# MARKDALE

Helena Beauty Salon

Expert Permanent Waving Beauty Culture in All Branches Phone 109 for appointmen Miss Helen Alton, Prop.

Gillespie's Garage Markdale Farmers' **CO-OPERATIVE** GAS, OIL, LUBRICATION FULL LINE OF GROCERIES at prices that will suit ries. Tires and Batteri

AUTO REPAIRING Sunoco Gas & Oil Goodyear Tire

Hamilton's Groceries, Cooked Meats

Lunches, Ice Cream, Cand

Full Course Meals Rooms by Day or Week Drop in and get acquainted

Marshall's DRUG STORE We carry a Complete Line of Drugs, Sundries, Kodak Supplies and School Supplies Ice Cream and Candy

THANK YOU

NESBITT'S **GROCERY** 



Ryan's Quality Grocerles Smoked and Cured Meats Fresh Fruits and Vegetables Meet Your Friends At Ryan's PHONE 64 - WE DELIVER

BUY Alberta Coal

Wallace Wilson General Trucking PHONE 180 - MARKBALE

Mitchell's Saw Mill BERKELEY, ONT.

HIGHEST PRICES PAID FOR - ALL HARDWOOD LOGS HARDWOOD SLABS FOR SALE Phone 32 r 1-3, Markdale

Rowe's Garage AT BERKELEY Invites Your Patronage

Complete Lubrication Service Repairs To All Makes of Cars Goodrich Tires National Batterie White Rose Gas and Oil ALL WORK GUARANTEED

PATRONIZE

Deal In Your Own District

Ken Wright

Complete Line of Groceries, Smoked and Cured Meats Boots & Shoes Flour & Feed Phone 32 r 2, Markdale

STOP AT

Graham's Garage Repairs on All Makes of Cars Gas, Oil and Lubrication Special Valve Reconditioning Equipment & General Tune-up imms' Batterles Goodyear Tire Cockshutt Implements PHONE 39 FOR SERVICE

FOR SALE

Good Used Closet Outfit

Used Washing Machine

W. N. Burnside

TINSMITHING and PLUMBING

PHONE 150

MEET YOUR FRIENDS AT

your pocket book

Come in and look around

PHONE 44

MARKDALE

Visiting Hours

**b.-A.** 

hours please.

ASOLINE - OIL - ANTIFREEZE

L. E. Turner, V.S., O.V.

White Swan Bakery

CHOICE BREAD, CAKES

AND PASTRY

Taste The Difference

Phone 168 - Prompt Delivery

W. S. KIDD, Prop.

COAL OIL and BATTERIES

Service

Station

The Mann Hardware A Complete Line of keneral Hardware, Stoves, Appl

ances, Glass, Roofing, Etc. Plumbing and Heating PHONE 43 - WE DELIVER

MARKDALE 5c to \$1.00 Store

HOSPITAL **Paint** of Murphy Paints and Dr. R. L. Carefoot, M.B., M.D., C.M. Protect Oils and Turpentin Sundays: 11 - 12 a.m.: 2 - 4 p.m. Property Week Days: 2 - 4.30 p.m. and 7 - 9 p.m. No a.m.

Shelf and Heavy Hardware Perkins Hardware Phone 21W - Markdale

Wedding Gifts

Merry Christmas to the

tended the silver wedding of Mr. home of the former. Oliver's

epted a position in the Markdale in the school. Home Furnishers

> Robt Madill of Beaverdale. Lawson. Mr. and Mrs. Clive Dolan soon be around again. Mr. and Mrs. Dave Wyville and in aid of overseas boxes.

as a Veterinary Surgeon Sarbara spent Sunday with Mr. and Mrs. Chester Rodman. Official Veterinarian to Tuberculi Messrs. Bob and Firth Caswell Test Domestic Animals for Export and Francis Thompson spent an Issuing All Necessary Papers Phone 61, Markdale

Thursday night at the home of Mr. Mrs. Ken. Johnston and Mrs. Jas. hoped that he may soon have reand Mrs. Chester Rodman. This Nelson on winning prizes at the and Mrs. Chester Rodman. This Nelson on winning prizes at Thursday the meeting will be held Poultry Fair in Markdale on Tues-Some of the young fellows had Sorry to report Mrs. Jas. at the Lawson home. rather slow ploughing with their having the misfortune to fall and cars last Sunday evening. Others hurt her shoulder. didn't make it at all. Miss Emily Lawson has returned Sunday due to the snow storm a her home at Wodehouse after bad roads.

clock in the school.

afternoon, Jan. 2nd.

Tuesday at the McLaughlin home. Aprils.

School Christmas enter-

RADIO RADIOS EXPERTLY REPAIRED Parts Supplied Where Necessary TUBES TESTED FREE A Merry Christmas to all. Electric and Battery RADIOS FOR SALE

York Bros.

Herb. Walker FOR BETTER FUEL BROODER COAL FRESH CEMENT

SHINGLES PHONE 170 - MARKDALE

**MURRAY'S** DRUG STORE

rugs, Patent Medicines, Kodak Supplies and Sundries, Candy, Cigarettes and Tobaccos SCHOOL SUPPLIES PHONE 103 - WE DELIVER

. E. England THE BAKER THE GROCER More than 25 years of serving the public in this locality have proved

that this is pre-eminently the store PHONE 34

Vandeleur W. A.

ead from Luke 2: 7-20, by Dora Feversham.

Kelso; 2nd Vice, Mrs. C. Boland; folks.

Secretary, Mrs. W. Johnston; TreasSunday was our first taste of win-

tess, assisted by Mrs. Ken Teeter. lads, "Ain't love grand." We carry a Full Line

BERKELEY

Mr. and Mrs. John Lawson and on Saturday. The bride and groom and McKeown of Priceville. all the members of their family at are spending a few days at the The Townsend Lake Red Cross son, Coal Dealers, Markdale.

five relatives and friends were pres- ing of S. S. No. 6. S. S. No. 5 are having their Miss Gertie Thompson has ac- Christmas tree on Thursday evening an motored to Toronto on Saturday Sunday visitors with Mr. and days at Orangeville. in the Maple Leaf-1
Mrs. Herb. Lemon and Mrs. Kirk- Mr. Bob McClieland of Toronto ers hockey game.

and Mary were also vistiors at the Quite a few attended the dance held in the Hall on Friday evening Wm. Paylor of Zion is ill. Her dau-

day of last week.

Church service was withdrawn on visiting with Mr. and Mrs. J. Law- Mr. Wilfred Wilson of Dinsmo Sask. was a caller with former

Miss Iva Miller of Beaverdale neighbors here. It is twenty-five spent Sunday at her home here. | years since Wilfred left for Western Canada and now has a prosperous A Public Holiday (Intended for last week)

The Harkaway United Church Rocklyn. Mrs. Lundy Johnston, Mrs. Geo. same. tainment was held on Tuesday Buchanan and Mrs. K. Davidson of evening, Dec. 16th, with a good at- Vandeleur were recent visitors with endance present. Mr. T. H. Rich- Mr. and Mrs. Thos. Freeman. rage - PHONE 50 - Markdale ardson was chairman for the evening. The program was put on by the Harkaway school and Lily Oak School. Much credit is due the pu-

pils of these schools and their tea- The Sunday School closed a succhers, Miss Jean McCurdy and Miss cessful season on Nov. 30th; and T. Hutcheson. At the close of the program and the National Anthem banquet in the church, when about sung, the draw for the quilt made by the pupils and teacher of the down to a tastefully prepared sup-Harkaway School took place. Mrs. per. Rev. S. E. Annis was toast Lloyd McLaughlin, Secretary-Treas- master. The National Anthem was urer of the school shook up the box sung in reply to the toast to the of tickets and Master Stewart Mad- King. The toast to the church was ill, the youngest member going to proposed by Mrs. R. Freeman, the the school made the draw. The reply being given by Rev. Annis. lucky ticket drawn was Mr. Bert The toast to the Sunday School was Hamilton of Markdale. Tickets proposed by Mrs. Annis, was replied sold on this quilt amounted to \$31.- to by the Superintendent, R. Free-20, which will be sent to the British man. Mrs. A. Bowen proposed the War Victims' Fund, OFRB, Torontoast to Canada and "O Canada" to. Santa then appeared and dis- was sung in reply. Reports of the tributed the many gifts to the Sunday School were then given and children. Proceeds amounted to these showed that keen interest is over \$18.00. There will be a spec- taken in that department of the ial collection for the Sick Children's church work. Rewards for attend-Hospital in Toronto on Sunday af- ance were presented to the pupils ternoon at the Sunday School. of the various classes by their tea-The Harkaway Public School an- chers, and seals were added to the ual meeting will be held Wednes- Robert Raikes diplomas. Quite a day morning, Dec. 31st at ten o'- number received their ninth seal, representing, including the diploma,

The Harkaway Red Cross Unit ten consecutive years of attendance, will meet in the church on Friday in many cases almost perfect. Rev. S. E. Annis spoke in appreciation of Mr. and Mrs. Victor Ptolemy and the devotion of the Sunday School family of Saskatchewan are spend-officers and teachers and the work ing the winter with the former's of the school. Beautifully colore brother, Ernest.

Mr. T. Kidd was a visitor on Man" were presented by Rev. Mr.

The Vandeleur Women's Associa-on held their December meeting t the home of Mrs. Fred Boland on the year we will be glad to have Vednesday, Dec. 3rd. Meeting was little more daylight.

pened by the president by the Mrs. Robert Hill is spending bymn 55 and prayer. Scripture was Laurie Sewell and Mr. Sewell oland. The roll call was answered A Merry Christmas and a Hap by a Chrsitmas verse. Plane were and Prosperous New Year to our

ready for Red Cross war purposes. May we have peace with all nation Discussions took place regarding before another Christmas comes. elp for needy children in the com- Don't forget our Christmas This was the annual meeting and ing. Dec. 19th. A good program is last year's officers were returned to being prepared and special instru-office by acclamation: President, mental music. Come along and en-VICTORY Mrs. G. Buchanan; 1st Vice, Mrs. Joy yourself with the rest of the Kelso; 2nd Vice, Mrs. C. Boland; folks.

Messrs. Chas.

Mr. Clifford Allen of Toronto vis- Barry have secured work in a logged over the week-end with his ing camp in Haliburton County. Mr. John Moran held a very suc Mr. David Kirk returned to Tor- his home last week from the Owen onto where he has secured a posi-Sound hospital where he has been coal taking treatment for his eyes. Editor daughters attended the wedding of home last Sunday after a month's we are compelled to sell for cash Dated at Markdale this 10th day Miss Audrey Richards at Snelgrove visit with his daughter, Mrs. Leon- only.

Unit held a very successful dance Messrs. Alonzo and Gerrard Mor

have taken jobs in the bush for the 10, Glenelg and James and Ed.

December 26 (Boxing Day)

CHERRY GROVE

ade for the making of another genial editor and his staff and our nilt. There was one on display fellow correspondents and friends.

urer, Mrs. S. Fitzsimmons; Organ-ter. On Saturday the trucks were ist, Mrs. L. Johnston.

The program was as follows: a logs and hadn't any trouble navireading by Mrs. G. Shaw, "The gating but by Sunday evening Old Christmas Story"; duet by Mrs. L. Dobin, the old reliable, had to be ohnston and Mrs. F. Boland. A called into duty to draw out the nice lunch was served by the hos- stranded cars. Just ask some of the The January meeting will be held Mr. Gordon Hodgson and Miss t the home of Mrs. Morrison on the Euphemia have gone to Toronto.

We wish the Editor, staff and and staff and all the readers of The type of person whose disordered tate of the said deceased, on or be-

Mr. Thos. Moran returned to his pay cash and in order to keep going ed or any part thereof.

and Mrs. James Wiley of Heathcote Be sure to attend the Christmas in the school house last Friday. A n Dec. 6th, when about seventy-tree in the L.O.L. hall Friday even-good crowd was in attendance and about \$29.00 was realized. with their unele, Den. Ryan and Mr. E. D. Gilpin is spending a few son, Cecil. While there they too in the Maple Leaf-New York Rang-

patrick were Mr. and Mrs. Geo. visited over the week-end with his A number of our local young men and Mr. and Mrs. Bill Phillips. Mr. Thos. Rowe spent a few days winter, Messrs. Arnold, Wilfred and Mr. and Mrs. Norman McInnis recently at the home of his daugh- Clifford Brodie and James Goodwill Sunday with Mr. and Mrs. ter, Mrs. A. E. McConnell in Owen in Mr. John McCarthy's bush, con. Mrs. W. Wiley of Markdale is Sorry to report Mrs. Nelson Kirk Moran, Wilfred and Ed. Meloche in visiting with Mr. and Mrs. John confined to her bed. Hope she will the McAllister bush at Glen Road

tendance at present. We hope sh may soon be fully recovered. Mr. and Mrs. Frank Moran spen an evening recently with Mr. and Mrs. Manley Steer of Markdale. Mr. Joseph McNally has been v

in the Village of Markdal ALBERT RUSK, Reev

## PHONE 68 HAMILTON'S We Della

Coca Cola in Season's Greetings Cartons 6 bottle in carton ...... 30c (plus deposit Olives, stuffed or plain ...... 19c, 29c, 39c, 45 Christmas Wrapped Krackley Nut Christmas Wrapped Chocolates In one and two lb. boxes ...... 50c and \$1.0 Christmas Wrapped Cigarettes and Cigars and Tobaccos in ½ lb. tins and jars . . . . 50c to \$1.50

Bulk Candy, All Kinds ..... 19c a lb. and up

New SunKist Oranges ...... 39c and 49c a doze

Peanuts, Grapes, Celery, Lettuce, Turnips, Cabbag CRAZY HATE OF ANIMALS BE NOTICE TO CREDITOR

D. Potter, in The American Weekly, farmer, late of the Village of Markwith the December 21 issue of The dale, in the County of Grey, deceas-Detroit Sunday Times, will reveal ed, who died on or about the 7th authentic facts, explained by the day of November, 1941, are hereby eminent psychiatrist, Dr. A. A. notified to send in to W. E. Harris, Brill, which throws new light on the Solicitor for the Executor of the esmind leads to the killing of animals fore the 5th day of January, 1942, ecause of hate. Be sure to get The full particulars of their claims. Im-Detroit Sunday Times this week and mediately after the said date the

CASH FOR COAL

once. When we buy coal we must notice of for the assets so distribut

An informative article by Robert the estate of JOHN RYAN, retired

of which he shall then have notice,

Herb. Walker and Wallace Wil- W. E. HARRIS, Markdale, Sol

Season's Greetings

weerererererererere

MAY THIS CHRISTMAS BE BRIMFUL OF JOY AND GLADNESS FOR YOU AND YOURS, AND THE NEW YEAR THE BEGINNING OF BETTER DAYS THAN YOU HAVE KNOWN

Markdale Farmers' Co-Operative Store

RAISINS - Lexias - Seeded Lexias PRUNES 5 Different Sizes

SUET If you need suet call and see what we have before you buy

Moir's Chocolates in 3 pound box at .... \$1.00 1 pound box Assorted Nuts and Fruits .... 29c THE OLD TIME RAISINS

with the seeds in ......... Special 2 lb. (Cannot be replaced at this price)

GRAPEFRUIT ...... 6 for 250 SHELLED ALMONDS—the better quality 90c II MINCEMEAT ...... 2 lb. for 25c

PHONE 34, MARKDALE

J. E. England



MADE IN CANADA Oliver's Home Furnishers, Markdale

Mr. and Mrs. Gilbert McCanne Mr. and Mrs. Alex. McCannell, Mrs. Nell McCannell and son, Alex., Ji McCannell, Miss Reta Porter of Proon, Mr. and Mrs. F. L. Baldwin, weeks furlough at his home here. lon, Shirley and Bobby of Niagara Spr. Aftert Gowan of Petawawa Falls, N.Y. were visitors during last and Mrs. Gowan spent a few days week with Mr. and Mrs. Jno. Meads. Mrs. Cecil Alexander and Allan round here. pent the week-end in Toronto and Mr. John Young spent last

Mr. Earl Sparling of Hamilto

Christmas concerts ever held.

has just about stopped the

traffic for the time being.

The snow storm on Sunday last

Miss Ham of near Meaford has

spent the past two weeks with her

aunt, Mrs. Wilbert Menary. She

returned to her home on Sunday

TRAVERSTON

We've all the snow necessary for ood sleighing-no more requested.

Mr. Will Peart was engaged by

he Hydro office in Markdale som

weeks ago and is to report for ser-

Year. Will is one of our most gift

ed young men, is a hard worker and

Miss Bernice Durnin and her pu-

Wednesday afternoon and it prom

Mr. Cameron Robson was up from

Hamilton over the week-end and

he community around took advant-

he Robson home and after a few

nours of social life the meeting was

was called to the front. Ewing Mc-

caled to order. Ray McClocklin

was made chairman and Camer

Nab read a most complimentary ad

dress, noting his services as Super intendent of Zion Sunday School for

some years, his interest in the Y.P.

s. as a member of Zion's choir, th

local Farmers' Club and in the wid-

er community life, while Charles

andsome wrist watch. Camero

made a most appropriate reply.

generally considered that he is

evering his connection with far

life, but presumably coupling do-

Assessor Frank McAssey is mak-

immins presented him with a

age of the occasion and gathered

pils hold their school concert

ses to be an extra good one.

But there is a light that is not quenched. It was kindled on that starlit night in Bethlehem when the angel voice proclaimed-"Behold, I bring you good Mr. and Mrs. Tom Hazard of Galt alled on friends here on Sunday.

tidings of great joy, which shall be to all people." Those are still the tidings of Christmas. That is why, even in the agony of these war-torn days, we treasure the thought of Christmas in our hearts, and wish all our good friends and customers

A Merry Christmas A Happy New Year

receptation of the section of the se

Mercers'

Christmas Tidings

out over most of the world, the lights of reason,

tolerance, liberty and mercy."

"In the deepening shadows, the lights are going

W. D. Mercer, Dry Goods B. W. Mercer, Mercer's Groceteria

# Merry Christmas

The same to all those near; May each have a bright happy Christmas

With many a glad New Year. J. E. England

As the pre-holiday season will bring you to town more often. may we suggest that you bring your cream with you and benefit by the increase of price over the

truck cream prices. 

To all good friends and patrons we extend our very best wishes for a Merry Christmas and a Happy and Prosperous New Year.

MARKDALE

#### SECRETARIO DE CONTRE DE CO MARKDALE GREAMERY AND PRODUCE CO.

t isn't practical to provide a tele-

phone system BIG enough for all those

who want to chat across the miles on.

Hundreds of us will be on duty to put

Christmas Eve and Christmas Day.

your calls through. If

they're delayed - and

some are bound to be

and be patient.

Thank you.

- please understand

PHONE 66

洲

ng his rounds of the township and ourtesy is making many friends E. R. Peart sold a good bunch o t cattle to Arnold Noble of Du am last week at good prices. The close of last week brough sad news from different centres t this vicinity. The death of Mrs. David Robinson of Edge Hill a Owen Sound, the wholly unexpected death of Mr. Ed. Embury of Greenbank at Uxbridge hospital and work came to Mrs. Jos. R. Edwards, tha her mother, Mrs. Joseph Atkinson, had suffered a stroke on Friday afternoon, at the home of anothe sister, Mrs. Ray McCrae. Mrs. Edwards left by train on Saturday, returning home on Monday, stating her mother was much better as the clot on the brain had passed on. "Lady Sproule" (we always addressed her as such) and in her courtesy and grace of manner, i er intellectual and wide range of corld affairs, she certainly was wel worthy of the title. Our last meeting was in September. The western sun was shining in through the big window, where she was sitting lighting up her countenance. A big blue morning glory flower was in her hand. "I cannot see to read, I get tired of the radio and I canno hear very well, she said, but I'm glad to meet you again." "You have a world of happy memories to comfort you", I answered. The patrician face broke into a wond-

rous smile as she replied, "They are a wonderful comfort." Mr. Ed. Embury was brother-in law of W. J. Cook, and a warm friend of Mrs. [Hugh McArthur, whose homes he often visited. Big and strong in frame, genial and generous-hearted he was a prince a mong men. Mr. R. T. Cook, Mrs. H. McArthur and Mrs. W. J. Mc-Fadden of Orange Valley attended the funeral on Monday, going down

#### WALTERS FALLS

Grim winter is with us. Pte. Isaac demon of lansdow

in Toronto and Collingwood. The Anglican Ladies' Guild he a tea and quilting at the Rectory or Mrs. John D. McLeod has return- Tuesday afternoon. On Friday af home after visiting with her dau- ternoon the W.L. held a quilting an tea at the same place. Mr. Simmons who has been ope ating the gasoline station left on Samurday for some days at his hom

hostess served lunch.

5151515151515151515151515 near Redwing. Mr. Elmore Walter left on Moncured work. Mrs. Clarence Seabrock was bispent Friday last with his brother ess for the W.A. meeting on Dec. Christmas

dies' Association was held in the manse on Wednesday last with a Cross meeting on Tuesday, Dec. 30. Greetings Spr. Percy Wales of Oshawa TO OUR FRIENDS Mrs. Elvin Sewell spent the past Training School spent the week-end week with her father in Meaford.

The Sunday School Christmas tree was held in the church basement in the form of a congregational supper and was much enjoyed by Several items of business were atit has been a pleasure to serve you and we trust in the year 1942 we may be able to serve you even bet-

treryone. After the supper a protended to. Arrrangements were made for quilting three quilts. Mrs. he Sunday School, assisted by local Merrick read the Scripture. Mrs. ter. Wishing one and all Happiness and Prosperity elent and a short play, put on by Holmes read a chapter from the a ladies. Santa Claus arrived, Study Book. Rev. W. Merrick gave following the program and distri- an interesting talk on the church's buted the many gifts. This brought war work. Meeting closed with the Insurance and Collections o a close one of the most enjoyable National Anthem after which th 222222222222 **222232**222222

Grey County Home Services eccepteres es Dec. 19-Rev. H. R. Campbell. Jan 2-Rev. C. O. Pherrill. 3 p.m.-Ebenezer.

Jan. 30 -Rev. S. E. Annis.

Christmas

Greetings

and Best Wishes To All

John Bowles

The Markdale Trucker

WITH KINDEST THOUGHTS AND ALL GOOD WISHES FOR CHRISTMAS AND THE NEW YEAR.

erecepteres es Herb. Walker Coal - Coke - Cement 0.50.50.50.50.50.50

> Sincerely Wishing All A Merry Christmas and a Happy and Prosperous New Year

E. McCullough Contractor \*\*\*\*\*\*\*\*\*\*\*\*

*222222222222* During the year just closing Season's Greetings

> and a Happy and Prosperous New Year to all. Roland Irwin

1 gor SPEEDY and CONVENIENT / IRONING

GENERAL ELECTRI Hotpoint IRON

This light-weight G-E Automatic Iron, is designed for speed, comfort, and smartness. It provides the right heat for every type of fabric. Features include: thumb rest, button nooks, three-point heel stand and swivel cord. A Merry Christmas MADE IN CANADÁ

> Oliver's HOME FURNISHERS



TO THE WOMEN OF CANADA

### Here is One Big War Job which You Alone Can Do

"Ceiling Prices" Must Be Maintained

This is an appeal to the women of Canada. There is one vital part of our war effort which depends on you. Your government has placed a "ceiling" on retail prices. You are the buyers of four out of every five dollars worth of all the goods sold in this country. Your whole-hearted help is needed in this price control plan. If every woman does her part, it cannot fail.

This is the work you are asked to do 1. Make a list of commodities We want you to sit down today and make a list of the things you buy from week to week and from month to month. Write down food and clothing items in particular, because these account for the biggest share of your expenditures. But

we want you to list those articles you buy at the drug store, hardware store, and other stores, too. 2. Make notes about quality Now go over your list again and mark down the necessary details about quality, type, grade and size. Then when makin future purchases you will be able to compare values as well

Prices May be Different in Different Stores There has always been a difference in prices in different

Under the new Price Ceiling Order there will still be differences in prices at different stores. The new price regulations will not do away with competition. The highest prices in any particular store must not be higher than the highest prices in force in that state during the period September 15 to October 11. They may be a little lower and little highest than the prices in other stores. or a little higher than the prices in other stores. The prices jou will mark down will be the highest prices charged at the store where jou shop.

After each item we want you to write down, if you can, the highest price charged at your store during the period September 15 to October 11, 1941. If you cannot remember the prices charged during that period, fill in your list with today's prices. Our survey shows that retailers, with few exceptions, are keeping prices well within the "ceiling" levels. As exceptions are being discovered they are being quickly brought into line.

Its success will be a big step on the road to victory.

Will you, then, undertake to make the successful

Its failure would be a serious blow to our war effort.

control of commodity prices an established fact? We

know you will. And we know that when you undertake

You can tip the balance towards success.

this task it is as good as done.

4. Keep this list - use it when you buy! Make up this price list neatly and accurately. You will not be able to get all the items at once. Keep adding to your list from day to day. Make it your permanent check list—your personal safeguard against any further rise in prices.

on the kind of service the store gives, or the way it oper-ates. Some stores, for instance, have delivery service, give credit, or provide other extra services.

A Few Points to Remember The ceiling price is not necessarily the price you articular item between September 15 and October 11. 2. A merchant may reduce his prices for sales or other easons -he may also raise them provided they do not go above the ceiling price.

3. Variations in seasonal prices on fresh fruits and vegetables are permitted. Rulings on seasonal markets will be announced from time to time by the Wartime Prices and Trade Board in newspapers and over the radio. 4. Fill out your price list without bothering your merchant. In many cases he is making a financial sacrifice to sell under the price ceiling. The war has left him short-staffed and the Christmas rush is on.

----- Items most frequently bought This is not intended as a complete list. It is simply offered as a guide. Add to it the other items you buy or expect to buy. Milk. Skirts, Blouse Flour\_ Boots and shoes... Canned Goods.. Rubbers, Goloshes OPERATING EXPENSES Stockings... Laundry and cleaning...... Soaps and other cleaning agent Blankets, Sheets, Towels.

Why you must do your part

To ensure the success of this price control plan, every woman in Canada should make a list. Retailers are showing a splendid spirit of co-operation. The great majority of them are determined to make this plan work, but if you do not co-operate the whole plan might fail — prices might start to skyrocket. So keep your list handy. Check the prices you pay against it.

If a price seems higher than the ceiling, ask your merchant about it. If further information is necessary, report the full details in writing. Address your letter to the Prices and Supply Representative, Wartime Prices and Trade Board at any of the following: Vancouver, Edmonton, Regina, Winnipeg, North Bay, London, Toronto, rockville, Montreal, Quebec City, Saint John, Halifax, Charlottetown.

Published under the authority of THE WARTIME PRICES AND TRADE BOARD, Ottawa, Canada