



THE SUIT THAT SETS THE PACE

Just a little newer and smarter than any others shown this season. A distinctive two-button style, form-fitting with short collar, soft roll lapels and 6-button vest. Smart and correct, but not ultra or freakish. Let me show you this style in the \$10, \$12 and \$15 lines. It will pay you this season to make your choice while the choosing is good.

EASTER BONNETS FOR MEN

New Spring Hats in all the latest blocks. Prices 75c. to \$2.50

EASTER SHOES

The most exclusive high-grade men's shoes in town. "The Derby Shoe" for men who care. Prices \$3.50 to \$5.00

EASTER NECKWEAR

New Easter Neckwear in all the New Spring Shades and Colorings. 25, 35 and 50c.

P. J. Thompson Markdale, Ont.

Better Canadian Babies

Calves and chickens come before babies in these days of higher education. Thousands of dollars are spent by our governments to teach us how to care for and feed calves and chickens, but did you ever hear of one dollar being spent to teach Canadian mothers how to care for their babies either before or after birth? Thousands of babies die every year because their mothers do not know how to care for their children. How many calves or chickens die from the same reason? Not many. Why? Because we have made a study of their requirements and know how their requirements should be cared for, and because our Creator has given them the power to help themselves to a certain degree almost from birth. Babies not being able to help themselves, there is all the more reason why mothers should fit themselves to help the babies. What chance have babies to become healthy Canadian citizens if their mothers do not know how to care for them? Our governments spend thousands of dollars to deal with hog cholera, but where is there a dollar spent to stamp out tubercularism in babies? Even the doctors do not seem to study the baby; their time is taken up doctoring adults that have been given proper care who babies would have grown up healthy and strong and would not have needed a doctor so frequently.

Babies are not born "strong" or "weakly"; they are born just as their mothers brought them into the world, and even the weakest little mortal can be made hold thy own and strong if its mother will only use common sense and good judgment in the care of her child. Mothers should join in the movement for Better Canadian Babies and learn from those who have made a study of babies just what to do and what not to do to have them grow up healthy, happy citizens.

1914 Driest Year on Record but Drainage Gives Big Results

The Ontario Agricultural College reports that the crop year of 1914 was the driest on record in Ontario. The precipitation from January 1, 1913 to harvest 1914, lacked 37 inches of being up to the average. This is a shortage of almost 30 per cent. The College has often stated that the drainage was effective in a dry season as well as in a wet one and last year it was able to prove it in a most practical way. Since 1912 the College has been installing practical demonstration plots in parts of the province where little or no drainage has been done. The plan is to drain half of a field, leaving the other half undrained for comparison. Both parts are sowed to the same kind of grain and the soil from each part is threshed separately. In 1914 the plots were drained prior to 1914. The average of the nine fields showed that at market prices at threshing time the drained half produced \$14.12 more per acre than the undrained half and that in the driest year on record. In the average season the average increase due to drainage is over \$20.00 per acre and in a wet season even more.

For a number of years the Agricultural College has been making drainage surveys for farmers free of charge, except for travelling expenses. This offer is again renewed. Farmers having drainage difficulties may secure assistance by writing the Department of Physics, O.A.C., Guelph for information and regular application forms.

Newspapers and the Public

In theory a newspaper consists of news and comment and advertising. By excluding news and comment the paper becomes uninteresting. By excluding advertising it becomes unprofitable. The reading public "put in" to obtain something, or to aid a good cause, occupied space which could be better employed. For this reason it is a direct charge against the publisher. These are kindergarten axioms, perhaps, but it is not certain that the public is familiar with them.

Of all modern institutions none other is so inherently democratic as the newspaper. Its whole interest is for the protection of the weak against the strong, for that is the chief interest of the majority of the community it serves. In the main the public journal has its hand on the pulse of the average man and directs its policy accordingly. People know this for constantly they act upon their knowledge. This particular charity is a worthy one. I am sure the papers will

give us whatever space we need to appeal for aid. Let us suppose that in such a case the newspapers follow their usual custom and permit sympathy to interfere with business. Not only is the space granted as good as a cash contribution, but frequently the newspaper management is expected to subscribe with more or less liberality. Perhaps complaint is ungracious, especially as the Lord loveth a cheerful giver, but there are limits to all things. No one doubts the spirit of a greener who sells goods for actual cost to a poor family. But no one would ask him to give further with a cash contribution. A newspaper is much a business as a grocery shop. Frankly, it is a servant of the community, but there is no reason that it should be an unprofitable servant. The attitude of editors toward all desirable projects, patriotic, charitable, religious, municipal, even political, is perhaps too easy. Probably as long as time shall last newspapers will give up their space in a manner which will do more honor to their hearts than to their hands. But honorary secretaries, presidents, general managers, or should be considered—Toronto News.

IN LOVING MEMORY

Of Mrs. John B. Bolland, Who Died April 9th, 1915. Sleep, mother, sleep, thy toils are all o'er. Sweet be thy rest so oft needed before. We all loved you dearly but God claimed his own. He has called you away to that bright, happy home. Husbands and family.

Shed Your Winter Complexion

Winter weather and Spring winds have roughened and hardened your skin and it requires careful and proper treatment to bring back its natural freshness and softness. Your complexion is the title of a most useful little treatise issued by the Nyal Soap and Cream Co. It tells all about this important subject, care and treatment of the complexion, including full directions for massage. Nyal's Face Cream is the one great beauty necessity for every woman. It is less, oxygenated, refreshing, it is the very best emollient. Get a 25c or 50c jar of Nyal's Face Cream and gently rub it delicately performed cream into the face. It quickly cleanses and leaves the skin soft and fragrant, removing any irritating, burning sensation. All the injurious effects of unkind winds are presently eradicated by its touch. Nyal's skin preparations are of the highest quality. All Nyal preparations are justly famous and none more so than Nyal's Face Cream which we unhesitatingly recommend. Call or telephone us for your copy of this book which contains most valuable information.

PURNER'S DRUG STORE, MARKDALE.

CANADIAN PACIFIC RY. Easter Excursions

SINGLE FARE, good going Friday, April 2nd, 1915, return limit Friday, April 2nd. FARE AND ONE THIRD, good going April 11-23 and 11, 1915, return limit April 8th. (Minimum charge 25 cents.) Particulars from Canadian Pacific Ticket Agents or write M.E. Gault, District Passenger Agent, corner King and Yonge Streets, Toronto. C. CASPAR, Agent Markdale.

Many Colleges Close for Vacation

At midsummer, our College does not. ELLIOTT Business College, Yonge and Charles Sts., TORONTO. is strictly first-class. NONE BETTER IN CANADA. Enter now so as to get a position in the early fall. Catalogue free. J. J. Elliott, Proprietor, 244 Queen St. W., Toronto.

YOU CAN BEGIN any day at the NORTHERN BUSINESS COLLEGE OWEN SOUND, ONT.

Individual instruction. Our own three-story building and 24 successful years of experience. Expert instructors produce the very best results. Catalogue free. G. A. FLEMING, F.R.C.A. (Principal), G. D. FLEMING, Secretary.

FLESHERTON

(Special to The Standard) Mrs. H. S. White, spent a few days in Toronto last week. Miss Etta LeGard is visiting her sister, Mrs. Mage, of Priceville. Miss Muriel McVish is on a short visit to Owen Sound this week.

Mr. John McMillan, near Ceylon, is, we regret to learn, ill with pleurisy. Mrs. Seanton, of Collingwood, is visiting her cousin, Mrs. W. L. Wright.

Mrs. W. L. Wright was in the city on Friday looking up novelties in millinery. Mr. W. A. Armstrong is on a business trip this week to St. Thomas and Port Dover.

Mrs. Dr. Holmes, of Owen Sound, paid her usual, Mrs. P. G. Karstedt, a short visit last week. Mrs. Dr. Carter, entertained a number of friends at a dinner party on Friday evening last.

The senior hockey team played a match with Dundas last week but were defeated, Score 9 to 5. Frank Patton was referee. A union service of the churches will be held in the Baptist Church on Good Friday at 11 a.m. Rev. Mr. McVicar will preach.

Rev. Mr. McVicar gave an interesting missionary address in the Presbyterian Church on Sunday, dealing especially with Formosa. Mr. F. J. W. Hickling's Millinery Opening was a special feature last week. The fine display of stylish headgear was much admired by the ladies.

Miss Vera Loucks, who has been ill recently from spinal injury, is now pleased to learn improving and we join her friends in wishing a speedy recovery. We are indebted to our old friend Mrs. J. L. Graham for a nice treat of new maple syrup on Monday and we appreciate his gift and kindly remembrance very much.

Mrs. Gordon Keilar, who has been ill and under nursing at the home of her parents, Mr. and Mrs. H. C. Letgard, the past eight weeks returned to her home in Toronto a few days ago. The Porcupine Herald reports the Jamieson boys, formerly of this place, erecting a stamp mill on one of their mining properties. The boys sold two other valuable properties in June last.

Miss Kate Bellamy, who has been confined to her home for a few weeks with illness, is now pleased to learn improving. Miss Bellamy's numerous friends hope to soon see her about again in her usual health.

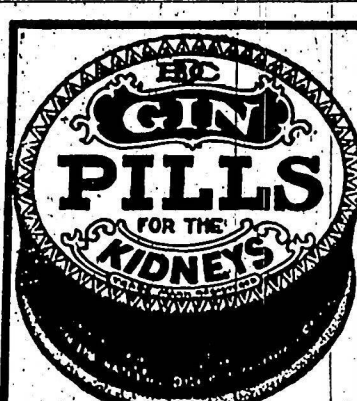
Mrs. Andrew Bentham, of West Toronto, who has been ill for several weeks, is reported in a critical condition at present. She is now being nursed at the home of her daughter, Mrs. Fred Sheppard. Her friends are deeply sympathize with her in her affliction.

The Presbyterian Guild gave a social evening last week at which a very enjoyable time was spent. A pleasing programme was rendered by the visitors, Rev. R. C. Kerr, of the Baptist Church, presiding. Refreshments were served at the close and the large company centered heartily into the pleasure of the social hour.

We are in receipt of an interesting letter from Mr. Walter Loucks, who has been for a year or more prospecting in northern Manitoba and has just packed, canoed and floated over three thousand miles, located at Le Pas where he has secured some valuable mining properties on which he now has development work going on. The prospects are very good and we trust to hear of Walter meeting with a large measure of success.

Rev. Wm. B. T. McKnight, of Cookstown, D. D. G. M., of Georgetown District, paid his official visit to Prince Arthur Lodge, F. & A. M., at the regular meeting of the lodge on Friday evening last. Wor. Bro. J. A. Baskely and his officers initiated a candidate and were highly complimented by the D. D. G. M. on the correctness of the work done and the condition in which he found the lodge. As was spoken at the festive board, a choice spread was laid by the wives of the local members.

Died—At Lethbridge, Alta., on Monday, March 22nd, Mr. Forbes Rutledge, son of the late Mr. and Mrs. Rutledge, of Ceylon, aged nearly 19 years. The remains were brought by the deceased's brother, Leslie, to the home of his mother, from where the funeral took place to Flesherton cemetery on Saturday afternoon. Service was conducted at the house by Revs. Dudgeon and Kerr. There were beautiful floral offerings, among them from the young people of Ceylon. The widowed mother and one son, the only one of the year, have the sympathy of the community in their bereavement.



This is the Box to get if you have any Kidney or Bladder Trouble

There's nothing else like it—nothing just as good, that will do you as much good. There is only one prescription known as Gin Pills. You can get it at all dealers in the box shown above. Be sure to ask for "GIN PILLS" and see that the box you are offered bears the legend "GIN PILLS". Together with the name, National Drug and Chemical Co. of Canada, Limited, on hand around the box. At all dealers—50c. a box, 6 for \$2.50—Gin Pills may also be had in the United States under the name "GINO" Pills—trial treatment sent free if you write National Drug and Chemical Co. of Canada, Limited, Toronto.



Dr. Crow, of Chesley, a prominent citizen and dental practitioner, died suddenly on the 23rd March. He was 45 years of age. He had been reeve of Chesley for several years and Warden of Bruce County for a term. His death followed an attack of influenza.

Here is the Answer in WEBSTER'S NEW INTERNATIONAL

Every day in your talk and reading, at home, on the street car, in the office, shop and school you likely question the meaning of some new word. A friend asks: "What makes mortar harder?" You seek the meaning of "Lithology" or the pronunciation of "Lithology". What is the correct definition of "Lithology"? This New Creation answers all kinds of questions in Language, History, Biography, Fiction, Foreign Words, Trade, Arts and Science, with final authority. 400,000 Words. 6,000 Illustrations. Cost \$4.00. 2700 Pages. The only dictionary with the new divided page, characterized as "A Stroke of Genius." India Paper Edition: On this, opaque, strong, India paper. What a splendid action to own the Merriam Webster in a form so slight and so convenient to use! One half the thickness and weight of Regular Edition. Regular Edition: On strong book paper. 7 1/2 x 10 1/2 in. Size 1 3/8 x 9 1/2 x 5 1/2 inches. Write for specimen page. Merriam Webster Co., Springfield, Mass.

Are you Bilious?

Don't let it run too long! It will lead to chronic indigestion. In the 'meanwhile' you suffer from miserable, sick headaches, nervousness, depression and sallow complexion. Just try CHAMBERLAIN'S STOMACH & LIVER TABLETS. They relieve fermentation, indigestion—gently but surely cleanse the system and keep the stomach and liver in perfect running order. At all druggists, 25c., or by mail from Chamberlain Medicine Co., Toronto.

Markdale Markets

Table with market prices for various goods like Fall Wheat, Oats, Peas, Butter, Eggs, Beef, Hides, Geese, Ducks, Turkeys, Hay, Flour, Chop Oats, Wool, Bran, and Shorts.

Advertisement for W. J. Shortill, Graduate Optician, featuring watches, clocks, silverware, glass, jewelry, and optical goods. Includes a list of watches and their prices.

Advertisement for Flour and Feed, featuring R. McKennitt's products and contact information.

Advertisement for Five Roses Flour, listing various flour products and their prices.

Advertisement for Markdale Roller Mill, featuring John W. Ford and listing flour products and prices.

Local and General

Vertical text on the far right edge of the page, containing various notices and advertisements.