

W. D. Mercer
DRY GOODS

Markdale Ontario



MAY WE ALL
at this time, rededicate ourselves to the
Spirit of Christmas, making that spirit live
throughout the coming years



To all our Friends and Customers we say
"Thanks a lot" for your much appreciated
patronage throughout the year just closing,
and we take this opportunity to wish you
all a Very Merry Christmas and a Pleasant
and Prosperous New Year.

Markdale Lumber Co.
Phone 197, Markdale

To our many Customers and
Friends



Marshall's Drug Store



In business there is one asset that money
cannot buy—Goodwill. So at this Holiday
Season it is a privilege to extend to you, not as
a customer alone, but as a friend, the best of
wishes. And then Good Luck, Good Health and
Good Cheer until—it comes again!

The Staff and Management of the

**Markdale Creamery
AND PRODUCE CO.**

Phone 66

(Closed Saturday Nights Till Further Notice.)

Small Ads.

FOR SALE—One Polled Angus cow,
due in May. George Bennett, R.R. 7,
Markdale. Phone 131-2.

FOR SALE—To make room we are
offering 50 of our New Hampshire and
Barred Rock pullets, 6 months old at
\$1.50. Ready to lay. Apply to Thos.
Shaw, Holland Centre.

FOR SALE—This year's colt, general
purpose, well reasonable; also 9-month
old Collie, black with short tail, good
watch dog. Come and get him. Arthur
Goudy, Markdale. Phone 312-1.

Save time, get off to a good start
with started chicks or pullets. Bray
Hatchery has them immediate delivery.
Ask for particulars. January-February
chicks to order. Agent MacDonald
Hardware, Chatsworth.

EVERY EGG BOOKED
even before it's laid. That's the de-
mand for Canadian eggs and poultry.
BE PREPARED

ORDER HILLSIDE CHICKS NOW,
no matter what breed or crossed
desired, or delivery date. Canada Ap-
proved, breeders pullorum tested.

AGENT CAN SAVE TIME
corresponding. Contact him now,
especially for early 1947 delivery.
Fred A. MacArthur, R.R. 6, Markdale.

NOTICE

TOWNSHIP OF HOLLAND

All persons having snow fence in
their possession belonging to the Twp.
of Holland are hereby notified to re-
turn same to the place from which it
was taken or to the nearest patrolman.
H. V. WALES, Clerk.

Curling—An Art

The following treatise on the auld
game of curling, gleaned last season
from an exchange, may throw some
light on this winter sport which is
meeting with such enthusiasm by
Markdale's fair sex as well as by the
likely a few of the beginners may be
a bit puzzled over a few features of
the "roarin' game" and whether or not
this will help to clear the air a little,
you'll have to read it and see:

"The Game—curling—is very simple.
You shoot a rock on the tee button,
then guard it, so the other fellow can't
get at it. If he succeeds in breaking
through your guard and getting your
rock—he's just plumb lucky. The skip
who gets the most counters on the head
wins the end—unless the opposing skip
slips in a fluke wick-chip-and-roll.
This should be a jail offense—but the
good skip will simply whistle or smile
wanly then proceed to build up another
head. Whoever makes the most chalk-
marks on the board—and gets away
with them—wins. Auditors are un-
necessary—the average skip or third
man can add five and five together
and make 12 without any help.

Lead Blamed Anyway
"The lead—is a lowly person who
throws the first pair of rocks; some-
body has to throw 'em to get the game
started, so they pick on the lead. He
must thank his lucky stars that he
is even allowed to appear on the ice
with other such distinguished person-
ages. All curlers have served appren-
ticeship as leads—and most of 'em
never served long enough. He must
address the skip as sir and the other
man as mister. He must see that all
rocks are cleaned before the game and
keep the others in cigarettes during the
game. First and foremost he must
never talk back. It really doesn't
matter whether he gets any shots as-
ked for—he'll be blamed if the game is
lost anyway.

Second a Little Better
"The second—is but one degree re-
moved from the lead. He must do
75 per cent. of the sweeping, keep the
third man in matches. He corrects
the lead's mistakes by trying again to
put a rock where the skip asked for
and the lead didn't. If he sails through
the house—well, he's only the second
anyway—and what can you expect?
He is the only member of the rink who
is allowed to smack the lead—both skip
and third man consider it beneath
their dignity to do so. The only time
the skip or third man condescends to
speak to the second is to ask for cig-
arettes or for matches. His is a tough
life, too.

Third is Brains
"The Third—is, of course, the brains
of the rink. He should be a skip—but
he magnanimously allows the other
fellow to think he's boss. Assuming an
air of superiority over all leads and
seconds he holds the broom for the
skip, and throws a dirty look at him
for missing it. He passes on the lead's
cigarettes to the skip, together with a
lot of unsolicited advice. Everybody
knows he ought to be skipping the
rink—he even admits it in a quiet aside
—but labors on with an air of martyr-
dom. The chief accomplishment of a
third man is to be able to convey the
impression (by gestures and attitude)
that he knew darn well that the skip
played the wrong shot when he missed,
and, if he makes it, (he the third)
was the bonny boy who figured it out.

Skip a Tramp
"The Skip—is the goal. He is the
gentleman sportsman who neglects his
business and sacrifices his valuable
time because three others wish the
benefit of his skill and experience. He
doesn't sweep—that is for lesser light.
He holds the broom—and his temper—
while his subordinates miss. He must
be experienced and exercise good judg-
ment in making decisions—not must he
blush or appear embarrassed when he
hears other members of his rink dis-
cussing his failures and short-comings
with unfeeling spectators. He must
not pick the right shots—this would
forestall the experts behind the glass.
Rocks that he can only see by whis-
kers, he must knock out. He must be
able to play dynamic or runner
weight with one rock and draw the
next. He must be able to take out
four rocks when but three are there,
and lie on the button. If he wins—it's
his packed rink. If he loses—he's a
tramp. Should he accidentally pilot
his rink to a prize in the 'sple—he
won't have a friend in the world. Pity
the poor old skip!"

To our Customers and
Friends everywhere
With best wishes for Joy,
Cheer and Happiness at
Christmas and in the Com-
ing year.

HAROLD J. KLEIST
HARNESS MAKER



Compliments
of the Season to all my
Customers and
Prospective Buyers

B. H. WALDEN
John Deer's Implements

OUR WISH TO ALL



AND A PROSPEROUS
NEW YEAR
Kidder McGinnis

Wishing All
A MERRY CHRISTMAS
and a Happy and Prosperous
New Year

JACK W. TAYLOR
—From your local Auctioneer—



WE WISH to take this
opportunity to thank our
friends for past favors and
co-operation. To all, best
wishes for Christmas and
the New Year. May 1947
see a continuance of happy
relations now existing be-
tween us.

CLIFF OLLIVER



Heartiest
SEASON'S GREETINGS
To All
W. L. DECKER



We take this opportunity to
thank our many friends and
patrons for their considera-
tion and co-operation during
the past twelve months.
With gratitude for your
continued friendship, we
wish you and yours a joyous
holiday season.

Markdale Garage

**New Year's
POULTRY**

TURKEYS
CHICKENS
DUCKS
GEESE
for Christmas Week at
OLIVER'S
PHONE 67 WE DELIVER

Help your local paper. The Stand-
ard is always pleased to publish items
of local interest. Send or telephone
news of your family gatherings or vis-
itors during the holiday season.

This is the egg
Yes sir, if you get
only one egg
more per day
than you are now
getting from 100
hens—that one
egg will pay any
difference, if there
is any, in price of

Blatchford's
FILL-THE-BASKET
EGG MASH
And you cannot buy a better feed
—but you get many more extra
eggs when you feed Blatchford's
Fill-the-basket Egg Mash—and they
are all extra profit.
So—why not start now to feed

**Blatchford
Feeds**
TORONTO ONTARIO

**Markdale Farmers'
Co-operative
Trent Dehydrated
Products, Ltd.**



As a fitting close to our first year in business in
Markdale, we take this opportunity of thanking our
friends for their very liberal patronage.
To one and all we wish
a Very Merry Christmas
and a Happy New Year
THE MARKDALE HARDWARE
Jack Sherring Bill Fisher



Carter's Hardware and Gift Shop
Markdale, Ontario

Greetings
During the year now drawing to a close you have been
good friends and loyal customers, and at this season
we wish to take this means of extending to you our
good wishes for a Merry Christmas and Happy New Year.
BARHEAD MILL
Fred Peters Markdale



In closing our books for the past year, we feel that
we owe a debt of gratitude for the good will and the
loyalty of our many friends with whom it has been
a real pleasure for us to do business.

We extend to you our sincere thanks together with
our best wishes for your happiness and prosperity in
the year ahead.

F. T. Hill & Co. Ltd.
Markdale Ontario