

### Success in Retailing

An essential factor in achieving success in a retail business is ADVERTISING--telling the buyers of your community what you have for them.

One doesn't need to be exceptionally clever or a genius to be a success, but one must have an aim, and pursue it resolutely and intelligently.

The businesses that are prospering and expanding are those that purposefully seek out new customers and place before both old and new customers the news of their service, in the form of newspaper advertising.

#### A NOTE TO THE PUBLIC

Who serve you best--busy or half-busy men? Busy or half-busy shops? Where is your custom most desired and appreciated? Is it not at those shops which stretch out the hand of welcome and invitation--in the form of newspaper advertising.

Shop Where You Are Invited to Shop

### Markdale Roller Mill

SCALE OF EXCHANGE

PERFECTION BLEND, 34 pounds. Flour and 13 pounds Offal per bushel Fall Wheat.  
A bbl. of FIVE ROSES for 6 bus. and 18 lbs. Fall Wheat.  
A bbl. of FORD'S PATENT for 5 bus. and 37 lbs. Fall Wheat.

Only a few Tons of Chop Corn left, selling out at \$28.50 per Ton.

JOHN W. FORD

#### VANDELEUR

(Last week's items.)  
Mr. and Mrs. Mitchell, of Toronto, were the guests of Mr. and Mrs. J. M. Davis and family for a few days.  
Miss Della MacGee visited her cousin, Mrs. Wm. Swanton, near Fleaherton, recently.  
Miss Edna Holley is spending a few weeks with friends in Portlaw.  
Mrs. Sid Gilbert and little daughter, of Winton, visited her parents, Mr. and Mrs. John War-

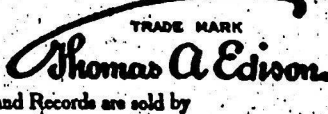
ing recently.  
Mr. Robt. Holley, of Menford, renewed old acquaintances in this neighborhood for a few days.  
Mrs. Rainey, of Toronto, spent a few days with her niece, Mrs. J. T. Graham.  
(This week's items.)  
Miss Irene Gaudin, of Whitby College, spent the Easter holidays with her friend, Miss Tillie Buchanan.  
Mr. S. H. Buchanan, of Owen Sound, spent the past two weeks at his home here.  
Miss Amelia Hutchinson is visiting friends at Goring.  
Mr. Frank Davis spent a few days with friends in Toronto.  
Mr. Chas. Buchanan is under the Doctor's care at present.  
A representative of the Dominion Alliance will occupy the pulpit in the church here next Sabbath.  
Misses Hope and Ruth Thompson, of Orillia, accompanied by their friend, Miss Muriel Armstrong of Markdale, visited with the former's cousin, Mrs. J. I. Graham, and family, one day last week.  
Miss Lillian MacGee is visiting friends in Sligo.  
Miss Annie Graham entertained her Sunday School Classmates last Friday afternoon.  
Mr. Wm. Alcox and son, Ross, are recovering, after an attack of quinsy.

**CANADIAN PACIFIC R.V.**  
**HOMESEEKERS' EXCURSIONS**  
To MANITOBA, ALBERTA, SASKATCHEWAN  
Each Tuesday until October 27th inclusive.  
Winnipeg and Return \$35.00  
Edmonton and Return 43.00  
From Toronto, and Stations West and North of Toronto, proportionate fares from Stations East of Toronto.  
Return limit two months.  
Particulars regarding RAIL or OCEAN tickets from C.P. Ticket Agents or write to M. G. MURPHY, D.P.A., C.P. Ry., Toronto.  
J. CARSAIR, Agent, Markdale.



### Edison's Latest Wonder The Blue Amberol Record

is so faithful and lifelike in its tone reproduction, so fine and broad in the scope of its selections, so high in its plane of artists, that you can almost see the stage setting.  
Formore than four minutes, thousands of times, the Blue Amberol unwinds to you the most luxurious entertainment you ever knew. It never wears out and won't break. Drop in on your Edison dealer today. He'll be glad to give you a concert free. Specimens by the Blue Amberol always.



J. H. STEPHENSON

#### WALTERS FALLS

(Special to The Standard.)  
Mrs. (Rev.) P. Matheson was in Owen Sound last Saturday.  
Mr. Allan Findlay, of Chatsworth, had a brief visit with Mr. and Mrs. Thos. Findlay Friday.  
Mr. J. Stanley Shepherdson, of the Ontario Veterinary College, Toronto, is spending a few days with his parents here prior to his leaving for Sunderland, Ontario, where he intends practicing during the summer.  
Mr. Robert Torrie, of Cobalt, spent Easter with relatives here.  
Mr. and Mrs. James Heighes and little daughter, of Owen Sound, drove out and spent a few days with the former's parents, Mr. and Mrs. George Heighes.  
Mr. and Mrs. Roy Bowler Sundayed with Mr. and Mrs. Lyons near Markdale.  
Mrs. Thos. Neely, of Goring, was with her parents, Mr. and Mrs. P. McLaughlan, a few days last week.  
House cleaning and gardening has started in our village.  
Mr. Thos. Dixon, jr., will succeed Mr. Geo. Taylor as mail contractor from Walters Falls to Chatsworth.  
Born, to Mr. and Mrs. R. W. Quimion, on the 19th April, a son.  
Mr. Wm. Graham, of Clairmont, made a brief call on Mr. Shepherdson this week.  
The April meeting of the Women's Institute was held in basement of the Methodist Church Wednesday. A large attendance was present and a very interesting meeting was carried on. The hostess, Mrs. A. Ward, served a very dainty Easter lunch. The annual meeting will be held in same place on May 20th, and a full attendance is requested.  
The quarterly election of officers in the Epworth League was held on Tuesday evening, April 14th, at which the following officers were elected:  
Hon. Pres.--Rev. Thos. Leigate.  
Pres.--Mr. Clifford Prout.  
1st Vice--Mr. Lorne Evans.  
2nd Vice--Miss Edith Ward.  
3rd Vice--Miss Myrtle Marshall.  
4th Vice--Mr. Orville Shepherdson.  
Secretary--Miss Cora Olsenstead.  
Treasurer--Miss Z. Leigate.  
Organist--Miss Eva Deleere.  
Come out and make this quarter more prosperous than ever. Every body welcome.

#### HARKAWAY

(Last week's items.)  
Mrs. D. J. Binns and Miss Jewel visited with friends at West Toronto during the holidays.  
A number of Harkawayites attended a social function at the home of Mr. and Mrs. J. Eagles one evening last week.  
Mr. Crampton, of Kemble, is the guest of Mr. and Mrs. A. A. Lyons at present.  
Mrs. G. Sewell, of West Markdale, and Mr. and Mrs. J. Fawcett and Master Wilfred, of Union Hill, at Easter eggs at the home of Mr. and Mrs. W. T. Lyons.  
Mr. A. Rusk spent a few days of last week with Toronto friends.  
Miss E. Campbell is holidaying at the parental home at Milton.  
Mr. and Mrs. R. Johnston are spending a week with friends in the vicinity of Dundalk.  
Miss Devlin returned to her home in Meaford, after spending a couple of weeks at the guest of her aunts, Mrs. G. E. Kinney and Mrs. J. Clarke, respectively.  
Born, at Harkaway, on April 10th, to Mr. and Mrs. J. Hawken, a daughter.  
(This week's items.)  
Messrs. Percy and Rob Page spent the holidays with friends in Durham.  
Mr. R. Lyons had a successful stoning bee on Saturday, the first of the season.  
We are pleased to be able to report Mr. Wm. Carbert, sr., and Mr. Wm. Lyons, able to be out to service on Sunday, after being confined to the house by illness most of the winter.  
Miss Anderson, of Orangeville, is the guest of Mrs. J. A. Halbert.  
Miss Mary Clarke, of Lily Oak, is visiting with Mrs. A. Rusk.  
Regret to have to report Mrs. W. T. Lyons under the Dr.'s care, suffering from an attack of appendicitis; also Mrs. A. Lyons suffering from an attack of pleurisy.  
Mr. Simpson, a student of the Owen Sound Collegiate, delivered an excellent address at this appointment on Sunday.  
Sunday School re-opened at this appointment the first Sunday in April with a good attendance.  
Mr. and Mrs. Geo. Lyons visited with Owen Sound friends recently.  
Miss Verma Steer, of Toronto, visited with Mrs. Will Wiley last week.

#### PRICEVILLE

(Special to The Standard.)  
Last week ended very warm, with the grass getting nice and green; but on Monday flakes of snow fell, and the ground froze at night.  
Several farmers started to plow during the latter half of last week.  
Mr. Will McMillan, son of D. McMillan, south line, and Miss C. M. Aldern, daughter of John Aldern, Swinton Park, were united in marriage on Wednesday, April 15, at the Aldern residence, Rev. J. A. Matheson, Presbyterian Pastor, officiating. The young couple took the train in the evening for a trip out West.  
Dave McLeod and C. D. McMillan started for the Prairie Provinces last week.  
Mrs. Robertson (widow) was taken ill with paralysis last week. The one arm and side were affect-

ed; but medical treatment and her daughter's nursing seem to be reducing the ailment as fast as could be expected, but it will be some time before she is around again.  
The numerous Easter visitors have nearly all returned to their various homes or positions.  
Miss Little, of our public school staff, visited her home in Owen Sound during the holidays.  
H. B. McKinnon, of the Globe staff, N. E. McKinnon, medical student, Miss Lou Watson, faculty of Education, and Stanley Ferguson, Huron St. School, all of Toronto, were home for the holidays, and have returned.  
Miss M. Aldern, Miss Ella McKinnon and Miss Becky McMillan, teachers at Camilla, Woodbridge and Aurora, respectively, have returned to their positions.  
Bobs McKinnon is now filling a position in the Durham post office.  
Miss Aggie Harrow, of Stratford Normal School, visited home and other friends during holidays.  
Margaret Tryon, Myra McLean and Edna McLean, of Owen Sound College, returned to their studies again Monday morning.  
Neil McLean, formerly of this place, but for some years past a Hotel Keeper at Sauls St. Marie, Mich., went to a Toronto Hospital about four weeks ago for treatment, but came back to his mother's, 1 1/2 miles south of the village, about 10th April, intending to go to the city again in a few days. However, he became too ill to do so, and on Sunday evening, 19th inst., he passed away. His wife and son were expected down to take the remains back to the Soo on Wednesday, for interment.  
We understand that Louis Frook has purchased as fine an imported horse as has ever been seen in this vicinity.

#### G. B. Power Company to Get Release

Some of the members of the council of Artemesia township were in Toronto recently interviewing the Georgian Bay Power Co., with the object of saving something for the township out of the change of proprietorship in the Eugenia Falls power.  
The meeting with the secretary of the company, their solicitor and the president, Mr. Hogg, took place at the office of the Hydro-Electric Commission in the Confederation Life building, and occupied most of Wednesday. The affairs of the company were laid bare to the delegation, and to say the least were not very satisfactory. The company had liabilities to the extent of \$140,000, this including a mortgage of \$20,000 to one firm. As the sale to the Commission is far less than half the indebtedness, or \$60,000, it means that after the mortgage is paid off there will remain but \$40,000 left to reimburse the bond holders, representing about 28 or 30 per cent. of their investment. Eugenia was not a money-maker for the bondholders.  
Although the township will receive nothing more than this year's taxes and what has already been paid, the officials figure that the township will be considerably in pocket. Previous to taking hold of the development the property involved was assessed at about \$5000. For four years past, according to the agreement, the property has been assessed at \$40,000.  
There has been a delay of several months by the Commission in taking up the option, awaiting a clearance from the township of the covenants entered into by the Georgian Bay Power Co. This clearance, it is claimed, had never been asked for by the company and the township council was unaware that it was necessary to give such a document.  
As a result of the delegation's visit to Toronto the Georgian Bay Power Co. have agreed to pay the taxes on the 1913 assessment amounting to about \$540 and clearance papers will be supplied them immediately upon payment of that amount. The matter was discussed at a special meeting of the council on Saturday and the above order accepted.--O. S. Sun.

Read Standard Want Advs. on Page 5.

#### YOU CAN'T EARN MONEY WHEN YOU'RE LAID UP

There are a lot of people in this town who cannot afford to be sick. Perhaps none of you feel that you can, but certainly some of you feel for someone who is sick, whose wages stop and worry and debts begin to pile up. The sensible thing for you to do, as soon as you feel run-down and worn out, no matter what the cause, is to take something just as quick as you can to build up strength and health. Make yourself more comfortable and provide against serious sickness.  
We don't believe there is any other medicine made that will do as much towards saving your health and this helps you save your money as Rexall Olive Oil Emulsion. It is a medicine that gets right at the trouble and relieves it by toning the nerves, enriching the blood, and giving new strength and health to the whole body. It doesn't do this by means of alcohol or habit-forming drugs, because it contains none. Its strength and health-giving power is due to pure Olive Oil and the Hypophosphites, long endorsed by successful physicians, the one for its food value, the other for its tonic value. Here, for the first time, they are combined, and the result is a real nerve, blood and body-building medicine--a real strength-giver that we are proud to tell you about. You don't need to hesitate in using it, because if it doesn't do all we say it will and satisfy you in every way, it will cost you nothing. If it doesn't make you strong and well again, come back and get your money. It will be given to you without word or question. Sold only at the more than 7,000 Rexall Stores, and in this town only by us. \$1.00.  
R. L. STEPHEN, Markdale.

### FLOOR FINISHES THAT STAND THE SCUFF

THERE are four ways of finishing a floor--Painting, Varnishing, Staining and Waxing. No matter which method you prefer, you will find here the right "Spic and Span" Finish for every purpose--for every surface.

#### Four Kinds of Best Four Best of Their Kinds

'SENOUR'S FLOOR PAINT--the old reliable--it wears, and wears, and wears.  
'WOOD-LAC VARNISH STAIN produces the beautiful appearance of hard wood on soft wood.  
'MARBLE-ITE"--the floor varnish that stands the scuff--heel-proof, waterproof, almost wear-proof.  
'LIQUID WAX--the new and easy method of applying wax to floors. Retains its polish and is economical.  
Let us tell you more about it.

## W. S. PERKINS

## WIRE FENCE

ALL NO. 9 WIRE NOT 9!  
**SPECIAL CASH PRICES TO FARMERS**  
FREIGHT PAID.  
Your choice of Two Styles 'SAFE LOCK' or 'MONARCH'

SAFE-LOCK HEAVY FENCE				MONARCH HEAVY FENCE			
All No. 9 Wire				All No. 9 Wire			
Made in 20, 30 and 40 Rod Rolls				Made in 20, 30 and 40 Rod Rolls			
NO. OF PARS.	HEIGHT IN INCHES	WIDTH IN INCHES	PRICE PER ROD	NO. OF PARS.	HEIGHT IN INCHES	WIDTH IN INCHES	PRICE PER ROD
4	33	24	11, 11, 11, 11	4	32	22	7, 8, 9
6	40	24	8, 9, 11, 11	6	40	22	10, 10, 11
8	48	24	6, 7, 8, 9	8	48	22	6, 7, 8, 9
10	56	24	4, 5, 6, 7, 8	10	56	22	5, 6, 7, 8, 9, 10
12	64	24	5, 6, 7, 8, 9	12	64	22	5, 6, 7, 8, 9
14	72	24	4, 5, 6, 7, 8, 9	14	72	22	4, 5, 6, 7, 8, 9
16	80	24	4, 5, 6, 7, 8, 9	16	80	22	4, 5, 6, 7, 8, 9
18	88	24	4, 5, 6, 7, 8, 9	18	88	22	4, 5, 6, 7, 8, 9
20	96	24	4, 5, 6, 7, 8, 9	20	96	22	4, 5, 6, 7, 8, 9
22	104	24	4, 5, 6, 7, 8, 9	22	104	22	4, 5, 6, 7, 8, 9
24	112	24	4, 5, 6, 7, 8, 9	24	112	22	4, 5, 6, 7, 8, 9
26	120	24	4, 5, 6, 7, 8, 9	26	120	22	4, 5, 6, 7, 8, 9
28	128	24	4, 5, 6, 7, 8, 9	28	128	22	4, 5, 6, 7, 8, 9
30	136	24	4, 5, 6, 7, 8, 9	30	136	22	4, 5, 6, 7, 8, 9
32	144	24	4, 5, 6, 7, 8, 9	32	144	22	4, 5, 6, 7, 8, 9
34	152	24	4, 5, 6, 7, 8, 9	34	152	22	4, 5, 6, 7, 8, 9
36	160	24	4, 5, 6, 7, 8, 9	36	160	22	4, 5, 6, 7, 8, 9
38	168	24	4, 5, 6, 7, 8, 9	38	168	22	4, 5, 6, 7, 8, 9
40	176	24	4, 5, 6, 7, 8, 9	40	176	22	4, 5, 6, 7, 8, 9
42	184	24	4, 5, 6, 7, 8, 9	42	184	22	4, 5, 6, 7, 8, 9
44	192	24	4, 5, 6, 7, 8, 9	44	192	22	4, 5, 6, 7, 8, 9
46	200	24	4, 5, 6, 7, 8, 9	46	200	22	4, 5, 6, 7, 8, 9
48	208	24	4, 5, 6, 7, 8, 9	48	208	22	4, 5, 6, 7, 8, 9
50	216	24	4, 5, 6, 7, 8, 9	50	216	22	4, 5, 6, 7, 8, 9
52	224	24	4, 5, 6, 7, 8, 9	52	224	22	4, 5, 6, 7, 8, 9
54	232	24	4, 5, 6, 7, 8, 9	54	232	22	4, 5, 6, 7, 8, 9
56	240	24	4, 5, 6, 7, 8, 9	56	240	22	4, 5, 6, 7, 8, 9
58	248	24	4, 5, 6, 7, 8, 9	58	248	22	4, 5, 6, 7, 8, 9
60	256	24	4, 5, 6, 7, 8, 9	60	256	22	4, 5, 6, 7, 8, 9
62	264	24	4, 5, 6, 7, 8, 9	62	264	22	4, 5, 6, 7, 8, 9
64	272	24	4, 5, 6, 7, 8, 9	64	272	22	4, 5, 6, 7, 8, 9
66	280	24	4, 5, 6, 7, 8, 9	66	280	22	4, 5, 6, 7, 8, 9
68	288	24	4, 5, 6, 7, 8, 9	68	288	22	4, 5, 6, 7, 8, 9
70	296	24	4, 5, 6, 7, 8, 9	70	296	22	4, 5, 6, 7, 8, 9
72	304	24	4, 5, 6, 7, 8, 9	72	304	22	4, 5, 6, 7, 8, 9
74	312	24	4, 5, 6, 7, 8, 9	74	312	22	4, 5, 6, 7, 8, 9
76	320	24	4, 5, 6, 7, 8, 9	76	320	22	4, 5, 6, 7, 8, 9
78	328	24	4, 5, 6, 7, 8, 9	78	328	22	4, 5, 6, 7, 8, 9
80	336	24	4, 5, 6, 7, 8, 9	80	336	22	4, 5, 6, 7, 8, 9
82	344	24	4, 5, 6, 7, 8, 9	82	344	22	4, 5, 6, 7, 8, 9
84	352	24	4, 5, 6, 7, 8, 9	84	352	22	4, 5, 6, 7, 8, 9
86	360	24	4, 5, 6, 7, 8, 9	86	360	22	4, 5, 6, 7, 8, 9
88	368	24	4, 5, 6, 7, 8, 9	88	368	22	4, 5, 6, 7, 8, 9
90	376	24	4, 5, 6, 7, 8, 9	90	376	22	4, 5, 6, 7, 8, 9
92	384	24	4, 5, 6, 7, 8, 9	92	384	22	4, 5, 6, 7, 8, 9
94	392	24	4, 5, 6, 7, 8, 9	94	392	22	4, 5, 6, 7, 8, 9
96	400	24	4, 5, 6, 7, 8, 9	96	400	22	4, 5, 6, 7, 8, 9
98	408	24	4, 5, 6, 7, 8, 9	98	408	22	4, 5, 6, 7, 8, 9
100	416	24	4, 5, 6, 7, 8, 9	100	416	22	4, 5, 6, 7, 8, 9

Barbed Wire (4 pt. 6 in. on spools) Coiled Wire, No. 9 (full on spools)  
WE GUARANTEE EVERY ROLL OF FENCE.  
This Company has been manufacturing Wire Fence and Gates in Owen Sound for over 25 years. Therefore you are dealing with a reliable firm and assured of getting fence properly made and delivered from the best GALVANIZED hard drawn steel wire, as we use no other.  
WE GUARANTEE every roll of fence and will cheerfully either replace any goods not satisfactory on arrival at your station, or will refund your money if you ship goods back to us.  
Our stock of fence is large and varied so we can make prompt shipments. All fence is supplied in 20, 30 and 40 rod rolls only.  
If you need a Lawn Fence, Stable Guard, Coiled and Barbed Wire, Posthole, Pliers, Grip Bars, Wire Baskets or Iron Mats, send for our descriptive catalogue and requirements.  
HOW TO ORDER AND REMIT  
The above are cash with order prices and on orders of 20 rods, or over of farm fence and over of 200 lbs or over, we will prepay the freight.  
Remit Cash by Postal or Express Order, or your personal cheque will be accepted.

#### Markdale Markets.

(Corrected each Wednesday.)

Fowl	95	101
Hay	10 00	15 00
Flour, per bushel	4 40	6 50
Flour, Manitoba	5 70	6 20
Chop Oats, per cwt.	1 85	1 85
Wool, washed	2 25	2 7
Wool, unwashed	1 25	1 8
Brain, per cwt.	1 25	1 25
Sheep	1 75	1 75
Shorn Skins	65	7
Potatoes	75	1 00
Hides	8 00	9 00
Geese, per lb.	12	14
Ducks	12	14
Chickens	12	14
Turkeys	18	20

Local and General  
P. J. Thompson's for S...  
Subscribe now for The Standard...  
Second-hand magazines at Public Library for sale...  
New Hats. Shoes and...  
Quite a number from...  
See the New Floor Rugs...  
Mr. H. D. McLaughry...  
A quantity of household...  
The C.P.M. Steamer...  
The annual meeting of...  
Rev. R. M. Phalen...  
A convenient arrangement...  
The streets received a...  
A wedding of much inter...  
Fisheries Inspector Jerro...  
Sunday was observed...  
Commencing next month...  
going into a clearing up...  
due subscriptions to the...  
They total up in the...  
importance are of con...  
importance to our finan...  
part who are in arrears...  
to aid us in this...  
We notice a number of...  
are charging \$1.25...  
\$1.50 when not settled...  
of years. The...  
still sticks to the \$1.00...  
cases, but would like to...  
paid as early in the...  
able. A few long past...  
scribes who have been...  
at times to settle will...  
guess, as they fail to...  
our request.