



Quick Hauling to Market

Just think of the time the Ford saves a busy farmer in hauling 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?

Runabout \$475
Touring \$485
F. O. B. Ford, Ont.

LIESEMER & KALBFLEISCH

WINNER OF WASTER - Which are You?

Quaintly, the Minister of Finance, by Canada's... of every... towards... the...
I... the...
The...
S...
Interest to Depositors at 3 per cent.

Merchants Bank of Canada
MILDMAY BRANCH
H. R. LEWIS, MANAGER.

CREAMERY WANTED

We are...
We supply Two Free Cans
Pay...
We prefer...
PALM CREAMERY
PALMERSTON, ONT.

NOTICE...
Cream...

Diphtheria...
some...
proved...
Cassidy...
home...
stow...
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a further...

Look Out for Fakes.

A warning has been issued to the public to be on the look for fake vendors posing as war veterans. It is too bad that men either in uniform or civilian garb will play any such role but all the greater necessity to nip such enterprise in the bud by asking the men to furnish data as to the genuineness of their mission. People have a warm side for a soldier who has done his duty and suffered in so doing but to lend aid to some faker who thinks he may make an easy living by imposture is only another way of fostering up a lazy scamp, whose fraudulent methods should be exposed before he has a chance to carry on the deceit to any extent. Know who you are giving your money to and don't be thin skinned enough to let Mr. Faker attempt to make use of your generosity.

The Conscription Bill has received its third reading in the House of Commons and when it passes the Senate and receives the consent of the Governor-General, will become law when proclaimed by the Federal Cabinet. The Bill is progressive and provides that any one opposing its enforcement or obstructing its publication is liable to 12 months imprisonment.

HOMESEEKERS' EXCURSIONS
MAY 28th 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
Inquiries from Ticket Offices, 141-145 St. James St., Phone M 8125, Windsor Hotel, Windsor and Place Viger Stations.

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 John A. Johnston, Mildmay, our agent for the executor named Executors of the last will and testament of the said deceased on or before the 18th 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 18th 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 claimants 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 }
LESTER C. HUNSTEIN } Executors
Dated at Mildmay, this 23rd day of July, 1917.

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
Holtzheim.....	Sept. 26
Lacknow.....	Sept. 27 & 28

The Boy from Home

A navy officer, commenting on the rigid censorship that covers all correspondence to and from the navy remarked truthfully: "I wish we could censor the 'sob stuff.' A boy gets a letter home filled with our dear empty chair at the table, or 'Mother cries herself to sleep every night, wishing for her boy,' and the result is a homesick sailor made doubly so. Cut out the 'sob stuff.' Write the boys cheerful letters, and stop feeling sorry for them." All of which is sound sense. The average boy away from home is full of home longing. Letters that are full with what the officer termed 'sob stuff' only add to the disease. Don't sympathize with the boys, Congratulate them.

TRUE ECONOMY



DEMANDS THE USE OF MORE

PURITY FLOUR

There is more actual food value in ONE POUND OF PURITY FLOUR than there is in One Pound of Beef, One Pound of Potatoes and One Pound of Milk COMBINED.
The truly economical housewife must take advantage of this great strength in PURITY FLOUR over other food substances by serving more frequently the delicious bread and rolls, toothsome, dainty cakes and crisp, mouth-melting pastries which are among the possibilities of this perfectly milled product of the world-famous Western Canada wheat.

The Purity Flour Cook Book

130 pages of the latest information on the culinary art. Reviewed and approved by the DOMESTIC SCIENCE DEPARTMENT of the MACDONALD COLLEGE, and furnishing tried and economical instructions on all dishes for all meals. A GENERAL PURPOSE HOUSEWIFE'S REFERENCE BOOK.
Mailed postpaid to any address for 20 cents.

WESTERN CANADA FLOUR MILLS COMPANY, LIMITED
TORONTO - WINNIPEG

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.
LIBT.-COL. W. M. GARTSHORE, President
A. M. HUNT, Secretary

A Satisfactory Range

"Pandora" Ranges never disappoint the cook. Also they last longer, maintain a more even temperature, use less fuel and require less attention than any other range you can buy. Write for free illustrated booklet.

McClary's
PANDORA RANGE
LONDON TORONTO MONTREAL WINNIPEG VANCOUVER
ST. JOHN, N.B. HAMILTON CALGARY
SASKATOON EDMONTON

Liesemer & Kalbfleisch

A raise has been made in the price of all Toronto papers. The Globe and Mail & Empire have been increased in price to residents of Toronto and Hamilton delivered to \$5.00 per year and to residents outside of Toronto to \$4.00 per year. The evening papers have been increased to \$5.40 to residents of Toronto and to \$3.00 per year to subscribers outside of Toronto. The big jump in the price of paper is the cause of the increase.
Speaking of advertising, here is what some of the publishers charge for space: Ladies Home Journal \$8 a line or \$101 per inch, and \$6000 for a full page each issue; the back cover sells for \$10,000. A full page advertisement in the Saturday Evening Post sells for \$5,000, and the back cover sells for \$7,000; the centre page in colors is \$12,000. As this advertising space is always filled, it is evident that advertising pays even at these prices.