

H. MERCER & SON

LADIES' COATS

In the New Burberry Styles, lovat shades, regular \$25.00 Coats for \$20.00 Ladies' Extra Heavy Cloth Coats, in Black and Brown Colors, almost equal to a Fur Coat for warmth, at \$20.00 Ladies' Velour Coats, lined to waist, with Fur Collars at \$20.00

LADIES' COAT SWEATERS

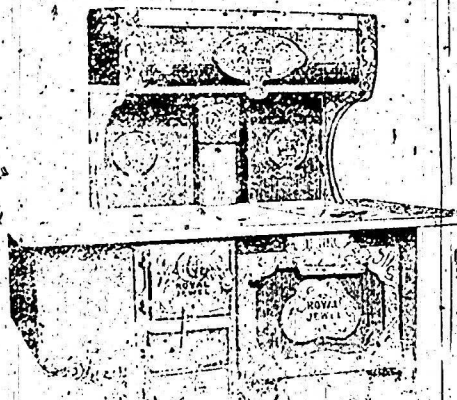
In the new Tuxedo Style, pure wool for \$4.75

HOSIERY THAT WILL GIVE SATISFACTION For Ladies, Misses and Children, in All Wool Worsted and Cashmere, Black and all shades of Heather.

Remember we guarantee all our Goods To Be Exactly as Represented. You take no chances in buying Goods at

H. Mercer & Son, Markdale

Stoves CANADA'S BEST Stoves



Before buying a Stove this Fall, take a look at our stock. We handle such well-known makes as the Royal and Arctic Jewel, The Harvest Home, made by the Happy Thought Foundry, and the Souvenir Stoves and Ranges.

Ranges priced from \$30.00 up Heaters from \$4.25 up

We feel sure that we can save you money on your new Range or Heater. Let us show you what we have in this line.

THE MANN HARDWARE Old Haskett Block, Markdale Phone 43

We Examine Eyes Scientifically

We have the latest and most approved apparatus for accurate eye testing.

J. LUCAS Optometric Optician

HAPPY NEWS

We are Offering BIG BARGAINS in Coats and Suits

Just for One Week beginning Saturday, November 11th

Also Big Reductions in Sweaters, Boots, Hosiery and Dresses

Get all your needs for the coming winter

M. ROSEN'S Markdale Bargain House

Flesherton

(Special to The Standard) In addition to the deer hunters we reported off to the north last week another party left for Deer Lake on Friday as follows: Fred, Mathewson, Flesherton; J. Dargavel, Isaac Smith, W. Phillips; W. Chard, Leslie Chard, Rock Mills; R. McMullen, D. Williams, Eugenia, to be joined by W. D. Phillips and J. Haverson, Palmerston.

The monthly meeting of the Women's Institute held at the home of Mrs. H. Down last week was specially interesting. An appeal for help for the Institute for the blind was considered, but was laid over for further consideration. Mrs. Robt. Best gave an excellent paper on "Woman in Agriculture" and Mrs. (Rev.) Fowler gave a splendidly rendered solo. The refreshment committee provided an excellent menu.

The Presbyterian Guild held a Thanksgiving social on Wednesday evening last week which was very successful. A quartette by Mr. and Mrs. G. H. Cairns, Miss Amanda Stewart and Rev. F. G. Fowler; a duet by Mrs. Bowler and Mrs. McCallum; a solo by Miss Mamie Nuhn, and readings by Mrs. Fowler and Miss McLean were all pleasing numbers. Contests and games were heartily engaged in followed by refreshments and pleasant social intercourse.

The home of Dr. E. C. Murray was the scene of a large gathering of citizens here on Thursday night last to do honor to Mr. and Mrs. Chas. N. Richardson, who were recently married and returned a few days ago from their wedding trip.

Among those who spent the Thanksgiving season abroad were: Mr. and Mrs. Batty at Oshawa; Mr. and Mrs. Holland at Toronto; Mr. and Mrs. T. Fisher at London; Mr. and Mrs. W. Henry at Toronto; Miss King at Beeton; Miss Nelson at Mono Road and Miss Beatty at Inglis Falls.

Mr. Frank Thurston, mother and sister spent the week-end at Meaford with Editor A. S. Thurston and his family.

Mr. Bert Fawcett was at Dunroon on Monday attending the golden wedding of his parents.

Miss Sandiland, milliner, spent the holiday at her home at Honeywood. Miss Tena Henderson returned last week from two months visit with her brother and sisters in the West. Miss Henderson's visit was shorter than expected owing to the present illness of her mother with a paralytic stroke.

Friends from Wroxeter were visitors with Mr. and Mrs. G. H. Cairns the beginning of the week.

Mr. C. J. Bellamy, W.M. of Prince Arthur Lodge, and Past Master Thos. Clayton attended the Masonic function at Owen Sound on Monday.

The Methodist and Presbyterian ladies have worked diligently in preparing clothing, bedding and other comforts for the fire sufferers in the North. Three valuable bales from each Society were shipped a few days ago.

Mrs. Fred Mathewson and daughter, Freda, are visiting the former's daughter at Owen Sound.

The editor of the Advance here recently made a lucky find of honey in a tree stub occupied by bees which when cut down yielded fifty pounds of the coveted sweets.

Mr. and Mrs. W. Moore spent Sunday with relatives at and near Durham.

Mr. W. Turney, who was wounded in the war and has been for several months under treatment in Christie Street Hospital, Toronto, has we are pleased to learn recovered fully.

Nurse Wilson has been called to Owen Sound to take charge of a patient.

A number from here attended the Presbyterian fowl supper at Eugenia on Monday evening. It was very successful, over \$90 being realized.

Mrs. Fowler, Mrs. McCallum and Mrs. Blackburn assisted on the program. The church has been newly decorated and looked very neat for the 25th anniversary services on Sunday.

A little son of Mr. Wm. White's at Ceylon was attacked by a neighbor's dog on Monday and was badly bitten in the arms and legs before rescued. Dr. Turnbull was called and dressed the bad painful injuries.

Traverston

Mr. Archie Burnett, of Hopeville, who is visiting his nephew and niece, Mr. Herman Burnett and Miss Minnie attended Zion's services on Sunday and recalled the events connected with the first opening service over sixty years ago.

Mrs. Frank McAssey and baby Adrian, are down from Parry Sound on a visit to the old home, Concession 1st, Black.

Mr. and Mrs. Harold, of Hopeville, and Mrs. Gertrude, of Markdale, spent the week-end with Mr. and Mrs. W. J. Greenwood.

Mrs. P. H. and Mrs. H. H. arrived on Saturday on a visit to their home in Markdale.

Miss Webbler, of Hopeville, was in Markdale on Monday.

Rev. C. E. Cole had a week giving messages to the Markdale and taking advantage of the passing vehicle, swiped Mr. Fitz's fine iron gate. The sponsor will replace it, the less will be the cost. Two good witnesses will prove case against them.

Pleas'd to report Mrs. Joe Young

Miss Etta LeGard, of Toronto, is visiting her sister, Mrs. Ed. Best this week.

Miss Bertha Shunk, of Toronto, visited Mrs. W. Miller over the week-end, and Miss Shirley Murray, of Toronto, visited her home.

Mr. C. E. Jenett, of Owen Sound, and Mr. Joe Alexander, of Owen Sound, visited over the week-end with friends here.

Mrs. W. T. Hodgson and little daughter, of Islington, are visiting the former's parents, Mr. and Mrs. W. Trimble.

Mr. W. Inkster and family visited his aged mother, who is ill, at Gibraltar, on Sunday. Mrs. W. J. Bellamy accompanied them and visited her aged mother near Collingwood.

Mr. Robert Blackburn and family, of Toronto, visited here over the week-end with his father, who has been ill, but improving.

Mr. and Mrs. Art. Watson, of Toronto, were holiday visitors with the latter's parents at Saugeen Junction.

Mr. T. Chard, teacher, Toronto, visited his mother over the week-end and Mr. George Mitchell was home from Toronto University.

Mr. Cecil Aulph motored from Peterboro and was a week-end visitor at Mr. Geo. Mitchell's.

Mr. and Mrs. Frank VanDusen and Miss McConnell, of Toronto, visited the former's mother over the holiday; Miss Laura Henry, milliner, was home from Meaford; Miss Dell Thurston was home from her school at Cooksville, and Miss Beatrice Thistlethwaite from her school near Toronto.

A most happy wedding took place at Kingsbridge, near Goderich, on Thursday morning, October 26th, when Miss Marie Sullivan, formerly teacher of Sep. S. S. No. 5, became the bride of Mr. James Morrison, Jr., of the 8th Con. Rev. Father Dean officiating. Mr. Will Sweeney ably filled the place of groomsman, while Miss Rufena Sullivan, the bride's sister, made a charming bridesmaid.

The winsome bride wore a travelling suit of navy blue with hat to match stock and collar. They spent a most enjoyable honeymoon in London, Woodstock and other places, arriving here on the Monday following, when a reception was held by the many neighbors. Rev. Father McGowen was present and presided over the happy gathering. During the evening the young couple were called forward when the Rev. Father, complimentary address appropriate time, Mr. Dr. Ryan presided.

The young bride made a most beautiful reply, thanking all in behalf of her half for their kindly wishes and generous gifts. A very pleasant evening followed. This is a tidy, progressive farmer and his wife is a most successful teacher and homemaker. We wish the joyous pair the best of blessings of life.

Mr. and Mrs. H. L. Menarey and daughters spent Sunday with Holland friends.

Mr. Clinton Eskine, of Meaford High School, spent Thanksgiving at his parental home here.

Miss Gladys Boyd entertained a number of her young friends to a social evening at her home recently.

Mr. and Mrs. Almond, of Meaford, spent Sunday with their daughter, Mrs. W. Menarey.

Mr. and Mrs. Joseph Boyd and son, Karl, and Miss A. Stuart spent Sunday with Markdale friends.

Born - To Mr. and Mrs. Gordon Eskine on October 31st, a son. Congratulations.

Our teacher, Miss Stuart, spent Thanksgiving at her home in Durham.

Miss Marie Jones, of Markdale, spent Thanksgiving with her friend, Miss Gladys Boyd.

Mr. and Mrs. Harry Middleton, of Toronto, spent a day recently with Mr. John Boyd and family and Mrs. J. Graham.

Mr. and Mrs. S. H. Boyd and family, of Toronto, spent the week-end with Mr. and Mrs. W. J. Greenwood.

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Good Luck

is thought to go a long way, but Good Judgment goes farther. TO USE

"SALADA"

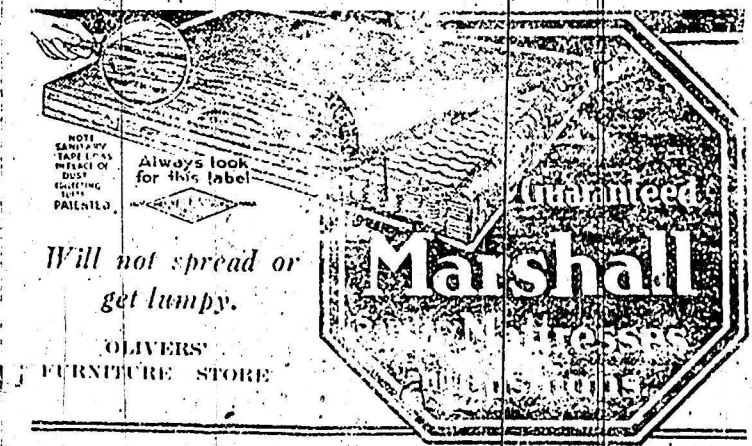
IS GOOD JUDGMENT.

"The Tea that is always Reliable."



A Big Bar

A full-size, full-weight, solid bar of good soap is "SURPRISE." Best for any and all household use.



The Last Reduction

of \$50 on Ford Touring Cars establishes a new low level never before reached. Just how long these cars will remain at this low price is a conjecture. It has been put into effect by the Ford Motor Company of Canada, Limited, in response to the demands of those who want a car NOW at the very lowest possible price. Costs of materials are increasing and if there are not a sufficient number who take advantage of it to purchase NOW, the price will have to be withdrawn.

New Ford Prices

Table with 2 columns: Model and Price. Runabout \$552.85, TOURING 595.75, Coupe 780.85, Sedan 877.45

The above models are fully equipped with Electric Starting and Lighting, F.O.B. Markdale, Taxes and Freight Paid.

T. H. REBURN

The Ford Dealer, Markdale

BATTERIES

WHEN YOUR car is laid up for the winter, stop your battery from freezing by taking it to the service station and having it recharged. An auto battery is a valuable asset and should be kept in good condition.

WINTER STORAGE

When your car is laid up for the winter, stop your battery from freezing by taking it to the service station and having it recharged. An auto battery is a valuable asset and should be kept in good condition.

YORK & SON Markdale, Ont.

REGE

PHOTO PLAYS Admission 30 and 50 C. E. WALDEN

BERKELEY POULTRY

J. S. Culp's Bred R. Breeds from C.

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