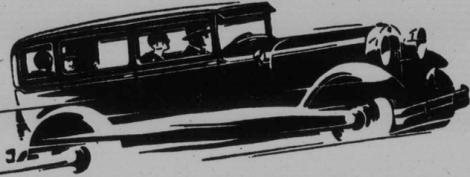


a Smashing Public Conviction behind the big Swing to **ESSEX** THE CHALLENGER

Hear
the radio program
of the "Hudson-Essex
Challengers"
Every Friday Evening



The smashing conviction of greatest value which Essex the Challenger gives on sight is borne out in Performance of brilliant range and smoothness, and a wealth of fine car detail, never before associated with this price class.

Its smooth and dashing power; its large, roomy, fine bodies; its 76 outstanding new features; its Speed challenging up to 70 miles an hour; with Reliability that permits 60 miles an hour for hour after hour; and Economy of 18 to 20 miles per gallon and upward—all these make Essex a formidable challenger of any car the market offers.

A wide choice of colors at no extra cost. The variety is so great you have almost individual distinction.

LIESEMER & KALBFLEISCH

LOCAL DEALER

MILDMAY, ONT.

LAMBERT'S THE QUALITY STORE

Fruite Jelly Powder	3 for 25c
Sunlight Soap	14 bars \$1.00
Lux Soap	3 for 25c
Minute Tapioca	3 for 25c
Bran Flakes	3 for 25c
P. & G. Soap	16 bars for \$1.00

Phone 36 GROCERIES, FLOUR & FEED

\$840 AND UP
F.O.B. Windsor
Taxes Extra
EASY TO BUY

FOR INSTANCE, in this city your first payment, with your present car included, may be as low as \$30 and your monthly payments \$30. Your present car will probably cover the entire first payment. The H. M. C. Purchase Plan offers the lowest terms available on the balance.

A Year of Catastrophes

It was predicted last year that 1929 would be a year of catastrophes and tragedies, and this prediction is not far wrong, for on every hand we see death and destruction. Car accidents, airplane accidents, train wrecks, explosions, floods, suicides, murders, all are appalling, and the end of the year is still young.

A Wet April

There were nine thunderstorms in the first eight days of April. During the past three quarters of a century the average rainfall for April has been 2.15 inches. In the first half of last month we had 4.9 inches. In the first half of last month we had back. It is no wonder, therefore, that such excessive moisture is so evident.

Sheriff's Sale of Lands

TOWNSHIP OF CARRICK
County of Bruce

By virtue of an Execution issued out of the Supreme Court of Ontario directed and delivered to me, against the lands and tenements of John Becker and Elizabeth Becker; where-in Liesemer & Kalbfleisch and John Brown and others are the plaintiffs; I have seized and taken in execution and will offer for sale by public auction to the highest bidder at any office in the Court House in the Town of Walkerton in the County of Bruce, Ontario, on Tuesday, the Eleventh Day of June, A. D. 1929, at the hour of Two O'clock in the afternoon; all the right, title, interest and equity of redemption of the said Elizabeth Becker and of the said John Becker, in, to and out of the following lands and tenements, situate, lying and being in the Township of Carrick, in the County of Bruce, Ontario, and being described as Lot 24 in the Thirteenth Concession of the said Township.

DAVID M. JERMYN,
Sheriff of the County of Bruce
Dated at the Sheriff's Office at Walkerton, February 28th, A. D. 1929.

A SEVERE PENALTY

Occasionally it happens that someone gets mail from the post office longed to someone else which has inadvertently been put into the wrong box. In a bulletin issued by the Post Office Department, passing along information and announcement, we note that a man at Holland Landing, Ont., was sentenced to sixty days imprisonment for wilfully keeping a post letter which was not his property. In future, if you should get a letter in your mail to which you are not entitled, see that it is returned to the post office at once.

Ontario's gasoline tax will be removed just as soon as the province's finances are in a more "buoyant condition," Hon. George S. Henry, minister of Highways, announced to the Ottawa Board of Trade.

Shortly before noon last Friday, Perry Anderson, an employee of the Coombe Furniture Factory at Kincardine, was the victim of a serious accident. He was operating a shaper when the two knives, which cut out the material being fed into it, flew off the machine. One crashed into the wall and the other struck Mr. Anderson in the left side toward his chest. He was rushed to the hospital where an operation was performed to remove the blade. It was a very narrow escape for him.

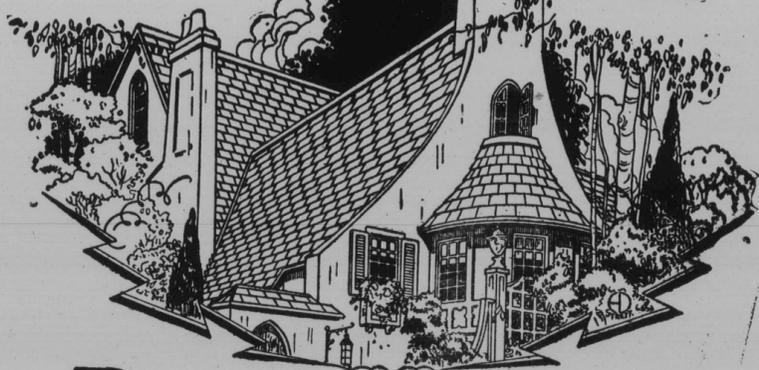
BLAZING BRANDS CARRIED ON THE WIND

A FIRE nearby—a strong wind driving the flames to renewed fury—suddenly, a blazing brand hurled on your roof! How many families have been made homeless through this vicious combination! How many lost their clothes, their furnishings—even their lives!

To remove this hazard once and for all, progressive home owners are now insisting on fire-safe roofs. That is why so many use Brantford Asphalt Slates—because sparks and embers cannot ignite them. Flaming brands die out harmlessly on their slate-coated surface.

This security is vital to your peace of mind—yet you get it at little extra cost when you select Brantford Asphalt Slates. You also get permanence, rich and varied colour harmonies and freedom from roofing trouble.

In most communities the reduced insurance on buildings roofed with Brantford Asphalt Slates is itself a convincing reason for using these handsome, heavy shingles. Inspect them at your dealer's, and write for our booklet "Beauty With Fire Protection"—an authoritative treatise on the proper type, design, finish and colour for your roof.



Brantford Roofs

Brantford Roofing Co., Limited, Head Office and Factory, Brantford, Ont.
Branch Offices and Warehouses at Toronto, Windsor, Winnipeg, Montreal, Halifax and Saint John, N.S.

Sold by **LIESEMER & KALBFLEISCH**

4 SUPREME BUILDING ADVANTAGES

WHEN building a new home or making over an old one, use this greatest of all wallboards. You will get these four supreme building advantages:

Full 1/2" thickness—giving greater structural strength and rigidity.

Easier Application—Goes up quickly, without muss—saving time, labor and money.

Fire-Proof — Non-Warping — Gyproc walls are fire barriers. Cannot crack, warp or shrink.

Takes any Decoration—Including Alabastine, wallpaper, paint and panels.

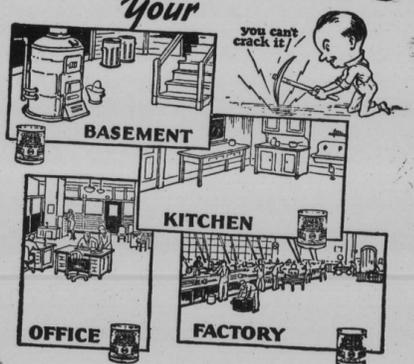
GYPROC

Fireproof Wallboard

For Sale By
Leisner & Kalbfleisch — Mildmay, Ont.

A CANADA PAINT PRODUCT

LUXOR



NEW permanent beauty for cement, concrete or wood floors is assured if you use the latest triumph, "LUXOR" Floor Enamel. Easy to apply and dries to walk on over night.

"LUXOR" is more durable than paints or ordinary Enamels; it does not chip or crack and holds its marvelous beauty under heavy foot wear.

"LUXOR" your cement floors.

For sale by

J. F. SCHUETT
MILDMAY

MADE BY THE MAKERS OF THE FAMOUS
"ELEPHANT BRAND" WHITE LEAD



5%

On Guaranteed Trust Certificates
Secured by Approved First Mortgages
and Government Bonds.

A Legal Investment for Trust Funds.

A descriptive circular describing these certificates in detail will be forwarded upon request.

The
STERLING TRUSTS
CORPORATION
TORONTO REGINA

J. A. JOHNSTON — REPRESENTATIVE

Bank tellers will have another when the new United States bills source of worry added to their list start floating in the Dominion. The