



Before you blame your telephone...

CHECK THIS DISTANCE

Engineers designed the mouth-piece of your telephone to give best results at one-quarter of an inch from the lips...

Help avoid needless service check-ups, and at the same time without strain. Just remember: Talk clearly, normally, directly into the telephone, with your lips just one-quarter of an inch from the mouth-piece.

One Action Service Giving Wings to Words



Smoking while you talk may cause disordered reception. It also prevents your holding the mouth-piece in correct position, close to the lips.

If you need to reach across your desk as you talk, continue to hold the mouth-piece in correct position, close to the lips.

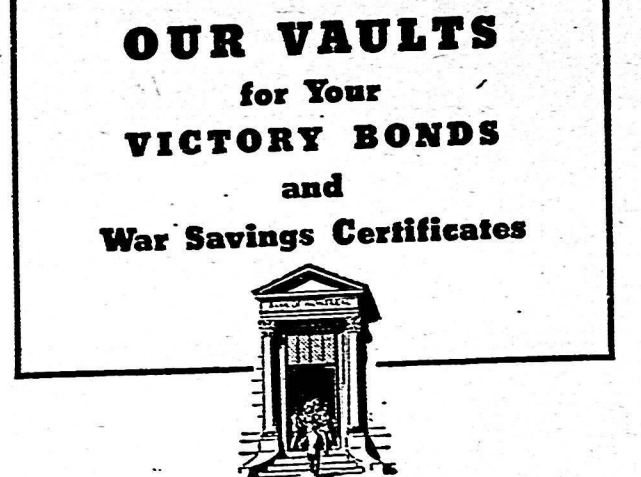
A wall set can't come to you stand or sit so that your lips are directly in front of and close to the mouth-piece. Don't "talk across" it.

For clear, noise-free transmission, always keep your dark telephone upright—no at or near the horizontal position.

Fine Record Made By Grey County Villages

(The Daily Sun-Times) In Canada's Sixth Victory Loan it is the villages which led the Grey County procession, and particularly those down the C.P.R. line...

OUR VAULTS for Your VICTORY BONDS and War Savings Certificates



Do not take the risk of having your war securities misplaced, stolen or burned: we will keep them for you in our vaults, for a small charge—

VICTORY BONDS—For 10¢ per \$100 per annum—minimum charge 25¢ a year—we will keep your bonds in our vaults, clip the interest coupons as they become due, and place the amount to the credit of a savings account in your name.

WAR SAVINGS CERTIFICATES—You can place your certificates in our vaults for safekeeping until they mature—7½ years from the time of purchase. Charge for the full 7½ years: 10¢ for a \$5 certificate, up to \$1 for a \$500 certificate.

Borrow, if necessary on your Victory Bonds as security, rather than sell them. We will make you a loan to protect your investment.

BANK OF MONTREAL FOUNDED IN 1817 "Up-to-date Banking for Industry and Workers" Markdale Branch: A. G. ROBERTSON, Manager Chatsworth Branch: R. T. DUNLOP, Manager



THREE SQUARE MEALS A DAY... AND MIDNIGHT SNACKS AS WELL!

Canadians have never known famine. On their own initiative, Canadian farmers have seen to it that no country in the world provides a better table. Even in wartime, Canadians enjoy both plenty and variety...

ORANGE VALLEY

Miss Muriel Gilchrist of Owen Sound, accompanied by Mr. H. Brown and Mr. John Doves of Derby town-ship, spent Mothers' Day with the former's parents, Mr. and Mrs. Chas. Gilchrist...

GORING

Miss Wilma Murray has returned home from Owen Sound hospital and is convalescing at her home here. Mr. and Mrs. Leslie Shepherdson spent Sunday at the home of Mr. Babington in Meaford.

WALTERS FALLS

Mrs. R. Temple and daughters of Burford spent the week-end with her parents, Mr. and Mrs. H. Olmstead. Pie Allan Lemon arrived home from Meaford on Sunday on a twenty-day leave.

HARKAWAY

Mr. and Mrs. Gordon Moore spent Sunday with friends in Berkeley. Mr. Russell Rae moved to Toronto over the week-end and was accompanied home by Mrs. Mildred Rae.

ROSEDALE

Miss Alice Reekie spent the week-end at her home near Thornbury. Week-end visitors with Mr. Roy Thompson and Mrs. Wm. and Mrs. Thompson of Mount Forest and Mr. and Mrs. Laurence Thompson of Riverside.

Saugeen Lodge, No. 327 Markdale, Ont.

MONDAY, JUNE 5th, 1944—REGULAR MEETING. GEO. WHITNEY, Noble Grand A. E. COLGAN, Rec. Sec.

For lots of BIG Eggs



John McWilliam, Flesherton; G. C. MacDonald Hardware, Chatsworth

ROSEDALE

Miss Alice Reekie spent the week-end at her home near Thornbury. Week-end visitors with Mr. Roy Thompson and Mrs. Wm. and Mrs. Thompson of Mount Forest and Mr. and Mrs. Laurence Thompson of Riverside.

Girls and Married Women ARE URGENTLY NEEDED

FOR INTERESTING WORK BY A LARGE WESTERN ONTARIO MANUFACTURER ON WAR WORK. Continuous work offered, but applications also accepted for short term or summer employment.

BOARDING FACILITIES AVAILABLE. Applications not acceptable from those now on war work.

Apply at your local Employment and Selective Service Office or at the Markdale Standard office at 10.30 a.m., Saturday, May 27, when a special representative of the firm will be there for interviews and to take applications. Refer to CR112.

THE STORY OF INFLATION ... IN ONE EASY LESSON

Diagram illustrating the cycle of inflation: In wartime, more people are working and there is more money to spend, but half of what is made is for war. This leads to more consumers, higher wages, and higher production costs, which in turn leads to higher prices and a vicious spiral of inflation.

To Protect Us All from the Rising Cost of Inflation and the Disaster of Inflation

Advertisement for Victory Loans, highlighting how they help pay the costs of war, provide tax advantages, and ensure a fair share to everyone.

WODEHOUSE

New England W. A. The May meeting of the New England Women's Association met at the home of Mrs. William Wiley on Thursday afternoon with twelve members and visitors present.

GERMS FROM OTHER WORLDS CAUSING OUR EPIDEMICS? Scientists say hitch-hiking germs from far-off planets may be responsible for devastating plagues that periodically hit the earth.

HAVE YOU RENEWED? Now is the time to renew your subscription to The Standard.

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., Dental 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.
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.
R.E.K.—Victoria Preceptory, No. 222, 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.
GEO. E. DUNCAN Licensed Auctioneer. Reliable, accurate service. Dates may be arranged at The Standard office, Geo. E. Duncan, Dundalk. Phone: 423 Dundalk.

THE BANK OF TORONTO Incorporated 1855 Markdale Branch—A. E. Hunt, Manager 89 YEARS OF FRIENDLY FINANCIAL COUNSEL TO CANADIANS

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

Cream Saving Gasoline and Tires Is Part of Everyone's Duty MAY WE SUGGEST... That you bring your can of cream with you to the creamery each time you come to town. Besides the saving in gasoline, it will pay you well to follow this practice. The Creamery will be open Wednesday and Saturday nights till 10.00 o'clock. Markdale Creamery and Produce Co. Phone 66

Insurance Any type of policy you desire may be had from A. J. NORRIS Office on Main St., Markdale, in the F. J. Thompson residence West of the Hospital Telephone 11

They're TALKING ABOUT... a Ten-Cent Dollar!

They speak of it glibly...but what does it mean? It means that every pay-day if your boss paid you in crisp new one-dollar bills each of them would buy only a measly ten-cents' worth of goods. All those savings you've made with ten dimes to a dollar would shrink to the size of one! That's inflation! So we're lucky in Canada that price ceilings and other anti-inflationary measures have kept our dollar value HIGH. In fact, a dollar goes further to-day... buys more goods than the dollar of 1918. Look at these prices, a pound of cocoa to-day compared to the way it was then. The same quality towels now, were then. Yes, we get a good dollar's worth to-day. And remember—you protect your dollar value when you refuse to pay more than the ceiling price...denounce black markets...buy Victory Bonds...save...pay off debts and help keep the cost of living down!

Make This Pledge Today! I promise to give my support to keeping the cost of living down. I will buy only what I need. I will observe the ceiling when buying or selling goods or services. I will pay off old debts, save for the future, invest in Victory Bonds and War Savings Certificates. And I will support taxes which help lower the cost of living. Keep Your Dollar Value High! THE BREWING INDUSTRY OF ONTARIO Published by THE BREWING INDUSTRY (ONTARIO) to help reveal the dangers that inflation represents for all the people of the Nation.