

Give Now to the Patriotic Fund



If ever you would give—give now
"Bear Ye One Another's Burdens"

'Tis an old saying—sometimes a hard one—but worthy of all acceptance.

Take a present-day illustration. British Columbia—out there under the setting sun—is helping to bear Ontario's burdens. She has sent to the front—that shell-torn front in France—a larger proportion of her manhood than has Ontario.

Therefore it comes to pass that we in Ontario are being asked to help in bearing British Columbia's burdens by helping its soldiers' families. It's a fair, a just, request. We all are in the same boat. We must bear one another's burdens. And if one Province, not rich in money, makes heavy calls on the Patriotic Fund, the richer Provinces must help out their poorer neighbor. Under a plan of each Province caring only for its own, the Province sending no men would spend no money. It would neither Fight nor Pay.

Ontario will need about six million dollars in 1917 for the families of its own soldiers. The Canadian Patriotic Fund is asking for that sum as a minimum below which the richest Province in the Dominion will not go. But, as a matter of fact, the Fund hopes Ontario will do still better—will bear another's burdens by helping out gallant British Columbia.

How stands the Western Province? It will require, in 1917, two million dollars for the families of its boys at the front. That is one-third of Ontario's requirements. But Ontario has probably more than seven times the population. British Columbia asks no favors. With only about 350,000 people—not rich in this world's goods, but rich in pluck and good red blood—it is undertaking to raise One Million Dollars for the Canadian Patriotic Fund! That equals \$2.86 per head. Ontario, if it raise six million, will be giving about \$2.38 per head.

But the Western Province will still be short One Million Dollars. Where is this sum to come from? Eastern Canada. And Ontario, if it wishes to help, can do so only to the extent to which its gifts to the Fund exceed Six Million Dollars.

A lot of money, isn't it? Yet less than British Columbia is giving, if measured on a per capita basis, and far less if measured by ability to pay. There will be no difficulty in securing the Six Millions if three courses are followed:

Three Courses

1. If all County Councils make reasonably large contributions to the national Fund.
2. If all towns, whether separated from their county or not, will undertake campaigns for voluntary subscriptions.
3. If all citizens, in town or country, contribute according to their means.

As to No. 1. The County Councils are beginning well. Simcoe has decided to largely increase its grant. For 1917 it will be the generous sum of \$120,000. Victoria, another county patriotic to the core, has doubled its grant, jumping it from \$2,500 a month in 1916 to \$5,000 in 1917. The majority of the County Councils will decide at the January sessions how large their grants will be. Public opinion will have great influence on the Councils. Every county ratepayer, sympathetic towards the Fund, should write or speak to his representative on the Council, endorsing a liberal grant. The small tax of three mills on the dollar raises a sum that constitutes a handsome contribution.

As to No. 2. Many towns ignore the duty of holding campaigns. This applies particularly to towns which pay a county tax. Yet this tax never represents a fair or just contribution to the Fund from men of moderate or large means. Practically it is based on what the poorer men can afford. The richer should give much more, and they can be reached only through a popular campaign. To relieve anxiety these campaigns should be held in January or February. Will not patriotic men and women in every town take up this duty? They can get all information as to organization and methods by writing to the Canadian Patriotic Fund, Ottawa. And the Fund will assist them also with a campaign of advertising.

As to No. 3. Patriotism of the individual is the basis of the Fund. Everything is built on it. If he will not make a sacrifice for the sake of the mothers, wives and children of the men at the front, the Fund suffers, and they suffer with it. The average family on the Fund requires \$200 a year from it. It is the duty—it should be considered the privilege—of every Canadian stay-at-home to ask himself: For how many weeks, at \$4 a week, must I, in self-respect and in gratitude, take care of one of these families? If my county taxation for this purpose means that I am taking care of only one family for one week when I could do more, am I doing the right thing?

The answer to these questions will be found when he sits down and mails his extra gift to the Treasurer of his local Fund, or to

THE CANADIAN PATRIOTIC FUND, OTTAWA.

Ontario is being asked to assure the Canadian Patriotic Fund that it can depend on having six million dollars in 1917 for the families of Ontario's soldiers.



Four million of these dollars must be secured from individual subscriptions. If there is no Branch of the Fund in your town or county send your subscription direct to the Head Office, Canadian Patriotic Fund, Victoria street, Ottawa.

11

TO INVESTORS

THOSE WHO, FROM TIME TO TIME, HAVE FUNDS REQUIRING INVESTMENT MAY PURCHASE AT PAR

DOMINION OF CANADA DEBENTURE STOCK

IN SUMS OF \$500, OR ANY MULTIPLE THEREOF

Principal repayable 1st October, 1919.

Interest payable half-yearly, 1st April and 1st October by cheque (free of exchange at any chartered Bank in Canada) at the rate of five per cent per annum from the date of purchase.

Holders of this stock will have the privilege of surrendering at par and accrued interest, as the equivalent of cash, in payment of any allotment made under any future war loan issue in Canada other than an issue of Treasury Bills or other like short date security.

Proceeds of this stock are for war purposes only.

A commission of one-quarter of one per cent will be allowed to recognized bond and stock brokers on allotments made in respect of applications for this stock which bear their stamp.

For application forms apply to the Deputy Minister of Finance, Ottawa.

DEPARTMENT OF FINANCE, OTTAWA
 OCTOBER 7th, 1916.

FOXES TRAPPERS—Get "More Money"

for Foxes, Mink, Raccoon, Muskrat, White Weasel, Skunk, and other Fur Bearers collected in your section

SHIP YOUR FURS DIRECT to "SHUBERT" the largest house in the World dealing exclusively in NORTH AMERICAN RAW FURS a reliable—responsible—safe—method with an unblemished reputation existing for "more than a third of a century." A long successful record of sending Fur Shippers prompt, SATISFACTORY AND PROFITABLE returns. Write for the latest prices, the only reliable, accurate market report and price list published.

Write for it—NOW—its price

A. B. SHUBERT, Inc. 25-27 WEST AUSTRALIA, CHICAGO, U.S.A.

France has established as complete mastery of the air as Britain has over the sea. Russia is coming along to assist in conquering the land, and then the Allies will be supreme at every point.

Gen. Maude, once so well known at Ottawa, is now leading the British forces in and about the scene where the Garden of Eden is supposed to have been situated. One can imagine with what perfect bearing he will respond to the invitation, "Come into the Garden Maude."—Toronto Star.

PERFECT HEALTH IS EVERY WOMAN'S BIRTHRIGHT.

A Prescription That From Girlhood to Old Age Has Been a Blessing to Womanhood.

When a girl becomes a woman, when a woman becomes a mother, when a woman passes through middle life, are the three periods of life when health and strength are most needed to withstand the pain and distress often caused by severe organic disturbances.

At these critical times women are best fortified by the use of Dr. Pierce's Favorite Prescription, an old remedy of proved worth that keeps the entire womanly system in excellent condition. Mothers, if your daughters are weak, lack ambition, are troubled with headaches, lassitude and are pale and sickly, Dr. Pierce's Favorite Prescription is just what they need to surely bring the bloom of health to their cheeks and make them strong and healthy.

For all ailing women Dr. Pierce's Favorite Prescription is just the right medicine. During the last fifty years it has banished from the lives of tens of thousands of women pain, misery and distress. It makes weak women strong, sick women well.

If you are a sufferer, if your daughter, mother, sister, need help, get Dr. Pierce's Favorite Prescription in liquid or tablet form from any medicine dealer to-day. Then address Dr. Pierce, Invalids' Hotel, Buffalo, N. Y., and get confidential medical advice entirely free.

Every woman should be careful that the liver is active and the poisons are not allowed to clog the system—get rid of these poisons by taking Dr. Pierce's Pellets, which regulate and invigorate stomach, liver and bowels. Keep the body clean inside as well as outside!

How to preserve health and beauty is told in Dr. Pierce's Common Sense Medical Adviser. It is free. Send Doctor Pierce, Buffalo, N. Y., fifty cents or stamps to cover wrapping and mailing only.

Haine's Celebrated Wittshire Oils

Killer of all Pains, Healer of all Sores
 Good for Man or Beast

These oils have been on the market for three generations in the old land. They are guaranteed to do the work or money refunded. For sale at GEO. LAMBERT'S FLOUR AND FEED-STORE where you can also buy the best brands of Flours for Bread and Pastry, such as Ideal, Five Jewels, Banner Cream of the West, Encore, Pie Crust, also all kinds of feed.

GEO. LAMBERT.

Mildmay

Ontario



Santa Claus
 Head-
 quarters

We should be very glad to show you our clean, fresh stock of new, beautiful and useful Xmas gifts.

If you want the good quality, the right article and the reasonable price, inspect our line of—

Watches, Clocks, Jewelry, Silverware, Cut Glass, Fancy China, Fancy Toilet Cases, Toys, Dolls, Xmas Cards, etc.

Select your gifts from our up-to-date stock and you will get the best and most appropriate presents at the fairest figures you have ever known.

Our very reasonable prices will delight you.

Come and see for yourself.

C. Wendt

Jeweler

JOHN COATES

Druggist, Mildmay.

Courtship by correspondence alone does not seem to be very satisfactory. A Detroit lady had her expectations badly shattered when, by marrying a man at Grand Junction Col., she found that the lovely home he promised her was a box car furnished by the railway to its section foreman, her husband. After ten days' life in the box car, funds arrived from her parents in Detroit, and she returned home.

During and after the American Civil War a horde of pension lawyers arose, who filled the halls of Congress with clamorings for larger and larger pension for their clients. In Canada, so far, there has been no such development. The Canadian Patriotic Fund has acted for the woman benefit of her soldier husband, and has set in operation all machinery necessary to secure the pension a grateful nation to her. It has constituted itself the poor woman's lawyer, her pension agent, her guide and friend—and all in the name of patriotism, without money and without price.

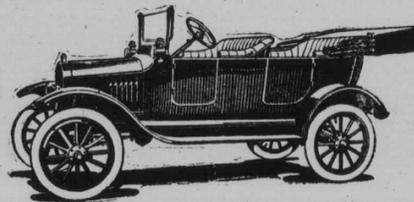
Put to the Test.

A preacher, at the close of one of his sermons, said: "Let all in the house who are paying their debts stand up." Presently every man, woman and child, with one exception, rose to their feet.

The preacher seated them and said: "Now, every man not paying his debts stand up." The exception, a careworn, hungry-looking individual, clothed in his last summer's suit, slowly assumed a perpendicular position.

"How is it, my friend," asked the minister, "you are the only man not able to meet his obligations?" "I run a newspaper," he answered, "and the brethren here who stood up are my subscribers, and—"

"Let us pray," exclaimed the minister. If this question was asked in your congregation what would you do—stand up or sit still? Look at your label now.—The Subscription Man.



"MADE IN CANADA"

The 1917 Ford Touring Car \$495.00

F. O. B. FORD, ONT.

You don't need extravagant claims to justify your choice when you buy the Ford.

The new model five passenger Touring Car at \$495 is standard automobile value. We don't need to make "claims" in offering you this car. We show you the car itself, and give reasons.

The quality, the price and the service it gives makes satisfaction sure. You can always depend on the Ford.

Let us show you the new model to-day.

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MILDMAY

ONTARIO

While operating a straw cutter at Mr. Frank Wehenkel's farm north of Walkerton on Monday morning last, Mr. Leonard Monahan got his hand into the machine, and had it so badly lacerated that it was almost severed through the centre from the wrist to the fingers. A big artery was also cut. The injured man rushed to the Bruce Co. Hospital, where the wound was sewed up and the patient started on the road to recovery again.

Be kind and humane to your horse. Blanket it when you leave it standing, even for a short time, and give it shelter in a shed in stormy weather.

If the turbulent Germans of Kitchener are not satisfied with that illustrious name which they disgrace, why not christen the place "U-23," and let it go under that title? An appropriate coat of arms will suggest itself.