

# H. MERCER.

Markdale's Cheapest and Most Reliable Store.

*Wishes You a Merry Christmas and a Happy and Prosperous New Year.*

**H. Mercer, Markdale.**

**Christmas Preparations  
AT W. J. SHORTILL'S  
Are Now Complete**

**Our Quantity, Quality and Prices in every-  
thing are unexcelled by any.**

**New Store Fixtures, New Goods, New Prices.**

I have secured in exchange for my Window Display Stand, illustrated in The Standard, a few watch bargains cheaper than I could purchase for cash, which I offer as Christmas Specials while they last.

**Specials in Watches**

Four Gents' 17 jewel Waltham, adjusted 18 size, reg \$15 for \$9.50  
Five Gents' 15 jewel " " 18 " " \$12 for \$8.75  
Six Gents' 12 jewel " " 18 " " \$7 for \$4.90  
Regina, 17 Jewels, regular \$14.00 for \$9.00.  
Regina, 15 " " \$11.00 for \$8.00.  
Regina, 7 " " \$7.00 for \$4.50.

**Ladies Gold Filled Hunting Watches**

Five 15 jewel in 25-year case, regular \$14.00 for \$12.00.

**Boys Watches**

Good value for the price, \$1.00 to \$5.00.

**Ladies Watch Chains**

Guards, assorted, from \$1.00 to \$10.00.  
Locket Chains from \$1.00 to \$4.50.  
With a good assortment of Lockets to match.

We have over 150 patterns in Gents' Watch Fobs and Chains to select from.

We lead in DIAMOND RINGS. We sell nothing but the best. We also think it would pay you to see our Gem Set Birthday and Signet Rings.

Our stock of SILVER PLATE never was better in Tea Sets, Coffee Sets, Baking Dishes, Cake Baskets, Salad Bowls, Biscuit Jars, etc.

**FLATWARE**

We have all the leading brands in Flatware in Dessert and Dinner Knives and Forks in Sets, Sterling Silver Tea and Coffee Spoons, leather cased.

Meat Forks, Sugar Shells, Butter Knives, Nut Crackers, Pie and Cake Knives, Carving Sets.

Jewel Cases, Leather Travelling Sets, Ladies and Gents umbrellas, new stock, making a nice Xmas present. From \$2.50 to \$4.50.

Our stock of Spectacles and Eye-glasses is such that we can fit you the best while you wait.

We also have an abundance of Parlor Clocks, Mantle Clocks, Fancy Clocks, Alarm Clocks, School and Office Regulators.

**W. J. SHORTILL**  
Jeweler and Eye Specialist.

**THE MARKDALE STANDARD**

Published by The Standard  
Printing Company.

SUBSCRIPTION PRICE \$1.00 PER YEAR  
IN ADVANCE.

THURSDAY, DEC. 24, 1908.

A HAPPY CHRISTMAS.

"It is more blessed to give than to receive," but giving from habit, pride or compulsion casts a pall upon the season of joy and gladness that must make it hollow and wearisome. To give and expect to receive on account of giving is of course contemptible but there are those who give because they are almost certain that those to whom they give will "remember" them and they do not wish to be outdone. By far the greatest evil of giving is the temptation to give beyond one's means. One does not like to be thought forgetful or small, and love naturally seeks a token in some measure commensurate with its thought and the occasion. In this spirit of generosity prudence is often forgotten. Some people, and especially young men, are led into extravagance that involves debt and sometimes dishonor through this silly tendency to be generous at the expense of common sense. The gift question at Christmas is really a serious one and an effort should be made to keep what is well meant and in perfect keeping with the occasion within the bounds of prudence and decency. Little gifts should be quite as acceptable as more elaborate tokens if they mean anything at all to those who receive them. As it is, Christmas is apt to become a burden that seriously presses upon those who are at all tender-hearted.

The two cannon which Mr. H. H. Miller, M.D., secured for Hanover have arrived from Quebec and will likely be placed on the school ground until that town has a public building of some kind.

Those who would like to aid the gigantic fight against consumption may do so by buying Christmas stamps, and thus help raise funds for the Muskoka Free Hospital. If only ten cents it will help. Remember they are on sale at this office.

The Hon. Mr. Hanna, Provincial Secretary of Ontario, is out with his gun after promoters of fake silver mining schemes in the province. Cobalt produced a large crop of them and the Provincial Secretary is now having his officials keep a sharp lookout for suspicious advertisements and prospectuses. Mining companies which do not strictly comply with the mining regulations are likely to find themselves in bad trouble.

MERCHANTS must recognize advertising as a commodity. It is imperatively necessary that they get this truth fixed firmly in their mind before they can hope to give it that broad consideration which its importance demands. They should get away at once and forever from the idea that it is an expense; it is a commodity in the selling of necessities, as business is conducted to-day, as are the necessities themselves.

Mark the young man who is coarse and disrespectful to his mother. No roseate pathway can be hers who shall sustain to him the relation of wife. Not the happiest will be the lot of those who shall come to be his children. Not to be envied is the neighborhood even in which he must be reckoned a citizen. It does not matter what the mental status of that mother is, how old, how bent, or how decrepit, the man to whom she is mother, owes to her gentleness and kindness, tenderness and consideration. Did she fall back, and did the children with superior advantages pass her in the race? But think of her toil and trials, her devotion and denial, her mind and her years that she gave, that her children might derive the benefit. Think of her sacrifice—no wonder she fell behind, with her heart in her home, in the buds that were hers. There is no rank and no station, no condition that may exempt a manly man from regard for a mother.

**HE DIED OF KIDNEY DISEASE**  
How often we hear of these sad cases. The back—pains and headache were noticed—but not treated. Dizzy spells, frequent calls and languid condition appeared, but nothing was done until the disease was far advanced. Cure invariably results from Dr. Hamilton's Pills. They restore perfect health, destroy every symptom of diseased kidneys, build up constitutions that defy further outbreaks. Because purely vegetable and free from injurious materials, no remedy equals Dr. Hamilton's Pills for Kidney and Liver complaint. Sold in 25c. boxes by all dealers.

According to the Walkerton Times a local preacher denounced a certain book in the Public Library to his own satisfaction, and felt confident it would be read no more. Next day the library was besieged by applicants for the very book that the preacher condemned.

**EUPHRASIA TOWNSHIP FINANCES FOR 1908**

**MUNICIPAL FORECASTS.**

**IN MARKDALE.**  
Reeve Stephenson will retire from the contest this year; and councillors Campbell and McFarland will be the contestants for the Reeve ship. This will be a hot fight. Councillor Wilson wishes to retire at the end of the present year, but it is understood councillor Matthews will seek re-election, although he is reticent on the matter. Among the new ones who are said to have municipal aspirations are Messrs. L. J. Thompson, R. W. Emms, W. S. Chalmers and J. R. Mathews. Mr. Mark Armstrong is spoken of as a probable aspirant for school trustee.

**IN HOLLAND.**  
After twenty years service to the township, Mr. Wm. Hampton has announced his retirement. Mr. Hampton has been most faithful and diligent in the discharge of his duties, and his retirement will be a loss to the municipal board.

For the past eight years he has been reeve of Holland with but one contest. The fight for the Reeve ship this year will be between Messrs. Wheldon and Greenaway, members of this year's council, and Shutes, Messrs. McIntosh and Adams; the other two members of the council, may possibly be in the field for Deputy-reeveship.

**IN EUPHRASIA.**  
As Nomination Day approaches, the usual fight for municipal honors seems to manifest itself, and the coming election promises to be a lively one. Mr. Erskine, the present reeve, having decided to abandon municipal life, leaves an opening for another man. Mr. Wm. Ellis, the present deputy, has his eye on the vacant chair; J. T. Miller, an old time member of the council, and C. G. Devitt, have also cast an eye to a seat on the throne. Mr. A. R. Remond is aspiring to the deputy chair, and will in all probability be opposed by J. M. Davis. The contest for the side seats promises to have the usual quota of aspirants. Mr. Geo. Hutchinson, of Heathcote, will be in the field for the seat vacated by Mr. Conn. Mr. Johnston will again seek a return to his old seat, while John J. Cook will at the request of the electors enter the contest for the seat formerly held by Mr. Remond. No better selection could be made, as Mr. Cook is an energetic man of good intelligence and no doubt will be a successful candidate, and one who will render the municipality good service.

**IN GLENMILK.**  
Our Traverton correspondent gives us the following forecast of the contest in Glenmilk township.

For ten years Mr. T. McFadden has filled most honorably and faithfully the position of reeve of Glenmilk. He has now announced his retirement, and the honored seat is likely to be hotly contested for. Councillor E. W. Hunt is receiving every encouragement, and is an ardent and able candidate. Mr. Arch. McCaughey is in the field, and has a strong, enthusiastic following, while a mass of the ratepayers are urging Mr. Geo. E. Arrowsmith to enter the field. Among the new men offering themselves as council candidates is Mr. John McNally, of the old con. ("Mac"), as we dub him over the long fence, is a splendid fellow, honest, straightforward and full of vim and energy; has a clever head and has proved highly successful in anything he has undertaken. We believe that Messrs. Weir, Nicol and J. A. McMillan of the late council are all in the field. Mr. Malcolm Black is being strongly urged to offer himself as a candidate again, as is also Mr. Joseph Boyle of the north side of the township. One thing seems sure—the contest will be a most interesting one. "Gird thar, ye sons of the soil."

**DOCTORS FEAR TONSILITIS OUTBREAK.**

Hundreds of cases are reported. If your throat is irritable and sore, gargle it three times daily with Nerviline and water. Then rub the throat and chest vigorously with Nerviline Plaster. Follow these instructions closely and you will find Tonsilitis, Bronchitis and Throat Troubles of every kind. Hundreds are preventing and curing their colds by this method and report it eminently satisfactory. Both Nerviline Plasters and Polson's Nerviline can be had from any dealer, 25c. each.

The men of the Presbyterian Church are getting up an entertainment and oyster supper in the Marsh Hall New Year's night, Jan. 1, 1909. The whole work of cooking, serving, waiting, and of the program will be done by the men. The supper will be first class and a special invitation is given to ladies to be present. Everybody welcome.

**KEEPE THE KIDNEYS WELL.**

**Healing Explained by Citizen Who Knows Experience.**

Markdale people make their hands busy getting the best when they can't help it.

Standard citizens are responsible for a great amount of suffering and ill-

health so many of them.

It is their quick relief for

weakness. Here is

the secret.

Mr. Summers, of Truro,

is weak and tender and

is tearing down man

in the region of the

kidneys.

It would take cold very

well.

It would leave me in

condition. I was weak

and unable to attend

house duties.

Bethel's

was recommended

the druggist and

had only one box when I was

back.

I recommended

Kidney Pills to Mrs. M.

my sister-in-law.

I found a cure

and annoying sym-

ptoms trouble that al-

ways dealers, price

Booth Co., Ltd., for

sold Canadian

**Standard W**

**TEACHER WANTED**

For S. S. N. to commence Jan. 1, 1909, in Cottontown, Ont.

**TO RENT**

Comfortable house on street, Markdale.

**FOR SALE**

For Sale—A good

Rev. A. Shepherd, Markdale.

**FOR SALE**

For Sale—Two years old, in credit, J. M. Davis, St. Catharines.

**FOR SALE**

One year-old, also a fence posts, J. M. Davis, St. Catharines.

**FOR SALE**

Six-roomed, heated by furnace, good well, with three lots, E. Hague, St. Catharines.

**FOR SALE**

A rural school house, 25 feet long and six feet wide, at this office.

**FOR SALE**

A string mather, All nearly new, E. Hague, St. Catharines.

**FARMS FOR**

TIMBER 100 acres, all c. a. t. Arches, Thurston, etc. W. F. Bent, etc.

**FARM FOR**

One hundred acres, E. Hague, etc. This is a choice watered land.

**FARM FOR**

Lots 74, 75 and West of T. & S. S. 150 acres. Well w. house and springs, Markdale, or Lucas, Ardle, Markdale.

**FARM FOR**

Timber farm, house and barn, timbered, Creek Station, etc. Fox farm, Markdale.

**FARM**

(In) Afternoon 100 acres, about a glass house, log well watered, about 62-75

**FARMER'S ADVOCATE**

Editor's Advocate is a popular weekly visit to the homes, and deservedly so. Christmas number is an feature also much enjoyed by just to hand's comfort. The Advocate is at \$1.50 a year. The Standard, the two

**and Clubbing Rates.**

order to get advantage of the rates it is necessary to pay advance for The Standard.

**standard and—**

Mail 1.80

Globe 2.50

Christian Guardian 1.80

World 3.00

World Herald 1.85

World Witness 1.80

Sentinel 1.55

Advocate 2.40