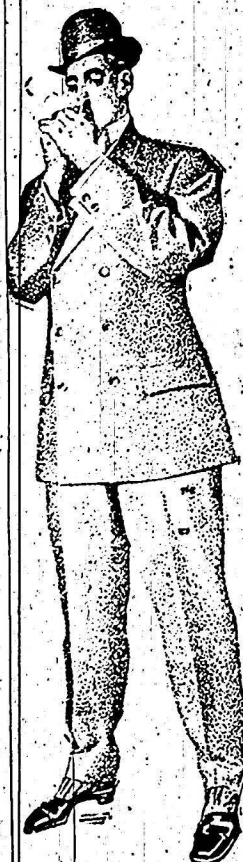


SS!

# New Clothes for Men in "Sovereign Brand."



We have received and passed into stock several lines of new suits for men and many of which are the famous "Sovereign Brand" make. Here are some points of real importance in clothes making—points that are worth thinking about because they mean much to the appearance and wear of the clothes you buy. Look at one of these Sovereign Brand suits and observe the close fitting collar. It never stands out at the back or on one side, it always fits close up to the neck. The shoulders are slightly concaved and fit smoothly without a wrinkle, the arm holes are large enough to be comfortable (a very essential feature in a well constructed garment). The fronts and lapels are tailored and needle moulded so that these important parts of the garment always retain their shape. The materials used in "Sovereign Brand" garments are thoroughly shrunk before being cut. These are only a few of the features we call your special attention to as we find them in this line of clothing which we have to offer you for the fall and winter.

Our stock of new suits consist of Blue and Black Worsteds, Serges, Dark Fancy Worsteds, English Tweeds, in the "Sovereign Brand" the prices range \$10.00, 11.00, 11.50, 12.50, 14.00, 15.00. Sizes 36 to 44. The other makes the prices range \$5.50, 6.00, 6.50, 7.50, 7.90, 8.50, 9.00, 9.50, and 10.00. Sizes 36 to 44.

## New Overcoats For Men.

The concern that makes good Suits can make good Overcoats. The Overcoats that we have to show you were made by the same big company that produces "Sovereign Brand" suits, therefore no doubt about the high standard of the garments. The fabrics, most in a vogue, will be Black English Meltons and Beaver cloth, Chevots and Tweeds in dark plaid effects, and we have them in large variety in sizes 34 to 44, and priced at \$5.00, 5.50, 6.50, 7.00, 7.50, 8.50, 9.00, 10.00, 12.50, and \$15.00. We have a handsome showing of new suits for boys from \$2.50 to \$7.50, and Overcoats, Reefers, Pea jackets, in large variety and all sizes.

Don't forget us when you are looking for the new things in Ladies Mantles, Children's Coats, Furs of all kinds, Dress Goods, Costume Cloths, Mens Made-to-Measure Suitings, Trouserings, Mens Cloth Caps, Stanfield's Underwear, best in the market, and many other lines we could mention but space will not permit us doing so.

## Small Things and Small Prices.

- Only Handsome decorated colored Glass Vases, regular 50c on sale at each. . . . .19c.
- Assorted shapes in Wooden Pipes, worth from 25c to 35c, your choice. . . . .15c.
- 41 medium weight Glass Tumblers, regular 25c, while they last per dozen. . . . .25c.
- 6 large Bread Knives for each. . . . .10c.
- 12 dozen Dresden China Saucers, regular 7c, yours for each. . . . .3c.
- 20 boxes Fancy and Plain Frilling, 3 in box for 10c.
- 50 Ladies Dressed Tan Kid Gloves for. . . . .60c.
- 72 cards Mens' Leyer Collar Buttons, 4 on card per card. . . . .5c.
- 6 dozen Mens' Grey Wool Socks, 15 and 18c kind, 2 pair for. . . . .25c.
- 10 dozen Ladies Black Ribbed Hose, special two pair for. . . . .25c.
- 5 dozen Fancy Ivory Oblong Beauty Pins, special 2 for. . . . .5c.
- 5c Mouse Traps for. . . . .3c.
- 5c Stove Lid Lifters for. . . . .3c.
- 5 Waite Cambric Handkerchiefs Ladies, size for 10c.

## McFARLAND & COMPANY. MARKDALE.

For Fifteen Years

### A. J. CHISHOLM

Life Assurance Specialist

The main regular business trips to Markdale. During 1908 he will be in Markdale at regular intervals.

### Mutual Life OF CANADA

(The Old Waterloo Company.)  
Established 38 years.  
Correspondence invited.  
Appointments made for personal interviews.

Address—  
**A. J. CHISHOLM,**  
General Agent,  
OWEN SOUND.

**C. P. R. TIME TABLE MARKDALE STATION**  
Going South 7.54 a.m. 4.24 p.m.  
Going North 12.06 p.m. 8.46 p.m.

## DISCOURAGED MEN IS LIFE WORTH LIVING

MEN, you become disheartened when you feel the symptoms of Nervous Debility and decline stealing upon you. You haven't the nerve or ambition you used to have. You feel you are not the man you ought to be. You feel like giving up in despair. You get nervous and weak, have little ambition, pain in the back over kidneys, drains at night, hollow eyes, tired mornings, prefer to be alone, distrustful, variable appetite, looseness of hair, poor circulation—you have Nervous Debility. Our New Method Treatment is your refuge. It will strengthen all weak organs, vitalize the nervous system, purify the blood and restore you to a manly condition.

**Pay When Cured.**

**READER**—Are you a victim? Have you lost hope? Are you intending to marry? Has your blood been diseased? Have you any weakness? Our New Method Treatment will cure you. What it has done for hundreds of others, it will do for you. CONSULTATION FREE. No matter who has treated you, write for a honest opinion Free of Charge. Charges reasonable. BOOKS FREE—"The Golden Monitor" (Illustrated), on Diseases of Men.

ESTABLISHED 20 YEARS—CURES GUARANTEED. No Treatment sent C. O. D. No names on boxes or envelopes. Everything confidential. Question list and cost of Home Treatment FREE.

### DRS. KENNEDY & KENNEDY

Cor. Michigan Ave. and Griswold St., Detroit, Mich.

### PATENTS PROMPTLY SECURED

FOR CHRONIC DIARRHOEA. permanent relief until Mr. A. W. Miles of this place, persuaded me to try Chamberlain's Colic, Cholera and Diarrhoea Remedy, one bottle of which stopped it at once." For many remedies but without any success.

## FROM MARKDALE TO STRONGFIELD, SASK.

Publishers of The Standard: Gentlemen.—It has been my pleasure (accompanied by my wife) to take a little tour through a part of the Western provinces recently, and by your kind permission would be pleased to give expression to some observations by the way. In starting out over the new line of the C.P.R. from Toronto to Sudbury where it connects with the main line, we pass through the popular summer resorts of Bala and Parry Sound situated in the highlands of Ontario.

At Sudbury we are in the centre of the great nickel district, more of this mineral existing here than in any other known part of the world. Mr. J. E. Trelford, and his family, happy and well, rushing ahead with the country between here and Fort William we are almost forced to the conclusion that some day in the future riches will be found that the present generation has failed to discover.

In Fort William, by the courtesy of our late esteemed townsman, Mr. Edward Rutledge, and his energetic sons, we were privileged with a tour of the city. Here fairly prosperous conditions exist, large numbers of men are employed on municipal work and for the C.P.R. Real estate seems to be in a healthy condition. The splendid harbor augurs well for great possibilities in the shipping line, while the many magnificent grain elevators already operating, one of which is said to be the largest in existence, furnish tangible evidence of the commerce passing through in wheat, from the west; and when the G.T.P. has completed its proposed plans in the way of shops, yards, elevators, etc., at this point, and our great western provinces have been developed to the full extent of their grain-producing possibilities, a great future is assured for the place if we can judge aright.

On through Kenora, with its extensive water-power and the headquarters of several important industries such as lumbering, mining, flour mills, etc., to Winnipeg, where one meets many former residents of this district. For its age, the city is a credit to Canada, well-made streets, handsome churches and other public buildings, and beautiful naturally wooded parks, all evidences of good taste, enterprise and wealth on the part of its citizens.

At the end of a little run we find ourselves in Brandon, in appearance a nice clean Ontario town set down in Manitoba. Here we meet former Markdale people who have succeeded well. A visit to the experimental farm, adjoining the town, is a real treat. At this point we take a side trip forty miles south, through the Souris district, a good wheat country, to Hartney, a town of some eight hundred people and possessing six grain elevators, two R.R. stations (C.P.R. and C.N.R.) and feed barns, which, by the way, are a custom in the west that seems to find general favor, and there are no stables attached to the hotels. Hartney also possesses other things necessary to make up a prosperous country town. One thing the citizens are quite proud of is their country temperance hotel, local option being in force in the municipality. The house is owned and operated by a stock company composed of the leading business men of the town, and farmers of the vicinity, who have a manager in charge. It is well furnished throughout, they put up a good service all around, the rates are as reasonable as are to be found in the west, and the profits are netting the stockholders slightly over a ten per cent dividend on their investment. May add that we are indebted to one of the directors, Mr. W. C. Robinson, for above information.

An hour's run on the C. N. R. east from Hartney through a prosperous farming district, and amongst others the neat village of Elgin, and we find ourselves in Minto, where the C. N. R. also have a station. Here we had the pleasure of meeting Mr. W. G. Pickell, publisher of the Minto Packet, and Mrs. Pickell, both of whom were formerly respected young people of Markdale. A pleasant drive out into the country and a few calls on relatives, all appearing prosperous and contented with their lot in life, and we retrace our steps.

Another little run back through Brandon and fifteen miles north we find ourselves in the midst of a fine wheat district, with many beautiful farm homes and threshing outfits galore. Returning to the main line we proceed westward by way of Indian Head, which is situated in the midst of one of the most beautiful farming districts in the west, and where is established the Saskatchewan Provincial Experimental Farm. It possesses its full quota of the developed western landmark, namely, the grain elevator. At Regina, the pretty little capital city, a

## THE FRUITS OF THE EARTH

Seem To Be Nature's Provision For Keeping Man Healthy and Warding Off Disease.

Cereals and fruits and meat supply the elements of a healthy diet. It is through the medium of these foods that the body is kept in a state of health and vitality. The human system is a complex mechanism, and it requires a constant supply of energy to keep it in motion. This energy is derived from the food we eat, and it is the quality of this food that determines the health of the individual. Cereals, fruits, and meat are the three main sources of energy, and they must be taken in the proper proportions to maintain a healthy state.

It is a common mistake to think that a diet of refined flour and sugar is the best for health. In fact, such a diet is the most likely to lead to disease. The human system is adapted to a diet of whole grains, fruits, and meat, and it is only when this diet is departed from that the system becomes diseased. The modern diet, with its abundance of refined flour and sugar, is a departure from the natural diet, and it is the cause of the many diseases that afflict the human race.

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into wheat raising as a business and made it his mind to accept an occasional crop with a good grace. The normal conditions we see in Ontario manufacturing goods of all kinds, and in our opinion, the manufacturing province in many ways, and we enjoy here a variety of friends to the same extent, and we as Canadians have reason to feel proud of our grand heritage, for it is doubtless any other one country possesses a similar variety of resources as we, and we should not be beginning to realize this fact.

Trust this little review may interest some of your numerous readers, and not trespass unnecessarily on your valuable space, I remain,

Respectfully,  
J. ARMSTRONG.

"I still taking the woman in the spring who was an armful of wood. John has two regrets in life. One is that he has to quit work, and the other is that he has to quit work."

**SANITARIAN CURE.**  
Awake with a headache, bad stomach and biliousness. A cure has been found—Dr. Hamilton's Pills. Nothing but healthful vegetables. Cleanse and purify the whole system. For children, girls, women. Sold in 25c boxes by all dealers.

**AT SHELBURNE BRAND VALLEY.**  
We have a magnificent scenery to be found in this part of our great country. It is situated in a small valley amongst the lofty snow capped rocks, possesses mineral springs of medicinal qualities, a sanatorium, the fine C. P. R. hotel and two of three others of less pretensions, some curio shops and small business places, also a herd of fifty buffalo. A visit to this resort well repays the tourist, of which there are an abundance at all times during the summer season. It is considered an excellent place to visit for the good of your health, but we may add that in our opinion the citizens are not all here for this purpose only, as the visitor will not be long in finding out. We are now at the end of the journey and head for home, summing up our conclusions as follows: The failure of the crops last year, which was allowed by old farmers to be the worst in fifteen years, together with the financial depression general all over the American Continent, has rendered money very scarce and prevented the degree of progress and development that would have resulted under ordinary conditions. This year's crop promised, early in the season, to be a record breaker, but the dry period that set in a little earlier than in Ontario reduced the yield so that it will be below average generally over the western provinces, the fresh loamy land suffering more than the older land that had become solidified. Under these circumstances the progress will not be as marked as hoped for just yet. We see much in the west to call forth our admiration. No other country in the world's history, we believe, has developed to the same extent in a like period, beginning with the construction of the C. P. R., and there still is room in its vast undeveloped regions for almost unlimited possibilities in this direction. It is certainly a great country for the farmer who will go

right somebody effected to Wm. Mandley's shop on Owen's Sound street, and forced an entrance to the N. Fisher Co. Here he showed himself to be a professional thief. The work of the Grand Valley post office was broken into a number of small parcels and a registered box was also visited and a case of gold and silver watches being to customers, and a case of both places in Grand Valley, also effected by prying open the boxes.—Economist.

**WHY COLDS ARE DANGEROUS.**  
Because you have contracted ordinary colds and recovered from them without treatment of any kind, you are not dangerously ill. You know that pneumonia, chronic catarrh have their origin in a common cold. Consumption is not caused by a cold, but the cold prepares the system for the reception and development of the germs that would not otherwise have found lodgment. It is the same with all infectious diseases. Diphtheria, scarlet fever, measles, and whooping cough are much more likely to be contracted when the child has a cold. You will see from this that more danger lurks in a cold than in any other of the common ailments. The easiest and quickest way to cure a cold is to take Chamberlain's Cough Remedy. The many remarkable cures effected by this preparation have made it a staple article of trade over a large part of the world. For sale by R. L. Stebbins.