THURSDAY, JULY 10, 1913.

There is just one way to keep a lawn nice and that is to trim it often.

We are offering three different styles of MOWERS

We have one with three blades at $4.00.

with 4 blades at $6.00.

Ball Bearing High Wheel with 4 $0.

chines which will give satisfaction.

Better

Flies

25c per n them.

ns fit w.

doors, all sizes, for $1.00 up, spring hinges, pulls and hooks. you let the fresh air in and keep

see them.

living for ing her an OIL STOVE

Get our prices.

PERKINS

DWARE, MARKDALE

Third

SUMMER SCHOOL

For courses in all Business subjects leading to positions as Bookkeepers or Stenographers and for Civil Service and Commercial Specialist examinations will be conducted at Shaw's Schools, Toronto, (The Central Business College with fourteen Branch Schools) from July 3rd to August 16th this year. Students may enter any time for general courses. No vacations. Write H. Shaw, President, for catalogue, 391 Yonge St., Toronto.

Special Summer Classes

For teachers, high-school students and others, will be conducted at

ORANGEVILLE Business College

From July 2 to Aug. 22, inclusive.

Any subjects may be taken. Write for further information

POSTER FERGUSON, Principal.

FALL TERM OPENS SEPT.

ELLIOTT Business College

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stands to-day without a superior in Canada. Graduates highly successful. Catalogue free.

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Fall Term Opens Monday, Sept.

Every graduate guaranteed a position. Thorough courses. Large staff of specialists. Individual instruction. Best equipped College in Canada.

C. A. Fleming, F.C.A., President.
G. D. Fleming, Secretary.

Markdale Markets

(Corrected each Wednesday.

Fall Wheat	90
Spring wheat	90
Oats	30
Peas	75
Butter, tub	20
Butter, roll	20
Eggs	19
Beef	8 00
Hides	8 00
Geese, per lb	10
Ducks	10
Chickens	10
Fowl	8
Turkeys	16
Hay	7 00
Apples, dried, per lb	4
Flour, per bbl	4 70
Flour, Manitoba	5 70
Chop Oats, per cwt	1 85
Wool, washed	25
Wool, unwashed	16
Bran, per cwt	1 40
Sheep Skins	65
Potatoes per bag	50

Any amount of money to lend on mortgage security at the lowest rate of interest. Expenses reasonable. No fines. Properties valued personally. No waiting for conveyancers of inspectors. W. L. Young, Markdale, Appraiser for Canada Permanent Loan Company.

Markdale Standard.

VOL. 33.—WHOLE NO. 1700. MARKDALE, ONTARIO, THURSDAY, JULY 10, 1913. $1.00 PER YEAR IN ADVANCE.

Local and General

Single copies of The Standard 3 cents.

Read Standard "Want Advs." on Page 5.

Few need travel over the road to success without an occasional puncture.

Markdale Photo Studio will be closed every Thursday during July and August.

President Wilson has appointed Mr. North Winship the United States Consul at Owen Sound.

Orders have gone forth that in future all soldiers in Niagara camp must wear moustaches. Where will some get the seed?

With the Irish Guards Band and Pat. Conway's Band at the Canadian National Exhibition it looks like Irish year in music.

Citizens are cordially requested to hand in our send in name and address of guests for publication; no charge; glad to get them.

Call at Madill's Warehouse, Markdale, and see those John Deere low down manure spreaders, potato diggers, and mowers.

The Bell Telephone Co. will give their subscribers an all night service for an extra three dollars a year, which will make a total of $15 yearly.

Next Saturday, July 12, promises to bring a large gathering to Markdale, and extensive preparations are being made to feed and entertain the visitors.

The attendance at the Canadian National Exhibition reached a grand total of 962,000 people. That means that only 38,000 have to be added this year to make it a million.

Dr. Burt, Specialist in Diseases of the Eye, Ear, Nose and Throat, will be at the Revere House, Markdale, for consultation, Thursday, July 10th. Eyes tested and glasses supplied.

The report of Inspector Bruce Stevenson shows that the cost of running the Houses of Refuge in 1912 was $3,111.71. Waterloo was the cheapest, $9,230.45; Simcoe the dearest, $16,015.17.

According to figures compiled by the Assessor of Normanby township, we find that of the Presbyterians, the strongest numerically, Roman Catholics 2nd, Methodists 3rd, Church of England 4th, Latter Day Saint (one in) 5th.

Mr. Thos. Hall, late of the Wingham Advance, with his family, received at their new home in Pasadena, Cal. Mr. Hall was editor of the Advance for 15 years, and more recently been publisher of the Times-Leader, also the Dundalk Herald, and prior to that was principal of the Markdale Public School for years. His family are now all in California but one, who is visiting in Iowa.

Rev. W. W. Wallace, who succeeds Rev. W. H. Adams as pastor of the Methodist church here, arrived with his family on Friday. They were received at the parsonage by members of the Ladies' Aid, who had their luncheon in readiness so they were at once domiciled in their new home. Good sized audiences were out on Sunday to hear and welcome the new pastor, and nothing but favorable comments are heard on all sides.

Superstitious people always regard the old form, in marking off the calendar, days when it was dangerous to do almost a fatal thing. For an explanation of the change, Dr. McCullough, medical health officer, says vaccination which has been in force for so long has kept in check the disease smallpox which it used to appear had not been so severe as their ancestors, but that has been, and that in lessening the effects of the disease.

A farewell address was presented to Rev. Dr. Chambers, Owen Sound North Methodist church, on Wednesday evening. A large number of congregation were present. Mr. J. C. Miller, of Westside Church, was chairman. Addresses were given very highly complimentary to the Dr. and his esteemed wife, by Mr. J. C. Griffiths, read the address to both and Mrs. Fowler Atkins in behalf of the Ladies' Aid presented Mrs. Caldwell with a fine large framed group photo of the A.Y.P.A.S. and Mr. Bumstead on behalf of Mr. Caldwell, gave a purse of $30.00.

On July 1st Markdale Continuation School automatically became a High School. Though the work will be done under the excellent supervision of Principal Burke, will be as formerly, it will give the town a higher reputation as an educational centre. It will also give enlarged powers in charging maintenance from pupils outside the County of Grey from the counties they hail from. We understand Miss Menhennick, assistant in the High School, has tendered her resignation. Miss Menhennick was a very capable teacher and her resignation is much regretted.

Markdale Banks, law offices and dental offices close on Thursday afternoon during July and August.

Meaford suffered a heavy loss this Wednesday morning by the burning of their fine new elevator.

Rev. W. N. Chantler, formerly of this district, has been appointed to College Street Methodist Church, Toronto, and was given a welcome by his congregation a few nights ago and presented with a bouquet of roses.

Mrs. Curdt, of Hanover, was operated upon recently by Drs. Mearns and Stalker for an affection of the eye. She had been unable to see for 2 years, and the operation restored her sight. Mrs. Curdt is 70 years of age.

A heavy electric storm accompanied by copious showers passed this way on Saturday followed the following day by a drop of some forty degrees in temperature. The benefits from the much needed rain are wide spread and beyond estimate in value.

Mr. Peter Elford, a well-known and highly respected farmer residing on the 3rd line, Euphrasia, was instantly killed about three o'clock last Thursday afternoon by the caving in of a gravel pit on the farm on which he was working.

The regular meeting of the Woman's Institute will be held at the home of Mrs. J. B. Thibaudeau, July 16, at 3 p.m. All members are requested to be at the Department of Agriculture Office at 2.30. The Society will provide conveyance for the members.

Far more people would be willing to accept public offices if their work was appreciated, but when they receive no remuneration, lose much valuable time from their business and are subjected to severe criticism they prefer to lead a private life.

A little item in a newspaper may sometimes make a man an enemy to the paper, but it will not stop him reading it. It merely changes him from a subscriber to a borrower. Every publisher can recall the names of citizens who come under this head.

People should be sane enough to differ in opinion on public questions without straining life-long friendships to the breaking point. We cannot all think alike but the true gentleman will respect the honest opinions of the men who differ with him.

John H. Cook, of Eastnor tp., Bruce County, was fined $30.45 for being drunk on a public street of Eastnor which is a local option municipality. This conviction will probably disqualify him from again taking his seat in Bruce County Council.

Two Priceville boys, Gordon McLean and Elwin Moore, were swimming in the Saugeen River there one day last week, when Gordon lost control of himself and sank the second time when Elwin, only 12 years, and at the risk of his own life, plunged in and rescued him.

The Post Office Department have issued a new regulation forbidding the putting up of any kind of notice, written or printed, in any post office, unless it be a department notice. The public need not become annoyed if the postmaster removes any notices put up in the office. Those are his instructions.

Out of 50 applications for divorce advertised in the Canada Gazette the royal assent was given to 36 of the petitions. Of the 36 applications granted not less than 17 were from Toronto. 13 of the applications were not granted for various reasons one that was refused being that of Colin McLeish of Bruce county. The cost of securing a divorce averages about $800.

The new machinery for the electric plant at Hayward's Falls arrived last week and is awaiting the erection of the building to be installed. On Thursday morning Mr. Minnis intends putting on a gang of men to rush the building forward with all possible speed. The new building will be of cement. Asked as to how long it would probably be before the electric "juice" would flow again, Mr. Minnis could not say definitely; but hopes to have the plant in running order in the course of three or four weeks.

The Anglican Synod of the Diocese of Huron which met recently in London, was most encouraging in the nature of the reports. The financial condition of the Diocese was never so good, all accounts being paid and a surplus of about $6000 added to capital account. The number of clergy in active service is the largest in the history of the Diocese, about 175 being on the list, which is seven more than last year. The Sunday Schools increased 8 in number during 1912. There are over 1000 more pupils, 132 more teachers, and $232 more given to Missions than the preceding year, and there are 22 new branches of the A.Y.P.A. organized during the year, with a membership of over 500. There are now 100 branches of the A.Y.P.A. in the Diocese and aggregate membership is upwards of 4000.

The Late Robt. J. Wiley

After an illness of some six months borne with Christian patience, the mortal remains of the late R. J. Wiley were laid to rest in the family plot at Harkaway on Sunday, June 29th, his pastor, Rev. Mr. Wilkinson, officiating at the house and grave. A large con-

THE LATE R. J. WILEY.

course of friends and neighbors followed the remains of the departed to the cemetery, showing respect and extending sympathy to the bereaved family.

The subject of this sketch was born at Castlemore, forty-nine years ago, and was a son of the late Mr. John Wiley and his wife, Mary Wiley, who, despite the burden of her eighty-two years, still enjoys a measure of good health. While young in years his parents moved to the township of Euphrasia, and with the exception of four years, has been a continuous and respected resident of this locality.

In the year 1892 he was joined in wedlock to Miss Margaret Lougheed, daughter of the late Mr. and Mrs. Robert Lougheed, who, with four children, —Clarence, Norman, Violet and Irene, are left to mourn the loss of a kind and affectionate husband and father. Besides these two brothers, W. T., of Harkaway, and J. W., of San Diego, Cal., and three sisters, Mrs. F. Martin, of Toronto; Mrs. J. Whittington, California, and Mrs. E. Steer, of Chesley, mourn the departure of an affectionate brother.

He was a member of the Methodist Church, joining some twenty-three years ago, and was a respected official of the Church at Harkaway appointment.

The pall bearers were:—R. S. McLaughlin, J. Page, T. H. Richardson, D. Smith, J. A. Halbert, A. C. Rae.

The bereaved friends have the deep sympathy of the community in their hour of affliction.

Roch Marien, the Montreal horse buyer, was on hand Tuesday and picked up seven horses.

Ezra Holliday, of Glenelden, was chopping wood when the axe slipped and cut off three of his toes.

Mrs. C. W. Rutledge and Miss Bessie Wilson are this week visiting at "Sunny Brook," Owen Sound suburbs.

Murphy House, Markdale, will serve dinner from 10 a.m. to 4 p.m., supper from 6 to 8, and sheds will also be open 12th July.

Rev. E. G. Dymond, rector of Christ Church, is in Shelburne this Wednesday assisting in the ceremony of laying the corner stone of St. Paul's Church.

The Orangemen held a special meeting on Tuesday evening, when eight new members were initiated. Old 1045 has now the strongest lodge in the district, having a membership of one hundred and ten.

Mr. J. B. Shepherdson, of Euphrasia, delivered in Markdale last week to a buyer a Berkshire pig nine weeks and one day old which tipped the scale at 62 lbs, and it not the best of a family of ten either.

On July 12th the ladies of the Presbyterian Church will serve dinner in Mr. Knott's Implement Shop. The ladies are requested to bring their usual quantity of baking, and have it in as early as possible Saturday morning.

There are few editors in this province who have not made a vigorous and continuous fight against the city mail order house. This has been done in the interest of the home merchant, and without money and without price. If the editors of Ontario had received regular advertising rates for all they have said against these enemies of the country merchants they could now be wearing diamonds. The department stores appreciate advertising space and are willing to take all the average country paper has for sale, and at a good rate. This paper has refused them time and again. What other class of business or professional men would refuse business to help their friends when many of said friends never seem in the least disposed to return the compliment or even appreciate it?

Hill's Planing Mill Burned to Ground

At a few minutes before two o'clock this Wednesday morning the alarm of fire was given by factory whistles and town bell, which speedily brought out the fire brigade and scores of citizens. Hill's big store house, formerly used as sash and door factory, was by this time a mass of flame and beyond the possibility of being saved, so two streams were directed upon the surrounding buildings in turn; a frame house belonging to Henry Bros., also their tannery, a cement building, a large warehouse belonging to Armstrong's and Mrs. Ricketts' dwelling across the street. By well directed efforts on the part of the brigade these were saved. Hill's warehouse contained about twenty thousand pounds of wool, a car load butter boxes, cutter, buggy, boat, laundry machinery, automobile, etc. The wool was mostly covered by insurance but there was none on the building. The origin of the fire is a mystery, but it looks like the work of an incendiary.

Horse Fell Into Cistern.

A horse belonging to Haslam & Johnston, butchers, which has been pasturing on a lot in the north end of the town, broke through the covering of an old unused cistern on the premises last Thursday night, and when discovered was standing on its hind legs eight feet below ground. A number of men willingly went to the assistance of the animal, which was lifted out with scarcely a scratch.

Fall Fair Dates.

Bolton, Sept. 29 and 30.
Chatsworth, Sept. 11 and 12.
Chesley, Sept. 16 and 17.
Clarksburg, Sept. 23 and 24.
Collingwood, Sept. 24—27.
Dundalk, Oct. 9 and 10.
Durham, Sept. 23 and 24.
Erin, Oct. 16 and 17.
Feversham, Oct. 8.
Flesherton, Oct. 7 and 8.
Hanover, Sept. 18 and 19.
Hepworth, Sept. 17 and 18.
Holstein, Oct. 1.
Markdale, Oct. 14 and 15.
Meaford, Sept. 30 and Oct. 1.
Mt. Forest, Sept. 17 and 18.
Orangeville Sept. 18 and 19.
Owen Sound, Oct. 7—9.
Priceville, Oct. 2 and 3.
Rocklyn, Oct. 2 and 3.
Shelburne, Sept. 23 and 24.
Toronto (Can. National) Aug. 23—Sept. 8.
Walters Falls, Sept. 16 and 17.

Christ Church.

Temporary arrangements for lighting the Church will be made until the electric light plant is restored.

The Rector will speak on Sunday morning on "God, the Dew of Israel," and at Evensong the subject will be "Gallio, the Indifferent Man."

The second Sunday of each month is the one appointed for Baptisms. Will those who have children to be baptized kindly take notice of this.

The sacrament can be administered either before or after the service; also on a week day if due notice is given to the Rector.

The Choir are making arrangements for a drive and picnic to take place on Saturday, 19th.

The Lord Bishop of the Diocese will administer the Apostolic Rite of Confirmation on Sunday evening, July 20th.

The Late Mrs. Shore.

Mrs Katherine Shore, relict of the late Richard Shore, passed away at her late residence, Markdale, on Saturday, June 28. The deceased was born in Albion township, near Bolton, eighty-seven years ago and with her husband removed to the township of Euphrasia, where for nearly forty years she endured with patience and fortitude the hardships of pioneer life and the work of rearing and educating her children. Several years ago she, with her daughter, Maggie, removed from the old homestead to pass in quiet in her home in Markdale, the declining years of her life.

The deceased was a steadfast Christian, a kind and loving mother and a good neighbor. Wherever sickness fell she was there to cheer and help. She did well, "looking unto Jesus the Author and Finisher of our faith," and has departed to hear the Master's "well-done," good and faithful servant."

The funeral took place to Ebenezer Cemeery on the following Monday, Rev. Mr. Phalen officiating. The pall bearers were:—Messrs. A. Plewes, Wm. Boyd, Jos. Irwin, Thos. Mathews, Wm. Flesher and Jake Holley.

The Baptist Church at Wingham has been rebuilt after the fire of last February, and reopened.

PERSONAL

Mr. Will Hill is in Toronto on business this week.

Mrs. W. J. Howard is visiting friends in Toronto and Maple.

Mrs. Staples, of Markdale, visited relatives in Durham recently.

Miss Avey Clark, of Toronto, is visiting Miss Gladys Cæsar for a few weeks.

Mr. and Mrs. F. N. Cobb, of Flint, Mich., are guests of the former's mother, Mrs. Ricketts.

Mrs. (Dr.) Webster and her two little daughters, of Toronto, are visitors with her sister, Mrs. Hon. I. B. Lucas.

Miss Islay Quinn, of Holland Centre, visited her grandmother, Mrs. Dunsmoor, over the holiday. —Durham Review.

Mr. and Mrs. Jarvis Henry were on a driving tour last week, visiting friends at Laurel, Waldemar, Bolton and Macville.

Miss Blanche Macpherson returned home from Toronto last Thursday accompanied by her friend, Miss Eleanor Kennedy.

Mr. and Mrs. R. L. Stephen left on Thursday for their summer home at Point au Baril, where they will remain for six weeks.

Mrs. G. B. Holmes was called to Ottawa on Tuesday on the receipt of a message announcing the serious illness of her mother, Mrs. Shutt.

Miss Florence Irwin, who has been attending the McDonald Institute, Guelph, and passed her exams with first class honors, is home for holidays.

Mrs. Henry and daughter, Miss Olive, of Toronto, are visiting Mr. and Mrs. Sherd. Henry, and Mr. and Mrs. J. A. Crowston for a couple of weeks.

Rev. and Mrs. Adams left on Thursday for Toronto. Mr. Adams sails on the 12th for Montreal for England. His many friends wish him bon voyage.

Mr. and Mrs. A. L. C. Kirkwood and two children, of Saskatoon, visited over Sunday and Monday with Mr. and Mrs. W. D. Henry. Mrs. Kirkwood is a sister of Mr. Henry.

J. Coke, assistant representative of the Department of Agriculture at Markdale, spent Dominion day with his uncle, George McAllister, of Shelburne. — Shelburne Free Press.

Mr. Geo. Rorke, manager of the Markdale Furniture factory, left last week on a well earned vacation, and will visit his family who are homesteading in Manitoba for a month.

Mrs. Thompson Plewes (nee Mabel Flesher) and daughter, Phyllis, of Sudbury, are visiting Mrs. Plewes' parents, Mr. and Mrs. Wm. Flesher, and other friends in town for a few weeks.

Mr. D. O. Hutchinson, B.A., of Victoria College, Toronto, was the guest of Mr. Earnest Henry over Sunday. Mr. Hutchinson spoke in the interests of the Bible Society in the Presbyterian Church on Sunday evening.

Miss Ida Irwin left on Saturday for Toronto and thence via Sarnia on a trip to the West, visiting friends in Port Arthur, Fort William, Winnipeg, Edmonton, Strongfield, and other places. She will be absent two months.

BORN

HASKETT—At Milden, Sask., on June 23rd, 1913, to Mr. and Mrs. Mervyn Y. Haskett, a daughter (Mary Vivian.)

DIED

WILSON—At the Methodist Parsonage, Haileybury, on the 8th inst., Maye Marr, beloved wife of the Rev. J.S. Ivison Wilson, B.A., B.D.

I remember when a boy
How I used to just enjoy
Riding with old Deacon Hill
When he used to drive to mill;
Skittish nag the Deacon drove,
For he had a kind of love
For a good free-actin' colt,
And he'd keep an easy "holt"
On the reins, and when she'd shy
He'd just drawl so kind of dry
"There, there colt; now, now, no tearin';
No use cuttin' up and rarin';
Just keep right down in the road,
No use frettin' at the load;
Steady pull's not half so wearin'
There, there, colt; now, now, no tearin';
for your Harness was made by

R. W. ENNIS

At the Markdale Harness Emporium.

Dusters, Rugs, Whips, Trunks, Grips, at prices that will make you open your eyes.

Miss Louch has returned to her home in St. Mary's.

Miss Mildred Erskine is visiting friends in Durham.

Miss Mabel Plewes visited friends at Balmy Beach, Owen Sound, last week.

Mrs. G. A. Ricketts and family, of Toronto, are visiting relatives hereabout for a month.

Miss Blanche McDonald, of Tara, is the guest of Miss Blanche Macpherson for a few days.

Mrs. W. Buchanan and Mrs. H. Conn, of Ravenna, were the guests of Mrs. John Brandt on Wednesday.

Mr. Sam McKenzie, of Copper Cliffe, spent the holiday at the home of Mr. and Mrs. George Leitch.

Mr. John Wallace, of Beeton, visited his brother, Rev. W. W. Wallace at the parsonage this this week.

Misses Kathleen and Connie Haskett are visiting relatives in London, Toronto and Blyth for a couple of weeks.

Mr. Jack English, of Plattsville, Oxford County, spent a week's holidays with his parents here, Mr. and Mrs. R. English.

Mrs. E. S. Rutledge arrived on Monday from Fort William and will remain a few weeks visiting her mother, Mrs. Thibaudeau, who will celebrate the 80th anniversary of her birthday on the 19th inst.

Mr. K. O. Whitby, of Rochester, arrived in town Tuesday evening with his touring car, his mother from Georgetown and Miss Mamie Bowes, of Milton, accompanies him and all will visit here about for a week or so.

Mrs. Chloe Ricketts and family wish to express their deep appreciation of the efforts and assistance of the many kind friends to help keep their house from catching fire during the conflagration early this morning. They also wish to thank the members of the fire department for their promptness in turning the hose onto the house at just the right minute.

Death of Wife Of Former Pastor

Mrs. J.S.I. Wilson Died on Tuesday in New Home at Haileybury.

After being but a week in his new charge at Haileybury, Rev. J. S. I. Wilson, B.A., B.D., on Tuesday suffered a heavy loss by the death of his wife, who, it was expected, would have been reinvigorated by her prospective stay in the Northern climes. Mrs. Wilson has been in failing health for some time, but her sudden demise will come as a severe blow to her many friends in Markdale and elsewhere where her excellent qualities of mind and heart endeared her to all who made her acquaintance. Hers was a beautiful character, and her memory will remain dear to the hearts of those whom she has left behind. To Mr. Wilson the Standard extends the sympathy of the people of Markdale in his great bereavement.

Interment takes place at Prospect Cemetery, Toronto, on Thursday morning.

Orange Service.

Members of L.O.L. No. 1045, and a number of visiting brethren, paraded to Cook's Church on Sunday last and worshipped with the congregation at the morning service. The brethren turned out in good numbers and quite filled the central pews of the Church. Rev. Mr. Phalen, the pastor, gave an excellent discourse on the "Defence of Truth," from the text, Isaiah 59: 14, "For truth is fallen in the street, and equity cannot enter." A large congregation was present. At Berkeley, where the service was repeated in the afternoon, the brethren also turned out strong. The choirs of the two churches provided some excellent music.

MARRIAGE LICENSES ISSUED

J. H. STEPHENSON, - Markdale

The Merchants Bank of Canada

CAPITAL PAID UP - $6,747,650
RESERVE FUNDS - $6,959,473

COULD YOU?

If reverses came, could you maintain your present mode of living? The answer depends largely upon your determination to save regularly while you have the opportunity.

Deposits of $1.00 and upwards received. Interest added twice a year.

MARKDALE BRANCH R. J. GILFILLAN, Manager

ESTABLISHED 1880

WM. LUCAS & CO.

BANKERS

GENERAL BANKING BUSINESS TRANSACTED

Drafts issued on principal points in Ont. and Quebec. Deposits received and interest allowed at 4 per cent.

WM. LUCAS, Manager

When Summer Stops the Swing

Most of us can remember the school lesson of accumulated motion — momentum.

If you exert a pound of pressure against a man in a swing, you start him moving slowly "the other way." If you continue to exert a pound of pressure against him every time the swing makes a trip, you'll soon have him going so high that he almost turns the whole circle. If you stop pushing, the momentum will die out and the swing come to rest at "dead centre."

Winning trade follows the same natural laws.

Advertisements are the force behind the swing of public favor. Each new advertisement increases the momentum. Finally, the accumulated force of these numerous impulses swings indifference to the swaying point.

If you stop Advertising, you lose momentum.

The moral of which is:

Don't stop the business swing in Summer.

Keep adding the pounds of Advertising pressure.

THE STANDARD, Markdale