

The Markdale Standard

Published every Thursday at The Standard Printing Office Main Street, Markdale, Ont.



\$1.50 per year in Canada \$2.00 in the United States

A. E. COLGAN & SON, Publishers

NEWSPAPER COSTS GOING UP

The increased cost of producing newspapers has compelled a great many publishers in Ontario to put the subscription price at higher rates. This week Orangeville, Shelburne and Dundalk papers go to \$2.00 per year. The Toronto dailies have gone to \$7.00 by mail and the Owen Sound paper to \$5.00. The Standard is in the same boat as all other newspapers but to date we have not decided to raise the price, trusting that all subscribers will pay in advance and assist us to keep the \$1.50 rate. For three years we have published an all-home print paper but this week we return to the four pages of ready print with a larger sheet. To continue the all-home print paper we would require more help and the increased cost would have compelled us to go to the \$2.00 rate. With loyal support from advertisers and prompt payment of subscriptions we hope to be able to continue to give Markdale and district a worth-while weekly newspaper at \$1.50 per year. The Standard is the only newspaper published which cares a hoot whether Markdale and the locality advances and we believe there are enough loyal citizens to render the support required to permit us to continue at the present rate. Businessmen as well as subscribers can assist by being prompt with copy for advertisements. Buyers in these times go where they are invited and if Markdale is to continue as a real shopping centre it's up to the merchants to do their share by attracting buyers to the village.

The Standard is just closing a campaign which was intended to attract buyers to the village and we have sufficient evidence in the ballots cast to know that our efforts produced results during the holiday buying season. Markdale merchants enjoyed the best Christmas trade in years and The Standard takes a share of the credit in this connection. The ballots cast in the campaign show that many shoppers from outside our trading area were attracted to the village. There is no doubt in our mind as to the value of advertising and we cannot understand why progressive businessmen can hope to advance without its assistance. We have added a good many new names to our subscription list in the past few weeks and we are now in a position to give practically 100 per cent. coverage in the Markdale trading area.

The subscription rate for the present will remain at \$1.50 in Canada and \$2.00 in the United States and Great Britain.

THE VALLEY ROAD

Last week an Artemesia Ratepayer revived the question of the Valley Road being taken over as a part of the Grey County Road System, and this week Another Artemesia Ratepayer continues along the same line. The editor of this great family journal has often wondered why this piece of road has been for so long neglected by our County Councilors. At the time the Good Road System was adopted by Grey County we were a member of the Council representing Dundalk and of course we knew nothing of the Valley Road at that time. If our memory serves us rightly this road was included in the first system adopted but apparently for some reason was later dropped. During the past fifteen years we have driven over this road several times and we feel safe in saying that, outside of the roads which are now Provincial Highways, this is one of the most important in the whole County. It would make a splendid outlet for the Beaver Valley and at the same time attract tourists to that beautiful country where the scenery is unsurpassed in any section of Canada. If our Grey County Councilors are sincere in their efforts to attract tourists to the County then this road should be added to the County system at once. The Valley provides some of the best trout fishing in Ontario and the road would give easy access for tourists from Southern Ontario and American cities to the famous fishing waters at Meaford, now so well and favorably known over a wide area.

Construct a permanent and durable road would cost considerable money but we believe the investment would bring ample returns to make it a worth-while venture. The village of Flesherton would benefit while Hanover, Durham and Markdale would reap some returns from tourists as they pass through on their way to this great scenic valley. Meaford and Thornbury would also be benefitted and several of the

DORCHESTER

Mrs. A. Bunt and brother, Mr. Lyman Jackson, of Toronto spent Christmas with their parents, Mr. and Mrs. Wm. Jackson. Mrs. E. T. Walters spent New Years with relatives in Detroit. Mr. Edgar Jackson spent Christmas with his parents, Mr. and Mrs. Wm. Jackson. Mr. E. D. Gilpin spent New Year's day with his mother in Toronto. Mr. and Mrs. Kenneth Craig and Mr. and Mrs. Andy Rennie of Toronto spent New Years with their parents, Mr. and Mrs. Frank Angus. Mr. and Mrs. Geo. Caswell and daughter, Elsie, motored to Toronto and spent New Years with relatives. Mr. Earl Blackburn spent over the holidays at his home near Proton. Miss Josie Black of Toronto visited over New Years with Mr. and Mrs. Wm. Fitzsimmons. Mr. Howard David returned to Toronto on Friday enroute to his school near Peterborough. Mr. and Mrs. Chas. Rowe and family, Mr. and Mrs. A. E. McConnell and family and Mr. Thos. Rowe spent New Years with Mr. and Mrs. Jno. Matthews at Dundalk. Mrs. C. E. Atkinson spent the week-end with her parents, Mr. and Mrs. R. T. Edwards. Mrs. Martha Thompson of Manitoba is visiting her mother, Mrs. T. Bell. It is around 31 years since she has been here. Misses Helen and Melba Quinn of Toronto spent the holidays with their uncle and aunt, Mr. and Mrs. E. D. Gilpin.

WODEHOUSE

And now we write 1938. The festive season is over and all the happy gatherings, New Year resolutions will now be put into action. Here's hoping 'twill be a good year for all. School opened on Monday. Miss Parker returned to duties from her home at Flesherton. At the school meeting on Wednesday Mr. W. Walsh was re-elected as trustee for another term. Mrs. Gordon Wiley, who has been laid up lately with an attack of neuritis, is, we are glad to say, improving. Born—On Wednesday, Dec. 29th, 1937, to Mr. and Mrs. Russell Fawcett, a son. Miss Elsie Wiley returned to her duties on Monday after spending New Year's and a few days at her home here. The High School girls returned to work on Monday. Mr. Art. Lee spent New Year's with friends here. Mr. Frank Ball was a guest at Mr. W. Wilson's at Beavertale for New Year's day.

(Intended for last week) A happy New Year to all. The Christmas concerts at the school and Sunday School were well attended and enjoyed by all present. The children acted their parts well and to their delight Santa Claus arrived and brought his usual load of gifts and fun for them. There were many happy gatherings for Christmas day, some at home while others spent the day with distant friends. Some who went away were: Mr. W. Wylie with friends at Durham; Mr. and Mrs. Willard Wiley and family with Mrs. Clara Wiley and Miss Hazel at Markdale; Mr. and Mrs. L. Hilliard with the latter's mother and sister at Ebenezer; Mr. and Mrs. J. Elford and Billie with her brother, Clarence, and wife at Heathcote, at a family gathering; Mr. and Mrs. Victor Wiley with the latter's parents, Mr. and Mrs. Hodgkinson, at Rocklyn; Mr. Frank Ball with friends at Flesherton. Those who had visitors were: Mr. and Mrs. Matt. Devitt and daughters of Sigo, Mr. and Mrs. Wm. Johnston of Vandeleur with Mr. and Mrs. Jas. Wiley sr.; Mr. and Mrs. James Kirkpatrick and family and Miss Orrie Kirkpatrick of Markdale with Mr. and Mrs. Roy Kirkpatrick; Mr. and Mrs. Hilliard Erskine and babe with Mr. and Mrs. George Wiley and family; Miss Elsie Wiley with her parents, Mr. and Mrs. Gordon Wiley. Miss Jean Chapple spent a few weeks with Mr. and Mrs. Russell Fawcett. Mr. Frank Ball is engaged with Mr. Gordon Wiley at present. Misses Ruth and Helen Wiley are home from High School for the holidays.

townships would also be the better for it. Those County Councilors who really desire to legislate to the benefit of Grey should take the initiative and see that a by-law is passed at the session of the Council this month adding that piece of road to the present system. If tourist trade is to be encouraged then it should be directed to points within the County rather than to adjacent municipalities. At the present time this road is open for automobile traffic as is that portion of the County road from Kimberley to Thornbury. With an improved surface many city skiers would be attracted to the valley in the winter months. May we look for some move in the County Council this month? SHOP IN MARKDALE.

Up in the clouds by Beulah Earle

THIRTEENTH INSTALLMENT
Monty Wallace has just arrived in California, having broken the East-West cross country airplane record. Natalie Wade, mistaken by him for a newspaper reporter writes the exclusive account of Monty's arrival, and succeeds in securing a trial job with a paper in exchange for the story. Natalie becomes attached to Monty. Although she discovers Monty's love for her is not sincere, Natalie admits that she loves him. She is assigned by her paper to report Monty's activities for publication. Jimmy Hale, the newspaper's photographer, becomes Natalie's co-worker. Natalie interviews Jabe Marlon, a wealthy airplane builder, who decides to build a record-breaking 'round the world plane for Monty. Marlon's daughter, Sunny, exquisitely beautiful, is attracted to Monty. She invites Natalie to dine with her when they meet the aviator unexpectedly. Natalie discovers that Sunny is jealous of her friendship with Monty, and that she is trying to prevent them from being alone. After driving to a mountain resort with Sunny and Jimmy, Monty again declares his love for Natalie. Sunny attempts to drive Natalie from Monty's attention by climbing a high wall. She almost loses her balance and is pulled back by Monty. Jimmy later asks Natalie to consider his love for her, if she refuses Monty. Natalie induces Monty to set out with her in an airplane search for two missing aviators. At dusk Monty lands the plane in the open country, where he and Natalie must spend the night. Resuming the search in the morning they finally locate the fliers. Natalie wires the story to her paper. That night at dinner, Marlon announces a non-stop, 'round the world flight, with Monty piloting the new plane, 'Sunny Marlon'. Monty's plan is to have ten refuelling stations along the route, where pilots are to go aloft to refuel his plane. Monty flies with Natalie to New York, where he will begin the flight eastward. They are followed by Jimmy and Sunny. The day before the flight, Monty once more declares his love to Natalie. In spite of adverse weather reports, Monty takes off. Natalie returns by plane to California, where she hears that Monty has reached Moscow, and is continuing on to Siberia.

Quickly, in the staccato manner of the veteran reporter, Natalie poured out the story of Monty's victory over the elements. It was his triumph—hers. And even as the last words of her story sang over the wire, Jimmy Hale and Sunny came in. Sunny was her old self again. Composed, her most charming manner seeking to conceal the defeat that Natalie knew must be hers. Jimmy was jubilant. "Get out the Welcome Mat," Jimmy shouted gleefully. "This calls for a party. And when the Hale tribe says 'party', it means a real blow-out—a whoopjamboreeh!" Sunny acceded with an alacrity that seemed almost genuine. "Of course!" she agreed, with gusto. "And what better place for a welcome party to Monty Wallace than Nat's apartment?" Natalie sensed a thrust in these apparently innocent words. But not betraying that she, too, knew Sunny's position with Monty, she took up the challenge. "You two run along," replied Natalie. "I'll meet you after I get the rest of this story and check on Monty's arrival. Jimmy and Sunny departed, while Natalie resumed her place beside the telephone. The bell jangled with an insistent clangor. "Yes," answered Natalie. "Oh, it's you, Mack. Yes—I'm here at the airport. No news after the last flash—what? You have a bulletin from the News Bureau? What is it—quick!" From his desk in the City Room, Mack Hanlon scanned the strand of yellow tape trailing through his fingers. In its brief message was spelled the news they had been waiting for these long, long, days and nights. He read: "Mont Wallace proceeding down coast, reports all is well. Air escort picks up plane near Portland. Wallace scheduled to land 7.45 a.m. Good flying weather ahead." Mack detected a stifled cry of relief from the receiver near his ear. "Thanks, Mack," came Natalie's grateful voice, over the wire. "Shall I write a follow-up for the early edition?" "We'll handle that," laughed the genial editor. "You start catching up on some sleep or you won't be able to see your hero even if he lands in broad daylight!" It took Natalie no time to be home. Somehow it seemed ages since her eyes had glimpsed these familiar things before. As she opened the door, a shout greeted her. Jimmy and Sunny, true to their promise, had already begun preparations for the "welcome party."

"Hi, Nat," greeted Jimmy, poking his head from the kitchen. Sunny's face wore a smile; only her eyes remained coldly serious. "Don't mind us!" she laughed. "But you can't blame a couple of people who haven't really celebrated since last New Year's Eve," she added, with a knowing glance. Then as quickly she turned to Jimmy. "Huh? We better give this hard-working newspaper woman a chance to get a much-needed beauty nap?" Jimmy ignored Sunny's obvious barb. "Of course," exclaimed Jimmy. "Let's go before the neighbors suspect the celebration has started already!" Jimmy and Sunny left Natalie again alone with her thoughts—her hopes. But the demands of sleep were stronger than even her anticipation of the morning's events. She slept soundly. Before she knew it, her brief interval of rest was broken by the sounding of the door-buzzer. Hastily drawing on her robe, Natalie admitted Jimmy and Sunny. "Time to get out to the airport," warned Jimmy. "Toot-toot, all aboard!" chimed in Sunny, merrily. "I'll slip into something in a jiffy—sit down while I wake up under a shower," said Natalie, glancing at the clock. "I'll make some coffee," volunteered Sunny, catching Jimmy by the arm. "Come on, you!" Soon Natalie again appeared, this time clad in a simple sports outfit. Her face shone radiantly only to be outdone by the brightness of her eyes. This was her day of days. The aroma of steaming coffee drew her to the kitchen. "That coffee smells too good—you can't keep me away by hiding it out here," she said, but scarcely had she spoken than her eyes fastened on the scene before her. Sunny and Jimmy were clasped in each other's arms. Their lips had met. They stood in a little world of their own. Only after a moment did Jimmy become aware of Natalie's presence. His start brought Sunny back to reality. "Hello, Nat," said Jimmy. Then turning to Sunny with a meaning glance, "I guess we might as well tell her."

Recipes for Standard's Cook Book

- NUT BREAD: 1 cup brown sugar, 2 eggs, butter, size of walnut, 1 cup sour milk, 1 cup raisins or chopped dates, 1/2 cup chopped walnuts, 1 teaspoon soda, 2 cups flour. Let rise 20 minutes before baking in moderate oven. Mrs. J. F. Collinson, Ceylon
- CABBAGE CHOP: Take a good sized head of cabbage, chop and sprinkle with salt; cover with water and let stand overnight; bring to the boiling point in the salted water, then drain. Chop one dozen good sized onions and mix with the chopped cabbage. Heat one quart vinegar to the boiling point; add one cup sugar and one cup flour, one tablespoon mustard, 1/2 tablespoon tumeric powder in cold vinegar; bring to the boil, then add the chop and cook ten minutes. A small bag of pickling spice added to the vinegar improves the chop. Mrs. Chas. Martin, Eugenia
- GERMAN BUNS: 4 cups flour, sifted, 1 small teaspoon salt, 1 cup white sugar, 1/2 cup butter, 1/2 cup lard, 1 egg, well beaten. Break egg into cup; then fill up with half milk and half water. Add one teaspoon full soda and two teaspoons of cream tartar (or 3 teaspoons baking powder). With other ingredients mix to a dough. Make a filling of 1 egg, 1 cup brown sugar, 1/2 cup flour. Roll out the dough and spread on the filling. Roll and cut in slices and space well on a greased pan. Bake. Mrs. Chas. Martin, Eugenia

I.C.O.F. Saugeen Lodge No. 327 Markdale, Ont.

MONDAY, JANUARY 17—REGULAR MEETING. All members are urged to attend these meetings—and be on time. F. A. YORK, Noble Grand. W. J. COLGAN, Recording Sec.

SPANISH SUPPER DISH: 3 slices bacon, 1 large onion, 1 can tomatoes, 1 cup raw, washed rice, 1 bowl, chopped, cold meat season well. Fry together bacon and onions and add to rice and tomatoes in a double boiler. Cook for two hours. Add cold cooked meat about 15 minutes before serving. Mrs. J. F. Collinson, Ceylon

APPLE SAUCE CAKE: 1/2 cup shortening, 1 cup brown sugar, 1 egg, 1 teaspoon soda, 1 teaspoon salt, 1 teaspoon cinnamon, 1 teaspoon nutmeg, 1 teaspoon baking powder, 1 cup raisins, 1 cup warm apple sauce. Cream lard and sugar together and add well beaten egg and add flour mixed with baking powder alternately with apple sauce in which the soda has been dissolved. Add raisins, cinnamon, nutmeg and salt. Pour into a greased loaf pan and bake in a moderate oven about 45 minutes. Margaret Harvey, R. R. 3, Markdale

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FRIDAY 10 P.M. E.S.T. STATION CRCT (CBL) LISTEN... on Friday Night "CANADA-1938" IMPERIAL TOBACCO'S INSPIRING PROGRAM

Alfalfa Hay WANTED: Any quantity Alfalfa Hay for which we are paying \$7.50 per ton for Good First Cut \$8.00 per ton for Second Cut Above Prices CASH H. R. Metcalf PHONE 47, MARKDALE

INSURANCE POLICIES THAT PROTECT AUTOMOBILE LIABILITY ACCIDENT Cargo, Bonds Fire, Burglary - AN INSURANCE POLICY TO FIT YOUR NEEDS - OUR SERVICE DOES NOT END WITH SELLING THE POLICY Best Canadian and British Companies in TARIFF NON TARIFF and MUTUAL INSURANCE If You Need Insurance See ALEX. C. STEWART Box 128 MARKDALE