



MONDAY, February 20, 1933
Regular meeting for General Business.
W. S. PERKINS, Noble Grand.
HARRY SHAW, Rec. Sec.
R. E. 4, Markdale.

Gospel Workers' Church
Rev. A. Mills, Minister
Sunday School at 1:30 p.m. each Sunday.
Preaching services each Sunday at 2:30 and 7:30 p.m.
Prayer meeting in the church each Tuesday evening at 8 o'clock.
Cottage Prayer meeting each Friday evening.

"NO GOSSIPER"

"Well! I'll be jiggered, doesn't that beat all,"
Said the Spinster Briggs to her neighbor Hall.
"I never dreamed, till I saw them go,
That Smiths were a leavin' that bungalow"
(Then she gave her specks their millionth twist)
"Well one thing certain they won't be missed."
—
"Now I wonder who'll be a movin' in,
And I wonder why did the tallor Flynn
Not rent his place when he got the chance."
"I wonder what rent he asks."
"Perchance,
(And she gave her specks another twirl)
He's agoin to marry that Dobson girl."
—
"Did you ever by luck hear that yarn about
Him beln' in jail last fall?" "I doubt
If it's true, because in a place like this,
There's always gossips that never miss
A chance (with another pull at her nose)
To walk on some of their neighbors toes."
—
There goes that Mary McClare again
Across the street to see Widder Penn."
"What's that she's got?" "O! a pumpkin pie."
"She thinks the widder's agoin' to die."
(This time the specks came off one ear)
"She'll get fooled on that 'un and don't you fear."
—
"Well did you ever? Can you beat that?
Did you see that woman? She snubbed me flat.
Uh-hum! because you're a doctor's wife
You think you're clever.—Well, on my life,
(This time the specks almost broke in two)
You'll find, old girl, I'm a match for you."
—
There! It's ten o'clock and my goodness sake
I've the floors to scrub and some buns to bake."
"If all the women had work like me
There'd be no gossipers. No slree."
Then into the house flew specks and all.
"Well I'll be jiggered", said neighbor Hall.

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To
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\$6.50

From Markdale, Melancthon and intermediate points
GOING—February 24
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Full particulars from any CANADIAN PACIFIC AGENT

CANADIAN PACIFIC

DANCE
Orange Hall
Markdale
Saturday, Feb. 18
Dancing 8.15 to 11.45 p.m.
Admission 25 cents

MARKDALE LOCAL NEWS

Miss Eva Daw is home from Kitchener for a visit.
The Fios Telephone System has a surplus of \$21,000.
Miss Grace Miller is visiting with her sister in Meaford.
Mr. Jake Folk of Toronto was a visitor in town the first of the week.
Grand Valley Fair will charge 10 cents an entry on all over 15 entries.
Mr. Andrew Caldwell of Rosemont was a visitor with Mr. and Mrs. Chas. Caldwell.

The Standard requires two copies of the issue of July 15th, 1931, and will pay 25 cents each for the first two copies received.

Mrs. Herb Kinney has moved from Toronto and is occupying the residence on Mr. J. A. Davis' farm on the East Backline.

Mrs. William McEachnie of Hopeville passed away on Friday last after a lengthy illness. She was an aunt of Mrs. J. W. Lyons of this place.

Auctioneer Geo. E. Duncan of Dundalk conducted a successful sale for R. G. Noble in Markdale on Saturday. Fair prices prevailed and bidding was fairly brisk.

The ice harvest has commenced and considerable quantities are being stored locally. Mr. Herb Walker is going to put in a supply to retail during the coming summer.

Mr. M. Armstrong visited for a few days with Mr. and Mrs. R. D. Allan in Hamilton. Mrs. Armstrong returned home with him after having spent a few weeks with her daughter.

Mrs. J. B. Thibadeau spent the week-end in the city with her son, who is in the General hospital. Although improved in health, Louis will be in the hospital for a few days longer.

Quite a number from the village attended the euchre and dance in the new hall at Flesherton on Tuesday night. Messrs. Jack Perkins, Percy Rutt and John Sands assisted with the music.

Among those who attended the funeral of the late Mrs. George J. Sewell in Owen Sound on Tuesday were Mr. and Mrs. Ben. Sewell, Mr. Robt. Sewell, Mr. Bert Bradey and Mrs. D. Murdock.

The Standard's mailing lists were corrected on Monday when 87 new names were added. Many are taking advantage of the new low price of \$1.00 per year. Five more names were added on Tuesday.

Mrs. Jack Bussey, who underwent an operation for appendicitis recently in Owen Sound hospital, is making satisfactory progress and it is hoped she will be able to return home the first of next week.

The local mail carriers had difficulty last week in delivering the mail on the several routes. No deliveries were made on Thursday and on Friday and Saturday some of the routes were only partly covered.

The report of unclaimed bank balances tabled in the House of Commons by Hon. E. N. Rhodes, Minister of Finance, reveals that there is \$1,860,196.75 of unclaimed money in the banks throughout Canada.

Mrs. J. C. Henry received word on Friday morning of the death of her brother, Mr. David Mathers, who passed away in the night at his home in Stayner. She left for Stayner by train that morning. The funeral took place on Monday.

The Walters Falls Agricultural Society will hold a euchre and old-time dance in the Public Hall on Tuesday, February 21st. Prize for euchre is a ham of pork. Admission 25 cents. Ladies with lunch free. Come and spend an enjoyable evening.

The High School Commencement, advertised for Friday, Feb. 10th, was postponed until Wednesday evening of this week, because of the storm and cold. Weather conditions are anything but favorable for tonight as we write this Wednesday afternoon.

Snow plows have managed to keep Highway No. 10 open although for a couple of days the going was pretty tough. On Sunday afternoon the plow was followed south by six of the large transports. A wing attachment added to the plow was used Tuesday and Wednesday in widening the cut through the snow.

SCHEDULE OF SERVICES

Services at the House of Refuge will be held as follows:
Feb. 17—Rev. A. T. Mills.
Mar. 3—Rev. C. O. Pherrill.
Mar. 17—Rev. H. S. Warren.
Mar. 31—Rev. T. O. Miller.
Apr. 14—Rev. A. T. Mills.

WEDDED 58 YEARS

An occasion as pleasant as it is rare, was that of a supper and social evening at the home of Mr. and Mrs. Donald McMillan, South Line, Artemesia, on Friday last, on the occasion of their 58th wedding anniversary. Mr. McMillan is in splendid health for a man of 84 years. Mrs. McMillan was unfortunate in falling a few weeks ago and she since has not recovered the full use of her arm. However this bride and groom of 58-year standing were able to sit to the table and participate in the memorable occasion. There were about thirty present, including family members and close friends. The supper served at 6.30, was followed by an evening of music, song and action. The family present were Mr. and Mrs. Chas. Braiden of Shelburne; Mr. and Mrs. F. P. Rely of Priceville; Mr. and Mrs. Harold Karstedt of Priceville; Mr. and Mrs. Wm. J. McMillan and Mr. Angus and Miss Della, at home. Two sons and a daughter in Manitoba were unable to be present: Donald, Colin and Mrs. John Gray.

As we said the night was given over to music. So it was—and the brand that appeals to the Highland heart. Think of it! the groom performing the 'Highland Fling' worthy of a professional dancer! And accompanied on the violin by sons Angus and Wm. J. and a neighbor, Miss Howstrasser on guitar. The groom's cousin, Neff McLeod, also performed the 'Sword Dance' and the two men gave rendition of several Gaelic songs. That the Highland spirit is yet uppermost as a family tradition to be handed down was exemplified, when Mr. McMillan with daughters and his Karstedt grandchildren rendered together several Gaelic numbers. It was a night of memories and the guests left with a renewed spirit of admiration for this couple, who have played their part so well in the civic life of Priceville and community.—Durham Review.

SUN LIFE INSURANCE

In a year when business statements are, on the whole, far from cheering the published experience of life insurance makes heartening reading.

While other investments have too often proved disappointing, every policy held in our life insurance companies is still worth one hundred cents on the dollar, with substantial additions in accumulating dividends.

The steady flow of insurance funds into productive industry is one of the greatest mainstays of business today. But few realize the extent of this financial support in the case of individuals. Payments to policyholders and their dependants during the year, for instance, by the Sun Life of Canada, whose statement appears in another column, climbed to over \$108,000,000. A portion of this represents money that the assured could obtain only on the value of their policies to meet the special exigencies of a distressing period.

These and other conditions during the past three or four years have subjected life insurance companies to a most exacting test. The war and the influenza epidemic, by abnormally increasing mortalities, produced a situation against which human foresight could scarcely provide. The financial catastrophe by which they were so closely followed created conditions that only the strongest institutions could withstand.

Yet, during the three years in question, the business of the Sun Life Company increased by nearly five hundred million dollars and its assets by forty-three million dollars. The number of its policyholders increased, during that period, by over two hundred thousand and now amounts to nearly a million. This resiliency under abnormal strain is both amazing and reassuring to the man in the street. One explanation of the ability of an insurance company to meet all its obligations under such trying conditions is that its obligations are so scientifically estimated that it is able to provide for all expenditures out of ordinary revenue. This renders it unnecessary to dispose of assets during a period of depressed prices and makes the fluctuation of security prices a matter of no special concern.

The report of the Sun Life refers to the fact that the total of its assurances in force—nearly three billion dollars—will be payable during the present generation. If to this huge sum be added the amount payable during the same period by other insurance companies the wholesome effect upon the economic and social situation in the coming years can scarcely be over-estimated.

IN MEMORIAM

BOLAND—In loving memory of Charlotte Mae, who died Feb. 16th, 1931.

A solemn thought, a secret tear,
That keep her memory ever dear,
Sadly missed by father, mother,
Sisters and brothers.

Anglican Church Notes

Rev. C. O. Pherrill, R.A., B.D.
Sunday, February 19th, 1933
11 a.m.—Morning Service.
2:30 p.m.—Sunday School.
7 p.m.—Evening Service.
The February meeting of the A. Y. P. A. will be held D.V., at the rectory on Monday, Feb. 20th at 8 p.m.

St. Matthias' Church, Berkeley
3 p.m.—Afternoon Service.

Cooke's Presbyterian Church

Rev. T. O. Miller, R.A., Minister
Sunday, February 19th, 1933
11 a.m.—Morning Worship.
2:30 p.m.—Sunday School.
7 p.m.—Evening Worship.
Meeting for Prayer and Bible Study Thursday evening at 7:30 p.m.

United Church of Canada

Rev. H. S. Warren, R.A.
Sunday, February 19th, 1933
10.30—Church Worship.
11.45 a.m.—Bible School.
2.30 p.m.—Ebenezer service.
7 p.m.—Church Worship.

SAVED THE BABY

The Creemore Star tells of a wonderful blood transfusion performed in Collingwood when Ernest Lennox of Avening gave the necessary blood to save the life of his infant son, three days after its birth. The baby was what is known as a bleeder, that is its blood was slowly oozing through its bowels and it would have died had not resort been had to heroic treatment. The blood was transfused from the father into the tiny veins of the infant and in the father's blood was the necessary element to stop the slow bleeding. The child gradually changed from a pale anaemic baby to a ruddy one and some hours after the transfusion was pronounced healthy with every chance of development.

HORSE & CUTTER DAYS

Winters are not what they used to be; in these cities of haste and rush
The snow lies white for a little while then turns to a dirty slush;
And the rapid wheels of the motor cars grind all of its beauty down;
How I long for the horse and cutter days we knew in the little town.

Then the world stayed white for months, and the snow drifts grew and grew,
And cheeks were pink with the glow of health; oh, the joy we youngsters knew.

And sleigh bells added a merry chime to the clear and crisp air;
Oh! Youth and maid on a cutter ride were always a happy pair.

We would hitch our hand sleighs on behind, and firmly grasp the seat,
But it's dangerous now to hitch a ride on the narrow, crowded street;

And the horrid honk of the motor horn has banished the sleigh bells song;
Oh winter days are cheerless now, and winter nights are long.

When first I came to this western town, I can't tell you how I felt;
There is scarcely any snow comes down, this is called "The Banana Belt";

But if by chance enough snow fell, away-I would go with pride,
Get a horse and cutter from a liveryman and take the 'kids' for a ride.

The liveryman had a beautiful steed, he called him Benny—and mine
And said I could have him whenever I wished, he was always ready on time.

His coat was so sleek, his neck bow it arched, he put other broncs in the shade;
Oh, how he danced, and oh, how he pranced when the Salvation Army Band played.

Then came a day that made me so sad, the snow flakes came bountifully down;
I said, now we'll all have a nice cutter ride, I phoned every livery in town.

My cutter was gone, my Benny was gone, the stalls were all empty;
Oly Stars!
The stables all to garages were changed, there was nothing but motor cars.

Perhaps it is well that our customs change and good that we travel on;
But blended with smiles of our newer joys are sighs for the pleasures gone.

And I oftentimes long for the drifted snow and the white and frosty ways.

For my dear old pals with laughter gay and the "Horse and Cutter Days."
M. (Helghes) McColl, Lethbridge.

PARTNERS for 115 years

The people of Canada and the Bank of Montreal are partners today, as they have been for 115 years and as they will be in the future. Hundreds of thousands of depositors entrust their money to the Bank to be kept in safety and to earn interest. The Bank lends these deposits, under proper banking safeguards, to facilitate sound business.

You are cordially invited to make use of the strength and manifold banking facilities of this institution.

BANK OF MONTREAL

Established 1817



TOTAL ASSETS IN EXCESS OF \$750,000,000

Markdale Branch: A. G. ROBERTSON, Manager
Chatsworth Branch: H. P. ELLS, Manager

Are You Among Those Who Say—"I Never Read Advertisements"

TO SAY "I never read advertisements" would be much like saying, "I never use soap," or "I never read newspapers," or "No one can teach me anything," or "I know everything."

Many good—but not very wise—persons seem to think that all advertisements are just the vainglorious braggings of those who publish them—designed to part fools and their money. The truth is that most advertisements are incitements to their readers to do or be or buy or use something for their immediate or prospective advantage. Advertisers, to be successful and to live long, have to offer something of value or of desire—something really wanted or needed by the public. Advertisers, to live long, must not cheat the expectations or confidence of those who buy what they offer or propose.

Here are some questions to be answered by those who say "I never read advertisements"—

1. What alarm clock would you buy if you needed one?
2. What camera would you buy, for your own use, or to give to a son or daughter?
3. What motor car possesses your favor?
4. What face cream or shaving soap or cream, or tooth-paste did you use to-day?
5. What laundry soap or flakes is in your kitchen right now?
6. Does the breakfast bacon which you like best have a brand name?
7. The watch on your wrist—what name does it bear?
8. Your shoes—who made them?
9. Your life insurance policy—what company issued it?
10. The ginger ale you serve to guests—what brand is it?
11. The tea which you buy regularly—what brand is it?
12. The soap and baked beans and the tomato catsup now on your pantry shelves—what brands are they?

You see, whether or not you consciously or habitually read advertisements, you buy, by preference, what advertisements have recommended to your confidence and what experience has proven to be satisfactory.

The things which we DON'T buy, and which have a sickish life, are those which are NOT advertised, and which try to ride into public favor on the backs of well-advertised products.

"It is to one's discredit to say, "I never read abvertisements."