

WHEN THE BOYS COME BACK TO THE FARMS

They'll probably want telephone service, if they didn't have it before. War has taught a lot of those in uniform...

Our plans are ready to make rural telephone service in Ontario and Quebec available to a greater number of users in the post-war period.

Much of the preliminary work already had been done when war interrupted the program extending rural telephone service. We intend to resume it as soon as the necessary materials and manpower are available.

United Church of Canada

Annesley Church 11:00 a.m.—Mr. George E. Penland, M.A., will conduct the service. There will be no evening service due to the Presbyterian Anniversary.

United Church of Canada

Berkley 11:00 a.m.—Service. Harkaway 3:00 p.m.—Service. Holland Centre 7:30 p.m.—Service. This will be a special service with members of the Y.P.S. and S.S. taking part.

Radio Talk to Farmers

The following radio broadcast on the new marketing situation was recently given by Wesley Magwood, secretary of the County Federation of Agriculture. Since it is well worth hearing we publish it in full.

Ladies and Gentlemen: We are to-day a thankful people, victorious at the end of another year. We are a privileged people living in a privileged land. In the words of the world's greatest leader, "America has more than enough food to feed the world."

To-day with those who bore the brunt of the battle, we who are called to feed them must now turn our efforts to build a better place in which to live in this, our great heritage.

Today the best of an organization to speak for the mass of the people engaged in farming becomes more apparent when we learn that already there is no floor price under one of Ontario's greatest commodities, Meat, and Meat Products.

The domestic markets have the ceiling price to protect them, and the processor has the export contract price. But the farmers have glutted markets, which is always depressing in a time of war security, and the greatest supply in Canada, ever had.

Does this not spell disaster for agriculture in the days to come unless we unite and stand together for our just rights? It seems to be extremely unfair that farmers should be asked and encouraged by governments—yes, everyone, to produce more and more, and then when they reach the peak of production, and at a time of year when it is impossible to hold any longer, we must sacrifice it for the benefit of whom—the consumer? No, I have not heard of any drop in price to the consumer, have you?

I believe, ladies and gentlemen, that we have ourselves to blame for much of the "predicament" in which we find ourselves. If you stop just a moment to ponder, you will find we are the only industry or profession who, when we sell our goods or services, ask, "How much will you give?" And when we buy, "How much do you want?"

And when supplies accumulate, we dig in little harder and produce more surplus and at times ration ourselves to meet our obligations. No other industry works on this basis. Why?—because they organize and study the needs of their market and govern their business accordingly.

Speaking in Toronto last winter Mr. Geo. Patterson, one time agricultural Representative for Bruce County, said of the situation, that it would seem that farmers would be better off to call in the top six inches of the soil a little less, and the top six inches of themselves a little more.

For we are living in an organized world. Every walk of life, even to the hoboes, have their organization and we, because of our lack of organization, find ourselves their prey.

I realize to be well organized we need the man most despised by some farmers, the man with the white collar, yet in the days gone by we have financed that very white-collared man to our own detriment.

For the past four years we have been trying to organize the Hog Producers of Ontario. Sorry to say, we are just four years behind, when you have men like the honourable T. L. Kennedy tell you of the condition in which he found the export bacon market in England, when he visited it with one of the large English buyers of bacon. He said he saw Canadian bacon piled like wood, mouldy, and in a very bad looking condition, selling at 73 shillings per cwt.

Beside it was bacon from well-organized Denmark in perfect condition with a perfect selling agency bringing 112 shillings. Mr. Kennedy said that his companion said, "There is just as good bacon in that Canadian pile if only some one would look after it." How much did we, the farmers, "lose" by not having that white-collared man working for us? 34 shillings, or more than one-third of the Danish price.

Remember farmers, the price in Canada before the war was governed by the last pound of surplus on the British market, and unless farmers do something about it, it will again be governed by that last pound of surplus.

I wonder do you know, ladies and gentlemen, that the Danes sold bacon all through the war on the British market, but never delivered any. Where did they put it? you say. It was the Danish Bacon Selling Agency that sold Canadian bacon, and it was said that near the end of the war they were putting a slip in each shipment saying "this is only Canadian bacon, and during the war will soon be over when we again can supply you with that good Danish bacon."

That is a sample of what we farmers must compete with. For these same Danes are again selling their own bacon on the British market, even to the extent of rationing their own people to do it. And they have, we are told, 75% of their existing stock left. All they need is Canadian grain to develop that market to the full, and if they are again, through their great organization, able to buy Canadian grain in Western Canada and haul it across Canada on the Canadian railways at across the sea, Canadian farmers for less money than you can buy it for right here in Ontario. "Where are we going to be?"

Don't blame the Danes, ladies and gentlemen, let us blame ourselves. We work individually, and sad to say, right now if you call a meeting of farmers to discuss the marketing of their own produce only a few will be there. "No we are not interested." "Have no time." "Must get up early to produce more stuff for someone else to use in a market for, even though we do it at a loss, as we did back in the thirties, yet those who seem to have taught us very little. Three cent hogs are just a bad dream now."

In closing let me ask you, would it not be good business for farmers to have men, controlled and paid by farmers, determine the price and grade of your produce. For through the medium of the Ontario Farm Market Control Act, farmers are given a measure of control over perishable products.

The question we farmers must answer right now is "shall we use the market to help build farmers a better market, or shall we go on asking speculators to market our products often to our own disadvantage?" Farmers we are going to answer that in this next month one way or the other. Which way do you prefer?

New England W.I. The October meeting of the W.I. was held at the home of Mrs. Fred Halbert with a good attendance of members and visitors. Meeting was opened by singing The Ode, The Maple Leaf Forever and Home on the Range. Roll call was answered by a health hint. Mrs. N. Smith gave a reading on "The Moral Welfare of the People". A committee was named to see that boxes for soldiers still over-seas be ready and sent out later than November 15th.

Mrs. Wm. Clugston then took charge of the programme, Social Welfare, which stressed the care of the body especially in respiratory diseases. Extracts were read from pamphlets which were distributed followed by a quiz on the information they contained. The meeting closed with the benediction. The amount of the copper contest handed in was \$7.75. Collection \$2.56. An appetizing lunch was served by the ladies, assisted by I. Morrison, and Mr. L. Thompson. An exchange of Christmas gifts will take place at the November meeting to be held at the home of Mrs. Robt. Clark.

We know what happened after the last war! We must fight against it happening again. For our own sakes—for the sake of the men who fought overseas and to whom we owe a future with a job, we must keep Canada's dollar worth a full dollar.

Why now especially? Because now civilian goods are scarce, and yet money is plentiful. This is a dangerous condition.

Published by THE BREWING INDUSTRY (ONTARIO) to reveal the dangers of inflation.

Poultry

NOW IS THE TIME TO SELL YOUR POULTRY IF READY FOR MARKET. IT WILL PAY YOU TO FATTEN AND MARKET YOUR POULTRY AS SOON AS POSSIBLE THEREBY AVOIDING CLOGGED MARKETS LATER ON IN THE SEASON, WHICH MEANS LESS MONEY.

BRING IN YOUR POULTRY — OR HAVE OUR TRUCK CALL FOR IT. YOU ARE ASSURED OF HIGHEST MARKET PRICES.

WE ALSO DO CUSTOM KILLING AND BUY ON RAIL GRADE BASIS.

Markdale Creamery and Produce Co.

TELEPHONE 66

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BEEF - PORK and a Full Line of Fresh Meats

Large Stock of Cooked Meat and Canned Goods, etc. MARKDALE Meat Market

CHIEF, Oliver, Proprietor. PHONE 67 WE DELIVER. BUSINESS DIRECTORY

VETERINARY DR. S. R. THIBAudeau, V.S., B.C. S. Office at residence on George street. Phone night or day 81, Markdale.

DENTISTRY 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. 1945, meets in the Orange Hall, Markdale, at 8 o'clock p.m., the first Thursday in each month. Visiting brethren cordially invited. Wm. Lennox, W.M., Nelson Hill, Rec. Sec., R. S. Markdale.

A.P. & A.M.—Hiram Lodge No. 409, G.R.C., Markdale, meets in the Masonic Hall, Return Block, at 8 o'clock p.m., on the second Thursday in each month. Visiting brethren invited. R. K. Wright, W.M.; W. J. Colgan, Secretary.

R.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.; Cliff, Hutchinson, Registrar.

WALTER E. HARRIS Barrister, Solicitor, Etc. WALTER E. HARRIS J. ARKLE DUNLOP Phone 28, Markdale, Ontario Branch Office: Dundalk

I. B. LUCAS BARRISTER MARKDALE OFFICE Beside Marshall's Drug Store, Markdale. TORONTO OFFICE 1005 Central Building, 45 Richmond

Norman Hartley Electrical Contractor WIRING - REPAIRS - FIXTURES PARTS FOR STOVES, ETC. USED RADIOS Markdale, Ontario

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GEO. E. DUNCAN Licensed Auctioneer Reliable, accurate service. Dates may be arranged at The Standard office. Geo. E. Duncan, Dundalk. Phone: 42-3 Dundalk. 448

JACK W. TAYLOR R.R. 4, Markdale LICENSED AUCTIONEER FOR GREY COUNTY When planning for your sale, my services mean satisfactory returns for you. Dates may be arranged at The Standard office. Write, or call Markdale 58 r 2

T. H. REBURN Insurance Broker Agent for best policies in Life, Fire, Automobile, Accident, Sickness Always ready to give attention to your insurance wants. Office and residence, Toronto St., Markdale, Ont.

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

MARKDALE BOARD OF TRADE a member of the Toronto Better Business Bureau Inc.

HYDRATED LIME GALVANIZED SHEETING PIPE AND PIPE FITTINGS EAVESTROUGHING AND DOWN PIPE

Our New Phone Number 81 The Markdale Hardware Formerly W. S. Perkins

Ration News

Coupons now valid are sugar 45 to 67 butter 115 to 120, preserves 33 to 57 and P1 to P21, meat M1 to M11.

After November 15th, manufacturers and importers must obtain from the Administrator of Motor Vehicles the new cars and notify dealers before selling, according to W. Harold McPhillips, prices and supply representative for the Western Ontario region of the Wartime Prices and Trade Board.

This is a new procedure for establishing maximum retail prices for new motor vehicles. The order also states that any commission, reward or premium (including any used motor vehicle taken in exchange) must form part of the retail selling price of the new vehicle.

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VANDELEUR

"What Changes in the Way We Farm Should Take Place in the Next Few Years" was the subject for discussion at the meeting of the Vandeleur Farm Forum which was held at the home of Mr. and Mrs. Will Beattie on Monday evening, November 12th. Miss Dora Boland presided and Mrs. Lloyd Boland and Alida Eastcliffe acted as secretaries of the discussion group. The general opinion was that everything being considered, most farmers were endeavoring to farm too much land, that more farmers were needed on the land, that individual ownership was preferable to co-operative farms, but that farmers should take every advantage through their own organization to co-operatively sell their products and purchase their supplies. Government assistance is needed in marketing, production, planning and control, soil conservation, flood control and irrigation. Several articles on the Big Marketing scheme were read by the secretary, H. I. Graham and a good discussion followed. Dora Boland gave a reading and lunch was served. The next meeting will be at the home of Mr. and Mrs. Geo. Shaw with Will Beattie and Jim Gargoe in charge.

Mrs. Richard Sewell has spent over a week in Markdale Hospital suffering from a severe attack of pneumonia. We are pleased to report she is somewhat improved.

Mr. and Mrs. Howard Graham and Ruth attended the graduating exercises at the Home Nursing Class of the Rocklyn We held in the Township Hall, Rocklyn, on Friday evening, November 9th.

Mr. Ken Johnston has returned home after assisting Mr. Gordon Hundt through.

Mrs. Eddie Summers has returned after visiting her daughter at Berkeley, Mrs. Theo. Yates, and Mr. Yates.

Mr. Stanley Harvey and Frances, and Leona called on friends in this locality lately.

Mr. Isaac Lemon left here for Toronto to last week.

Mr. Garret Hazard returned to his new home last Thursday after a month's absence and is busy getting some alterations completed.

Mrs. Rev. McDonald of McTier, formerly of this circuit, was a guest of Mrs. R. Olmstead for a few days last week and called on many old friends.

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RIVERDALE

The weekly Farm Forum at the home of Mr. and Mrs. Norman Weatherill was well attended with Mr. Bert Sewell as program co-ordinator. The discussion was "Should farms be large or small?" and should there be more farmers or fewer? Next meeting is to be held at the home of Mr. and Mrs. Geo. Irvell.

The wood question is the chief concern of some of our farmers; others are fairs. Dalton Weatherill and Mr. Stan Bowers were Sunday visitors at the home of Mr. and Mrs. Geo. Irvell.

Some of the youth and beauty take in the dances at Fisherton on Saturday evening.

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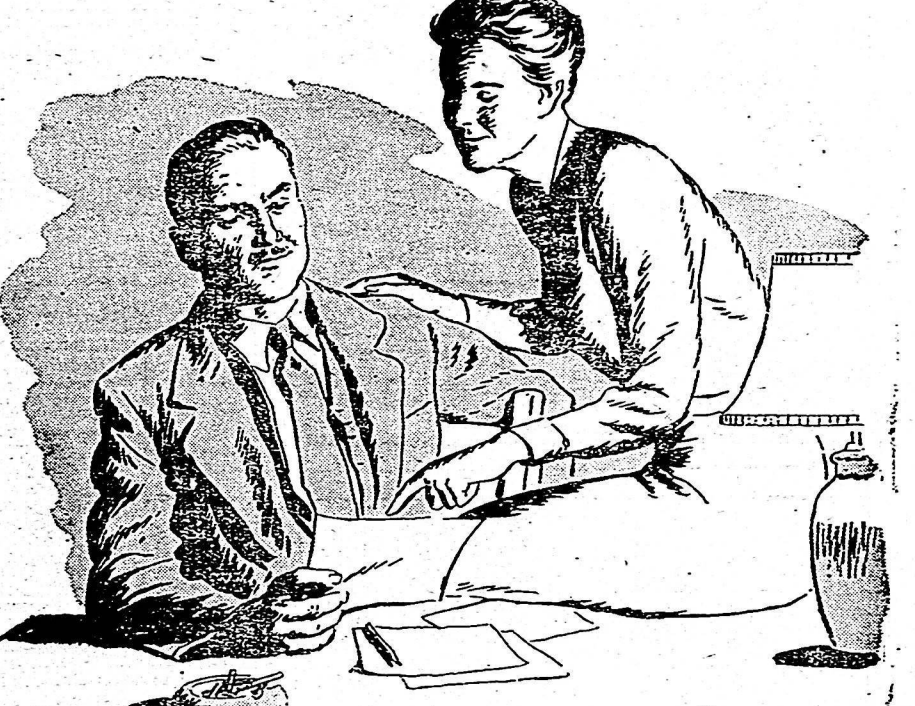
COMING to Annesley United Church under the auspices of Group B Annesley W. A. ON Friday, November 23rd at 8:00 o'clock "Aunt Tilly Goes To Town" a play by Warton United Church Choir Don't Miss It! Admission: 40c and 25c (All tickets sold for October 26th will be honoured)

Yes, Ladies! IT IS REALLY HAPPENING! THOR is building the world's finest washer again. We have already delivered a few new machines. Unfortunately we cannot give everyone immediate delivery, but by placing your order now, the sooner your New Thor Washer will come to you. SEE YOUR THOR DEALER TO-DAY W. S. Erskine, Markdale

HAY WANTED GOOD QUALITY ALFALFA HAY First and Second Cut Stored in Barns HIGHEST PRICES PAID Trent Dehydrated Products Ltd. PHONE 17, MARKDALE

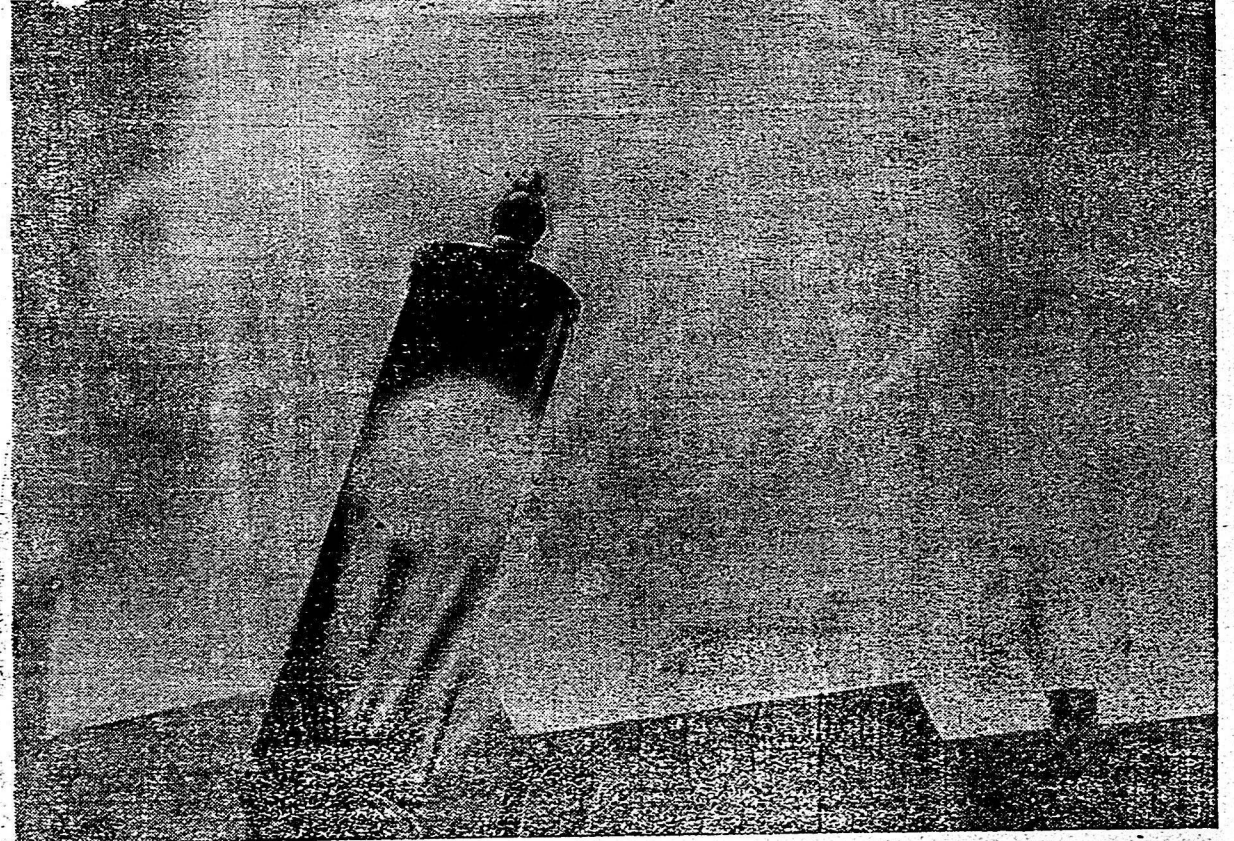
GOODYEAR LIFE GUARDS ARE BACK! Off the market during the war, this original, proven safety-tube is now being produced again. WHAT A LIFE GUARD IS. Many a motorist owes his life to the fact that he replaced his ordinary inner tubes with Goodyear LifeGuards. Off the market during the war, LifeGuards are again in production at the Goodyear factory. The demand is great! To get these proven safety tubes for your car... see your Goodyear dealer right away... ask him to reserve a set for you. Especially if you must drive on thin-worn tires for a while longer, make them safe from blow-out dangers with LifeGuards. In any case, insist on LifeGuards for your new car. YOU CAN'T BUY BETTER PROTECTION TO SAVE YOUR LIFE.

HOW LIFE GUARDS WORK. The original and best safety tube. GOOD YEAR LIFE GUARDS Make Blowouts Harmless. LISTEN TO GOODYEAR'S "PARADE OF SONGS" TUESDAY EVENINGS—SEE YOUR LOCAL PAPER FOR TIME AND STATION



EMERGENCIES arise in any family

Banks are continually making small loans to meet these emergencies which can upset the best-planned budgets. Three out of every five bank loans are for less than \$500. Many of these are used to take care of such expenses as doctor or hospital bills, temporary embarrassment at tax-time, a sudden journey, the winter's coal bill. Again, educational needs of the family often are financed by small bank loans. These small loans enable individuals to consolidate debts, and to pay back from income. Small loans furnish just one more example of the service available to you at your bank. This Advertisement is Sponsored by your Bank



"... There She Goes!"

YES, there goes the whistle that means jobs! But remember! Factory whistles will keep blowing... smoke will keep pouring from factory chimneys, only if you and all of us do our part to keep Canada's dollar sound. And unless we keep the Canadian dollar worth a dollar, we're headed for inflation, and its inevitable result—depression! Canada's active fight against inflation is a vital part of all our post-war planning. We Canadians must now—more than ever now—fight to keep Canada's dollar worth a full dollar! Why now especially? Because now civilian goods are scarce, and yet money is plentiful. This is a dangerous condition. It means we must maintain controls and price ceilings; support rationing and urge the support of rationing. We must buy wisely and with the greatest care: be on guard at all times, checking, working, fighting to keep Canada's dollar sound. If we do this, we can keep prices from rising. If we don't, some day we'll be paying a dollar for 30c worth of goods, which means our dollar is only worth 30c. We know what happened after the last war! We must fight against it happening again. For our own sakes—for the sake of the men who fought overseas and to whom we owe a future with a job, we must keep Canada's dollar worth a full dollar. We must keep up an active fight against inflation!

Make this Pledge Today! I pledge myself to do my part in fighting inflation: By observing rationing and avoiding black markets in any shape or form. By respecting price controls and other anti-inflation measures, and refraining from careless and unnecessary buying. I will not buy two where one will do, nor will I buy a "new" where an "old" will do. By buying Victory Bonds, supporting taxation and saving, and abiding by all such measures which will lower the cost of living and help keep prices at a normal level.