

W. G. Pickell
 COUNTY AUCTIONEER.
 Markdale, Ont.

M. Kenny
 Auctioneer for Grey County.
 Fully attended, terms reasonable.
 acquire at Standard office.

James A. Myles
 Auctioneer for Counties of Simcoe. All sales will be attended. Farm sales a specialty. Arrangements to be made at the Markdale office by telephone to Markdale. Phone No. 34 Q. Thorntons.

Sale commences
 8 a.m.
Wed. Jan. 15
 ends on
Saturday, Jan. 25

GIGANTIC 10 DAYS' SALE

AT THE BIG STORE

McFARLAND & Co

MARKDALE

The Opportunity
 of our life.
 Wait for it.
 Nothing like it before.
 Remember the Date.

DON'T stir a step until you read the 10 DAYS' SALE ANNOUNCEMENT. This store proclaims for 10 days commencing 8 a.m. WEDNESDAY, JANUARY 15, and ending 10 p.m. SATURDAY, JANUARY 25, the biggest sale ever known in Grey County. No doubt this sounds big. It does in able language, but we will back it up by delivering the merchandise at DEEP CUT PRICES and no exaggeration whatever. What's it for? It will explain: We want \$15,000.00 and in consequence \$40,000.00 worth of high class, dependable merchandise viz: dress goods, silks, mantles, ready-made waists, millinery, gents Furnishings, ready-to-wear clothing, house furnishings, boots and shoes, staples, crockery, china, glassware, etc., is thrown on the market at prices unheard of for 10 days.

Remember this store will be closed all day TUESDAY, JANUARY 14, when our full staff will be busy all day marking down the prices.

Look out for the Red Ticket Inside which Speaks of a Bargain.

The Hour Has Arrived

Which compels us to resort to heroic measures to dispose of at least \$15,000 worth of merchandise. Without making any allowance for profits and without regard to original cost, we have made the following prices for you. These prices will echo throughout the town and country, and everything will be found exactly as advertised.

Clothing Sacrificed.

65 Boys' 2-piece Suits, consisting of fancy and domestic Tweeds, Serges, etc., sizes 27 to 27. Regular prices, \$3.00, \$3.75 and \$3.50. Your choice during Sale.....\$1.98

56 Boys' Suits, in the 2-piece Norfolk and 1-piece double or single breasted style of coat, made in a large variety of handsome patterns, blue and black serges, etc., sizes 27 to 33. Regular \$4.75 to \$6.00. Sale price.....\$3.79

We will place all our \$5.00, \$6.00 and \$6.50 Men's Suits together and will give you your choice for.....\$3.85

\$10.00 Mens Suits for \$6.95.

Mens Suits, manufactured from fancy dark worsteds and some tweeds, in single or double breast styles, well padded shoulders and moulded collar, elegantly lined throughout. Sold in the regular way at \$9.00 and \$10.00. Sale price.....\$6.95

\$1.50 Men's heavy frieze Pea Jackets. Sale price \$3.25

Men's \$3.75 and \$4.00 Odd Coats, in tweed and serge, double or single breasted style. Reduced for Sale, \$2.58

28 Men's \$3.50 English Waterproof Coats, double stitched seams, velvet collar, fly front, in medium fancy cloth, sizes 36 to 46. Sale price.....\$1.30

Mens' Overcoats all reduced.

We will sell all of our blue and black chevots, also grey, and dozens of patterns of domestic or imported tweeds. Sizes 34 to 44, as follows:

Regular \$6.00 Mens' Dress Overcoats for.....\$3.95

Regular \$7.50 Mens' Dress Overcoats for.....\$5.45

Regular \$10.00 Mens' Dress Overcoats for.....\$7.28

BOYS' OVERCOATS

All the Boys' Overcoats in the house must move at the cut prices:

Boys' regular \$4.00 Overcoats, cut price.....\$3.90

Boys' regular \$5.00 Overcoats, cut price.....\$3.85

Boys' regular \$6.00 Overcoats, cut price.....\$4.20

30 pairs Men's Heavy Blue Dmin Overalls, with or without bibs, \$1.00 value. While they last, pair.....78c.

Bargains in all FURS.

See what money we can save you in Furs if you buy during this Sale.

3 Ladies Black, glossy curl Astrachan Jackets, sizes 34, 36, 38 and 40. Regular \$30.00. Half price.....\$15.00

4 Ladies black curl Astrachan Jackets, sizes 34, 36, 38 and 40. Regular \$35.00. Sale price.....\$24.50

Ladies' black glossy fine curl Astrachan Jackets, sizes 34, 36, 38, 40 and 42, length 50 and 54 inches. Regular \$40.00 and \$45.00. Sale price.....\$32.50

\$5.00 Near Seal Jackets, trimmed collar and lapel of Norwegian mink, sizes 36 and 38. Sale price.....\$40.00

\$50.00 Near Seal Jackets, 28 inches long, trimmed collar and lapel, Alaska sable, sizes 34, 36 and 38 only. Sale price.....\$37.50

Unbeatable Prices in Capelines & Ruffs

Regular \$7.75. Reduced for Sale.....\$5.25

Regular 10.75 - and 12.50. Reduced to.....\$8.75

Regular \$16.50. Reduced for Sale.....\$12.50

Regular \$18.00 and \$20.00. Reduced to \$13.00

Ruffs that were \$6.50. Sale price.....\$4.00

Ruffs that were \$5.50. Sale price.....\$3.75

Ruffs that were \$8.50. Sale price.....\$5.90

Ruffs that were \$12.00, sable. Sale price.....9.00

\$7.50 and \$8.00 PERSIAN LAMB CAPS in wedge shape. Red ticket price.....\$5.38

Grey Lamb Caps, wedge, \$3.00 and \$3.25, for.....\$1.98

Persian Lamb Drivers. Regular \$10.00, for.....\$7.40

Big Saving in Men's Fur Coats.

\$45.00 Canadian Coon Coats, reduced to.....\$32.50

\$35.00 Wallaghy Coats, reduced to.....\$27.00

\$28.00 Bulgarian Coats, reduced to.....\$21.00

\$28.00 Siberian Dog Coats reduced to.....\$19.50

Only ten days to procure your every want at prices unheard of in this community. Get here ahead of others—have the best yourself. Don't forget sale begins Wednesday, Jan 15th, and ends Saturday, Jan 25th. Do not come to town Tuesday, Jan. 14th, with the purpose of doing your shopping with us, for our doors will positively be closed all day marking down prices and placing red tickets on, which mean a big question in prices.

TERMS OF SALE—Strictly Cash or Trade.

YOUR FARE PAID.

To all purchasers of \$25.00 and over upon exhibiting their ticket at the Cashier's office, a refund will be made of the amount of their return fare to any point in the County of Grey. Remember the Date.

Slaughtering Prices on Mens & Boys Wearables

Slaughtering Prices on Men's and Boys' Wearables

47 Men's Winter Cloth Caps, were 50c., for.....25c.

10 doz. 25c. Neckties during sale for.....12 1/2c.

All our 50c. Neckties during Sale for.....38c.

Men's Leather Mitts, consisting of horsehide, buckskin, broncho, pig skin, etc., will be sold as follows:

58c. Leather Mitts for.....39c.

75c. Leather Mitts for.....58c.

\$1.00 Leather Mitts for.....80c.

\$1.40 Leather Mitts for.....\$1.00

\$1.25 Gauntlet Mitts, drivers, cuffs, inside.....95c.

Mens Underwear Bargains.

Regular 50c. Saritary Wool Fleece Shirts or Drawers, reduced for Sale, each.....38c.

Regular 75c. Unshrinkable Elastic Ribbed Shirts or Drawers, reduced for Sale.....62c.

Extra heavy double knit black or grey Sweaters, were \$1.50, reduced to.....\$1.15

\$3.00 Fancy Worsted Sweaters for only.....\$1.98

12 only Suit Lengths, fancy worsteds and tweeds, reg. price \$6.50 to \$8.00, for your choice.....\$5.45

15 only Suit Lengths, fancy worsteds and tweeds, also serges, in black, were \$8.00 to \$10.00, reduced for sale your choice for.....\$4.55

MANTLES—Great Savings These.

14 only last season's Mantles, in the short length styles, were \$5.00, \$6.00 and \$7.50. While they last your choice for.....\$3.75

11 only Ladies' Black Cheviot Cloth Mantles, this season's styles, in three-quarter lengths, all sizes, reg. \$6.50. Sale price, to clear.....4.00

We will sell during the sale all of this season's Mantles we have left in Fancy patterns of domestic Mantle Cloths, overplaid and stripe effect. The prices range from \$9.00 to \$15.00 in the regular way. When we say you can have your choice for the sum of \$6.95, surely you will not delay in getting here early.

LADIES SHOWER-PROOF COATS

19 regular \$6.50, \$7.50 and \$7.90 Ladies Shower-proof Coats in Cravenette and Tweed, fancy, to clear. Sale Price, your choice.....\$3.48

\$4.00 Childs' Coats for 1.00.

15 only Children's Fancy Tweed and Plain Cloth Coats, some short, others long, lengths that were selling from \$2.00 to \$4.00, all to go at one price, each.....\$1.00

Ladies Dress Skirts.

Nearly 50 Ladies' Dress Skirts, comprising all that is new in material and styles that has been divided in two separate lots to sell as follows:

Regular \$4.00 and \$4.25, to clear only.....\$2.75

Regular \$5.00 and \$5.50, to clear only.....\$3.19

48 LADIES LAWN WAISTS AT STARTLING PRICES

18 only, 50c. Lawn Waists for.....35c.

16 only 75c. Lawn Waists for.....49c.

14 only \$1.50 Lawn Waists for.....98c.

\$2.25 will buy regular \$3.25 Eton Golf Jacket.

\$1.98 will buy regular \$2.25 Blouse Golf Jackets—all in assorted colors.

1 lot fancy Komans and Dressing Sacques that sell in regular way at \$1.50 and \$2.25, to clear, while they last, your choice for.....98c.

50c. and 60c. Dark Fancy Waists, reduced for sale to 40c

Big Savings in HOUSE FURNISHINGS.

Lace Curtains, 75c. and 85c., reduced price per pair 50c.

Cretones, 12c. and 14c., reduced price per yard.....9c.

White Damask Bread Spreads, \$1.50 to \$2.00, reduced price, your choice for.....98c.

10 pairs large size grey all-wool double blankets, regular \$3.75 and \$4.50, to clear, per pair.....\$2.95

100 yards 36 inch Reversible Ingram Union Carpet, was 35c. yard. Sale price.....23c.

197 yards 36 inch Reversible Hemp Carpets, was 25c. yard. Sale price.....15c.

683 yards which includes all of our 50c. Tapestry Carpets, choice of several handsome patterns and designs, per yard.....42 1/2c.

REVERSIBLE UNION AND ALL-WOOL SQUARES.

3 x 4 yards, regular price \$6.25, choice \$4.00

3 x 3 1/2 yards, regular price \$8.50, choice \$5.50

3 x 4 yards, regular price \$11.50, for.....\$9.00

An Impossibility.

'Tis an impossibility to mention every article for sale during these ten days; hundreds of articles which have been overlooked in writing this advertisement will not be overlooked when it comes to marking them down; and probably though the article you want is not mentioned here it will be found awaiting you during this sale at prices that will surprise you.

Dress Goods & Waistings Underpriced.

208 yards 37 inch Fancy Waist Lustrine in green, black, brown and navy; were 30c. yd. for.....19c.

10 pcs. French Flannels and Fancy Waistings, regular yard.....42c.

193 yds. Dress Goods, in tweed, effect that would sell in regular way at 50c. Sale price.....32c.

8 pcs. light medium and dark fancy tweeds that has been selling at 30c. yd., to clear, per yard.....19c.

357 yards, regular 30c. Plaids, reduced for sale to 22 1/2c.

1249 yds. fancy Selcica Lining, worth 12c., for per yd 5c.

478 yds. Velvetreen, navy, green, brocade, sale.....13c.

etc., regular 40c. to 50c. All at one price.

STAPLES Underpriced for sale.

847 yds. 8c. Glass Towelling, sale price per yd.....4 1/2c.

1250 yds. 5c. Grey Cotton, sale price per yd.....3c.

739 yds. 7c. and 8c. Flannelette, sale price per yd.....4 1/2c.

214 yds. 17c. and 19c. Bed Ticking, sale price per yd. 12 1/2c.

143 yds. 12 1/2c. Apron Gingham, sale price per yd.....9c.

424 yds. 10c. and 12 1/2c. Wrapperettes, sale price yd. 7c.

319 yds. 20c. and 23c. black duck Cotton made, sale.....15c.

827 yds. 14c. and 15c. American Cotton Shirts, Sale price.....10c.

148 yds. 50c. Double Fold Flannelette or grey, sale price.....19c.

198 yds. 10c. Prints, assorted pattern, sale price.....6 1/2c.

50 pairs 25c. Bath Towels, sale price.....19c.

60c. Table Linens for per yard.....42c.

30c. Table Linens, for per yard.....20c.

MILLINERY.

47 Ladies Felt Shapes, in assorted colors (samples) regular values 50c. and 75c., choice black and colors.....15c.

3 doz. Samples Ladies Felt Shapes in regular values 75c. to \$1.00, your choice at only.....25c.

1 lot Wings, Pom Poms, etc., reg. 75c. to \$1.00 for 25c.

Another lot Wings, etc., reg. 95c. to \$1.50 for.....68c.

Reg. 5c. and 8c. Ribbons for per yard only.....19c.

All Trimmed Millinery at Half the Regular Prices.

Cut Prices in Mens Boots.

Men's Split Plow Boots, reg. \$1.25 for.....95c.

Men's 4-buckle Felt Boots, reg. \$2.25 for.....\$1.68

Men's English Kip Blucher, reg. \$3.00 only, per pair.....\$2.18

Men's Fine Buff Bals, reg. \$1.30, for.....98c.

1 lot Men's Fine Boots, every pair value at least four times the price, per pair.....58c.

1 lot Men's Rubbers, in different widths and 60c., for per pair.....22 1/2c.

73 pairs Boys' Coarse and Fine Boots sold at \$1.00, \$1.10 and \$1.15, while they last, only 82 1/2c.

CROCKERY Department Specials.

90c. doz. wheat pattern white Cups and Saucers. Dining.....62c.

\$1.00 and \$1.20 Dinner Plates, handily decorated.....69c.

25c. Rockingham Teapots for.....17c.

10 sets 10-piece Toilet Sets, reg. \$3.50 sale price \$2.58

42 piece fine China Tea Sets, reg. \$3.50 for.....\$2.45

5 Dinner and Tea Sets combined, 100 value \$8.00 to \$10.00, your choice for pieces, regular.....\$6.25

5 doz. Glass Fruit Dishes, 15c. and 25c. quality, reduced for sale to.....10c.

10c. Glass Cake Stands for.....5c.

GROCERY

500 lbs. Choice Prunes, reg. 9c. sale price 4 for.....25c.

240 lbs. black Ceylon Tea, reg. 25c. sale price.....17c.

293 lbs. Uncolored Japan Tea, reg. 25c. sale price 5 lbs. for.....\$1.00

That Cold

Prevention is better than cure. It is safer than to let it run and it afterwards. To be sure, you can catch a cold, but you can prevent it. The little Candy Cold Cure, No. 1, is the best. It is a sure cure for colds, coughs, and sore throats. It is a safe and reliable remedy. It is a great help to the sick. It is a great help to the weak. It is a great help to the old. It is a great help to the young. It is a great help to the whole world.

McFARLAND & Co., Markdale

Remember the date—Ten Days only—Shop Early—Look for the Red Tickets—Ten Days Full of Bargains For You—See that you get them—There'll be Bargains for Everybody.