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I have some real BARGAINS in slightly used cars, 2 and 5 passenger.

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IT'S UP TO YOU MR. ADVERTISER 2

ABUSINESS without a proper system of advertising is like a motor without power. But there is also a quality in advertising. A business man who advertises judicially, will, in the first place, figure out which newspaper can bring him the best results. In this he considers the number of subscribers who read the paper. But there are many other things which add to or depreciate from the value of advertising—clear type faces, careful arrangement, and clean presswork. The matter of position, too, is an important factor which must be clean presswork. The matter of position, too, is an important factor which must be

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MILDMAY GAZETTE

Mildmay's Hope For Progress Lies In the Ability of Its Citizens to Secure Manufacturing Industries.

Wave of Progress In Store for Mildmay. Have You the Aggres sivenes to Grasp it, or Will This Opportunity Slip Through Our Fingers and Be Passed On to Some Other Town Which, Perhaps, Is Not So Advantageously Situated As We Are?

voted on adversely will surely leave the town in the state which it is nowwhether we will be left behind to die by the roadside, depends entirely upon ourselves and upon our ability to see that we are in the direct path of that Prosperity Wave. Incorporation-that is our means of showing our aggressive spirit. The subject has been brought forth and discussed every year for almost ten years, and although a favoraele opinion was universal, no one with the necessary amount of push has been found to start the ball a-rolling.

Councillors and Business Men in Favor. Now, the business men and the men in Council and public office know and appreciate the necessity of incorporation. To quote one man who is in public office, or rather in the Council, he stated that "He knows that Incorporation is just what we need, but of course, being assert himself publicly." The subject, therefore, it will be seen, is one in universal favor. Why, then should we not assert ourselves and claim the share of the commercial prosperity due us.

The Only Method of Procedure.

The only course open to bring about the desired result is to call a meeting of the business men and appoint a committee to investigate and after the com mittee has done its work to call a public meeting, get facts and figures from other incorporated towns, put them before the people, and let them decide as to the advisability of having Mildmay govern itself, and under the rulership of men from the town. With a little study, this subject will be seen to favor the town n more ways than one. We will be un-

be counted upon to stay. Then there this all-important topic. are the hotels, four of them. paying each even if the taxes should be raised (say 5 the case may be. mills at the outside) we would be get-ting value for our money, and satisfac-

Opportunity knocks at our doors. mind youl) is elected. Bager to prove Will we admit it? It is our firm belief the value of incorporation, these men that in the near future the ratepayers of will get busy to locate industries, or at the, as yet, little town of Mildmay, will least pave the way for the next council be called upon to render a decision, When the first industry is hooked and which if voted on favorably will mean safely landed, wages will go up, a shortgrowth and prosperity to the town, but age of hands will be experienced, and consequently more men will be brought into the town. Married men with their suitably located and open to opportunity families will locate, which means more but with not enough aggressive spirit to business for the merchants. With the grasp it. Opportunity knocks, but will influx of new families real estate will in-Incorporation comes again before the and do what it pleases with its money people and is again in the limelight. without consulting the township. And, Mildmay is on the verge of a wave of doubtless, one of the first defects to be prosperity, but whether this wave will remedied would be "our street lighting carry us along in its mighty sweep, or system." We call this a "system" for convenience sake only, as a minute search has failed to disclose anything resembling a real system, and has started the idiom of "The town with the three lights."

Up to the Ratepayers.

Mr. Ratepayer, it will be up to you to vote aye or nay-for you will surely be called upon to vote some day not far truth, going to hang back for the sake of a one or two mills increase in the will welcome any item on this subject- whether he likes it or not." because it's items of interest our readers want, and to our mind, and from what a non-resident, it is not in his place to we can see, this subject is one of vital interest to the citizens at the present time. None-resident's letters welcomed the same as a citizen's of Mildmay. And, you, readers, will find it to your interest and advantage to watch for and read these letters. A committee will soon be appointed to investigate and in order to be conversant on the incorporation question, a perusal of other's views in this paper will be beneficial, as, unfortunately this topic is one which is

very little known in this town. Committee Appointed Next Week. The committee we speakof in the preceding paragraph will be composed mostly of business men, and will in all propability be appointed next week. When the committee has had a chance to fully investigate the matter a public der the government of men from the meeting will be ealled, whereat all the town, who will work for the town and arguments, pro and con will be fully gestion. its best interests. Then also we will be discussed. Being an entirely new quesin a position to secure industries, and tion there are a great many of our citinot only to show ourselves willing to zens who have doubts and misgivings as have and maintain industries, but to go to its henoficiancy for the town and this have and maintain industries, but to go to its beneficiency for the town and this after and get them. There is one common argument against incorporation. should be brought before the public—to Saturday, of Wilmer E. Ledgerwood, This is that out taxes will be higher. But will they? It must be considered be one in our interests to undertake, or Eden Grove, with interment in Starkthat at present cur license fees are dividnot. It is our duty as citizens to give vale Cemetery, The deceased, who was ed with the township to be used in the the question a fair consideration as 21 years of age, met death at Melville, township as well as the town. Under the measure, should it prove favor. Sask, he having gone West last apring. incorporation this tax would be kept in able, must be passed. This is our duty Working in a coal yard at the time he the town and used for the public's bene- as citizens. And that it will benefit us fit. Now, what license fees have we? in our endeavor for progress and life, letting him fall headforemost into a coal We have first of all two pool rooms paying \$75 yearly, with prospects of another of representatives from other towns give

There are a lot of legal formalities to a yearly sum of \$160, or some such go through in connection with incorporamount. Our business tax also amounts ation, therefore, if we would do someto a considerable sum. And it must be thing, it would seem necessary that we remembered that in the event of Mild start at once. This subject is of more may being incorporated, which is claim- importance to our ratepayer citizens ed will raise our taxes, that the indus- than the recent election, and should be tries which will be sure to be secured fully as interesting to them. By returnwill also be paying a business tax. The ing a unanimous vote in favor of the

It Has Benefited Neustadt. ion on the side. Our present rate of tax the town of Neustadt was only a little worked half an hour longer than they is 12 mills. This, it will be agreed, is burg with two or three houses, and on were supposed to, walked out in a body. certainly low. But why has our tax the occasion of his first visit was agreebeen only twelve mills, whereas in ably surprised to find cement walks all that they would be fined one day's pay other towns it has been as high as 26 over the place, and noted with surprise for this action. When the story appearand in some cases even 31. Our anst that it has two large manufacturing ed in The World the postmaster, they wer? "Because other towns have not industries. We could not understand say, denied that he intended to fine the been satisfied to remain as they were, how it happened that such a large inand awoke to the realization that paying dustry should have located at Neustadt 26 mills and getting their money back -until we were told that the town was tion received their cheques on Saturday, two-fold in increased trade and labour incorporated, and had chased hard after was better than worrying along with this manufacturer until they had suc- had been deducted and became indigbusiness and the later situation poor, ceeded in landing the industry. The exfor the sake of a few mills on the dollar." perience of Neustadt should be an en. they decided to consult E. F. B. John-And, further, it is not only our firm couragement to us, and should help us ston and T. C. Robinette as to the le conviction, but of every up-to-date busi- in our decision. If persons who accept gality of the procedure of the postness man, that there will be a direct our invitation to state their views in this master, with the result that they were benefit resultant from incorporation journal will sign their names our object told that he had no right to fine them which will increase the income of every will be the more easily attained, what because they refused to werk overresident who is in business in town, at we need most being a few ardent workers. no matter what trade. And this is the Your influence, small as it may seem, way it works out. The town is incorpor- will help. Do your share in the good ter before the postmaster-general at porated. The first council (of town men, work of helping our town.

The C. P. R. Pension Fund.

The payment of the pension allowances on the C. P. R. come to something like \$173,000 per annum. Of course the amount fluctuates; but it is around these figures. The inauguration of the pension fund has enormously quickened the zeal of the vast army of employees of the avatem. It made every man feel. of the system. It made every man feel a new closeness to the directing heads. a new loyalty to the work, and a new desire for the utmost success to attend the operation of the organization. It has given the sense of identification with all the large interests bound up with the company. No pension is smaller than \$20 per month. Even this, though it may seem small, is an immense comfort to the mass of employees who may have a little saved but who will be bettered by this addition. Referring to the C. P. R. official who was dum-founded when he learned that he had to retire, and later said to the management that it seemed strange that he who had been accumulating a certain kind of useful knowledge for nearly thirty years of service should have to leave and earry all that knownot open the door, it is up to you, as a crease in value, new houses will have to ledge with him. He could not impart be built, rent will be higher, and an all- it to his successor. He could not hand the Incorporation Campaign the recent round betterment of conditions will be it out to anybody, but it is part of his be-Blection in South Bruce took up the at- experienced. But even if all these ing. "And," he added to the managetention of the electors, but now that things did not come to pass, it would ment, "I am just as fit for my duties this subject is past, the old subject of mean that the town will govern itself to-day as when I entered the service of the company." "Of course you are, but retirement, according to point." And then the official went home and could not sleep, and could not take interest in foreign cities, but was saved by buying a place in the country, where he took up gardening and where he might be seen to this day, content to potter about his flowers (in season) thus showing that once you can get rid of the railway man, the poet may and does emerge. "Every single man, high or low, gentle or simple, looks forward to hence. Are you, now that you have the the future retirement with misgiving," said a C. P. R. official, in discussing the matter of the lenghth of service which a taxes. It has already been proven that man could render efficiently. "A man no incorporation, no industries, but if dreads to think of it at all, and yet, as any of our citizens would care to state the years wear on, it is present with their views, either for or against, the him. He knows that the date is coming paper is open to all, free of charge, and close when he shall have to quit work,

One For the Farmer.

Here is something from an exchange that deserves to be passed along. What would a farmer say if his wife left her sewing machine standing out in the back yard in a rainstorm over night. What he really would say is out of the question for printer's copy, and yet many farmers have their binders, which cost three or four times as much as a sewing machine, out in the sun and rain with no better shelter than a fence corner. Nor is the binder the only piece of costly machinery that receives such treatment. In such instances, Mr. Farmer, what should your wife do to you? A timely application of the rollingpin might do much toward prolonging the life and efficiency of your farm machinery. You ean save a ten dollar bill any day this week by acting on this sug-

shute. The sliding coal held him fast, his head and part of his body being in the near future. Two, at least, can us the result of their experience with buried in it. Apart from the death of the parents, this makes the third member of the family whose remains have been brought home within the past five

Postal Clerks Are Indignant.

A complaint was registered a short time ago by the employees of the Toronamount of the license fees in the aggre. proposed project you will benefit your to postoffice that the department was gate will at any rate be large enough to keep the taxes at a normal figure. But or Conservative candidate, whichever men have been abliged to work overtime in order to handle the immense amount of mail that passes through their hands. The writer had always had the idea One night twelve men, after having When they returned they were notified men, and the matter apparently was settled. When the twelve men in queshowever, they found that one day's pay time.

The men have decided to lay the mat-

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