

# Imported Spring Suitings FOR MEN.

We have just received our first shipment of the finest Spring Suitings that was ever offered to the gentlemen of Markdale for inspection. We are certainly proud of our choice and when you see them we feel confident that you will pardon our pride. We imported these goods direct from an English woollen house, that handle only the finest clothes that are made on the looms of Britain.

Now a point we wish to make is this, If you have been making a mistake all these years of buying your clothes from stores that don't understand the making of them, that will be one big failure chalked up against you. Better get right about this clothes business as early in life as you can. Its too important and too big an item to neglect. The absolutely right clothes, right in price, right in value and right in taste, are right here for you, right where they are made.

"GET THE HABIT"—Go to THOMPSON'S.

## P. J. THOMPSON

Clothier and Tailor, Treford Block.

### An Advertising Fallacy. LOOK.

Many advertisers have a somewhat mistaken idea of the functions of advertising. They consider that the mere purchase of space in an advertising medium and the insertion of an advertisement should forthwith bring them in a great deal of business—in fact enough to justify them in stating that advertising pays. When their attempt does not have this immediate result, they at once come to the conclusion that advertising does not pay.

A business man, who runs a trial advertisement in a medium for a single insertion, hopes thereby to get returns from every reader of the paper. When only one or two answer, instead of being gratified, he is disappointed. He forgets the dozen or so more, who noted his advertisement, but who, by reason of the indolence of human nature, neglected to reply at once, and gradually forgot about it. There was no second insertion to quicken the memory and no third insertion to stir them up. The effect of the advertisement was lost on them.

Then there is another aspect of the case. Looking from the reader's standpoint, he sees one firm advertising spasmodically and another firm advertising regularly. What is his natural conclusion as to the merits of the two houses? Undoubtedly he will be left perhaps unconsciously, to attribute greater solidity and progressiveness to the firm which uses space regularly. This is a psychological fact. It means that it pays to advertise regularly whether the advertiser can trace direct results or not.

Again, an advertiser who asserts that advertising does not pay, sometimes has himself only to blame. There is a way to advertise well and a way to advertise ill. It is for the advertiser himself to make his publicity tell. Do not be inclined to blame the medium and blame advertising in general. Rather ask if you are obtaining the best possible effects in the composition of your advertisement, both literary and typographical.

Many arguments can be brought forward to support our position. Persistence is needed in advertising as much as in anything else if success is to be attained. Others have succeeded and it has been through continuous effort. Therefore, before condemning advertising, give it a fair and reasonable trial.—From the Bookseller and Stationer, June 1907.

### FOR RHEUMATIC SUFFERERS

The quick relief from pain afforded by applying Chamberlain's Pain Balm makes it a favorite with sufferers from rheumatism, sciatica, lame back, lumbago and deep-seated and muscular pains. For sale by R. L. Stephen.

We are this week opening out a nice line of Men's, Misses, Girls and Boys fine shoes. Don't forget to drop in and see them, supposing you do not want to buy just now. Come in and let us show you what we have, no trouble to show goods at this store. Remember we have anything you want in the Rubber line, Men or Misses, heavy or light, also a nice line of Mens overshoes which will be sold at a trifle over cost. Don't forget that we are still in the ring with a full stock of good fresh Groceries. Also fresh and salt water fish always kept on hand. Don't forget when you want a bag of Flour to give me a call and get something that will put one of those smiles on your wife that will never wear off until you get another bag somewhere else. Highest prices paid for Butter and Eggs.

J. A. ERSKINE.  
I wish that I might talk with all sick ones, about the actual cause of Stomach, Heart and Kidney ailments. To explain in person how weak Stomach nerves leads to Stomach weakness, I am sure would interest you. And it is the same with weak Hearts or weak Kidneys. This is why my prescription—Dr. Shoop's Restorative—so promptly reaches ailments of the Stomach, Heart and Kidneys. These weak inside nerves simply need more strength. My restorative is the only prescription next expressly for these nerves. Next to seeing you personally, will be to mail you free, my new booklet, entitled, "What To Do." I will also send samples of my Restorative as well. Write for the book today. It will surely interest you. Address Dr. Shoop, box 8, Racine, Wis. Sold by W. Turner & Co.

TO CURE A COLD IN ONE DAY Take LAXATIVE BROMO QUININE Tablets. All druggists refund the money if it fails to cure. E. W. Groves signature is on each box. 25c.

Chesley claims the 12th of July celebration and expects to be visited by 7000 strangers on the 218th anniversary of King William's crossing the Boyne.

A Guaranteed Cure for Piles Itching, Blind, Bleeding, or Protruding Piles. Druggists refund money if PAZO OINTMENT fails to cure any case, no matter of how long standing, in six to fourteen days. First application gives ease and rest. 50c. If your druggist hasn't it send 50c. in stamps and it will be forwarded postpaid by Paris Medicine Co., St. Louis, Mo.

Among the other trusts, we have mistrusts and distrusters.

### LATEST MARKET REPORTS.

TORONTO MARKETS. Tuesday, February 18, 1908.

CATTLE. Exporters—Export steers sold at from \$4.75 to \$5.30, the bulk going around \$5; export bulls, \$4 to \$4.50.

Butchers—Prime picked lots sold at \$4.80 to \$5.10; loads of good, \$4.60 to \$4.75; medium, \$4.25 to \$4.50; common, \$3.85 to \$4.10; cows, \$3.25 to \$4.10; canners, \$1 to \$2.50 per cwt.

Feeders and Stockers—None on sale.

Veal Calves—Veal calves scarce; market firm at \$4 to \$7 per cwt.

Sheep and Lambs—Export sheep sold at \$4.50; lambs at \$6.50 to \$6.75 per cwt.

Hogs—Gunn's, Limited, report prices unchanged at \$5.25 for selects, fed and watered, at the Junction, and \$4.90 to drovers at country points, f.o.b. cars.

Grain, etc.

Wheat, fall	98	99
Wheat, spring	95	95
Wheat, goose	93	93
Wheat, red	1.00	1.00
Peas	88	88
Barley	70	70
Oats, bus	57	57
Alsike, No. 1	9.00	9.25
Alsike, No. 2	6.75	7.25
Hay, new, ton	19.00	22.00
Apples, per barrel	1.50	3.00
Beef, fore, cwt	5.00	6.50
Beef, hind, cwt	7.50	10.00
Beef, choice sides, cwt	8.00	9.00
Mutton, light, cwt	7.50	9.00
Veals, common, cwt	5.00	6.00
Veals, prime, cwt	8.50	11.00
Dressed Hogs, cwt	7.00	7.25
Straw, bundled, ton	14.00	15.00
Potatoes, per bag	1.15	1.25

Farm Produce, Wholesale.

The prices quoted below are for first class quality; lower grades are bought at correspondingly lower quotations:

Potatoes, c lots, bag	95	1.00
Hay, car lots, ton, bales	16.00	17.00
Evaporated Apples, lb	9	9 1/2
Butter, dairy, lb	25	26
Butter, tubs	23	24
Butter, creamery, lb	30	31
Eggs, new laid, doz	30	32
Cheese, large, lb	12 1/2	13 1/2
Honey, extracted, lb	13	13 1/2

### MARKDALE MARKETS.

(Corrected each Wednesday.)

Fall wheat	90	90
Spring wheat	85	90
Barley	60	60
Oats	48	48
Peas	78	80
Butter	23	25
Eggs, fresh	21	23
Hay, per ton	12.00	15.00
Wool, washed	21	23
Wool, unwashed	10	12
Beef	5.00	6.00
Pork	5.50	6.50
Hides	4.00	4.50
Geese, per lb	8	10
Turkeys	12	14
Ducks	8	10
Chickens	5	7
Apples, per bag	50	60
Potatoes, per bag	1.00	1.10
Flour per bbl	4.80	5.50
Flour, Manitoba	5.50	6.00
Bran, per cwt	1.20	1.20
Shorts, per cwt	1.30	1.30
Chop Oats, per cwt	1.50	1.50
Sheep Skins	50	75

Grippe is sweeping the country. Stop it with Preventives before it gets deeply seated. To check early colds with these Kittle Candy Cold Cure Tablets is surely sensible and safe. Preventives contain no quinine, no laxative, nothing harsh or sickening. Pneumonia would never appear if early colds were promptly broken. Also good for feverish children. Large box, 48 tablets, 25c. Vest pocket boxes 5c. Sold by W. Turner & Co.

### DUNCAN

A very enjoyable evening was spent at the home of Mr. and Mrs. A. Press, Duncan, last Thursday evening, when about fifty of the young people gathered. The violinist was Mr. Wm. Lewis, assisted by Mr. John Press, while some of the young ladies kindly helped with the organ. The dancing was kept up till the wee sma' hours of the morning. All report a good time.

### CHAMBERLAIN'S COUGH REMEDY A FAVORITE.

"We prefer Chamberlain's Cough Remedy to any other for our children," says Mr. L. J. Woodbury, of Twining, Mich. "It has also done the work for us in hard colds and croup, and we take pleasure in recommending it." For sale by R. L. Stephen.

# A. JONES, Markdale.

## The Success of the Past.

Makes possible the bigger and better plans for the future. And, when from time to time during the year 1908 we unfold and perfect the plans we have in contemplation, you will realize how much confidence we have in the future. How much we depend on your help to make this business still bigger and how absolutely certain we feel of being able to serve you with dependable merchandise that for quality and value is second to none in Canada.

## Two Special January Features.

We begin the New Year with two particular objects in view. The clearing of all Remnants, odd lines and left overs from the holiday rush, and the selling of Furs.

## Selling Furs in January.

We have quite a large stock of Furs in all kinds and styles and we want to unload them right now. You have the winter before you, three or maybe four months of the coldest weather to make use of Furs, with an opportunity to buy at prices that makes buying easy and profitable. Come and see what we are doing. Ladies and Children's up-to-date Jackets 20 per cent off. Ready-made clothing for Men and Boys. For nice nobby suitings this is the place to buy. Boots and Shoes for Men, Women and Children. Also a nice fresh stock of GROCERIES always on hand.

Make a point to come in every time you're in town. We'll be pleased to see you.

## MISS A. JONES, Markdale.

### Mortgage Sales of the Following Valuable Farm Properties.

(1) The West Quarter of lot No. 12 in the Eighth Concession of the Township of Euphrasia, containing 50 acres.

(2) Lots Nos. 68 and 69 in the First Concession South West of T. & S. Road, in the Township of Holland, containing together 100 acres.

(3) Lot No. 2 in the Third Concession South of the Durham Road, in the Township of Artemesia, containing 80 acres, more or less.

Will be held at the Markdale House, Markdale, on Friday, Feb. 28th, 1908, at 2 o'clock.

All of above are desirable improved farm properties and will be sold separately. Terms of sale: Twenty per cent cash, and balance within 20 days.

For further particulars see bills, or apply to Lucas, Wright & McArdle, Vendors' Solicitors, or to Rudd Mathews, Auctioneer, Markdale.

### For Sale

One large English Berkshire brood sow, due to farrow in April; one grade sow, due to farrow in May; also five thoroughbred Berks about five months old, all good condition and growy. Green Knoal Stock Farm, H. D. McLoughry, Markdale.

### ARE YOUR JOINTS LAME?

Haven't you a weak spot, a place where cold and inflammation always settles? Whether it is in the neck, side, joints, or limbs—the cure is simple—a good rub with Nerviline and then apply Nerviline Porous Plaster. These great rubefacients invariably cure strain, swelling, weakness, and muscular pain. There is no mystery about this. Nerviline is the most penetrating liniment known—consequently it gets where the trouble really is. Nerviline Porous Plasters are great healers and draw out congestion. Be sure you get the genuine, substitutes can't do the work.

The man who poses as a model citizen has a hard job.

### J. W. Ford's Prices on Flour as follows

- Ford's Patent, \$5.80
- Ontario Blend, \$5.30
- Morning Glory, \$5.00
- Pastry Flour, \$4.20

Bran and Shorts, \$1.20.  
CAR OF WHEAT on hand.  
Markdale Roller Mills  
J. W. Ford, Prop.

### Tenders Wanted.

Sealed tenders marked "tender" will be received by the undersigned up to Monday, March 2nd, 1908, for the erection and completion of a brick school-house in S. S. No. 8, Artemesia, Port Law. Plans and specifications may be seen at my house, near Port Law, or at Geo. Thompson's, Chatsworth, after Feb. 1st. The lowest or any tender not necessarily accepted.  
R. D. MELDRUM, Sec., Port Law, p.o.

### COURT MARKDALE I.O.F.

No. 991.  
Meets in Ennis' Hall the third Tuesday in the month at 8 o'clock. A visit from brethren of other courts solicited. Assessments must be paid to the Financial Secretary, Frank Graham, on or before the last day of the month. T. E. Wilson, C.R. J. B. Waite, R.S.

### Farm for Sale.

150 acres, lots 61 and 62, range 2 and 3, in the township of Holland. 125 acres in good state of cultivation, two barns, stone basement under one, well watered and fenced. One mile and a quarter west of Berkeley. W. H. Abbott, Berkeley p.o.

### Farm for Sale.

100 acres, well improved, in Artemesia township, five miles from Markdale, three from Ceylon. Well watered by spring and well, 20 acres timber. Terms to suit purchaser. Apply at this office.

### Farm for Sale.

Lots 74, 75 and 76, in the Township of T. & S. Road, 150 acres. Well watered, well house and springs. James W. Markdale, or Lucas, Wright & McArdle, Markdale.

### Farms for Sale

Lot 20, con. 8, Euphrasia, 90 acres cleared and good cultivation; log house, good repair; barn, 2 storeys. A.L.S., lot 21, con. 9, Euphrasia, 75 acres cleared, good well watered. Good terms. Lucas & Co., Markdale.

### For Sale

South 1/2 lot 20, con. 12, Euphrasia, containing 100 acres. 50 acres cleared, 50 fit for all kinds of machinery, balance hardwood. Frame barn 40x60, with stone basement; frame house with well attached, well at door with windmill, waterworks, etc. good bearing orchard. This makes from Walters Falls and 2000 ft. from Markdale. Price \$2,000. W. J. Lucas, Wright & McArdle, Markdale.

### Farm for Sale

Lot 29, con. 14, Artemesia, 200 acres, good clay land, 200 acres cleared, 30 acres good machinery, balance hardwood. Frame barn 40x60, with stone basement; frame house with well attached, well at door with windmill, waterworks, etc. good bearing orchard. This makes from Walters Falls and 2000 ft. from Markdale. Price \$2,000. W. J. Lucas, Wright & McArdle, Markdale.

### Farm for Sale.

110 acres, lots 16 and 17, con. 14, S. R., Holland, 100 acres cleared, and all fit for all kinds of machinery; soil, clay loam, first for table house and kitchen, 2 1/2 storeys, 9 ft. stone wall, cement floor, frame shed 46x26 waterworks in stable, 4 wells, 1200 through farm, 5 acres fall wheat, 19 acres plowed, good small orchard and well fenced. This farm has never been rented. For price and other particulars, apply to John Rutherford, land agent, Owen Sound, or F. J. Troughton, on the premises.

You can flatter any man by telling him he is flattery-proof.

### LOCAL AND GENERAL NEWS

Wanted—Green cordwood, to McFarland & Co.  
Wanted—To rent a place. Apply to Chas. Reay, King St.  
Wanted at once, one hundred year-old heifers and steers. Pickell.  
Business is flat, and quite scarce, but the weather is doing things.  
Since council will sell \$10,000 steel bridge, Kootenaysaga at Vancouver.  
Our stock of Mitts and well assorted and long, on the lowest, Mathews & Co.  
We are pleased to see R. W. Ennis, who has been ill, is now on his feet.  
The C. P. R. will run this summer to bridge line between Toronto and...  
The Ontario Land... asked for a liberal... building the Ottawa... Meaford railway.  
The services of... church next Sunday... led by the Rev. R. B. B.A. B.D., of Shelby...  
Erim township... siding the question... bonds to encourage... wife Jones, at... highway.  
For Sale A good... clever hay. Terms... For further... of James... the House.  
Mr. Thos. Me... Mr. Wm. Paff... attending the... dition in Toronto... along three stall...  
What about that... intended to do... business man who... and holder these... left behind in the...  
Mr. George H... weeked citizen... last week. He was... forty years and... church and society...  
Messrs. Cass... J. E. Cron... one for 100... and will carry on... merely conducted...  
A car of... Victor Roller Mills... at the following... Street, ground... ash also a...  
Mrs. Richard... street and... sessional music... pleasant... while out... putting dogs... the cutter, Mrs... driving, thing... though a dragged... the snow, escape... Mrs. Johnson... shies to her... was able to return... Toronto, V.  
Mr. A. J. Cl... Sound, the popul... Annual Life... Canada, performed... the great storm... won for him later... the Meaford paper... Sound with the... most strenuous... that place and... the horses out... times and perform... familiar to most... have been under... doing much travelling... severe storm's of this... that place and Wood... driver refused to go... undaunted, Mr. Ches... a pair of snow shoes... for Meaford, arriving... none the worse for his... perience. Walking... nowadays, anyway... A. J. was endeavoring... speed record in order... for entrance in a walk... petition at a later... Chisholm thinks nobody... venture out in such... these unless he carries... insurance on his life.