

## THE Mildmay Gazette

PUBLISHED EVERY THURSDAY.  
CIRCULATION 1000.  
GEO. H. SCHEFTER . . . PROP.  
THURSDAY, NOV. 6th 1913.

### Hepworth Hotel Stables Burned.

The stables of the Royal Hotel were burned on Monday evening of last week, the fire starting shortly after eight o'clock. Nobody seems to know how it started, though two men were in the barn shortly before it was noticed to be blazing up. The place had changed hands only a couple of weeks ago when Jos. Currie took over the business from J. J. Downs. Horses and rigs were gotten out, but we are told the harness and a good deal of hay, etc. were burned. The hotel and a number of other houses close by were in danger of being burned also, but the recent rains had wet the buildings enough to prevent them from taking fire easily. We are told that Mr. Downs had but \$100 insurance on the building and the fire having taken

### What's In A Name Anyway.

The Gazette started publication in Mildmay with something like two hundred of a circulation. The condition of the newspaper service at that time was not extra good, and the sheet being only a small one, it no doubt was not considered worth while subscribing for. Two or three different publishers tried their hand at scraping a living out of the paper, but were forced to quit business and sell out. But all the time the town was getting better, and by the time Mr. J. A. Johnston took charge of the paper, the circulation had increased to almost four hundred. Not satisfied with the general condition of things as they stood then, Mr. Johnston went at the business with such an aggressiveness that at the end of a number of years his subscription list had grown to such an extent that it warranted an enlargement of the sheet. This proved a popular move, and at the expiration of his term as proprietor, a subscription list of 984 had been worked up. The business has been increasing steadily since the advent of the present proprietor, until at the present time we are issuing weekly 1010 papers. Last issue completed our first six months in business, and this substantial increase in our list, is certainly encouraging to us, and will urge us to provide more and better news than

That's what's in a name, for until the Gazette had received a good public opinion, the volume of its business was small. We want your good-will and opinion, and will do all in our power to satisfy you and give you double money's worth. We are conducting a campaign for more subscribers, and will appreciate any help you may give us. Will you send us the names of your absent friends who might be interested? We will be pleased to send them a sample copy, and they will be sure to like it. Help along a good cause, and talk for instead of against "your" home paper.

When a newspaper gives you a lot of free advertising in order to boom some concert or entertainment which you are interested in, keep track of the number of lines that are printed week by week, and multiply that number by the regular advertising rates of the paper. Compare the results with the actual money value of any favor that you can get from any other business concern. Then take into consideration the fact that advertising and circulation are the only two things a newspaper has to sell, and in these days of higher prices, how much do you think they ought to give away for nothing?

### Panic in Coaches After Train Wreck.

Every coach of train No. 2, the fast Grand Trunk flyer from Detroit and points west, was derailed in a wreck, which occurred yesterday afternoon just west of Bedford station. Three passengers were slightly injured, and others bruised and badly shaken up. A special train carrying physicians was rushed to the scene, and every traveller thoroughly examined.

The wreck occurred at 3 o'clock, and the train, due to arrive in the Union Station late in the afternoon, did not steam in until about 10 o'clock. At the time of the derailment the engine was travelling at a speed of twenty miles an hour. When the coaches left the rails the passengers were thrown from their seats in a heap in the aisles. A bad panic followed, and the frightened travellers made a rush for the doors. Fortunately the train crew were quickly on the scene, and prevented any from jumping from the cars. Several women became hysterical, and it was some time before order could be restored.

The derailment was the result of the crowbar of the locomotive falling onto the rails. It spread across the tracks, and the tender, striking it, jumped the steel. The baggage cars and coach also left the rails when they hit the bar. Before the engine could be brought to a standstill the train had travelled some distance, and the roadbed was badly torn up and the rails twisted and broken. Fortunately, the cars remained upright. Two special auxiliary trains were rushed to the scene, but it was over four hours before the roadbed was repaired and the line open for traffic.

"Use your ears  
Use your eyes,  
Trade with men  
Who advertise."

### Paisley Street Lighting System.

The Clerk of Paisley evidently hasn't a very good opinion of the lighting system in that town, according to a short communication in last issue of the Paisley Advocate which reads:

MR. EDITOR—Is it not high time our electric lighting was investigated? Citizens are getting tired making apologies to strangers for such a system. We should at least be able to tell which was an electric light and which a discarded cigar stump.

CLERK

### A Short Story.

"I have had some very narrow escapes in my life," said the reformed hobo, "but none of them can hold a candle to the one that happened down Texas after I had been arrested for walking across a railroad bridge.

"After being released I started out on foot until I came to a water tank. There I was hailed by another hobo, who happened to be a big black fellow. He said he was waiting for the 10 p. m. express, was going to ride the blind baggage and wanted me to go with him for company. It was full sixty miles before the next stop, he said, and I would be a fool to walk.

"It had cleared up a little from a very heavy rain, but there were some very black clouds on the horizon, and it looked like another storm to come later. I consented to wait for the express, and shortly before it arrived at the tank the wind began to blow terribly. The express arrived, and the black fellow made it alright, but my hat flew off in my rush to make the blind baggage, and it was a case of losing my hat or the train, and I chose the latter.

"The storm that broke loose a few minutes later was the worst I ever saw, and it lasted for half an hour. The water tank was no protection, so I got soaked through, and after the storm was over I started to walk the track. I was wet and cold and had to do it to keep from becoming completely numbed. The moon came up a little later in the clear sky.

"After I had walked about five miles in the moonlight I tripped over some thing that gave me the horrors; it was the negro's body. He had undoubtedly been unable to retain his hold and had been blown off the train in that terrible storm. If my hat hadn't blown off as it did when I was about to join the negro on the blind baggage I certainly would have been blown to kingdom come too."

### WIT AND HUMOR

Two Irishmen had just met and after introducing themselves, one said to the other, "So your name is Riley, is it? Are ye any relation to Barney Riley of lower town?" "A very distant one," replied the other, "O! was me mother's first child and Barney was her thirteenth."

O—O

In spite of all this proverb cant I think 'twill be agreed  
It is a friend in funds we want,  
And not a friend in need.

O—O

Young Wife—That pudding I have just made for you is a poem.  
Hubby—And I suppose I'm to be the waste-basket.

O—O

The Excelsior fiddling band has started on its rehearsals to get ready to play for the hog-killing this fall. With this music being rendered the hogs seem not to care to live any longer.

O—O

A certain school teacher was giving her class reading. It came to a part about a woman drowning herself. The teacher asked a boy to read again. He began: "She threw herself into the river. Her husband, horror-stricken, rushed to the bank—" The teacher interrupted: "Now, tell me why the husband rushed to the bank?" Quick and sharp his answer: "Please, ma'am, to get the insurance money."

O—O

A salesman had taken a large order for a consignment of hardware, and endeavored to press upon the canny Scottish manager who had given the order a box of Havana cigars.

"Naw," he replied. "Don't try to bribe a man. I couldn't tak' them—and I am a member of the kirk."

"But you will accept them as a present?"

"I couldn't," said the Scot.

"Well, then," said the traveller, "suppose I sell you the cigars for a nominal sum—say sixpence?"

"Well, in that case," replied the Scot, "since you press me, and no' liking to refuse an offer weel meant, I think I'll tak' twa boxes."

### Wanted—A friend who will recognize me when compelled to wear patched pants; who will take my hand when I am sliding down hill instead of giving me a kick to hasten my descent; who will lend me a dollar without two dollars security; who will pull off his coat when the odds are two to one; who will talk of me behind my back as he does to my face. Such a human being is wanted by ten thousand human beings throughout the world.

### Village Property for Sale.

In the village of Mildmay, situated on Adam Street. House has 8 rooms, and woodshed, two storeys high. Both hard and soft water. Good stables. This desirable property will be sold reasonably. Apply to L. Heisz for further particulars.

### R. E. CLAPP, M. D.

PHYSICIAN AND SURGEON.  
GRADUATE Toronto University and member of College Physicians and Surgeons of Ontario. Office and Residence, Elora St., south. MILDMAI.

### J. A. WILSON, M. D.

PHYSICIAN AND SURGEON  
HONOR. Graduate of Toronto University Medical College. Member of College of Physicians and Surgeons of Ontario. Office and Residence—Elora Street North. MILDMAI.

### DR. L. DOERING

DENTIST, MILDMAI.

HONOR. Graduate of Toronto University. Licentiate of Dental Surgery, and Member of Royal College of Dental Surgeons of Ontario. Has opened his offices in Hamilton's Block, Mildmay. Entrance on Main Street. All the latest methods practiced in dentistry. Visits Elora every first and third Saturday, Clifden every second and fourth Saturday, and Neudorf every second and fourth Tuesday of each month.

### Farm for Sale

Lot 19, part 18, Con. A, Culross, 120 acres, 107 acres under cultivation, 8 acres hardwood bush, 5 acres swamp, well fenced, first-class buildings, solid brick house, bank barn and all necessary out buildings, two first-class wells, 5 miles from Teeswater, 4 1/2 from Mildmay, 2 1/2 from Formosa and 1 mile from Ambleside, Separate School and postoffice. Will be sold on reasonable terms. Possession to suit purchaser. Apply MARTIN MEYER, Ambleside P. O.

### REAL ESTATE FOR SALE

Consisting of several farms, 50, 100 and 150 acre parcels at prices and terms to suit intending purchasers.

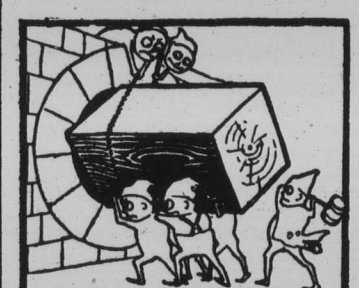
Money to loan on farm and town properties.

Insurances effected with the leading companies at lowest going rates.

I have also house and lot on Peter Street in the village of Mildmay, close to Church and Separate School.

Conveyancing of all kinds, such as deeds, mortgages, etc.

**B. RULAND**  
Real Estate, Loan and Insurance Agent.  
**DEEMERTON.**



### A SQUARE PEG in a Round Hole

You may be alright, but if you are in the wrong position you are like a square peg in a round hole. You want a position where you fit. This paper is read by intelligent business men, and a Want Ad. in our classified columns will reach them.

Copyright 1913 by R. W. McLeod

## SOME WATCHES

You must test by use to know what sort of work they will do. Some watches may make good and they may not. Now the way we look at it, such a purchase can never prove satisfactory.

That element of uncertainty is a constant bother to a watch owner. Why not come here for your new watch? Why not let us take all the risk? We are ready to do it. Ready to guarantee that our watches will perform what we say they will. Better have a look.

## CHAS. WENDT

JEWELER

### CENTRAL Business College

Students may enter our class at any time. Those who enter now will have an advantage over those who cannot enter till the New Year. Our courses in Commercial, Shorthand and Telegraphy departments are thorough and practical. We offer you advantages not offered elsewhere in the province.

Get our free catalogue and see if it interests you.

**D. A. McLaughlin.**  
PRINCIPAL.

### Shorthorn Cattle & Oxford Sheep.

YOUNG STOCK OF BOTH SEXES ALWAYS ON HAND.

**JAS. G. THOMSON**

### Boar For Service.

I have a fine young Registered Yorkshire Boar for service.  
E. Stroeder, Balacava.

### No Other Commercial School

ever had truer friends amongst its graduates than the popular

### ELLIOTT Business College

MERITORIOUS work for the students has been an active agent in the upbuilding of this College. This school offers the best advantages. Students may enter at any time. May we send you our handsome catalogue?

Cor. Yonge and W. J. Elliott, Alexander Sts. Principal.

### NORTHERN Business College

OWEN SOUND, ONTARIO

Every graduate guaranteed a position.

Thorough courses. Large staff of specialists.

Individual instruction. Best equipped college in Canada.

C. A. FLEMING, F.C.A.  
PRINCIPAL G. D. FLEMING, SECRETARY

### HOME STUDY

Thousands of ambitious young people are being instructed in their homes by our Home Study Dept. You may finish at College if you desire. Pay whenever you wish. Thirty Year's Experience. Largest trainers in Canada. Enter any day. Positions guaranteed. If you wish to save board and learn while you earn, write for particulars.

NO VAGATION.

WALKERTON BUSINESS COLLEGE

GEO. SPOTTON, SYDNEY INCH, President, Principal

## A RARE OFFER

The extension of the Rural Mail Routes has wonderfully increased the number of newspaper readers and many Rural Residents who formerly did not take any paper at all now subscribe for both their local weekly paper and a daily newspaper as well.

The approaching sessions of Dominion Parliament will see the inauguration of the new parcel post system which will add greatly to the comfort and convenience of the Farming community, as a telephone message to the local Merchant will bring an article by the next mail and will save many trips to Town.

The GAZETTE has arranged with THE TORONTO DAILY WORLD to club the two publications and those subscribing now will receive both papers until the 1st January, 1915, for less than the price of one year's subscription. These two papers will be mailed to you to the 1st January, 1915, for \$3.50. Send your subscription order in now and take advantage of the longer period.

We have also arranged with THE WORLD to include THE SUNDAY WORLD, the big five-section, week-end newspaper, printed in colors, and with a very handsomely gotten up illustrated section. This will be clubbed with the WORLD and GAZETTE for \$1.50 additional. Thus for \$5.00 you will receive the GAZETTE which contains all the local news and happenings, THE TORONTO DAILY WORLD, which has the best produce and live stock market reports of any Canadian newspaper, these reports now being accepted by the United States Government in admitting Canadian live stock into the United States, and the big week-end newspaper, THE SUNDAY WORLD. The entire three for \$5.00.

Cash in Advance.

## GAZETTE OFFICE