IN THE RACE FOR BUSINESS

The gentleman on the tortoise represents the man who does not advertise—the one who tries to do business as it was done in the days of the tallow candle or the oil lamp.

Are you in the glare of the electric light—in the automobile of Modern Methods?

Our Want Ads. are high voltage batteries, whether you want light or power—business publicity or competent help

Want Ads.

LOST

Lost—Near Walters Falls, or likely at the Fair Ground on W.F. Fair Day, a Ford car top cover. Finder kindly report to this office. 73

FOUND

KEYS Found.—This Office.

WANTED

GIRL WANTED.—To do housework. Highest wages. Railroad fare paid.—Mrs. W. L. McFarland, 87 Roxborough Drive, Toronto. 73-4

FOR SALE

For Sale, general purpose mare, 10 years old.—J. A. Crowston.

For Sale—Five pigs, six weeks old, A. Thompson, R.2, Markdale. 72-3*

For Sale.—Fifty acres, west of Berkeley, nice and clean and well fenced.—W.G. Lee, Markdale. 73-4*

For Sale.—One horse, heavy, six years old, pair three-year-old mares, matched, about 1300 lbs., well broke. —J. R. Armstrong, Markdale. 71tf

Black mare colt for sale, rising 2 years old, heavy; "State Secretary" mother; apply to Alex. Smith, House of Refuge. 70ptf

HORSES FOR SALE—Span roans, matched, three-year-old in spring; 1-year-old colt (bay).—Geo. Mackey, Holland Centre. 73-5*

For Sale—Bell organ slightly used, good as new. If you want the like act quick as it will soon go at the price asked. Crowston's Music Store.

For Sale.— 2 good work horses, [illegible] years old, one 12 years. For particulars apply to Robt. McLean, R.R. 1, Holland Centre, or to James Leggette, Markdale. 71-3*

For Sale.—Six-roomed house, brick veneered, good dry cellar, soft and hard water, electric light, steam heating, good wood-shed, half-acre lot, frame barn 20x24, modern hen-house, large and small fruit, choice location. —F. J. Ritchie, Markdale. 62tfc

FARMS FOR SALE

Farm for Sale—100 acres in Euphrasia township, in a good state of cultivation, good frame house with cellar, good barn, stone stables, well watered; 25 acres seeded to sweet clover; possession this fall. For particulars apply to John Gawley, Markdale, Ont. 66tf

Farm For Sale.—100 acres, lot 115 and 116, third range west T.S.R., Artemesia, three miles from Markdale, mile and half from school, brick veneered house, bank barn 45x60 ft., implement house 28x48, ten acres bush, well fenced, watered by spring creek and well.— J. H. Dowsett, Markdale. 72-4*

Farm For Sale.—Lots 108, 109, N.E. T. & S.R., ¾ mile from Markdale; also lot 117, S.E. T. & S.R., 150 acres in all. First-class outbuildings, cement floor in all, barn, pigpen, henhouse, etc., well watered. Good house, good orchards; land in high state of cultivation. 10 acres fall wheat; on lot 117 is good barn, good orchard and running water, well adapted for pasture.—Apply to Andrew S. Irving, on the premises. 71tf

Farm for sale—one of the best in Artemesia: lots 117-118, 2nd con. N. E. T.&S.R. 100 acres, 90 under cultivation and in good shape. 10 acres hardwood bush. Good buildings; barn 60x86, on stone foundation, cement floors and stabling. Good drive shed, henery and sheep house. Good garage to accommodate two autos; 2 good wells, water in barn. All in good repair. Good frame house on stone foundation, good cellar; also small orchard. 3 miles from Markdale. Apply to James Findlay, box 129, Markdale, Phone 30r1-4 73-4

SPRING TERM

from April 6th merges into the Summer Term from June 28th in each of Shaw's Business Schools, Toronto. No vacations. Enter any time. Free catalogue.

P. McINTOSH, Chief-Principal
Yonge and Gerrard

ELLIOTT Business College
Yonge and Charles Streets
TORONTO

Enjoys an excellent reputation for high grade work.

It is no wonder the demand for our graduates is five times our supply. Enter any time, Catalogue free.

W. J. ELLIOTT, Principal.

SHAW'S CATALOGUE

of Business training Schools is mailed free on request. Fall term from Aug 30th. Write. Address W. H. Shaw, President, Yonge & Gerrard Sts., Toronto.

ENTER ANY DAY

NORTHERN Business College

Owen Sound, Ontario.

Individual Instruction.

Staff of Specialists.

Adding, Book-keeping machines, Calculators, Dictaphones, etc.

Only school with practical Department.

Graduates assisted to positions.

Catalogue free.

O. A. Fleming, F.C.A., Principal — G. D. Fleming, Secretary

ADMINISTRATOR'S SALE

The Administrator of the Estate of John Henning, late of the Township of Euphrasia, Farmer, deceased, will offer for sale by public auction on Saturday, October 30th, 1920, at the Revere House, Markdale, the south half of the north half of Lot 17, Concession 9, Township of Euphrasia, 50 acres, more or less; and the South-west quarter of Lot 17, Concession 8, Township of Euphrasia, 50 acres more or less, also two horses, a quantity of hay and oats.

The above lands will be put up for sale in one parcel, and if not sold, offered separately, and subject to a reserve bid fixed by the Administrator of the Estate and to a mortgage to the Canada Permanent Mortgage Corporation.

The sale will commence at two o'clock sharp.

Terms of Sale: Horses, hay and oats, cash at time of sale; 20% of the purchase price of the lands to be paid down as deposit on day of sale and signing of agreement to purchase, and balance within 30 days thereafter.

For further particulars apply to Lucas & Henry, Solrs. for the Administrator, or to Samuel Henning, R. R. No. 1, Proton St., Ontario; E. H. Walden, Auctioneer. 71-3

We must have all display advertising in not later than 3 p.m. Monday.

TRAVERSTON

(Special to The Standard)

Mrs. Robt. Lee and bright daughter Miss Margaret, of Orangeville district are visiting with Mr. and Mrs. Arthur McNally.

Quite a number of Zionites attended the memorial Service in Zion on Sunday.

Mrs. Robt. Bebber, of Hutton Hill spent the weekend at the old home.

Mrs. W. R. Jack and Clara arrived home from the city towards the close of the week.

Mr. M.S. Bellerby has drilled two wells on the 6th during the past fortnight. The one at No. 5 is 88 ft. deep, 60 feet into the rock, and the water is within a few feet of the top. The other at the home of your scribe is over 105 feet deep and has about 60 feet of water. The outfit moved to Mr. S. J. McNally's farm on the 2nd con. on Saturday. Messrs. Jas. McArthur and W. Weir have also contracted for new wells. Mr. Bellerby and his engineer, Mr. Jos. Fleer, certainly can punch holes into mother earth in short order with their heavy outfit.

Misses Myrtle and Edna McClocklin, Edna Edwards and brother Spencer and Mr. Will Campbell motored down to Puslinch on Saturday evening to visit the home of Mr. James Nelson. Grain is turning out well and is quite weighty. Fairly good returns are obtained from the sweet clover crop and all that is wanted and wished for now is a fat ten dolars and upwards per bushel.

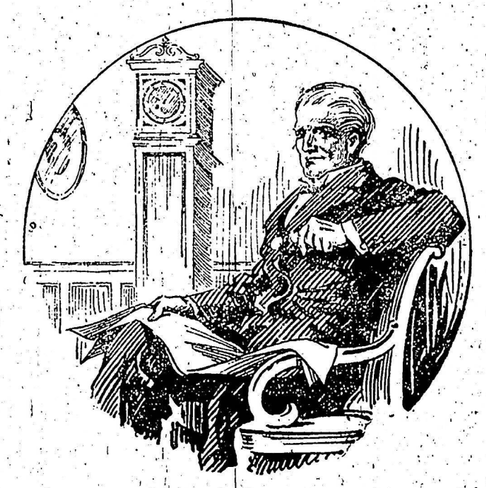
Mr. James C. Ross has his big planer, jointer, etc., on a solid concrete foundation and has erected a neat and roomy building over it. It will be a great convenience to the surrounding community.

Rev. Mr. McLellan, of Drew, filled Zion's pulpit on Sunday in behalf of missionary work.

You will get more value for your money in a piano, organ, talking machine, sewing machine, or a cream separator, purchased at Crowston's Music Store, Markdale.

WE WANT EVERY WOMAN'S OPINION

An I will pay $300.00 in Cash Prizes for the best answers to these Questions---This offer is open to every woman in Canada and the Competition Closes Nov. 15th, 1920



The Human Clock usually *Breaks* Down Instead of *Runs* Down

...as long been a favorite idea of mine to compare the human body with my clock here."

When proper attention the old clock runs down and stops until I wind it up again and then it ticks away just as heartily as clearly as ever."

...with the human body, but the difference I find is that the human body usually breaks down instead of runs down because people neglect to take proper care of their body."

"For all these years I have maintained health and so keep young by using ... when there are symptoms becoming run-down.

"Fortunately, I learned the value some years ago of Dr. Chase's Nerve Food and to its use I largely attribute my healthful condition at this age."

"When I hear people talking about being unable to sleep, or of suffering from nervous headaches, indigestion or worn-out feelings, I ask them, 'Why do you not use Dr. Chase's Nerve Food to increase your nervous energy?'"

"So many people, as age advances, suffer from a lowering of the vitality, from high blood pressure or hardening of the arteries, but I have found that the use of this restorative treatment, when required, keeps my health at the high water mark."

ILLUSTRATED CONVERSATIONAL STYLE

The Questions to be Answered

1. Which style of advertising interests the most people in Dr. Chase's Nerve Food
   a. The use of testimonials?
   b. Emma... testimonial advertisements
   c. Illustrated conversational style of copy
2. For your guidance do you find that Dr. Chase's is most frequently used?

Both these questions can best be answered by making inquiry among your friends. Then write a good letter telling what you found out by your investigation.

$300.00 in Cash Prizes

$100 for the best letter.
$50 for second best letter.
$25 for third best letter.
$5 each for succeeding twenty-five best letters.

For your guidance we would suggest that you clip out this advertisement and make an investigation among your friends and

The competition closes Nov. 15th, 1920, but in case of two letters of equal merit the first one received will have the preference.

Edmanson, Bates & Co., Ltd.
DEPT. 86 TORONTO, ONT.

Before beginning the next series of advertisements to tell people about Dr. Chase's Nerve Food, we want you to help us to decide on the style of our advertising.

The use of testimonials has always been favored in medical advertising, but with an effort to make our advertisements more interesting we have during the last few years used attractive illustrations and the conversational style of reading matter.

You will find samples of both styles of advertising on this page. What we want to know is which style appeals most strongly to women, because it is on the wife and mother mostly that rests the responsibility of looking after the health of the family.

If in addition to reporting that such a style of advertising is most interesting to you, you can say, "I have made inquiry among 25 of my friends and find that 16 have used Dr. Chase's Nerve Food as the result of reading your illustrated advertisements, 7 on account of reading testimonials and the other two have never used it," your answer would be much strengthened.

By adding further particulars as to various cases which have come to your attention your letter would be made more interesting and more likely to win a good prize. Your name will not be used publicly without your permission.

Was Given Few Months to Live Is Now Strong and Well

Miss E. W. Ehman, School Teacher, Libau, Man., writes:—"Four years ago, while living in Regina, I was afflicted with fainting spells, nervous headache, and became very thin and pale. I sought medical advice and was treated for consumption, and given only a few months to live. I had to sleep on the verandah and was told not to go to public places for fear of spreading germs.

"A newspaper advertising Dr. Chase's Nerve Food fell into my hands. I bought six boxes and after a few weeks began to increase in weight and feel better. Under this treatment I gradually regained my health and now weigh 165 pounds. I enclose a picture I had taken while ill and my photo of to-day, so that you can see what a difference there is.

"The reasons for my writing this is that this statement of mine will fall into the hands of some poor sufferer who can be benefitted, may be saved, by the steady use of Dr. Chase's preparations.

"I often use Dr. Chase's Kidney-Liver Pills to keep my kidneys and liver in shape. I have recommended Dr. Chase's medicines to a great number of people for kidney trouble, lame back, appendicitis, shortness of breath, indigestion, nervousness, and in fact for every sickness I am asked advice about."

TESTIMONIAL STYLE

REPORT OF S.S. No. 6, HOLLAND.

Sr. 4—M. Walters.
Jr. 4—G. McFadden, G. Hannah, J. Matthews.
Sr. 3—J. Walters, J. Mitchell.
Jr. 3—M. Stafford, G. Clarridge, R. Walton, W. Baillie, C. Wiggins.
2 jr.—L. Symes, S. McFadden, D. Baillie, V. Hannah.
Jr. 1—D. Walters, E. Hannah, M. Matthews, H. Cowan.
Pr. A—H. David, E. McFadden, M. Ransom, R. McFaden.
Pr. B—G. Clarridge, R. Symes.

Freda Jackson, Teacher.

SEED GRAIN DISTRIBUTION

(Experimental Farms Note)

The annual free distribution of samples of seed grain will be conducted as usual at the Central Experimental Farm, Ottawa, by the Dominion Cerealist.

The following kinds of seed grain will be sent out this season:—

Spring Wheat (in about 5-lb samples); White Oats (about 4-lb), barley (about 5-lb), field peas (about 5 lb), field beans (about 2 lb), flax (about 2 lb.)

Only one sample can be sent to each applicant.

Applications must be on printed forms which may be obtained by writing to the Dominion Cerealist, Experimental Farm, Ottawa, at any time after September 1st.

As the stock of seed is limited farmers are advised to apply early to avoid disappointment. Those who applied too late last season are particularly requested to send in their names at once so that application forms may be forwarded to them. Application forms will be furnished after February 1st, 1921.—

C. E. Saunders,
Dominion Cerealist.

Send us the news from your community and be on the map. There are two things an editor enjoys, faithful correspondents and early news. It is heart-breaking to receive a nice budget of snappy items just as you are hurring to get the forms closed up, in time to catch the mails.

ECZEMA You are not experimenting when you use Dr. Chase's Ointment for Eczema and Skin Irritations. It relieves at once and gradually heals the skin. Sample box Dr. Chase's Ointment free if you mention this paper and send 2c. stamp for postage. 60c. a box; all dealers or Edmanson, Bates & Co., Limited, Toronto.