

"MADE IN CANADA"  
**The 1917 Ford Touring Car \$495.00**

F. O. B. FORD, ONT.

The average man can easily afford a Ford car. It is the most inexpensive car to drive.

20 to 25 miles on a gallon of gasoline is an every-day occurrence. 38 miles is frequently reported by Ford owners. Yearly repair expenses of less than one dollar are not unusual. The car is light in weight, and tires give more mileage on a Ford than on any other car.

You can buy a Ford for yourself and one for your wife for the price of one car at \$1000. You can run both Fords at about the same expense as for one larger, heavier car.

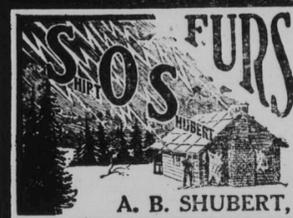
You can always sell a "used" Ford at a good price. You have to accept a big reduction for a "used" larger car.

Come in and see the new models.

**Liesemer & Kalbfleisch**

MILDMAY

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**Safety First**

Nothing is more important to the Fur Shipper than doing business with an Honest-Reliable-Responsible-Safe Fur House.

"Ship to Shubert" the largest house in the World dealing exclusively in American Raw Furs, where you will always receive an Accurate and Liberal Assortment, the Highest Market Prices and the usual "Shubert" Efficient, Speedy, Courteous service.

Write for the latest edition of "The Shubert Shipper" containing valuable market information you must have.

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Giant Flowering Carnation

fragrant and the plants do well outdoors. Transplanted into pots in the early fall they bloom profusely from October till the end of May. Extra plants are easily propagated from them by cuttings, "pipings" or layering.

Send for our catalogue and learn of our other valuable premiums. 18

**Darch & Hunter Seed Co., Limited,** LONDON CANADA

**FREE!**

Address a postcard to us now and receive by return mail a copy of our new illustrated 52-page catalogue of Garden, Flower and Field Seeds, Root Seeds, Grains, Balbs, Small Fruits, Garden Tools, etc.

**SPECIAL**—We will also send you free a packet (value 15c) of our choice

**Giant Flowering Carnation**

This carnation is a great favorite; the flowers are large and early fall they bloom profusely from October till the end of May. Extra plants are easily propagated from them by cuttings, "pipings" or layering.

**Germania Farmers Mutual Fire Insurance Co.**

ESTABLISHED 1878  
 HEAD OFFICE - AYTON

The Oldest, Cheapest and Safest Company in the Province.

Amount at risk, over four million dollars.

This Company pays market cash value for live stock killed by lightning.

**J. M. Fischer**

Agent - Mildmay

The Prison Farm at Guelph was built at a cost of about 14 million dollars and has had as many as 350 prisoners. The inmates were taught trades and the object of the Prison Farm work was to turn out useful citizens and while those released on parole were under surveillance they were practically free. Since the advent of the Ontario Temperance Act there have been so few prisoners sent to the big industrial farm at Guelph that it has been decided to use this costly Public building as a home for returned soldiers, the balance of the prisoners being sent to Burwash Farm in New Ontario.

**Farm Wages.**

The Department of Trade and Commerce issued last week very interesting figures relating to the wages being paid for farm help throughout Canada. The returns show that the average wages paid during 1915 reached a higher level than in any previous year for which returns were collected. For the whole of the Dominion the wages per month during the summer, including board, averaged \$43.23 for male and \$22.46 for female help, as compared with \$37.10 and \$20.20 in 1915. For the year 1916, including board, the wages averaged \$397 for males and \$228 for females, as compared with \$511 and \$200 in 1915. The average value of board per month is returned as \$17 for males and \$13 for females, the corresponding figures of 1915 being \$13.57 and \$11.45. By provinces the average wages per month for males and females respectively in the summer season, including board, are as follows: Prince Edward, \$31.35 and \$17.81; Nova Scotia, \$38.77 and \$19.11; New Brunswick, \$57.74 and \$16.66; Quebec, \$40.79 and \$16.70; Ontario, \$39.41 and \$20.58; Manitoba, \$48.37 and \$26.97; Saskatchewan, \$48.55 and \$25.76; Alberta, \$52.28 and \$29.12; British Columbia, \$49.86 and \$28.66. Of course, when we are thinking of the high prices that the farmer is getting for nearly everything he produces and imagining that he is getting enormously rich, we should keep before us these figures, and bear in mind how greatly they are in advance of the wages paid even a few years ago. And not only must we remember that wages are high, but that labor is very scarce even at any price, and that this has resulted, all over Canada, in a decided under-production during recent years. Indeed, the farm labor problem is one of the pressing problems in Canada today, and one that must have more serious consideration than it has had in the past.

**Leatherless Shoes Coming**

Shoes with fibre soles and fabric tops will be the popular thing in footwear this spring if the manufacturers have their way. A campaign to popularize the substitutes for the recognized leather makes has begun. Some of the advantages of fibre soles over leather soles are given as follows: They are easier to the foot; they make walking easier, they conform more readily to the foot, thus doing away with the necessity of breaking in shoes; they are waterproof; they do not burn the feet; being a non-conductor of heat and cold, they will be found cool in the summer and warm in the winter. Fibre soles are made of about 10 per cent rubber new and old reclaimed, about 20 per cent of ground rags, leather buckings, and the balance of zinc litharge, hydro carbon, sulphur and minerals. The cost of manufacture

is very low. One dealer is authority for the statement that at least one large munition manufacturer is prepared to turn out 500,000 soles a day as soon as war orders cease.

A leading shoe manufacturer says that shoe prices will drop because England has shut out not much more than a million dollars worth of shoes from Canada. If shoes drop because of the amount sent to England, what will happen to canned salmon, which amounts to five million dollars excluded from England. Cotton goods are also likely to be cheaper.

The Bread Sales Act has been amended by a Bill which provides for a general standard of weight, increasing the minimum fine from \$5 to \$10 and up to \$100. For the second offence the fine is fixed at not less than \$50. It also provides that the provincial police shall have the same right to enforce the act as the municipal officers.

**Serve  
 Save  
 Produce**

**EVERY ONE CAN do something for his country**

Some can bear arms  
 Some can produce food  
 Some can make munitions  
 Some can give money

It is the privilege of all to help.

**YOU CAN SERVE by Fighting—Working—Saving—Giving**

This is NATIONAL SERVICE  
 Are YOU doing your part?

**ALL EYES turn now to the Canadian Farmer, for he can render the Empire SPECIAL SERVICE in this sternest year of the war.**

But—our farms are badly undermanned—25,000 men are needed on the land.

With insufficient help, the Man on the Land fights an uphill fight to meet the pressing need for Food.

**CITY and TOWN can help.**

Municipal Councils, Churches and Schools, and other organizations, both of men and women, can render National Service by directing all available labour to the Land.

Farmers themselves can exchange labour. School boys can assist.

Were you raised on a farm? Can you drive a team? Can you handle fork or hoe? If you can't fight, you can produce. Spend the Summer working on the Farm.

Let every man, woman and child in the Dominion who has access to Land, no matter how small the plot, make it produce Food in 1917.

For information on any subject relating to the Farm and Garden write:—

INFORMATION BUREAU  
 DEPARTMENT OF AGRICULTURE  
 OTTAWA

DOMINION  
 DEPARTMENT OF AGRICULTURE  
 OTTAWA, CANADA.

HON. MARTIN BURRELL, MINISTER.

**The Campress and Vacuum Washer and Cleaner.**

The Machine that has solved the wash-day problem.

Every Home needs one. Guaranteed to wash CLEAN one tubful of heavy Quilts or Blankets in ten minutes.

Will wash equally well one tubful of your finest Lace Curtains in the same length of time and not injure them in the least.

A child 12 years old can work one with care. You will bless the day you ever got one. Only \$2.00. Will last 20 years.

For sale at Geo. Lambert's Flour, Feed and Produce Store.

**GEO. LAMBERT.**

Mildmay

Ontario

**SELECT JEWELLERY**

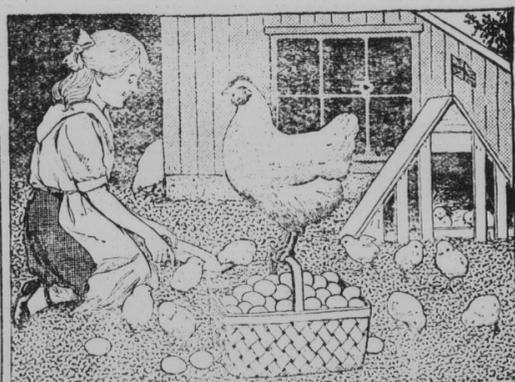
Diamond Rings, Cut Glass Necklaces, Silverware Brooches, Watches and Clocks

Fancy China and Glassware

WE INVITE YOUR INSPECTION.

C. Wendt

Jeweler



To City, Town and Village Dwellers in Ontario.

**Keep hens this year**

EGG and poultry prices, the like of which have seldom or never been experienced, certainly make it worth anyone's while to start keeping hens. By doing so you have fresh eggs at the most trifling cost. At the same time you have the splendid satisfaction of knowing that you are doing something towards helping Britain, Canada and the Allies achieve victory this year.

Increased production of food helps not only to lower the high cost of living, but it helps to increase the urgently needed surplus of Canada's food for export. It saves money otherwise spent for eggs and poultry at high prices, and saves the labor of others whose effort is needed for more vital war work.

The Ontario Department of Agriculture will give every possible assistance by affording information about poultry keeping. Write for free bulletin which tells how to keep hens (address below).

**"A vegetable garden for every home"**

Nothing should be overlooked in this vital year of the war. The Department cordially invites everyone to help increase production by growing vegetables. Even the smallest plot of ground, when properly cultivated, produces a surprising amount of vegetables. Experience is not essential.

On request the Department of Agriculture will send valuable literature, free of charge, giving complete directions for preparing soil, planting, cultivation, etc. A plan of a vegetable garden, indicating suitable crop to grow, best varieties and their arrangement in the garden, will be sent free to any one who writes.

Address letters to "Vegetable Campaign," Department of Agriculture, Parliament Buildings, Toronto.

Ontario Department of Agriculture  
 W. H. Liest, Minister of Agriculture  
 Parliament Buildings Toronto 11