

A Policy of Service

THE policy of The Bank of Toronto is to encourage the development of Canadian industries and business in a sound way.

This policy is expressed in terms of service to customers and help in the solution of problems arising from the difficult business conditions of the present time.

The Bank of Toronto service is thorough and it is rendered cheerfully.

You are invited to consult our nearest Branch Manager.

Capital \$5,000,000 Reserves \$7,000,000

THE BANK OF TORONTO

BRANCHES
FEVERSHAM MARKDALE

What is Your Wife's Salary?

Don't think the question absurd. We ask it to emphasize the fact that wives do not get salaries; they just work for their board and clothes. They can't lay aside anything for times of sickness or old age. Their husbands are supposed to do that for them.

It is pretty selfish of a man not to make proper provision for his wife in the event of his sudden death. To be sure the law gives her a definite portion of his estate; but supposing he leaves no estate. Business risks, bad investments, hard times, luxuries—these may leave her penniless.

An Imperial Life policy will provide the one definite, sure and easily obtained provision for your wife; and she deserves something definite and sure—doesn't she?

Ask for descriptive literature and rates today, while you are in good health. Tomorrow you may be uninsurable.

THE IMPERIAL LIFE
Assurance Company of Canada
Head Office Toronto

R. V. RICKETTS, Agent, MARKDALE

A useful 76 page memorandum book will be sent free to those who ask for it.

Get the Cream of the Trade

"What lovely styles! How do you manage to get all these, delightful novelties?" said the new customer as she looked around her.

"I got tired of seeing my customers boarding the trains to buy elsewhere, just because I didn't have some novelty that was being advertised."

"Whenever a new style makes a decided hit, the wholesaler or manufacturer's salesman calls me on Long Distance, and tells me about it, and I order a few."

"I haven't seen prettier veils, smarter stockings or gloves, gorgeous crêpes or gingham anywhere. And I see you have the new music, too. How perfectly splendid. They leave me no excuse at all for going up to town to buy."

That's just one of the many things Long Distance does for small-town merchants, enabling Dry Goods, Hardware, Grocery, Paint and Shoe Stores to obtain new styles immediately and cater to the progressive people in their town—the cream of the trade.

Every Bell Telephone is a Long Distance Station

Traverston

(Special to The Standard.)

There is need of a prophet Malachi in Canada at the present.

Mr. O. Heffernan, of Marden, accompanied by Mr. George Ryan, were out this way on Saturday and bought twenty head of young cattle.

Mr. Albert Smith, of Kimberley, who has been in the employ of Mr. John McVicar during the harvest, left for his home on Wednesday.

We congratulate the Durham Furniture Co. on securing the services of Mr. John McDonald, of Ceylon. He has been with us for some weeks and has proved to be a master mechanic, a splendid worker and a man of wide experience.

The Ritchie Bros., of Durham, completed the veneer work on our new home on Tuesday, of last week. It is now ready for the lath.

On Friday, evening about three score young folk gathered in honor of Miss Clara Nelson, of Puslinch, and made the new floor resound with tripping of heel and toe. They were a gay-hearted group, with no "wall-flowers."

Mr. and Mrs. John McNally, of Durham, spent Sunday with Mr. and Mrs. Hugh McArthur at their former home.

Mr. and Mrs. W. J. Cook spent a couple of days at the close of the week with Mr. and Mrs. W. J. McFadden, of Orange Valley.

The machines are humming all about us. O'Neil Bros. are on the 8th and Mr. Kleist & Sons on the 8th; Louis Newell and gang to the south; Archie McArthur to the north; and Campbell Dinnamor to the west. All are doing good work and the grain is turning out well.

One afternoon, recently, Mr. Louis Cook, of Priceville, bought over 50 sheep.

Miss Elizabeth Swainson, of Toronto, is spending a week with her mother, Mrs. M. Swainson, of Nottville.

Miss Annie Epworth, of Harrison, spent the past week with Miss Margaret Greenwood.

Mr. Dave Young visited over the weekend with his better half at Westons.

Mr. and Mrs. John O'Neil and family spent the first of the week with Owen Sound kindred.

Mrs. Rob. Caldwell and babe, of Nottville, recently visited at her parental home.

Mr. and Mrs. R. McFadden visited at the home of Mr. Jas. Haley the first of the week and treated them to a motor trip to Eugenia.

Jack Miner, the man who made the Wild Geese Tame, will be in the Armouries, Markdale, Tuesday Evening, September 26th. Do not miss his treat.

Holland Centre

(Special to The Standard.)

Mr. and Mrs. Frank Hamilton spent a few days last week in Flint, Mich., where they visited Mrs. Hamilton's brother, Mr. Herb. McKay, travelling by motor car.

Mrs. Copeland, of Toronto, is visiting her sister, Mrs. Sparrow.

Mr. Edward Troughton, who has been visiting his sister, Miss Troughton, left for his home in Lumsden, Sask., on the 12th inst.

Mrs. D. Carnahan, of Presque, Sask., is visiting her sister, Mrs. Shute.

Miss Muriel Bull, of Toronto, is visiting at her home here.

Miss Della Foster has returned home, after spending two weeks with her brothers in Toronto.

Mr. and Mrs. Caldwell, of Toronto, are visiting at Mr. John McArthur's.

Mr. John Pickett of Toronto, was in the village on Thursday, of Chatsworth, visited at Mr. Alex. Shute's on Friday.

Mr. and Mrs. E. J. Detrick, Miss McPhee and Mrs. Jno. Detrick, of Owen Sound, were the guests of Mr. and Mrs. Carson Price on Friday.

Miss Katie Givens has returned home, after a pleasant visit with her sister, Miss Mary Givens, of Buffalo.

Miss Jean McFarland is attending High School in Chatsworth.

Miss Phemia Telford is home after spending two weeks with friends in Oshawa and Inglewood.

Mr. and Mrs. W. Eagle, of the Canadian Soo, are visiting their son, Rev. A. J. Eagle, at the parsonage here.

Mr. J. Gawley has moved to Holland Centre, having sold his home in Markdale.

Comp. to the Edward... every Tuesday evening and... a pleasant hour.

Next Sunday the service in the Methodist Church will be taken by the Sunday School children. Come along at 10 o'clock. Service at Berkeley next Sunday morning at 11 a.m.

Mrs. George Reighton, of Berkeley, is attending the District Meeting at Dundalk to-day. (Wednesday.)

Mr. George Stoddard motored to Dundalk with Rev. A. J. Eagle and

Rev. W. Wakefield to attend the District Meeting.

Our citizens do not intend to walk in the mud any longer; we are getting gravel walks.

Mr. and Mrs. Robt. Minion and daughter, Gertrude, motored with Mr. W. Troughton on Sunday to visit friends at Owen Sound.

Mr. J. Dixon is away for a few days.

See the announcement of the Holland Centre Circuit Anniversary Services elsewhere in this paper.

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Rocklyn

(Special to The Standard.)

Don't forget to attend the School Fair on Thursday next, when the Memorial Gate, recently erected to our fallen heroes in the Great War, will be unveiled.

Rev. Mr. McKay, Secretary of Foreign Missions, will speak at the Temple Hill Church on Sunday morning, next.

Mr. R. Gordon sustained a very painful, bruised limb while working at his own stoning bee on Tuesday last. His many friends hope for his speedy recovery.

Mr. Harold Kerr, accompanied by Messrs. W. Perry, J. A. Cook, Lorne Curry and Earl Cook, motored to London last week and attended the Fair.

Mr. Harmon Cook spent the weekend in Owen Sound.

Mr. and Mrs. McKee have returned to Toronto, accompanied by Mr. J. W. Patton.

Mr. and Mrs. Fred McCullough spent the week-end with Owen Sound and Woodford friends.

Mr. J. T. Thompson and Miss Irene attended the Collingwood Fair last week.

Mr. R. S. Christian has purchased the farm adjoining his on the side-road from Mr. Elgin Boyd.

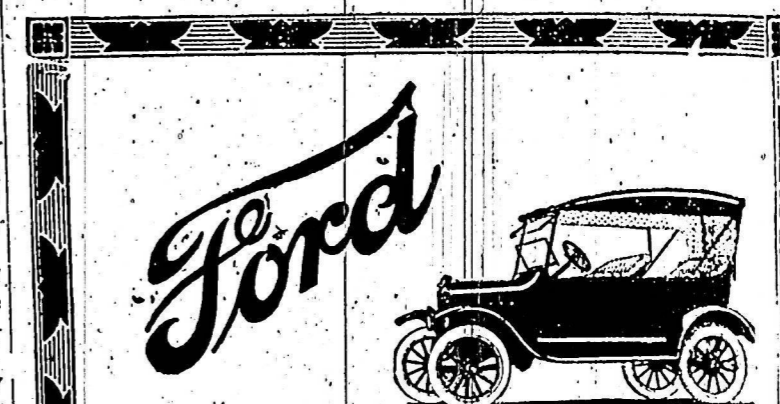
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The Only Way

To Test Tea is to Taste it.

"SALADA"

Natural Leaf Green Tea is proving a revelation to those who have been users of Japans. TRY IT—YOU WILL LIKE IT



The FARMERS' CAR

Ford Prices
Runabout \$650.00
Touring . 695.00
Truck
Chassis 712.00
Coupe . 940.00
Sedan . 1037.00
Completely Equipped. Freight and Taxes Paid.

The Ford is the farmer's car, not necessarily because it is the lowest priced, but because it is best suited in every way to the farmer's needs. The Ford will get you there in spite of mud and weather. The Ford does not have to be pampered in the winter, nor is your hand in your pocket all the time for gasoline and repairs.

T. H. Reburn
The Ford Dealer, Markdale

Walters Falls

(Special to The Standard.)

A very highly respected resident passed away at her home here in the person of Mrs. Wm. Lembo, in her 74th year. Never very strong, the last sickness started about September 2nd, and being confined to her home four days, she was stricken with paralysis on Thursday evening, from which she never rallied, but passed away just after midnight on Friday.

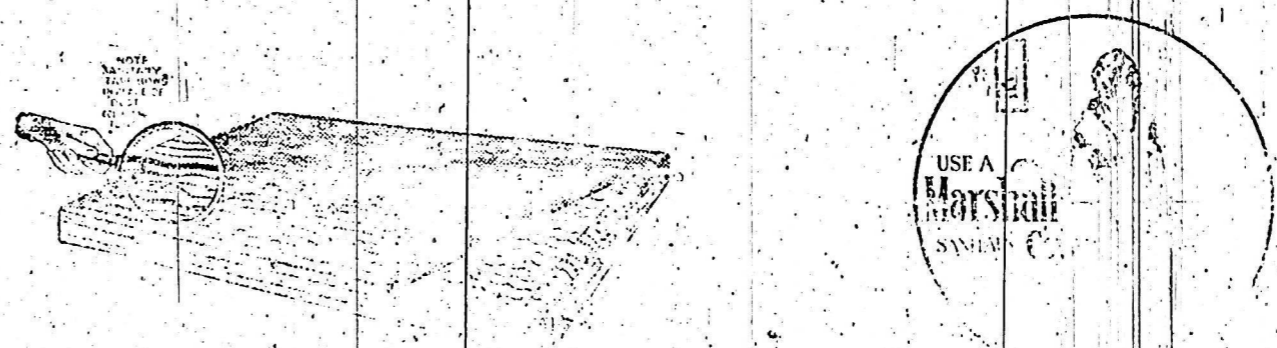
Deceased was born near Cookstown in 1847 and was married to Robert McClelland in 1852, afterward moving to the 9th Line, St. Vincent, where they lived until his death in 1887. In 1892 she was married to Wm. Lembo and since coming to our vicinity has been much respected for her sterling qualities. A regular communicant of St. Philip's Church when health permitted, her home was always open to hospitality, and many clergymen have been entertained at her home. She was very fond of children, and although having none of her own, she was a good mother to the two families of step-children under her care. The funeral was held on Monday afternoon, the services at the church at 1:30, conducted by Rev. Mr. Gibson, thence to Duxbury's Cemetery, where the late Mr. McClelland had been buried. Among those from a distance were her niece, Mrs. Langford, of Tara, and Mr. and Mrs. Carney, of London. Much sympathy is extended to Mr. Lembo in his sad bereavement.

Mr. Robert Reynolds returned home from Toronto on Saturday. His sister, Mrs. Corelle accompanying him for a few days.

Dr. and Mrs. McCullough and Harry motored Dr. Jas. to Georgetown and remained a few days last week.

Rev. and Mrs. Gibson motored to Toronto last Wednesday when Miss Olive Gibson returned to Haverhill College.

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Read this splendid claim

Light sleepers who toss and turn wondering why heavy sleep won't come, always find a revelation of restful comfort in the Marshall Mattress.

And now comes your opportunity—join the Marshall Club and get a

Handsome Mattress Cover FREE with every purchase of a "New Marshall" Mattress

You need mattress-covers to protect valuable mattresses from dust, stains and wear. Well made from best quality Sea Island cotton with double stitched seams. Washes over and over again.

Can you imagine the comfort of a mattress with nearly a thousand small coiled springs of steel sewn into individual cotton pockets, thickly overlaid top and bottom with curled hair or cottonfelt and fitted with valves permitting full and free circulation of air through hair and springs—Remember this splendid offer is for September only—join the Marshall Club now. The Marshall dealer will be glad to explain every detail to your complete satisfaction—no obligation incurred.

Easy Payments

Those who prefer to pay by installments may have immediate delivery on payment of \$5 down, further payments by arrangement.

Visit our agent now—have sleeping comfort from now on.

OLIVER'S FURNITURE STORE, Markdale
"THE HOUSE OF HOMES"

Marshall Ventilated Mattress Co., Limited, Toronto, Ontario.

Makers of the "Marshall Ventilated Mattress"—the "Marshalldown" Mattress—The Marshall Mattress and Marshall "Shock-absorbing" Cushions for Automobiles.

WANT

For Sale—Ten year old Mercedes, phone 1000. Markdale.

For Sale—Used plantation. Apply to Markdale.

For Sale—A good rope and a box. Jos. Herwin, Markdale.

For Sale—A good us. Examining Markdale.

For Rent—A stable on Toronto premises to Mrs. E. Carbert, Markdale.

For Sale—A good property to Markdale.

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