



Money in Economy

Classified Want Ads. are an economical and effective method of reaching the public. Their small cost is not a loss, but an investment which will return large dividends.

Want Ads.

LOST

Lost.—In Markdale, on Fair Day, saw bag containing money. Owner can have same by proving property and paying 50¢ for this ad.—R. McINTOSH, R. 4, Markdale, phone 3014. 69-72*

FOUND

Found.—In Markdale, on Fair Day, saw bag containing money. Owner can have same by proving property and paying 50¢ for this ad.—R. McINTOSH, R. 4, Markdale, phone 3014. 71

WANTED

GIRL WANTED—16 to 17, \$20 to \$25. A good home. Apply to Mrs. Jim Brooke, 459 Park Ave., Toronto, or Mrs. Whitey, Markdale. 12-24

STRAYED

Strayed.—From my premise, lot 14, con. 8, Glenelg, one large black sow, about the 20th September. Information as to her whereabouts will be thankfully received by Jerry McAllister. 72

FOR SALE

For Sale, general purpose man years old.—J. A. Crowston. 10

For Sale—Five pigs, six weeks old, Thompson, R.R. 2, Markdale. 2-3

Cow for Sale.—Choice grade Durham, supposed in calf. Apply to C. Mercer, Markdale. 72

Pork Sausage—Pair well matched sausages, 1-year-old and 1-year-old, both halves only boys.—Agricultural Class, 72, in Meathill, Berkley. 72*

For Sale.—One horse, heavy six years old, pair three-year-old mares, last foal about 1200 lbs., well broken, J. R. Armstrong, Markdale. 71

Black mare colt for sale, rising 2 years old, heavy; "State Secret," mother apply to Alex. Smith, House of Refuge. 72

For Sale—Bell organ slightly used, good as new. If you want the like act quick as it will soon go at the price asked. Crowston's Music Store. 72

For Sale—2 good work houses, 5 to 6 years old, one 12 years. For more details apply to Robt. McLean, 11, Finland Centre, or to James McLean, Markdale. 71

For Sale—Six-roomed house, thick veneered, good dry cellar, soft and hard water electric light, steam heating, good wood-shed, half-acre lot, frame barn 20x24, modern hen-house, large and small fruit, choice location.—F. J. Ritchie, Markdale. 62-1

FARMS FOR SALE

Farm for Sale—100 acres in Euphrasia township, in a good state of cultivation, good frame house with cattle, goat barn, stone stables, well watered; 20 acres seeded to sweet clover, possession this fall. For particulars apply to John Gawley, Markdale, Ont. 71

Farm for Sale—100 acres, lot 15 and 16, third range west T.S.R., Artemesia, three miles from Markdale, mile and half from school, brick veneered house, bank barn 45x66 ft., implement house 28x48, ten acres bush well fenced, watered by spring, trees and well.—J. H. Dowsett, Markdale. 73-4*

Farm for Sale—Lot 155 and 156, con. 2, W.T.S.R., Artemesia, containing about 110 acres clay loam, 90 acres cleared, good buildings, small orchard, well watered; half mile from railroad station and public school, mile and a half from high school. It always pays to buy advertised goods.

Flesherton. For further particulars apply to owner, Rod Stewart, Proton, R. R. 3, Ont. 70-2*

Farm For Sale—Lots 108, 109, N.E. T. & S.R., ½ mile from Markdale; also, lot 117, S.E. T. & S.R., 150 acres in all. First-class outbuildings, cement floor in all barn, pigpen, henhouse, etc., well watered. Good house, good chairs; land in high state of cultivation. 16 acres fall wheat; on lot 117 is good barn, good orchard and running water, well adapted for pasture.—Apply to Andrew S. Irving, on the premises. 71f

Farm For Sale.—One of the best in Artemesia: Lot 117-118, 2nd con., N.E. Toronto and Sydenham Road, Artemesia Twp., 190 acres, 90 acres under cultivation, and in good shape; 10 acres hardwood bush. Good buildings; barn 66x86 on stone foundation, cement floors and stabling. Good drive shed, henry and sheep house. Good garage to accommodate two autos; two good wells, water in barn. All in good repair. Good frame house on stone foundation; good cellar; also, small orchard. 3 miles from Markdale. Apply to James Findlay, box 129, Markdale, phone 3014. 69-72*

SPRING TERM

from April 6th merges into the Summer Term from June 23rd in each of Shaw's Business Schools, Toronto. No vacations. Enter any time. Free catalogue.

P. McIntosh, Chieftain-Principal Yonge and Gerrard.

ELLIOTT

Business College

Yonge and Charles Streets TORONTO

Enjoys an excellent reputation for high grade work.

It is no wonder the demand for our graduates is five times our supply.

Enter any time. Catalogue free.

W. J. Elliott, Principal.

SHAW'S CATALOGUE

of Business training Schools is mailed free on request. Fall term from Aug 30th. Write, Address W. H. Shaw, President, Yonge & Gerrard Sts., Toronto.

ENTER ANY DAY

NORTHERN

Business College

Owen Sound, Ontario.

Individual Instruction.

Staff of Specialists.

Adding, Book-keeping machines,

Calculators, Dictaphones, etc.

Only school with practical

Department.

Graduates assisted to positions.

Catalogue free.

O. A. Fleming, M.O.A. G. D. Fleming

Principal Secretary.

ORANGEVILLE AUTOMOBILE SCHOOL SPECIAL EIGHT-DAY COURSES

Owners, or prospective owners, will find this course financially profitable. Or the young man who wishes to become an expert chauffeur will be prepared for a good paying position with easy work. This course consists of overhauling motors, timing of valves and ignition systems, starting and lighting systems, troubles, etc. Special classes for ladies. Write to Orangeville Auto School, Orangeville, Ont. 11221

Why it Pays to Buy Advertised Goods

(By Seth Brown)

Because the advertiser has done something to inspire confidence. He has not only explained the value and usefulness of his product, but has put his personality and reputation behind his statements.

He can't be trusted because his business is at stake. He believes in his goods to the extent of investing his capital, not only in making the goods right, but in advertising, which will not prove permanently profitable if he fails to make good—secure repeat orders. The advertising is not only a protection to the trade name, but it is the advertiser's guarantee of quality.

You are justified in being suspicious of unadvertised goods, because however much confidence the dealer and manufacturer may have in them, he has not enough faith in them to spend money in telling others of their goodness. It always pays to buy advertised goods.

*"O hear us when we cry to Thee
For those in peril on the sea!"*

Have you ever been at sea in a storm and seen the clouds lowering, the wind rising and the waves running mountains high, decks treacherous and the crew anxious? Unless you have, you cannot imagine its awful majesty, or the courage it calls up and the spirit it commands in men.

Many Canadians Have Never Seen the Sea

Yet the sea is Canada's World-Trade highway. The sea and the Merchant Sailors make us prosperous.

But the Merchant Seaman's life is hard and perilous. He wages continuous battle against the forces of nature. The real sailor is not the deck steward or attendant on comfortable ocean liners. His ship is no floating palace. His voyage no pleasure trip.

The Real Sailor's Ship is the Tramp Steamer

or Windjammer, beating against gales—decks awash—sleep a stranger for days and nights on end. Frozen in winter, dodging icebergs in spring, groping through logs off treacherous banks, beating round the Horn, fighting through typhoons, or becalmed in the Yellow Sea. Tough going all the way.

Death Always Hovers Over the Wheel

Is it any wonder, then, that the Navy League wants to make life comfortable for our sailors when ashore? After all, Canada is their home; and the home, while they are here, of the sailors of all other lands. The Navy League endows, maintains or assists in maintaining every Sailor's Home, Institute and Welfare Society in Canada. And every dollar subscribed for the maintenance of these Societies and Institutes will be money well invested, and redound to our national prosperity.

The Sea is Our Heritage and Our Responsibility

In proportion as we develop this Sea-Consciousness, so will we advance in world civilization and trade. We can only develop our Sea-Conscious Spirit, by making life more endurable to Canadian Sailors. And it is for this purpose that a trust of the Navy League's Fund is set aside. To carry out its work next year, the Navy League must have \$760,000. This money must be raised weekly. It is not a large amount and bore in proportion to the Coast it must surely be subscribed.

The Navy League of Canada

SAILORS' WEEK CAMPAIGN

October 18-23. Dominion Objective \$760.

The work of the Navy League is—

To enlighten people upon the importance of the sea; so that Canadian products may be shipped through Canadian ports in Canadian ships, officered and manned by trained Canadians. To encourage and to undertake the training of Canadian lads to man Canada's Navy and Merchant Marine. To formulate a fundamentally sound policy for the training of our present sea-faring population, to meet an emergency, so that Canadian overseas commerce will be adequately protected.

To provide for dependents of those who protect Canada, Nationally, Imperially and Mercatorily.

These objects can only be achieved through organization representative of public interests and outside party politics.

Every week small advertisements are telephoned into The Standard from various sources. Our rates for such ads. are published in The Standard each week. Terms Cash. Please make it a point to call and settle as soon as possible, as it involves considerable recording to keep account of hundreds of such ads.

Send us the news from your community and be on the map. There are two things an editor enjoys: faithful correspondents and early news. It is heart-breaking to receive a nice budget of snappy items just as you are hurrying to get the forms closed up, in time to catch the mails.

We must have all display advertising in not later than 3 p.m. Monday.

Read Standard Want Ads., page 5.

CREDIT AUCTION
OF FARM STOCK AND IMPLEMENTS

R. D. CARRUTHERS, Auctioneer, has received instructions from THOMAS NEELLY.

To sell by public auction on

THURSDAY, OCTOBER 22nd,

Team geldings, 4 and about 2700 lbs. 10/- per

years, 10/- per year. 10/- per