Why You Should Wear Semi-Ready Tailoring

Because they— FIT BETTER
WEAR BETTER
FEEL BETTER
LOOK BETTER

and are made scientifically in the latest styles by expert workmen; they are indeed 100 p.c. full value.

Special in Underwear.

We call your attention to **Watson's Heavy Pure Wool Unshrinkable Underwear for Men at $1.00 and $1.40 per garment.** Goods at these prices are guaranteed to be as good if not better than Stanfield's at $1.25 and $1.75. Advertisements may be inclined to stretch the point, but the goods cannot. Come and see for the proof.

H. MERCER & SON

MARKDALE

THE MARKDALE STANDARD

THURSDAY, NOV. 28th, 1912.

The Cost of Luxury.

We may call it luxury, or we may call it simple convenience, but there is no getting away from the conviction that the thing itself—to wit, the modern method of doing retail business—is an essential and considerable factor in the increased cost of living. It is not the only factor. It is notorious that in some important respects supply has remained stationary, or has actually decreased, while demand has largely increased, and the old law of supply and demand is not so obsolete that it does not operate in such a case as that. But the manner in which business is done, and particularly the manner in which consumers are waited on and served by tradesmen, must count largely in the problem.

Years ago a housewife went to the butcher's with a basket and carried her purchase home, wrapped in brown paper. Now she telephones to the marketman, or he sends a messenger to the house to receive her orders, and the goods are sent to her in paraffined or a sterilized wrapper and in a delivery cart. The telephone, the messenger, the wrapper and the cart and its driver must all be paid for by the consumer. Soda crackers in an ornamental lined box cost more than those sold in bulk from barrel. Lard in a sealed tin pail or butter in an ornate packet must be more expensive than it used to be when scooped from a tub and dropped into a crock which the housewife sent or took to the shop for it. So with a hundred other articles. They are stored, packed, sold and delivered in much more expensive ways than they were, and the additional expense comes out of the pockets of the consumers.

In some respects it is luxury. In some it is convenience. In some it is sanitation. In some it is simple neatness and cleanliness. But whichever it is, we greatly doubt if the average consumer, even the one who grumbles most at the increased cost of living, would willingly go back to the old order of things, even if by doing so prices could be put back to the old figure. People have become accustomed to the new ways, and now regard as necessities of service things which their grandparents would have stared at disapprovingly as vanity and extravagance. But if they insist upon continuing to enjoy them, they will have to be reconciled to the cost.

OUR EQUIPMENT

NORTHERN Business College

OWEN SOUND, ONTARIO.

For thirty years we have prided ourselves on our complete equipment. Every modern device and convenience that enterprise could suggest and capital obtain, is in our building. The small school with small capital and meagre equipment cannot give you the me training that you can get at e NORTHERN.

A. FLEMING, F.C.A., Principal
J. D. FLEMING, Secretary.

Enclosed Please find—

WHEN we have occasion to send money through the mail, we can do no better than follow the lead of the business man, who long ago discovered that the easiest, safest and simplest way is by Express Money Order.

Business men invariably remit by this method. Women are rapidly learning to appreciate the significance of this fact—and they, too, are now large users of Express Orders.

There is an Express Office in your town—find it and make use of it. You'll be met by a courteous and obliging agent, who will explain to you the advantages and simplicity of

Dominion Express Money Orders & Foreign Cheques

Every railway station has an Express Office where "Orders" may be obtained, and in almost every town there are branch Offices located in the residential districts.

RATES	
$5 and under	3 cts.
Over $5 to $10	5 "
" 10 " 30	10 "
" 30 " 50	15 "
" 50, at same rates	

NEWS FROM SURROUNDING TOWNSHIPS

BY STAFF REPORTERS

TRAVERSTON

(Special to The Standard.)

The Indian summer days of last week enabled many a farmer to garner in late fields of corn. Plows too, were turning many an acre into ridged furrows.

Mr. W. L. Falkingham, of the Falls' Farm left on Friday with eleven heavy horses for Newfoundland. Among those he purchased from were: Messrs. W. Baker, Albert McNally, W. Paylor and T.E. Blair, at prices ranging from $200 to $230 each.

Mr. Lorne McNally arrived from Alsask, Sask., on Saturday, spending a week on the way home with his sisters, Miss Mary, and Mrs. Bert Summers, in Toronto. He is the picture of healthy youth.

Mr. Graham Timmins sold a neat driver at the monthly fair in Durham last Thursday.

Miss Anabel Blair, recently spent a fortnight with her cousin, Miss Annie McArthur, of Owen Sound.

We regret to report that Mrs. Joseph Young and Master George are quite ill and under medical care.

Inspector W.B. Smith, of Toronto, spent the greater part of last week mapping the township out into Rural Mail Routes. He proved a most genial companion, a clever official and an untiring worker.

Little Evalena Cook had a merry birthday party for her girl chums on Saturday afternoon.

Mr. and Mrs. S. H. Edwards, of Hosmer, B.C., with their two curly-headed boys, Ralph and George, spent a week lately at the Edwards' homestead and among members of the family.

Much sympathy is felt for Mr. and Mrs. Allan Boyd, of Glenrondeen, who have lost their two youngest children from some peculiar trouble that baffles the doctors to diagnose. Violent dysentry, followed by convulsions are the chief factors. One died a week ago Sunday and was interred in Zion Cemetery, the following Tuesday, the other lingered till the past Sabbath and is being interred by the side of his infant brother this Tuesday. Two other members of the family, besides the mother have been seriously ill, while the grandparents, Mr. and Mrs. Gillen Boyd, where they have been residing, have, also, been under the doctor's care. Miss Ada Banks, who has been assisting in nursing them, is likewise sick. Trouble travels in troops, sure enough.

A God-fearing and beloved pioneer mother was Mrs. Mary A. Peart, who crossed over the "Great Divide" on early Tuesday morn of last week at the home of her son, George, after a fortnight's illness, caused by bronchitis and pleurisy, followed by heart weakness. Mrs. Peart was born in the County of Durham, England, in 1835. At nineteen years of age she came to Canada and lived for a time at Caledonia, where two years later, she was most happily wedded to the late Emerson Peart. Some time afterward, Mr. Peart took the California gold fever and spent five years there, returning in 1861, having secured quite an amount of the yellow metal. They then moved to lot 7, con. 8, Glenelg, and resided there till life's close. Mr. Peart passing away in full manhood thirty-three years ago. She bravely faced life on the farm with a young family and most nobly won out. In scores of homes, in all seasons and at all hours, Mrs. Peart proved a skilful nurse and filled a doctor's place. As we stood beside the beautiful casket in the dear, old home memories came thronging back of her sunny life, her kindly advice, the cheery hospitality and her unwavering faith and trust in God. Five children survive to mourn the loss of a most loving mother, namely: Mrs. George Furneaux, Durham; Mrs. Robert Millburn, and Mrs. John Hudson, of Bentinck; George E., on the homestead and John J. on the adjoining farm, all of them and their partners showing every kindness and devotion through her last illness. The funeral, a large one, took place to Zion cemetery on Thursday afternoon, Rev. W. W. Prudham conducting a most eloquent and comforting service and paying high tribute to her Christian faith and helpful life, after which the remains were lowered into the white-lined grave. A very beautiful floral wreath, bearing the word "mother," was a combined tribute from the members of the family, who with their partners were all present. The sunny hours of an Indian summer day, seemed to us a fitting time to lay to rest one, whose life has ever been useful, helpful and uplifting.

RIVERDALE

The weather man has reformed at last.

Mr. Kennith Johnston left for Caledon on Saturday.

Messrs. J. Gould and R. Fothergill returned from the West last week.

Mr. Henry Burns and lady friend visited Mr. and Mrs. G. Sewell, of the West Back Line, recently.

Mr. G. Ferris, of Ravenna, was a caller in our burg on Tuesday.

Mrs. W. Dillon, of Blantyre, was the guest of her Mother, Mrs. J. Lee, last week.

Mr. Dunn Lee renewed acquaintances at Blantyre on the first of the week.

Miss E. Walker, professional nurse, of Bethel, U.S.A., is visiting at the parental home here at present.

Mr. and Mrs. Sanford Ward, of Markdale, visited friends here on the first of the week.

Messrs. Baird and Co. are strenuously engaged at present "car loading lumber at the Markdale depot.

A number from here attended the romantic box social at Orange Valley and report a delightful time.

As a result of the high tax bug bear, there will undoubtedly be an official explosion at the coming municipal election.

Miss Lizzie Hillis, of Oshawa, was the guest of Mrs. Aaron Thompson on the first of the week.

The regular monthly meeting of the Sunshine Sewing Circle was held at the home of Mrs. Alex. Wilson, town line A. & E. The next meeting, we understand, will be held at the home of Mrs. W. Stephenson, Riverdale.

The municipal hello machine company have completed operations. We heartily congratulate the enterprising directors on their huge success.

The up-to-date box social held in our public school last year was unanimously pronounced as "something to write home about." Why not have a similar event in our public school in the near future? Altogether now, boost it.

A typographical error appeared in Riverdale happenings recently. In regards to the installation of a trustee the name should have read Mr. B. Cutting instead of Mr. F. Cutting as inserted.

EUGENIA

(Special to The Standard.)

Mr. R. Park had the misfortune to lose a three-year-old colt. The animal was racing around in the field when it broke through and fell headlong into a well.

Mr. E. Morgan is laid off work with rheumatism at present.

Mrs. H. Fenwick is preparing to move to Toronto for the winter.

Mr. Tom Genoe is preparing to build a kitchen.

Mrs. P. Munshaw is visiting friends in Toronto.

Quite a number here struck out for a hunt on Saturday last.

Mr. Geo. Hyslop treated the Presbyterian choir to a drive out to the Hard Time Social at Flesherton on Wednesday evening. All enjoyed the drive very much with the exception of a few fines they had to put up. They all arrived home safely.

Miss Cora Williams spent the past week with friends in Markdale.

Master Reginald Parson, youngest son of Mr. John Parson, was kicked in the face by a horse, necessitating seven stitches in the wound.

Miss Lizzie Williams and Miss Paul visited in Markdale the past week.

Mr. Emerson Smith is home from Whitby on a visit.

Mr. J. K. Jamieson, tax collector, is now collecting taxes in this sectio.

Mr. W. J. Chard, of Port Law, spent Saturday with friends here.

The regular monthly meeting of the W.I. will be held at the home of Mrs. J. Parsons on Wednesday, December 4th. A full attendance is requested.

Mr. Fred Wiggins, of Kimberley, visited friends here the past week.

Mrs. Dave Jameson is visiting at Mrs. Will Magee's.

ROYAL PURPLE Stock & Poultry Specifics

FREE We will send absolutely free, for the asking, postpaid, one of our large 64-page books (with insert), on the common diseases of stock and poultry. Tells how to feed all kinds of heavy and light horses, colts and mares, milch cows, calves and fattening steers, also how to keep and feed poultry so that they will lay as well in winter as in summer. It contains 360 recommends from all over Canada, from people who have used our goods. No farmer should be without it.

You can fatten cattle and hogs in a month's less time by using our Royal Purple Stock Specific than you could possibly do without it, thereby saving a month's feed and labor, and the cost to you will not be more than $1.50 for six pigs or $1.00 for one steer. It will keep your horses in show condition with ordinary feed. If you have a poor, miserable-looking animal on your place try it on this one first and see the marvellous result which will be obtained. Our Stock Specific will increase the milk flow three to five lbs. per cow per day, while being fed in the stable. A 50c package will last a cow or horse 70 days.

ROYAL PURPLE POULTRY SPECIFIC will make your hens lay just as well in the winter as in the summer, and will keep them free from disease. These goods are pure and unadulterated. We do not use any cheap filler to make a large package, entirely different from any on the market at the present time.

Royal Purple Stock Specific, 50c pckgs.; four 50c pckgs., in an air-tight tin, for $1.50.
Royal Purple Poultry Specific, 25c and 50c pckgs., and $1.50 air-tight tins that hold four 50c pckgs.
Royal Purple Lice Killer, 25c and 50c tins; 50c by mail.
Royal Purple Gall Cure, 25c and 50c tins; 30c by mail.
Royal Purple Sweat Liniment, 50c bottle; 60c by mail.
Royal Purple Cough Cure, 50c tin; 60c by mail.
Royal Purple Disinfectant, 25c and 50c tins.
Royal Purple Roup Cure, 25c tins; 30c by mail.
Royal Purple Worm Powder, 25c tins; 30c by mail.

Manufactured only by

The W. A. Jenkins Mfg. Co.
London, Canada

Royal Purple Supplies and Booklets may be obtained from Alf. McCullough, R. L. Stephen, Markdale.

HILL BROS., Markdale.

Our Stock of Merchandise for Winter Selling

Was never more complete than at present.

Every Department is full of New Goods, and our prices cannot be beaten in the country, being in a position to handle large quantities of goods in our different stores. We buy direct from the manufacturers and save the middleman's profit. During the next THIRTY DAYS we will save you money on many of your requirements if you trade with us.

Big Purchase of LADIES' MANTLES.

All new styles selling away below value.

This week we put on sale a big purchase we made of Ladies' Winter Coats. In the lot you will find some very fine tailored black coats, as well as the fancy tweeds go on sale this week at 25 to 33 1-3 per cent. less than you regularly pay. Many women have put off buying their winter coats, just waiting for an opportunity like this.

Ladies' $25.00 Coats selling for $18.75.
Ladies' $22.50 Coats selling for $16.50
Ladies' $18.50 Coats selling for $13.75.
Ladies' $15.00 Coats selling for $10.75.
Ladies' $12.50 Coats selling for $9.25.
Ladies' $10.00 Coats selling for $7.25.
Ladies' $7.50 Coats selling for $5.50.

ALL ON SALE THIS WEEK. SPECIAL WINDOW DISPLAY

Millinery Department Special.

$4.50 and $5.00 Trimmed Hats for $2.48.

This week we put on sale a limited number of this season's new styles in Millinery. Double the price would be a reasonable price. A splendid assortment of styles on sale this week for, each, ... $2.48

BABY RIBBONS ON SALE, all colors, 12 yards for 10c.

This week we put on sale a big line of Silk and Satin Baby Ribbons, suitable for many uses, regular values, 2, 3 and 4c. a yard. This week, 12 yards for 10c

Rubbers of Every Kind for Fall and Winter Wear.

Never before have we stocked so heavily and shown such a large variety of makes and styles as this season, and if you want to get just what you want in Rubbers at the right prices it will pay you to inspect our stock of Men's, Boys', Women's, Girls' and Children's Rubbers. All Styles and makes in heavy and light.

Special from Hardware Dept.

75 doz. Fancy German China Cups and Saucers for, per doz. 31.6
This is a very fine line of German China with a Choice of Colorings and decorations.

New Fall Styles in WALL PAPERS are here.

We have just placed in stock our new patterns in Wall Papers for the Fall Trade and if you are contemplating doing any paper hanging it will pay you to see our new Stock which has just arrived.

HILL BROS., Markdale.

KIMBERLEY

(Special to The Standard.)

Our fine weather came to an end with a heavy fall of snow.

Mr. John Plewes made a business trip to Flesherton one day last week.

Mr. Fred Wickens, of Moosejaw, Sask., is visiting at his parental home here at present.

Mr. John Speers, of Feversham, was a caller in our burg one day last week.

The Farmers' Club met at the "Travellers' Home" on Wednesday evening last. Mr. G. H. Walter, who was appointed delegate to the convention in Toronto from Nov. 12th to 16th, gave a very interesting paper on Farmers' Club Work and gave a brief outline of each speaker's address at the convention. Mr. John Plewes gave a brief address on the production of eggs and how to secure the best price for the top notch articles. The meeting was adjourned until Dec. 4th.

The Methodist Sunday School purposes holding a Christmas Tree and Entertainment on Friday evening, December 20th.

Mr. Esdale Walter and Melvin Morwood, of Meaford, visited at the former's parental home here on Saturday and Sunday last.

Mr. William Stuart is visiting friends in Eugenia and Flesherton at present.

Reeve Ellis is attending County Council in Owen Sound this week.

We are pleased to report that Mr. Thos. Wickens, sr., who was very low, is on the mend.

Mr. Geo. Hutchinson occupied the pulpit in the Methodist church on Sunday evening last.

4TH LINE, ARTEMESIA.

(Special to The Standard.)

Wedding bells are ringing.

Mrs. Fred Graham returned to her home at Blind River, accompanied by her brother, Mr. John Badgerow.

We are sorry to report Mrs. Jos. Croft on the sick list.

We are glad to hear that Miss Millie Fisher, who underwent an operation at Hamilton, is improving.

Mr. Henry Holman spent a couple of days recently with friends at Stone Settlement.

The boy's appetite is often the source of amazement. If you would have such an appetite take Chamberlain's Tablets. They not only create a healthy appetite, but strengthen the stomach and enable it to do its work naturally. For sale by R. L. Stephen.

"It is a pleasure to tell you that Chamberlain's Cough Remedy is the best cough medicine I have ever used." writes Mrs. Hugh Campbell, of Lavonia, Ga. "I have used it with all my children and the results have been highly satisfactory." For sale by R. L. Stephen.

WILL GIVE $500 TO SICK READERS OF STANDARD

Famous Scieutist Who Originated the Now Wonderful "Home Treatment" Offers $1.00 Package Free to Sick and Ailing.

In order that every reader of The Standard who may not have heard of this wonderful "Home Treatment" may have an opportunity to test this celebrated medicine, the now famous scientist, Dr. James W. Kidd, offers to give absolutely free a full size $1.00 package to five hundred readers of this paper, to prove the wonderful claims which have been made for it. In making this offer the scientist said: "I know that there are many people who have been suffering for years with some chronic disease and many of them have spent large sums of money seeking a cure. I know that these people hesitate about investing money in medicine because they have despaired of ever getting well. Thousands have told me that story and many thousands of the same people have told me afterwards that my treatment had cured them after doctors and everything else had failed. I want to prove to a limited number—no matter what the disease, no matter how long they may have suffered, no matter how blue and discouraged—that my treatment really and actually does accomplish the wonderful results that have been reported."

People who [illegible] from the following troubles, Kidney Trouble, Bladder Trouble, Catarrh, Weak Lungs, Chronic Cough, Malaria, Asthma, Hay Fever, Heart Trouble, Poor Circulation, Impure Blood, Anaemia, Pimples, Eczema, Neuralgia, Headache, Dizziness, Nervousness, Obesity, Weakness, Female Weakness, Womb Trouble, Ovarian Trouble, Painful Periods, Hot Flashes, Pearly White Leucorrhoea, Prolapsus, or other ailments peculiar to women, will do well to write him at once, as this offer is limited, and should write at once, in order to be sure to receive your free treatment.

Coupon CB-157 For Free Dollar Treatment.

Dr. Jas. W. Kidd, Toronto, Canada.
Please send me a Full $1.00 Course of Treatment for my [illegible] as you promise.

Name ..... *Post Office* .....
Province ..... *Street and No.* .....
Age ..... *How long afflicted?* .....

Make an X before diseases you have. Two XX before the one that troubles you most.

....Rheumatism	....Kidney Trouble	....Impure Blood
....Lumbago	....Bladder Trouble	....Anaemia
....Catarrh	....Weak Lungs	....Pimples
....Constipation	....Chronic Cough	....Eczema
....Piles	....Malaria	....Neuralgia
....Diarrhoea	....Asthma	....Headache
....Torpid Liver	....Hay Fever	....Dizziness
....Indigestion	....Heart Trouble	....Nervousness
....Stomach Trouble	....Poor Circulation	....Obesity

65-68-71-74-77 Correspondence in all languages.

Want Ads.

STRAYED

Five calves, mostly red, came on Monday, November 25th. The owner is requested to prove property, pay expenses and take them away. Archy Leitch, Markdale suburbs. 68-

FOR SALE

Fresh burnt lime for sale. Wm. Hodgins, 11th line, Euphrasia.

For Sale—Ten head of Steers and heifers. Thos. Neely, three miles north of Markdale.

For Sale—Two colts, one rising two years, and one six months old. B.H. Walden, Markdale.

For Sale—One double cutter, in good order, nearly new, at a reasonable price. Apply to J. McKee, Land & Co.

I have 500 winter fruit trees which I will sell at 10 cents each to get rid of them this fall, as I have sold my property. The trees are all grafted and are guaranteed true to name.
E. A. Graham, Eugenia

Oxford Down Sheep For Sale—As fine a bunch of ram lambs as ever had, for sale cheap; also ewes and ewe lambs.
Jacob Lougheed,
59-tf. Wodehe

For Sale—Pure Bred White Andotte Cockerels. Stock so one year bred, three to 10 months old, laying strain. Shropshire ewes and lambs. Findlay, Markdale.

TEACHER WANTED

For Section 15, Holland, for 1913, holding first or second class certificate. State salary.
William Stinson,
Sec.

For S.S. No. 2, Holland, Markdale, three miles from Markdale. Salary, $450.00. To commence Jan. 1913. Apply Dec. 5th to, T.H. Bell, Secretary, Markdale.

Teacher Wanted for Proton S.S. No. 16, Euphrasia, to commence Jan. 3rd, 1913. Apply, stating qualifications, salary expected, to Stephen Secs.-Treas., Wodehouse 68-70

WANTED

Men wanted to [illegible]. Apply to Mrs. V. Stephenson.

TO LET

Wanted to Let—Contract making on lot [illegible] teen, Glenelg, a large quantity railway ties, and peeling, cutting and delivering same to within about four miles Markdale, for spot cash prices. Apply to Ritchie, Port Arthur.

FOR SALE OR RENT

FARM FOR SALE OR RENT—170 acres, 4 miles from Markdale, about fifteen acres in bush, balance under cultivation. Bank barn 30x54, cement stable. Good frame house. Will sell on easy terms.
Alex. Acheson, on the premises.
44— Markdale

PROPERTIES FOR SALE

For Sale—The North East 13, in the 12th Concession, Township of Holland, County of Grey. About 30 acres cleared, the same is said to be in good fences, and the balance is valuable, hardwood timber. The property has to be sold, being up an estate. For terms apply of McCullough & Young, Markdale.

FARM FOR SALE AT A BARGAIN—$1,800 will buy 150 acres, gravel road between Flesherton and Markdale. The timber alone on this property is worth the price asked. Apply to
Jos. Beaty, Orange Valley
47-50 Markdale

FARM FOR SALE—S. ½ lot 7, con. 12, Euphrasia, 100 acres, 85 acres cleared, balance hardwood bush; large brick house and bank barn. Is all well fenced, well watered and in a good state of cultivation. 3 miles from Markdale, 60 rods from school. Will sell cheap for selling, to wind up an estate. Apply to John Lyons or Mrs. Lyons, 827 11th street west, Owen Sound.

FARM FOR SALE—Lots 212, 213, 214, 215, range southwest Toronto and Dundalk Road, Township of Proton, containing 218 acres. About 150 acres cleared, 8 acres hardwood bush, balance swamp and pasture. Large brick house with hot water and telephone. Barn 64x86, with stone stabling. Hay barn, implement shed, Drive house, hen house, shop and hog pen. Three wells, one of them with windmill and water piped to shed. Two acres of orchard. This farm is in good locality, being two miles from Dundalk and ¼ mile from school. Will be sold on easy terms of payment, or will exchange for property in Markdale, or apply on premises.
THOS. HENDERSON,
56-9pd-tf. Dundalk