

MARKDALE STANDARD

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Lyons Clan Hold Re-union at Harrison Park

The Lyons family held a very successful re-union on Civic Holiday in Harrison Park, Owen Sound. There was an attendance of about 60 people from Toronto, Oshawa, Alliston, Dundalk, Markdale, Lions Head, Woodford and Owen Sound.

After a very enjoyable dinner the friends gathered at the Community hall when a social hour was spent in singing, impromptu speeches, recitations, duets and mouth organ selections. Those not responding had to pay a fine. Prizes were given to the three best numbers, Mr. John Caesar receiving first, Mrs. Donald Applegate second and Miss Ina McKennitt third. The judges were Mesdames J. J. Lyons, R. W. Douglas and A. A. Lyons. At the conclusion of the social hour the election of officers took place which resulted as follows: President, Mr. R. W. Douglas; Sec.-Treas., Mrs. Dick Ceasar; Assistant Sec.-Treas., Reta Douglas; Program Committee, Mesdames Ralph Hutson, Jack Taylor and Loren Douglas; Press Reporter, Reta Douglas. It was decided to hold the 1938 re-union at Eugenia Falls on Civic Holiday and to meet for both dinner and supper. The sports program and lunch brought the afternoon to a close after which all returned to their respective homes.

Won the Protest But Lost the Game

On Thursday of last week the protest committee of the Girls' Tri-County Softball League met at Hanover and heard the evidence presented in connection with the protest which the Markdale club had lodged regarding the result of a game played here and won by Durham. A decision of the umpire was the chief cause of complaint and the game was ordered replayed.

On Monday evening the teams met again on the local diamond and in spite of the rain an interesting game was played, with Durham winning by a score of 14 to 6. The visitors went to bat first and before they were retired they had counted six runs. In the second and third innings they were blanked but got four in the fourth and one in the fifth. The sixth was a blank and final gave them three more. Markdale girls got two in the second, one in the fifth, two in the sixth and one in the seventh.

Markdale players were: H. Carefoot, Jane Noble, R. Green, A. Cutting, W. Graham, L. Green, W. Pendleton, D. Lee, Mary Carefoot, B. Down, V. Burnside.

Former Teacher, Amy M. E. Parsons, Drowned

The body of a young woman washed up on Sunset Beach on Tuesday was identified as Amy Mary Elizabeth Parsons, aged 26, former school teacher at Hullet Township, near Blyth, 16 miles from Goderich.

Identification was made by her father, Charles Parsons, summoned from the harvest field. The death certificate of Coroner Dr. W. F. Galloway reads, "Drowning by suicide."

A note in woman's handwriting under the windshield wiper of a coupe parked on the lake bank reading "C. Parsons, Blyth," gave authorities their first clue after the body had been reported found by M. Robinson, a cottager.

The body was found one-half mile South of the opening to a side road which leads to the Blue Water Highway. It apparently had drifted and been washed ashore.

Miss Parson, graduate of Stratford Normal, taught five years and when her mother died she came home to keep house for her father.

The Remedy

Prospective Buyer—"The rooms seem to be very small."
House Agent—"But you can always use the thinner wallpaper sir."

Miss A. Macphail to Speak at W.I. Meet

The special speaker at the 31st annual rally of the Grey County Women's Institute to be held in St. Paul's United Church, Kemble, on Friday, August 20th, will be Miss Agnes C. Macphail, M.P., of Ceylon. The subject of her address will be "Womanly Tasks."

The County President, Mrs. William Dingwall of Hopeville, will conduct the two sessions of the annual meeting, the morning session opens at 9.45 with the Institute Ode and Scripture reading by Mrs. Adam Taylor of Kemble. Prayer will be offered by Mrs. Walter Cannon of Kemble. The address of welcome will be delivered by Mrs. Gordon McPhatter of the Kemble branch of the Women's Institute. Mrs. A. G. Ferguson of Keward will reply. The president's address will be given at the morning session followed by the report of the secretary-treasurer, Miss Florence Smith of Meaford. New business, the election of officers and the reports of districts will all be features of the morning session as well as speeches by Mrs. Bryce Sinclair and Miss Alice Frizzell of Bognoor.

Special interest will centre in Mrs. Sinclair's address on "Kemble Institute Backward and Forward." Kemble branch, which was organized by the late Mrs. James Gardner, has the distinction of being the third branch organized in the world. Mrs. Gardner, who was the first Grey County president, organized many other branches in the district during the pioneer days of the movement.

Miss Macphail will speak during the afternoon session. Other speakers will be Mrs. E. C. Taylor of Hanover and Mrs. R. N. White of Centre Grey. Musical contributions will be vocal solo by Mrs. James Howell of Kemble, vocal trio by Mrs. Elmer Beckett, Miss Jean McKenzie and Miss Reta Shaw, and vocal solo by Mrs. Edward Davenport of Kemble.

Assembly singing will be under the direction of Miss Roberta Edmonstone of Kemble and the pianist will be Miss Jean McKenzie.

Sudbury Magistrate's Wife Killed in Accident

Death of Mrs. J. S. McKessock, wife of Magistrate McKessock, Sudbury, in a motor accident near Trout Creek July 25th, was declared "purely accidental" at an inquest conducted by Dr. R. H. Dillane, Coroner for Parry Sound district. No blame was attached to any one.

Evidence of Miss Jean McKessock, Sudbury, driver of the car and daughter of the victim; Robert, a son and passenger in the car; and two eyewitnesses, Miss Mary O'Shaughnessy and Robert Osborne, both of Trout Creek, was heard.

Mrs. McKessock died shortly after admission to St. Joseph's Hospital, North Bay, after the car driven by her daughter swerved in loose gravel and piled up in rocks at the base of a telephone pole.

Dr. E. J. Brennan, Coroner, conducted a preliminary inquest in North Bay shortly after the fatality. Mrs. McKessock's injuries consisted of eight broken ribs, broken collarbone, broken shoulder and a broken forearm, while she also suffered a hemorrhage of the lung.

ENGAGEMENT

Dr. and Mrs. Gordon Wright Mylks, 77 Kensington Avenue, Kingston, announce the engagement of their daughter, Helen Isabel, to Dr. Ronald Buchan Murray of Markdale, son of Dr. and Mrs. Herbert G. Murray of Owen Sound the wedding to take place the latter part of August.

Standard Want Ads. bring results. Try them.

Annesley Church Garden Party

Annesley church garden party, held in the basement of the church instead of on the lawn owing to damp weather, on Monday evening was a real success. Following the supper a softball game was played in the park between Durham and Markdale girls, with the former winning. The program in the church was presided over by Rev. H. S. Warren and consisted of a solo by little Donny McMillan; piano solos by Alice Lawrence of Clarksburg and Mazie Bussey; vocal solos with guitar accompaniment by Miss Marge Middleton of Durham; song, "When I Grow Up" by Mavis Thompson and Lois Acheson; guitar and violin selection by Misses Middleton of Durham with Mrs. I. Hooper as pianist; reading by Mr. W. J. Howard.

Black Knights Will Attend Service at Harkaway

The members of Victoria Preceptory No. 282 will attend service at Harkaway United Church on Sunday afternoon at 2.45 o'clock, when Rev. R. K. Burnside, who is a member of the order, will preach. The members are asked to be on hand at 2.30 o'clock. Following the service the grave of the late Fred Halbert, who was a member of the Preceptory, will be decorated. Arrangements have been made for a big turnout of the local Black Knights at the Derry Day celebration in Shelburne this afternoon. Next year Markdale will hold a celebration on August 12th.

The Churches

Anglican Church Notes

Rev. C. O. Pherrill, B.A., B.D.

Christ Church, Markdale
10 a.m.—Sunday School.
11 a.m.—Communion service.
7 p.m.—Evening Service.

St. Matthias' Church, Berkeley
2.15 p.m.—Sunday School.
3 p.m.—Communion service.

Cooke's Presbyterian Church

Rev. T. O. Miller, B.A., Minister

10 a.m.—Sunday School.
11 a.m.—Morning Service.
7 p.m.—Evening Service.

Gospel Workers' Church

Rev. A. Mills, Minister

Markdale Church
10 a.m.—Sunday School.
11 a.m.—Service.
7.30 p.m.—Service conducted by the young people.
Tuesday at 8 p.m.—Prayer meeting in the Church.
Thursday and Friday evenings—Cottage Prayer meetings.

Williamsford Church
11 a.m.—Sunday School.
7.30 p.m.—Service.
Cottage prayer meetings Tuesday and Thursday evenings.

United Church of Canada

Rev. H. S. Warren, B.A.

10.45 a.m.—Morning Service.
11.45 a.m.—Church School.
3 p.m., Vandeleur Service.
7 p.m., Church Service.

United Church of Canada Holland Centre Circuit

Rev. R. K. Burnside, LL.B., Pastor

10 a.m.—Berkeley S. S.
11 a.m.—Berkeley Service.
2.45 p.m.—Harkaway Service.
7.30 p.m.—Holland Centre.

The members of Victoria Preceptory No. 282, R.B.P., Markdale will attend Public Worship at Harkaway at 1.45 p.m.

Says Newspapers Aid to Consumers

Convention Speaker Says Chain-Store Use of Advertising Preclude to Lower Selling Costs

Addressing the convention of the Canadian Weekly Newspaper Association in Halifax this week, J. G. Johnston, secretary of the Canadian Chain Store Association, paid tribute to newspapers as the ultimate guardians of the right of consumers to buy what they need at the lowest cost of distribution.

"The old order changeth," quoted Mr. Johnston, "but how slow the old order was to change before the printing press began to spread civilization! The old order was slow to change because, although gossip travels swiftly, facts are slow to take hold until placed in cold hard type in the newspapers."

Old Methods Wasteful

Without newspapers telling consumers how most efficiently to spend their dollars, and their pennies, the speaker said, the old wasteful methods of getting the producer would have continued. The chain stores were pioneers in shortening the bridge between producer and consumer, with the result that to-day the toll necessarily exacted by the people who have built and operate the toll bridge along the road of distribution is less than in the old days. This does not mean, the speaker said, that the chain stores are the only retail organizations which are efficient.

"The point I wish to make," said the speaker, "is that all kinds of retail organizations have become more efficient since the chains have developed."

Explaining further, Mr. Johnston declared that before there were many chain food stores in Canada, the distribution of foodstuffs through the wholesaler-retailer system had been very expensive. He cited the 1919 investigation into the High Cost of Living by a committee of parliament, when various wholesale grocery companies testified through their officers that their costs of wholesaling only were often in excess of 10 per cent. and frequently were 12 per cent. of the consumers' dollar. To-day, he declared, wholesaling costs were seldom if ever over 5 per cent. and frequently were less.

Pass Saving to Consumer

"The chain food stores were the first to reduce this high wholesaling cost and they passed their savings on to the consumer in the form of lower prices," said Mr. Johnston. "The result was in the course of a few years the wholesaling method was changed; they eliminated credits, they found other efficiencies so that to-day the small independent merchant can be served by his wholesaler about as cheaply as the chain store can warehouse goods and deliver them to the chain store."

"This commendable step, this step which has saved untold millions of dollars to the consumers of this country, this saving which has enabled them to enjoy other benefits of a modern world, followed the chain store men's discovery of the value of advertising," said Mr. Johnston.

"If we go back to the early days of the chain food store," added the speaker, "we will find that among the principles on which they operated was that there should be no money 'thrown away' on advertising. Perhaps they were right because in those days, when there were no automobiles to enable the customers to come for miles to save pennies in the Saturday shopping, all chain stores were neighborhood stores and the advertising possibly could be fairly effective if it was confined to the prices shown in the windows."

Helps All Consumers

But in the few years following the war when everybody bought an

Colgan - Hibbert

On Saturday at noon, at the home of Mr. and Mrs. Frank Hibbert, Dundalk, their eldest daughter, Ella Vesta, was united in marriage to Mr. William John Colgan, son of Mr. and Mrs. A. E. Colgan of Markdale. The ceremony took place in the living room before a background of ferns. Rev. D. B. Gordon officiated. Given in marriage by her brother, the bride wore a Grecian gown of white sheer fashioned on long lines with a short jacket and shoulder corsage of tea roses. She was attended by her sister, Miss Maida Hibbert, in pale pink organdy wearing a corsage of roses. The wedding march was played by Miss Gladys Chapman of Flint, Mich., cousin of the bride. Miss Chapman sang during the signing of the register. Mr. George Colgan, brother of the groom, was the best man. The groom's gift to the bride was a gold watch; to the bridesmaid a bracelet; to the pianist a cameo ring and to the best man an engraved tie chain. Following the ceremony a reception was held on the lawn. The bride and groom later left for Halifax, the bride travelling in a rose bieve knitted suit with brown accessories. On their return they will make their home in Markdale.

automobile, some one in the chain store business discovered that newspaper advertising would be a big factor in building sales volume—and high sales volume is the great objective of every chain store man. From that day the chain store business grew by leaps and bounds until 1932, and it hasn't stopped growing yet though slowed by the depression. From that day when advertising began to be used by the chain food store, the consumer has been benefited by the reduction in distribution costs in the chain store business and in the retail business which is not chain store business.

"This is a prime example of the value of newspaper advertising to the consumer."

No business which has grown as rapidly as the chain-store business could fail to have a few enemies. Here and there, said the speaker, there doubtless are chain-store methods which make for unfriendliness. But he declared that if one looks around the community for the strongest critics of chain stores, it often happens that they are competitors of chains who would like progress to stop, who see a glamor in the horse-and-buggy days.

"Progress cannot be stopped," continued the speaker. "Nowhere on this continent has anyone ever heard of an organization of consumers approaching a civic body, a legislative body, a congress or a parliament asking that special taxes be imposed on chain stores. On the contrary in a few states where consumers have been aroused to their danger in special taxation of one type of grocery store for the benefit of another type of grocery store, consumers have descended on lawmakers and spoken their minds in their own interests."

Quebec so far has been the focal point in Canada for anti-chain store legislation, Mr. Johnston said, and the chain stores recently have begun an advertising campaign which is designed to tell the consumers and the lawmakers the truth about chain stores, indicating the benefits which have followed the reform in distribution methods which came soon after the chains first began to advertise their wares.

"One mistake the chains have made through the years," concluded the speaker, "has been their failure to sell themselves as well as their goods to consumers. That mistake is being rectified in the province of Quebec right now and it is my belief that the fine story the chains have to tell will be told in the daily and weekly newspapers in the other eight provinces in the not distant future."