



Quick Hauling to Market

Just think of the time the Ford saves a busy farmer inhauling milk to the cheese factory—vegetables, butter, eggs and poultry to market—fruit to the railway station. One fruit grower, last season, made four trips a day to the railway station, a total of 144 miles, and carried as high as 72 crates of 11 quarts each on a trip. He couldn't have made more than one 36 mile trip a day with a team.

The Ford soon pays for itself in the time it saves the farmer. With help so scarce, every farmer needs to make use of every precious minute of his time. To him the Ford car is a real necessity. Indeed, some farmers tell us that it is doubtful if they could carry on their farm work under present labor conditions if it wasn't for the time the Ford saves them.

No farmer need be without a Ford. In fact, the average farmer could afford one if it was double the price. It is as easy to drive as a horse, three times as fast, and costs less per mile to run. Why not order one to-day?

Ford Runabout \$475
Touring 495
F. O. B. Ford, Ont.
LIESEMER & KALBFLEISCH



THE PATHEPHONE
Five of these large cabinet phonographs, each with twelve records, given as first prizes in District Contests. Value \$1,000. Size 20 in. x 25 in. x 45 in. high.

Enter the Bread Making Contests at Rural School Fairs in Ontario

The Campbell Flour Mills Company's great offer of the big One-Hundred-and-Fifty-Dollar Pathe phonographs (Five of them!) and other valuable prizes, for the best loaves of bread baked with Cream of the West flour, is stirring up tremendous interest all over Ontario. Many girls are already busy as bees practising with Cream of the West flour. Last year many girls declared, "Oh, if I had only practised, I'm sure I could have won!" Don't wait another day. Decide right now! Practise, Practise, Practise with

Cream of the West Flour

the hard wheat flour that is guaranteed for bread

Every time you bake with it you find out new qualities in this flour that makes such splendid big loaves of delicious light bread. Practise!

In five districts, each comprising several counties, we will give away free to the winner of the first district prize a large cabinet phonograph. At each fair there will be given a fine list of local prizes.

Prizes Worth Trying Hard For

1st Local Prize.—"Girls' Own Annual," a great big beautifully bound, illustrated book with 800 pages of sewing, crocheting—everything that particularly interests young girls, older girls and their mothers. This is a wonderful prize that you can treasure for years.
2nd Local Prize.—Stories of Famous Men and Women, heavily cloth bound with gold titles, many beautiful pictures in colors, entrancing life stories of Florence Nightingale, Grace Darling, Florence MacDonald, Jenny Lind, the late Queen Victoria, and others.
3rd Local Prize.—"Britain Overseas," a big handsomely bound book with many colored pictures, interesting stories and descriptions of the countries and the peoples of Britain's world-wide Empire.
4th Local Prize.—"The Queen's Gift Book," a book of stories, pictures and special articles by Britain's best writers; the proceeds from the sale of this book are for the benefit of disabled soldiers in England.
Note.—Unless the entries number six or more only first and second prizes will be awarded. Unless the entries number ten or more no fourth prize will be awarded.

Read Carefully Conditions of Contest

Every girl may compete at the rural school fair in her district, whether or not she attends school, providing that her 12th birthday occurs before November 1st, 1917, or her 19th birthday does not occur before Nov. 1, 1917. One loaf of bread must be submitted baked in pan about 7 x 5 inches and 3 inches deep, and divided into two loaves, so that they may be separated at the fair. The loaf must be baked with Cream of the West Flour; the other half will be judged at the fair. The other half of the prize loaf will be sent to Ontario Agricultural College, Guelph, to compete in the District Contests. The judging of Breadmaking and Flour Testing, the local contest at the fair will be conducted under the same rules as all the other regular contests at your fairs.

The Standard by which bread will be judged will be as follows:

- Appearance of Loaf 15 marks
 - Color 5 marks
 - Texture of crust 5 marks
 - Shape of loaf 5 marks
- Texture of Crumb 40 marks
 - Evenness 15 marks
 - Silkeness 20 marks
 - Color 5 marks
- Flavor of Bread 45 marks
 - Taste 25 marks
 - Odor 20 marks

Important.—Each loaf must be accompanied by the part of the flour bag containing the face of the Old Miller, and an entry form must be signed by the girl and parents or guardian stating date of birth, P.O. address, and giving name of dealer from whom Cream of the West Flour was purchased. The form will state that the girl actually baked the loaf entered in the competition. The forms will be provided at the time of the fair. The decision made by each girl and not more than one local prize will be awarded to the same family.

Which District is Yours?—This list shows you which counties you compete against if you become a competitor for the District prizes:

The Campbell Flour Mills Company, Limited

(West) Toronto Peterboro Pickering

Cream of the West Flour is sold by the following dealers: E. Witter & Co., Mildmay; Geo. Lambert, Mildmay; A. Fisher & Son, Paisley; A. McGillivray, Port Elgin; Mrs. J. A. Wells, Southampton; Wm. Irwin, Warton; D. Mallough, Lucknow.

WINNER OR WASTER - Which are You?

On a recent occasion the Honorable the Minister of Finance for Canada, in addressing a representative Canadian audience, dealt with the urgency of everybody doing, even in the smallest way, their share towards aiding the Empire.

It is well to remember that every dollar thrown away extravagantly does one hundred per cent. more good to the enemy than one dollar saved by ourselves.

The wealth of the world finally filters through individual dollars, and if the curse of extravagance strikes deeply enough, our ruin is bound to follow.

Save a dollar TO-DAY and do a hundred per cent. more for the Empire than your extravagant neighbor does for the enemy.

Interest to Depositors at 3 per cent.

Merchants Bank of Canada

MILDMAY BRANCH H. R. LEWIS, MANAGER.

Notice to Creditors

In the matter of the Estate of John Hunstein, late of the village of Mildmay in the County of Bruce, Merchant, Deceased.

Notice is hereby given pursuant to the statutes of Ontario in that behalf, that all creditors and others having claims against the Estate of the above named John Hunstein, who died on or about the thirtieth day of June, A. D. 1917, are required to send by post prepaid or deliver to the undersigned Executors of the last will and testament of the said deceased on or before the 15th day of August, 1917, their names, addresses and full particulars of their claims duly verified, and the nature of the securities if any held by them and after the said 15th day of August, 1917, the said Executors will proceed to distribute assets of the said deceased among the persons entitled thereto, having regard only to the claims of which the said then have had notice, and he will not be liable for the assets or any part thereof to any person or persons of whose claims they shall not have had notice.

MAGDALENA C. A. HUNSTEIN } Executors
PETER C. HUNSTEIN }

Dated at Mildmay, this 23rd day of July, 1917.

HOMESEEKERS' EXCURSIONS



MAY 8th to OCTOBER 30th

Every TUESDAY

"ALL RAIL" - also by

THURSDAY'S STEAMER

"Great Lakes Routes" (Season Navigation)

Your Future is in the West

The fertile prairies have put Western Canada on the map. There are still thousands of acres waiting for the man who wants a home and prosperity. Take advantage of Low Rates and travel via

Canadian Pacific

Information from Ticket Offices: 141-145 St. James St., Phone M 8125, Windsor Hotel, Windsor and Place Viger Stations.

His Wife's Handicap.

At the farmer's conference in the country store the talk drifted to the work done by the various wives of the committee present.

"Wal," contributed Uncle Ez. "my wife is one in a million. She gets up in the mornin, milks seventeen cows gets breakfast for ten hard working men before 6 o'clock, by heck."

"She must be a very robust woman" volunteered the commercial traveller, who happened to be present.

"No stranger, she ain't what you'd call so strong; she's more pale and delicate-like. Gosh!" with a burst of enthusiasm, "if that woman was strong, I don't know the work she couldn't do."

An Exciting Runaway.

While Walter Lettner was driving a traveller to Formosa on Monday afternoon, he struck a bad piece of road south of Glinz's Corners and his horse getting down and hitting its hocks against the cross-bar of the shafts became frightened and started to kick. The traveller adopted "safety first" principles by leaping out of the back of the rig on his hands and knees. Walter who hung onto the steed was upset into the ditch, and, with the rig on top of him, was dragged a considerable distance before the horse freed itself from the outfit and beat it towards home with nothing but pieces of the shafts hanging to the harness. Walter had his hand cut and was badly shaken up, while the traveller slightly cut his knee. The horse reached the stable unhurt, while the buggy, which suffered a broken top and shafts, was damaged to the extent of \$20.00.—Times.

Dates of Fall Fairs, 1917.

Following are the dates of a number of Fall Fairs as given by the Agricultural Societies Branch of the Department of Agriculture.

- Ayton.....Sept. 18 and 19
- Chesley.....Sept. 18 and 19
- Durham.....Sept. 20 and 21
- Gorrie.....Oct. 6
- Mildmay.....Sept. 17 and 18
- Paisley.....Sept. 25 and 26
- Pinkerton.....Sept. 21
- Port Elgin.....Sept. 19 and 20
- Ripley.....Sept. 25 and 26
- Tara.....Oct. 2 and 3
- Teeswater.....Oct. 2 & 3
- Hanover.....Sept. 20 & 21
- Holstein.....Sept. 26
- Lucknow.....Sept. 27 & 28

Farm For Sale.

Lot 10, Con. 3, Carrick, is offered for sale at reasonable terms. This farm has splendid buildings, is well fenced, and is in excellent cultivation. Nearly all seeded down.

John Harper.

Are You Patriotic?

Certainly you are.

Then remember that it is every Canadian's Duty to help now, and buy the only strictly Canadian-made Binder Twine, the FOUR MAPLE LEAF BRANDS. You are not only guaranteed first class quality and a right Price, but you give that much more employment to some Resident of Canada, and your money remains at Home. For Sale at GEORGE LAMBERT'S Produce store, where you can get the best grades of flour and feed, together with a good supply of his famous mixed Echo chop.

Cash paid for Butter and Eggs.

GEO. LAMBERT.

Mildmay

Ontario

SELECT JEWELLERY

Diamond Rings, Cut Glass Necklaces, Silverware Brooches, Watches and Clocks

Fancy China and Glassware

WE INVITE YOUR INSPECTION.

C. Wendt Jeweler

Western Fair

London, Canada

Sept. 7th to 15th, 1917

1867—"A half Century of Success"—1917

The Great Agricultural Exhibition of Western Ontario

\$32,000.00 in Prizes and Attractions

A very interesting Programme, including Military and other features—Twice Daily.

FIREWORKS EACH NIGHT
TWO SPEED EVENTS DAILY
REDUCED RAILWAY RATES

Prize Lists, Entry Forms and all information from the Secretary.

LIEUT.-COL. W. M. GARTSHORE,
President

A. M. HUNT,
Secretary

This Up-to-Date Range

has a ventilated oven with walls of nickelled steel that roasts and bakes to a turn. The glass door enables you to watch the baking and the thermometer shows exact temperature. Our free booklet describes many other special features. Write for it.

McClary's

PANDORA RANGE

LONDON TORONTO MONTREAL WINNIPEG VANCOUVER
ST. JOHN, N.B. HAMILTON CALGARY
SASKATOON EDMONTON

Liesemer & Kalbfleisch

Sir Wm. Hearst, Premier of Ontario, fears that shortage of food supplies will hinder the Allies in winning the war. "We must look calmly and fearlessly at the present situation. Unless there is greater thrift, economy and conservation of food, there will be a shortage of supplies which will hinder her chances of winning the war," said Premier Hearst.

"Chepstow Belle," formerly owned by Rev. Father Godrow of Chepstow, and now the property of Robt. French of Teeswater, won first money in the 2.50 class at the Teeswater races on Monday doing a mile in 2.15. This mare a few days previous to the races beat Paddy R which won the free for all at Teeswater on Monday, and which holds the world's record for a half mile on the ice.