys' Association in Toronto we notice Fleisherton and vicinity old boys were in demand, the following being among the elected: Dr. E. H. Henderson and Thorpe Wright, honorary presidents; J. W. Armstrong, vice-president; C. W. Chadwick, recording secretary; and Harry Hooper, financial secretary.

secretary, J. T. Olars, A. D. Thurston, Dr. F. W. Murray and Dr. E. K. Richardson on Executive. We congratulate our old boys on being in such favor among their fellows, and we graciously acknowledge the honour that comes to us through them. Markdale is also to be congratulated on its worthy representative in the person of Mr. W. J. McFarland, honorary president, and likewise our eastern neighbor, Faversham, the former home of the energetic and popular young president, Dr. Edgar T. Paul.

Some weeks ago while speaking on military matters in the House of Commons Mr. M. K. Richardson, M. P., referred to the large sums of money that were being expended on drill halls and armouries in the cities, while the drill sheds throughout the country, built thirty or more years ago, were being allowed to go to ruin. He instanced the one here stating that again and again the officers of the district had made appeals for sufficient money to make the fit repairs, but that the Government would give no matter his attention. On Wednesday of last week Colonel Galloway, of Toronto, inspected the armoury and drill shed here and for the needed repairs got estimates of the cost from some of our mechanics which he has submitted to the Department of Militia.

On Saturday last our bereavement befell the home of Mrs. Mary Jamieson, widow of the late James Jamieson, 8th concession Ardenburg, when he second son, William John, aged 17 years, died unexpectedly after but a few days' illness with inflammatory rheumatism. Interment took place Monday in St. Salom's cemetery, where the deceased's father was laid nearly two and a half years ago. Rev. W. Sinclair, of Eugenia, conducted the burial services. Many friends sincerely sympathize with Mrs. Jamieson and family in their suddenly renewed sorrow.

Mr. John Flynn, an old resident, who has of late been rapidly failing in health, is at the time of writing reported very low and not expected to survive many labours.

Joseph Crowe, whom we reported fined by Magistrate VanDusen last week, or in default of payment, a term in jail, has paid the fine.

Evangelist Kennedy arrived from Prescott on Saturday and commenced his special work in the Methodist church here with two earnestly delivered sermons on Sunday. In addition to the evening meetings there will be services on the afternoon of Tuesday and Friday of each week.

Rev. L. W. Thom exchanged pulpits with Rev. Peter Fleming of Glax, and by order of Presbytery declared the pulpits of that charge vacant, Mr. Fleming having resigned to accept a call to Minto, Ont.

Mr. J. P. Bunt, of Hanover, spent from Saturday till Monday with his brother, W. H. here.

Mr. and Mrs. Mitchell visited the latter's parents at Faversham on Saturday.

Dr. and Mrs. Murray visited friends at Faversham on Monday. The Dr. is investing in a new driving outfit which will doubtless be much enjoyed by himself and family.

Mr. Lew Karstedt and bride, of Markdale, on their wedding tour made a short visit at the home of the former's brother here last week, and were accompanied by Mr. and Mrs. Karstedt to Elmwood on Saturday.

Mr. T. Bulmer returned last week from an extended stay with friends at Singhampton.

Minnie's Camp (Intended for last week.)

Fine weather for working in the bush. The chief amusements of the camp are singing, instrumental music and recitations.

Our cook is getting very fond of playing Lost Heir when he goes visiting. Some of our young men attended the dance at R. Gibson's, and report a good time.

Mr. Len Oox had a very thrilling adventure while bringing the cow in last Wednesday.

The teamsters had a bee on Monday fixing the road through the bush and our cook had over thirty for dinner, but he was equal to the occasion and waited upon them in first-class style.

Mr. D. Walker attends to the saws and axes and does all the carpenter work around the camp.

A few of the neighbor boys came in one evening this week and a very enjoyable time was spent in dancing, singing by G. Halliday, G. Moon and E. Johnston, while Mr. D. Walker supplied the instrumental music.

A FAMOUS SCHOOL

Central Business College Stratford, Ont. A large, wide-awake, working, hustling, result-producing school—the best Business College in Canada to-day. Graduates almost everywhere. The course places many of its graduates in other business colleges as teachers.

WINTER TERM OPENS JAN. 4th (Handsome Catalogue free.) W. J. Elliott, Principal.

F. T. HILL & CO.

Select your

CHRISTMAS GIFTS

EARLY

In so far as you can make your selection of stocks in all departments are BIGGER and BETTER than they'll ever be again this season. This without a doubt will be a double reason therefore why you should make your purchases before the articles you want are picked up by somebody else. We've spent a great deal of time and care in perfecting the various stocks of an unparalleled Xmas. trade and now have the values we've ever been able to offer you. Hundreds of lines of suitable gifts, all priced low, among which are:

- Ladies' Kid Gloves, Ladies' Ringwood Gloves, Ladies' Fancy Gloves, Ladies' Wool Mittens, Ladies' Cloth Gauntlets, Ladies' Fur Gauntlets, Ladies' Fine Hosiery, Ladies' Hose Supporters, Ladies' Fancy Handkerchiefs, Ladies' Silk Handkerchiefs, Ladies' Blouse Sets, Ladies' Fancy Collars, Ladies' Fancy Hair Pins, Ladies' Felt Slippers, Ladies' Carpet Slippers, Ladies' Fur Bonas, Ladies' Capelines, Ladies' Fur Caps, Ladies' Fur Jackets, Ladies' Cloth Jackets, Ladies' Ready-to-wear, Ladies' Undershirts, Gents' Ties (all kinds), Gents' Neck Scarfs, Gents' Suspenders, Gents' Fine Underwear, Gents' Hosiery, Gents' Sweaters, Gents' Collar Buttons, Gents' Cuff Links, Gents' Collars and Cuffs, Gents' Fur Gauntlets, Gents' Fur Coats, Gents' Kid Gloves, White and Fancy Tablecovers, White Quilts, Comforters, Lace Curtains, Pillow Shams, Sidboard Runners, Table Napkins, Wash Blankets, China and Glassware (all kinds), Parlor and Hall Lamps, Carpets and Rugs, Linoleums and Window Shades.

Mens' and Boys' Clothing.

Our stock in this department is now unusually attractive, many being bought specially for the Christmas season. In nice, natty suits we have exactly what you need and in fact you'll find them anywhere. We want you to see them before you select something else.

XMAS. GROCERIES.

- NEW EXTRA CTS, NEW PEELS, NEW ICINGS, NEW CHOCOLATES, NEW FIGS, New DATES, New CANDIES, New RAISINS, New CURRANTS, New SYRUPS, New TOMATOES, New PEAS, New BEANS, New CORN, New POTATOES, NEW PICKLES, NEW OLIVES, NEW RICE, NEW TAPIOCA, NEW MEALS, etc.

Markdale's Big Hardware Store.

- There's scarcely another hardware store north of Toronto that has so much to offer you to patronize a store that buys in large quantities because of the SMALLER POSSIBLE PRICE. Just what you need. Washing Mach's, Wringers, Platform Scales, Forks, Root Baskets, Shovels, Root Baskets, Stoves, Ranges, Heaters, Axes, Chains, Saw, Graniteware, Nickel-plated Goods, Tinware.

Shop in the FOREMAN.

We very much appreciate this response and will be very glad to continue until Christmas less hurry and more all-round satisfaction.

F. T. HILL & CO.

Good Figure, Rosy Complexion

Are Coveted by all Sensible Women. For Health and Beauty use Ferreroze. If you are thin, run down, have blue transparent skin, you need Ferreroze. The nerves are weak and the tears ever ready to flow, in a sure sign you need it badly. Nothing on earth makes blood so vitalizing, nothing puts on flesh, makes hard muscle, and re-novates weakened systems like Ferreroze.

Men Wanted.

Two men wanted—\$1.50 a cord. Apply Page, Lily Oak.

Lost

On Thursday of last week, a black and tan hound, bitch, with red collar, was lost. Finder will be rewarded. CECIL ALTON, Markdale.

Your Tongue

If it's coated, your stomach is bad, your liver is out of order. Ayer's Pills will clean your tongue, cure your dyspepsia, make your liver right. Easy to take, easy to operate. 25c. All druggists.

BUCKINGHAM'S DYE

Want your muslin or lace a beautiful color of rich black? Then use BUCKINGHAM'S DYE for the blackness.

Properties for Sale.

\$2000 will buy a 100-acre farm in Holland—W. J. McFarland. \$1500 will buy a concrete house and double lot on Mark street, Markdale.—W. J. McFarland. \$1500 will buy a brick house on Eliza street, Markdale.—W. J. McFarland.

To Cure a Cold in One Day

Take Laxative Bromo Quinine on every box. 25c. Cures Crip in Two Days.



WATCHES AND GOLD JEWELRY of the best known manufacturers. REDUCED PRICES. Men's size watches in gold case, usual price \$10.00, now \$7.00. All grades and prices right. Assortment of pocket watches consisting of Mantel Clocks, Ors, Parloons, etc. lowest prices.

Be

After a... like a... comfort and... if you have... for your... your... and to... to the... the... on hand to...

Robt. S.

C. P. P. MARKDALE Going South

P. Mc... Barrister, Solicitor, street, Markdale.

Lucas, W. H. W... Barristers, Solicitors, Markdale and Glax.

M. Glives... Markdale, Graduate in Law, College, Toronto.

J. S. B... Pomona, P.O. No. 1, estate security at No. 10, strictly confidential.

A. Brown, M.B. Graduate Toronto College, Member of Ontario Bar, Stephen's Street, Toronto.

Saugon Lodge No. 327. Meets every Friday at 8 o'clock in the hall, Sarjeant's Block, N.G.; W.S. Whistler.

L. G. Campbell, D.D.S. Dental Surgeon, Toronto. Office, 6 p.m.

John Davis, O.L.S. Land Surveyor, at McPhillough's, or addressed to the office, prompt attention.

Markdale Lodge, 41. Meets in Rae's hall at the first and third Mondays of each month. Has 99 members from other lodges. Douglas, Master, G. W. B. order.

R. J. Sproule, Floshator, Conveyancer, Valuator and Money Lender, Mortgages, Leases and Valuations made in strictest confidence. Charges very low. J. Sproule, Postmaster.

G. S. Burt, M.D. (Late Assistant Royal, Toronto Hospital and General Practitioner, London, England.) Specialist in Rheumatism and Nervous and Eye Diseases. House first Friday at 8 to 12 a.m.

Court Markdale. J. F. Meets in Rae's hall at the day in the month at 8 o'clock from 8 to 12 a.m. Assessments must be paid to the assessors. Frank J. Meets in Rae's hall at the day in the month at 8 o'clock from 8 to 12 a.m.