Reputation!

Exalting the virtues of Semi-Ready is not our business. We prefer that our customers should do that.

We advertise merely to tell YOU and to tell EVERY MAN that Semi-ready Tailoring will fit ANY MAN PERFECTLY, and give him intense satisfaction.

The reputation we have gained cannot be taken away.

Guaranteed Suits at

$15, $18, $20, up to $25.

We always have the newest and best in **Boots and Shoes, Hats and Furnishings.**

H. Mercer & Son.

Elgin Cook's Tragic Death

Fatal Accident to Head Resident of Barnston Island. Sad Fatality to Former Markdale Boy.

The Delta Times, Ladner, B. C., says:

Few calamities have cast such a gloom over the whole community as the death of Mr. Elgin Cook. While engaged in the dangerous work of blasting out stumps on the joint property owned by himself and Mr. Devitt on Barnston Island, on Tuesday last, Mr. Cook was instantly killed. Mr. Devitt hurried to Port Kells and notified the provincial police of the accident and then returned to the grande. Coroner A. E. McGuffie, a provincial police officer, and undertaker Marshall immediately left for the scene of the accident in a boat to bring the body to the city. On reaching there, however, Coroner McGuffie decided that no inquest was necessary. The remains were then taken to New Westminster and shipped to Ladner on Wednesday morning.

The cause of the accident is conjectured: Mr. Devitt, who is a brother in law to Mr. Elgin Cook, the deceased was particularly careful in his blasting operations, and in fact it is said that he would use only about fifteen sticks of 15 per cent. blasting powder. He generally fired the caps to his fuse and was very largely attended.

Among the floral tributes were the following: Barnston Island boys, anchor; Barnston Island boys, cross; Mr. and Mrs. G. K. Devitt, wreath; Mr. and Mrs. W. A. Kirkland and family, pillow; Mr. and Mrs. W. H. Ellis, cross; Misses Gillanders, wreath; Mr. and Mrs. Elton Brodie, wreath; Mr. and Mrs. Chas. Davis and family, wreath; Mr. and Mrs. D. A. McKee, spray; Mr. and Mrs. W. H. Kirkland, spray; Mr. and Mrs. R. A. Coleman, crescent; Mr. and Mrs. Lanning, spray; Mr. and Mrs. R. Pybus, cross; Miss Ferris, spray; Mr. and Mrs. T. Hutcherson and family, spray; Mr. and Mrs. D. M. Ellis, spray; Mr. and Mrs. Geo. Sheldrade; Mr. and Mrs. Cullis.

Lost His Hair, Beard and Mustache

Terrible Plight of a Pennsylvania Man Reported by a Prominent Citizen:

"About two years ago my hair, beard and mustache started to come out in spots. These spots were entirely bare of hair.

Seeing PARISIAN SAGE advertised, I purchased two of the bottles, the hair came in until now I have as good a head of hair as I had before this trouble started.

I can truthfully recommend this preparation to anyone for what it is recommended for. Sam Galder, Jamison City, Col. Co., Pa., Oct. 11, 1911."

Please bear in mind that PARISIAN SAGE is not guaranteed to grow hair on bald heads.

In Mr. Galder's case the hair root was not dead and there is good reason why PARISIAN SAGE should not do just what he writes it did.

"The next time Mr. Galder came into my store after purchasing the PARISIAN SAGE," writes the druggist who sold him, "his appearance was so changed I did not know him!"

PARISIAN SAGE is without doubt the most efficient hair grower, beautifier and dandruff cure in the world, and people who are wasting time with ordinary commercial tonics should wake up.

PARISIAN SAGE will banish dandruff, stop falling hair and itching scalp, will put life, lustre and beauty into faded hair, or money back. It is a most delightful and refreshing tonic for men, women and children. Large bottle 50 cts. at W. Turner & Co.'s, Markdale, and druggists the country over.

FLESHERTON

(Special to The Standard.)

During last week the annual election of officers in the Methodist church took place as follows: Epworth League—Hon. Pres., Rev. H. E. Wellwood; Pres., Miss Wallace; 1st Vice-Pres., Mrs. Jos. Clinton; 2nd Vice-Pres., Mrs. R.H. Moore; 3rd Vice-Pres., Mrs. R. H. Wright; 4th Vice-Pres., Harold Karstedt; 5th Vice-Pres., Miss Thurston; Rec. Sec., Miss Edna Patton; Cor. Sec., Miss Switzer; Treas., Miss Ella Karstedt; Organists, Miss Karstedt and Miss Patton.

Ladies' Aid—Pres., Mrs. Jos. Clinton; 1st Vice Pres., Mrs. Geo. Mitchell; 2nd Vice Pres., Mrs. W. J. Boyd; Treas., Mrs. W. Moore; Rec. Sec., Mrs. W. H. Bunt; Assistant, Mrs. R. Moore; Parsonage Committee, Mrs. John Hales, Mrs. Harry Wilson. Over $100.00 were raised during the year.

Sunday School—Supt., Mr. W.H. Bunt; Assistant, Mrs. Clinton; Sec., Harold Karstedt; Assistant, Roy McCauley; Librarian, T. A. Blakely; Treas., Thos. Clayton; Organist, Miss Ella Karstedt; Assistant, Miss Lillian Bunt; Teachers, Mrs. Clinton (Bible Class), Mrs. Mitchell, Mrs. Armstrong, Mrs. R. H. Wright, Mrs. W. Moore, Mrs. Bunt, Miss Kate Bellamy, Miss Florence Thurston, Miss Lillian Armstrong.

Quarterly Official Board—Stewards, W. H. Bunt, Recording Steward, W. A. Armstrong, Robert Waller, Robt. Richardson, T. W. Blakely, Lundy Johnston and Howard Graham; William Buchanan, representative to District Meeting. The Rev. Mr. Wellwood, who is closing his third year of successful labor here, was extended a unanimous invitation to return for next Conference year.

Mr. Joseph Clinton and Miss Clinton and Mr. and Mrs. J. L. McMullen were at Owen Sound last week attending the funeral of their uncle, Mr. John Dean, a very highly respected old Christian and member of the Methodist Church near 60 years.

Mr. William Sharp was at the Soo last week attending the funeral of his brother, John, which took place upon the arrival of the deceased's daughter from California. Mr. Sharp was employed at a blast furnace and while at work was suddenly suffocated by gas through excessive leakage from a main pipe. Two others had a narrow escape from death at the same time.

Mr. W. S. Wilcock, who has been attending Toronto University, is to be congratulated upon his success in the recent science examinations, having passed with honors in his exam. on Mining Engineering. Will is home now on a holiday.

At the inaugural meeting of the village Council last week Mr. W. H. Thurston was appointed Clerk and Mr. Thos. Clayton Treasurer.

At the Methodist church on Sunday evening the service was appropriate to Mothers Day, now so widely observed throughout Christendom. The sermon by the pastor was based on some of the Saviour's last words on the cross: "Behold thy Mother." Dr. Murray sang very effectively a solo fitting the sermon. The pulpit was decorated with flowering plants, and the emblem of purity was worn by many in the congregation.

At the week night service in the Methodist Church last week Inspector Huff and Mr. Bert Armstrong were visitors and took part in the service. Mr. Huff gave a thoughtful address on Bible teaching, and training of the young.

The snow storm to-day (Monday) which has whitened mother earth gives spring a wintry aspect, and is a chilling bath for bursting flowers and budding trees. But history repeats itself. Twenty-nine years ago to-day, made memorable by the funeral of the late beloved Miss Effie VanDusen to Chatsworth, almost as unseasonable weather prevailed.

By a newsy letter received last week from our old friend, Mr. S. A. Thompson, of Stranraer, Sask., formerly of Artemesia, we learn that seeding in the West is far in advance of that here. Mr. Thompson commenced seeding on the 11th of April and at the time of writing was well nigh through with nearly 400 acres sown. Mr. Thompson and family are enjoying life in Saskatchewan.

Inspector Campbell, of Durham, was in town one day last week with his very handsome new automobile. Mr. Campbell, who was accompanied by Dr. Jamieson, M. P.P., and Mr. Caton, made a brief call on Rev. and Mrs. Wellwood at the parsonage.

Mr. Horace Boothwell got a sudden call last week to his home at Millbrook by the illness of his father.

Mr. George McTavish has returned from Toronto to resume his studies in High School.

Mrs. A. S. VanDusen has gone to the city to visit a couple of weeks with her daughter, Mrs. Douglas.

Mr. M. K. Richardson went to Lucknow on Monday to spend a day or two with his daughter, Mrs. Tate.

Rev. Mr. Wellwood was at Markdale on Monday attending a meeting of the executive of the Owen Sound District Leagues. Mr. Wellwood and Rev. Mr. Campbell, of Eugenia, will exchange pulpits next Sunday.

Miss May Robson, of Ebordale, visited Mrs. (Dr.) Murray last week.

The Cranbrook (B.C.) Herald reports Mr. Richard W. Russell leader of the excellent Band of that town: Richard, a former Flesherton boy, like his father, J. G., is a jeweller, and also chip of the old block in musical lines as can be seen by the position he now fills. Mr. Russell's youngest son, D.C., is also a cornetist, and took a leading part in a choral society contest at Parkhill, his home town, a few evenings ago.

Mrs. Wellington Badgerow, of Dundalk, paid friends a short visit last week.

Mrs. P. Holman is visiting her son near Portlaw.

Mr. Alex. Stewart has been under Dr. Carter's care with a severe attack of rheumatism, but is now reported improving.

Mr. Frank Chard has rented the old John Wright farm east of the village.

The Standard reached us in its enlarged form last week and we congratulate the editors upon their enterprise and desire to give the best possible to their large list of subscribers.

McFARLAND & CO.'S WEEKLY STORE NEWS

You can safely rely on this store for your Summer Needs.

Never in the history of this firm, so reputed for its complete, well-balanced stock, have we been in such a good position to supply the needs of the public of Markdale and vicinity.

Every department is ready with a full stock of the very newest and handsomest goods on the market.

New Shoes For Men

The best leathers obtainable on the newest lasts, in both black and tan, button or blucher, gives every man ample chance to select a shoe that meets his own requirements. Our prices range from **$3.50 to $5.00.** Come in and have a look.

Newest Shoes For Ladies

In our Window this week we are showing a full blast of styles such as Velvet Pumps, Patent Pumps, Tan Pumps, Dongola Bluchers, Patent Button, Russia Calf Blucher, Russia Calf Button, Velvet Button with corded silk upper. This is one of the latest. All these shoes have welted soles with prices ranging from **1.75, 2.00, 2.25, 3.00, 3.50 to 4.25.**

Highest Prices Paid for Butter and Eggs

PROGRESS Brand Clothing

You'll Like the Difference

There is a subtle, indefinable difference between the clothes we sell and the ordinary ready-to-wear clothes.

To understand you must see them, which we are showing in our window this week with price ranging from $8.10 to $17.50.

To appreciate them you must wear them.

The Progress Brand Clothing is the best class of Clothing at a moderate price. For good tailoring you will find them far ahead of many expensive makes.

Right now, this week, is the best time to find out about them, a mammoth stock to select from.

We would be pleased to show you through our stock as we are almost sure we can suit you.

Charming Millinery

Our Millinery is proving remarkably successful this season, and now we are ready to anticipate all your needs. Select your hat, or placing your order now, and we can assure you of entire satisfaction. A large range of summer models have been arranged for showing this week. We cordially invite you to see these new Models.

McFARLAND & CO., - MARKDALE

WODEHOUSE

(Special to The Standard.)
(Last Week's Items.)

A football team is being organized at the school here, which we expect will make a name for themselves in the near future. We would suggest that the team be named the "Wodehouse Giants."

An accident happened to Mr. Best at the home of his son-in-law and daughter, Mr. and Mrs. R. W. Wiley, where he resides, one day last week. The old gentleman had been out for a drive and on returning drove in on the barn floor, and the horse going into the part used as a straw shed stepped on a weak place in the floor, and, breaking through, dropped to the shed below, taking the shafts of the buggy with it. Mr. Best had previously gotten out of the buggy, and has escaped without injury except a scare. The horse seemed none the worse for its drop.

Messrs. Wilfred Fawcett and Fred Knowlden, of Markdale, spent Sunday at the former's parental home here.

Mr. Alwyn Fawcett, who happened with an accident in the Seaman Kent Factory, Meaford, in getting his left hand into the rollers of the polishing machine, is home for a week or so.

Miss McMullen, our popular school teacher, visited her friend, Miss Nettie McArthur, on Saturday last.

Arbor day was fittingly observed on Friday last. We understand the children worked faithfully, planting flowers and making a general clean up of the grounds, after which they were treated to candies. It is not necessary to say here whether they enjoyed them or not.

We are sorry to report the death of Mr. Tempest, which took place on Saturday last. Interment took place on Monday of this week at Thornbury Union Cemetery. Mr. Tempest has been ailing for some time. Much sympathy is extended to Mrs. Tempest and her family in their sad loss.

(This week's items.)

Mr. Wm. Hicks and sister, Adeline, of Collingwood, visited their Grandparents, Mr. and Mrs. John Abercrombie over Sunday and attended church at New England.

Mr. Frank Davis, of Vandeleur, was a visitor in our burg on Sunday last.

Mr. Clugston, of Epping, was a visitor at our Sabbath School on Sunday in his official capacity, and gave a short address, which was listened to attentively.

Our last week's budget was mislaid in the Post office here and did not reach Markdale until Thursday, which was too late for last week's issue of the paper. We would suggest that our genial P. M. refrain from sitting up late at nights, although the best of us will make mistakes some times.

Mrs. Wm. Wiley and Mrs. S. J. Wiley were visitors with Mr. and Mrs. Jas. Harbottle one day recently.

Mr. and Mrs. S. J. Wiley and children, who have been on an extended visit with relatives and friends in this vicinity, leave for their home in the West on Tuesday of this week. We join their many friends in wishing them a safe journey.

Miss Hannah Birch left for Toronto on Wednesday last to resume her position there.

We are sorry to report Miss Ida Thompson on the sick list at her home here. We hope for her speedy recovery.

The annual meeting of the New England Sabbath school was held on Thursday evening last, a good attendance being present. All the officers and teachers of last year were re-elected. It was decided to hold the annual picnic on the 19th June.

Mr. R. J. McAfee, of Meaford, was in our burg one day last week overseeing the erection of a handsome monument in his burial plot in New England cemetery.

What's the matter with the weather? Rather a wild nor' western for the 13th May.

Mr. E. Morwood visited his mother and brother and other relatives in Meaford over Sunday.

Mr. Jas. Wiley, jr., drove over to Thornbury on a business trip Saturday last.

Miss McMullen visited friends at Kimberley over Sunday.

"Jim, my roan is sick! Lend me a Horse?"

Spring ploughing and planting must be done on time. The Bell Telephone will bring you help, implements and supplies. Nothing else gives such all round convenience and comfort to farm life. Rural Line Extensions in this section are now being considered.

Write for particulars to our nearest Local Manager, or call at any Bell Telephone office.

The Bell Telephone Company of Canada

CAR OF CORN TO HAND

$32.00 PER TON IN BUYERS' BAGS

FLOUR EXCHANGE SCALE

29 pounds Five Roses per bushel
30 pounds Ford's Patent per bushel
32 pounds Perfection Blend and 13 pounds Offal per bushel Standard Fall Wheat.

JOHN W. FORD.

COULD NOT WALK FROM RHEUMATISM

GIN PILLS STOPPED THE PAIN

55 University St., Montreal.

"Just a word of praise for GIN PILLS. About fifteen months ago, I could not walk across my room, suffering severely with Rheumatism. I took GIN PILLS and became quite well. Two months ago, I had Rheumatic Pains with Neuralgia and Diarrhoea. I resorted to Gin Pills again for one week and became quite well".

SAMUEL LONGMORE.

Here is our straight guarantee, given with every box of GIN PILLS. We know that Gin Pills will positively cure Rheumatism, Sciatica and Lumbago—as well as Pain in the Back, Irritated Bladder and weak, strained Kidneys. We pledge ourselves — the largest wholesale drug house in the British Empire — to promptly return your money should Gin Pills fail to give satisfaction. 50c. a box, 6 for $2.50. Sample free if you write National Drug & Chemical Co. of Canada, Limited Dept. A Toronto. 90

LAURISTON

(Special to The Standard.)

Most of the farmers of the locality finished seeding last week.

Mr. Louie and Miss Appol Schnitzler returned on Tuesday of last week, after spending a few days at the former's parental home at Cargill.

Mr. Joe Vasey is now head sawyer at the Lauriston saw mill, Mr. Smith having gone home to Walkerton to put in his spring crop.

Mr. H. Cooke, Manager of the Cigar factory, Owen Sound, accompanied by Mr. Alphonso Fogarty, visited for a few days in this neighborhood recently.

Mr. and Mrs. Will Moran and Master Jimmie visited at the home of Mr. Norris Lise week.

Mr. John and Miss Margaret Meagher, of Glendg Centre, Sundayed in our burg.

Quite a number from around here attended the funeral of the late Mr. Hannam, of Proton, last week.

Mr. Dan and Miss Effie McPhee visited Priceville friends last week.

Mr. Will and Miss Hannah McCarthy spent Sunday at Mr. Jas. McCarthy's.

Mr. Jas. Bell intends to raise his new barn shortly.

Wedding bells are still ringing. Oh, let it be soon.

BEAVERDALE

(Special to The Standard.)

Mr. Earl Fothergill and Mr. Herb. McLeod spent Sunday with Mr. and Mrs. Alf. McCullough, of Markdale.

Mr. and Mrs. Hugh Johnston spent Sunday with Cherry Grove friends.

Miss Lillian Hodgert visited over Sunday with Miss Mary Ellen Wilson.

Mr. Hugh Menary, of Temple Hill, was a caller in our burg one night last week.

A number of young people from here attended the presentation party in Rocklyn for Dr. Williams and family last Tuesday night.

Miss Maggie Moore, of Blantyre, visited with her mother over Sunday.

Advertise in The Standard.

Poor appetite is a sure sign of impaired digestion. Dr. Chamberlain's Stomach and Liver Tablets will strengthen digestion and improve appetite. Thousands have been benefited by taking them. Sold by R. L. Stephens.