


DON'T RISK RUIN!

You might be the next victim of fire—fire that can quickly destroy your home, your business, your property, your whole life's work. Let Pilot Insurance accept the risk—ready and quick to pay any just claim. The cost is very low.

We write Pilot Insurance to cover selected risks in Automobile, Fire, Burglary, Plate Glass, Public Liability and all other general insurance.



ARTHUR NORRIS, MARKDALE representing
PILOT INSURANCE COMPANY

TO O P

Saugeen Lodge, No. 327 Markdale, Ont.

APRIL 17th—Regular Meeting for general business, selection of District and Grand Lodge representatives and practice for the Initiatory Degree.

GEO. WHITNEY, Noble Grand
A. E. COLGAN, Rec.-Sec.

COLLECTIONS

A Guelph medical client writing us on March 20th says in part: "Thank you very much indeed for your very effective services." That unsolicited compliment speaks volumes doesn't it.

This "effective service" is available to you. Take advantage of it and send in your list NOW.

KELLY & AIKEN
The Collection Specialists
Orangeville, Ont.
Est. 1890
—Buster to-day than ever before—

Beef - Pork
Veal and Lamb
Cooked Meats
Fish In Season
MARKDALE MEAT MARKET
Phone 67
O. Lepard, Prop.

BUSINESS DIRECTORY

VETERINARY
DR. S. R. THIBAUDEAU, V.S., B.V. Sc. Office at residence on George street. Phone night or day 91, Markdale.

DENTISTRY
L. G. CAMPBELL, L.D.S., D.D.S., Dentist, Surgeon, Graduate of Ontario College of Dentistry and University of Toronto. Office over the Post Office. Office hours 9 a.m. to 5 p.m. Appointments may be made by phone.

Dr. J. A. McARTHUR, Dentist, Office in the Artley Block, over Perkins hardware. Entrance at south-west corner of building, Toronto Street.

FRATERNAL
L.O.L.—Markdale L.O.L. No. 1045, meets in the Orange Hall, Markdale, at 8 o'clock p.m., the first Thursday in each month. Visiting brethren cordially invited. Alvin Foster, W. M.; Emerson McCullough, Rec.-Sec. M.

A.F. & A.M.—Hiram Lodge No. 490, G.R.C., Markdale, meets in the Masonic Hall, Reburn Block, at 8 o'clock p.m., on the second Thursday in each month. Visiting brethren invited. W. E. Bradey, W.M.; W. J. Colgan, Secretary.

E.B.K.—Victoria Preceptory, No. 282, meets in the Orange Hall in Markdale at 8 o'clock p.m., on the third Thursday in each month. Visiting brethren always cordially welcome. Russell Dixon, W.P.; A. E. Colgan, Registrar.

HARKAWAY
(Held over from last week)
Miss Mabel McGee was a caller with Miss M. Johnston on Saturday.
Mr. Shingley Moore of Swanton Park has returned to his home after spending some weeks with Mr. and Mrs. G. Moore.
Miss Maud Walker was a week-end visitor with her parents, Mr. and Mrs. A. Walker, who are now settled on the Binn's farm at Harkaway Church. We welcome Mr. and Mrs. Walker and family to our community.
Mr. and Mrs. G. Carberry called on Mr. and Mrs. Gentry last Sunday.
Mr. and Mrs. R. Rae and Marie visited with Mr. and Mrs. J. Menary and family on Sunday.
Mr. and Mrs. A. Walker spent an evening last week with Mr. and Mrs. G. Moore.

United Church of Canada
Holland Centre Circuit
Robert Watt, Pastor

HOLLAND CENTRE
10:30 a.m.—Morning Worship.
11:30 a.m.—Sunday School.
Friday, 8 p.m., Y.P.S.
HARKAWAY
2:45 p.m.—Worship Service
BERKELEY
7:30 p.m.—Evening Service
Thursday, 8 p.m., Y.P.S.
NOTE: Rev. J. R. Bythell of Christ Church, Markdale, will give his "Illuminated and instructive missionary address on his work amongst the Eskimos," in the Berkeley United Church on Friday, April 21st at 8:15 p.m., under the auspices of Berkeley W.A. A silver offering will be received. All welcome.

United Church of Canada
Kimberley Circuit
W. R. Buchanan, Pastor

11 a.m.—Epping.
2:30 p.m.—New England.
8:00 p.m.—Kimberley.

There's ROOM FOR EVERYBODY...

PRODUCTION MEN—keeping in constant touch with sources of raw materials, suppliers of parts, government and military authorities.

THE ARMED FORCES—with responsibility for training and supply, for troop movements, for operations on land, air and ocean battlefronts.

GOVERNMENT OFFICIALS—in touch with every phase of our production and military program—with foreign governments—with national and international agencies.

YOU—depending on your telephone for quick, essential communication at work and at home.

But telephone lines can carry this wartime load only if we all use existing facilities sparingly, and keep our calls just as short and business-like as we can.

Additional equipment is severely limited by material shortages; co-operation must take the place of construction if essential calls are to go through promptly.

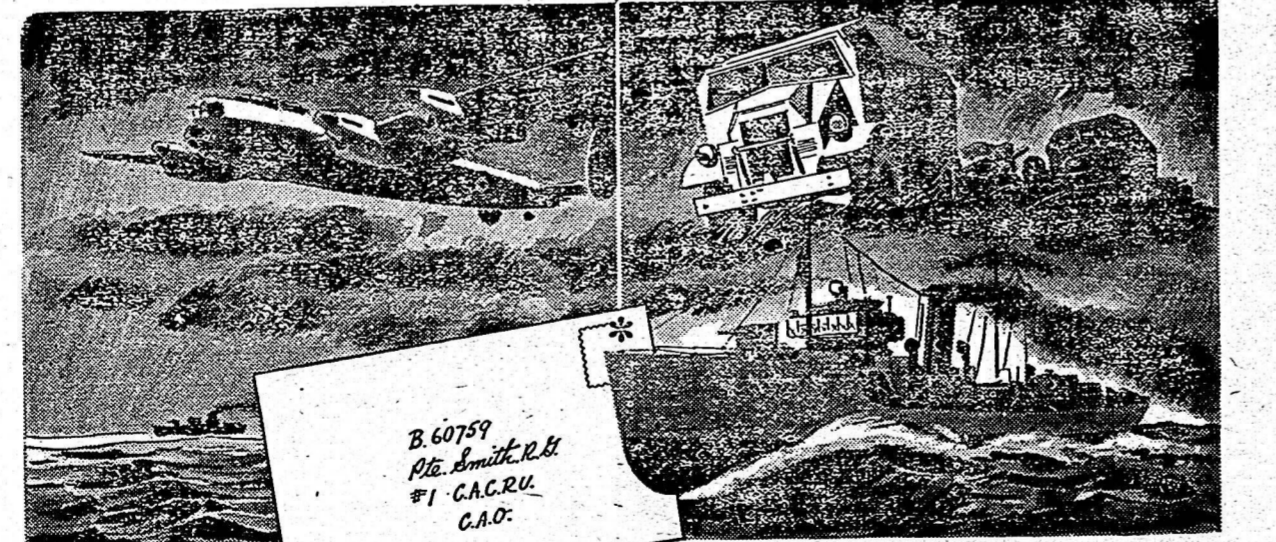


ADDRESSES ON THE MOVE... IN SPITE OF ALL WAR HAZARDS 31,500,000 LETTERS REACHED YOUR MEN OVERSEAS LAST YEAR

Do you remember the "Change of Address" form which you filled out when you moved your civilian home? After that was filed at your local Post Office, every letter sent to your old address had to be redirected to the new one, and that went on until your correspondents were familiar with your new location.

Probably you didn't move very often, but each time you did, the Post Office gave redirectory service. And if you will think about that for a moment, you will begin to see what a stupendous task confronts the Canadian Postal Corps in handling the military mails, when thousands of men are being moved almost daily!

Yet, in spite of the need of tracing men from reinforcement units to their locations on fighting fronts... in spite of the need of tracing them through hospitalization... or while on leave... when their unit is moved... in spite of delays in air mail service caused by adverse flying conditions... of delays in surface transportation caused by enemy action...



1. Always be sure each letter or parcel (properly packed) is fully and correctly addressed.

2. Use lightweight paper for regular Air Mail, or use the Armed Forces Air Letter Forms. Airgraph letters take a little longer because they must be processed in Canada and overseas.

3. To men in hospital, mark your letter "In Hospital", if you are advised to this effect.

4. Never put into parcels perishable food, or any substance that can be damaged by extremes of temperature.

CANADA POST OFFICE
Hon. W. P. MULOCK, K.C., M.P., POSTMASTER GENERAL

This is one in a series of messages explaining problems of electric supply to farm and household consumers served direct by The Hydro-Electric Power Commission of Ontario.



Why a Minimum Bill for Electric Service?

In our previous message, we indicated the two parts of the cost of supplying electric power to the Rural User. Let us consider the part covering distribution cost, and its relation to the MINIMUM BILL.

Electricity cannot be bought at a store and taken home for use. It has to be delivered to your home or farm over distribution lines built of poles, wires, insulators, transformers, meters, etc. These lines must be ready to deliver electricity day in and day out, when you turn the switch.

These pole lines, with related equipment, cost money to construct, and on this cost must be paid each year, interest and repayment of capital. In addition, these lines must be properly maintained, replaced when necessary, and kept in good operating condition, including costs of billing and collecting and superintendence. All of these distribution costs must be met each year, in addition to the actual cost of electricity at the substation.

Let us see what this distribution cost amounts to:

| | |
|--|------------------|
| Cost to construct 20,000 miles of distribution lines to serve 135,000 rural users..... | \$39,000,000.00 |
| Yearly cost (1942) of operation, maintenance, interest, renewals, etc..... | \$ 2,991,400.00 |
| Average cost per customer..... | \$22.20 per year |
| | 1.85 per month |

In hamlets where customers can be grouped and lines are shorter, this average cost per user is slightly less. In the case of farms where the users are spread along the line, the cost is somewhat greater.

Whether or not you use power in any month, the cost of this equipment to serve you still carries on. If you use less electricity than is covered by the minimum cost (on standard farms, 56 kilowatt hours a month), then you have a MINIMUM BILL to meet this distribution cost. If your use of electricity is greater, your bill at the Uniform Rate covers both distribution cost, plus the cost of electricity at the station. The Minimum Bill for a 2-wire Hamlet user is \$1.50 net per month; for a standard Farm, it is \$2.02 net per month.

These explanations are given to help you understand the new rate. In our next message, we will discuss, for your benefit, "Installment Services under War Conditions". In the meantime, if you need further information, please ask your Rural District Superintendent.

THE HYDRO-ELECTRIC POWER COMMISSION OF ONTARIO

In order to have a complete understanding of the new rural rates, we suggest you clip and keep these explanations.

IRISH LAKE
(Held over from last week)
Week-end visitors with the Duncan and Sweeney families were: Mr. and Mrs. Pat Black, Mr. Willard McWhirter and Mr. John McWhirter, all of Gravenhurst.

Mr. Walter Eagles spent a Sunday recently with his wife and son, Glen, of Townsend Lake.

Mr. Geo. Mundle of Kimberley district is spending the winter months with his daughter, Mrs. Noble Ward and Mr. Ward.

Mrs. Everett Stafford and daughter, Sandra, of Berkeley visited for a few days with the Eagles family.

Mr. and Mrs. P. J. Sweeney recently spent a Sunday with Mr. and Mrs. J. Melnis of Friesville.

Mr. Vincent Moore of Holland Centre has spent the past week with the Sullivan family.

Mr. and Mrs. Wm. Beaton visited a short time ago with Mr. and Mrs. Edgar Patterson.

Miss Marie Hamilton has returned after enjoying a week-end at her home near Berkeley.

Miss Lorna Leitch visited with Mrs. Freeman of Markdale last week.

Mrs. and Mrs. Bill Syme and Carman spent a Sunday with Mr. and Mrs. Alex. Duncan and family.

Mrs. P. J. Sullivan has spent the winter months with her sister, Mrs. Stephen Martin of Toronto.

Mr. Edgley Hazard of Ceylon called on friends on the line last week.

TEMPLE HILL
(Held over from last week)

Wonder where the weather prophet is that predicted an early spring? Rev. and Mrs. Phyllis Merrifield of Oren Sound spent last Sunday at her home here.

A number from here attended the shower for Mr. and Mrs. Lloyd Gordon in Rocklyn Hall on Friday night.

Rev. and Mrs. Warren and family spent the past week visiting with Mr. Warren's parents in Toronto.

Red Cross quilts were held at the homes of Mrs. Wm. Hannah and Mrs. Boyd. This makes nine quilts for the energetic group of ladies in the past six weeks.

George Seabrooke was a blood donor at the Blood Donors' Clinic held in Markdale on Thursday last.

Sorry to report Mrs. Angus Melnis but is showing some improvement at time of writing.

Mr. Gordon Erskine of Meaford spent a few days with Mr. and Mrs. Russell Erskine.

The Graham family spent Sunday last with Mr. and Mrs. Frank Wiley at Woodhouse.

Mr. and Mrs. Earl Gardner were Sunday visitors to the Boyd home.

Glad to report John Merrifield feeling quite a bit better after a severe attack of asthma.

Mrs. Chas. Ransome of Holland Centre is spending a time with her parents, Mr. and Mrs. Angus Melnis.

VANDELEUR
(Held over from last week)
A number of Farm Forum members attended the morning pictures in the Department of Agriculture on Tuesday evening of last week. They were put through the co-operation of the National Farm Board and the Grey County Federation of Agriculture. One of the pictures showed scenes from Grey County including some from Markdale and Peshoban and it was interesting to see some of our local residents portrayed on the screen.

Mrs. Lundy Johnston has returned home after spending a couple of weeks in Toronto.

A number from here attended the Seed Fair in the Department of Agriculture, Markdale, on Tuesday afternoon. An interesting feature of the program was a display and demonstration of carcasses of hogs shipped recently by farmers of the Markdale district. A carcass in the class, which was pointed out as the best in the display, belonged to a hog shipped by Mr. Geo. Summers of this community. It was also interesting to hear one of the speakers from the O.A.C. state that he had driven around Grey County on many occasions about thirty-five years ago to attend Farmers' Institute meetings with the late Mr. J. I. Graham who was secretary of the Institute.

Mrs. Eva Williamson of Oren Sound spent the week-end at the home of her parents, Mr. and Mrs. Robt. Williamson.

GORING
(Held over from last week)
We welcome Mr. and Mrs. Herb Parker back to Goring.

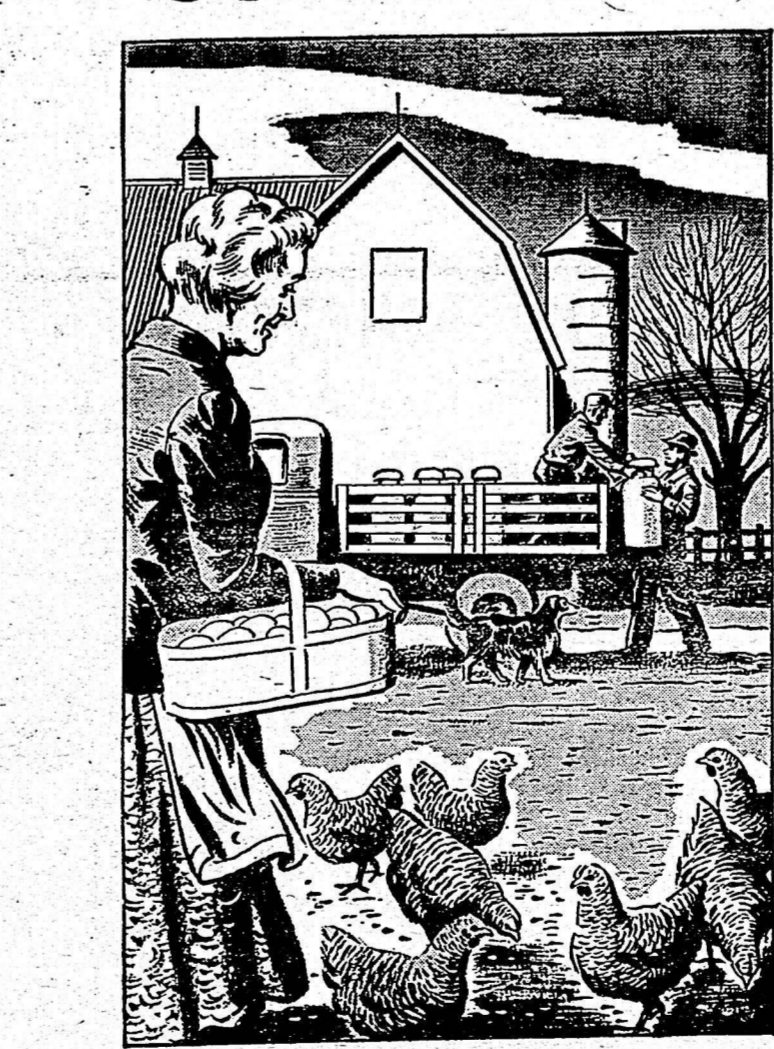
Cream

GREATER THAN EVER is the NEED for an INCREASED BUTTER PRODUCTION this year. This is due to the bigger requirements of our Armed Forces and Overseas Shipment.

In order to encourage HEAVIER CREAM PRODUCTION the Government announced that it will continue to PAY THE 10 CENT BONUS without interruption during the coming summer months, right up to April 30th, 1945. This is certainly worth your consideration when you are planning your capacity production for some time ahead.

Markdale Creamery and Produce Co.
Phone 66

"COMBINED OPERATIONS INCLUDE YOU"



● Invasion demands more action from every fighting service... combined operations. Combined operations include you, too.

Despite the shortage of help and equipment, Canadian farmers have responded nobly to demands for increased production of foods.

But there is one thing on which a better job can still be done, MORE MONEY is needed to fight a more intensive war.

All Canadians will be asked to furnish this money. It's a duty that we who are at home owe to the men on the fighting fronts.

In these days most farmers have higher incomes... money to save. And that is the job that they are asked to do... save money and lend it to Canada.

You are not asked to give money... just to lend it. When the war is over you'll have this money to "plough back" into your farm. So save now to lend to your country. Save to have money to improve your farm; money for new stock and implements; money for more land or new buildings... for a new car... for new furnishings and conveniences for your home.

All you can lend is little enough for a cause so vital for a need so urgent. And the more that you can save and lend to your country now, the more you will have for your own use when the war ends.



Be Ready to Buy MORE VICTORY BONDS

National War Finance Committee