

PEOPLE'S STORE

WHITE SUGAR	10 lbs. for 65c
MATCHES	Regular 40 cts.
Special	29c
COFFEE	Regular 45 cts.
Special	2 1/2 lbs. for \$1.00
TEA	Regular 75 cts.
Special	2 lbs. for \$1.00
CATTLE SALT	Special 500 lbs. for \$2.50
BUTCHER PEPPER	Special 25c lb.
PASTRY FLOUR	Canadian Beauty
25 lbs. for	85c

Special Sale for 10 Days, October 22 to October 31

PLAIN WHITE CUPS	Special 99c Dozen
KELLOGG'S CORN FLAKES	Special 5 pkgs. for 50c
WHITE GLOSS STARCH	Special 3 pkgs. for 25c
CLOTHESPIN	Special 11 doz. for 25c
WHITE CUPS & SAUCERS	Special \$1.49 Dozen
GOLD SEAL BAKING POWDER	Special 29c quart jar

FLANELETTE BLANKETS	Largest size. Regular \$3.75.
Clearing at	\$2.49
Khaki & Grey Flannel Shirt	Regular \$2.00 each
Clearing at	\$1.39 each
MEN'S BLUE STRIPE OVERALLS	Regular \$2.75 to \$3.00.
Clearing at	\$1.95 pair
MEN'S GREY WORK SOCKS	Regular 60 cts. pair.
Clearing at	39c pair
WHITE WOOLLEN BLANKETS	Largest size. Regular \$13.00.
Special	\$9.95 pair

MEN'S RAINCOATS	Regular \$18.00 to \$20.00.
Clearing at	\$9.95
LADIES' COATS	Regular \$25.00 to \$40.00
Clearing at	\$9.95
MEN'S OVERCOATS	Regular \$25.00 to \$30.00
Clearing at	19.95
YOUTH'S OVERCOATS	Clearing at \$14.95
GINGHAM SPECIAL	Regular 40 to 45 cts. yard
Clearing at	29c
MEN'S SUITS	Regular \$30.00.
Clearing at	\$22.00

PEOPLE'S STORE

Produce Prices	
EGGS—Extras	48c
First	38c
Seconds	30c
CREAM PRICES	
Cash	41 cts.
Trade	43 cts.
SET ONIONS	8 1/2 cts. a lb.
LARGE TABLE ONIONS	2 1/2 cts. a lb.
CHOICE LARD	Will pay 20 cts. lb.
DRIED APPLES	Well dried. 8 cts. lb.
TURNIPS	Purple Tops. 20 cts. bus.
POTATOES	We pay the highest market price

Terms :
Cash or Produce

Weiler Bros.

No Credit at
these prices

GIVE YOUR HOME MERCHANT THE FIRST CHANCE—ALWAYS

Communities grow only in proportion to the support that is given them from the people who make up the community. Mildmay, or any other town has no chance to improve in quality and size by the inhabitants investing their money or buying the necessities of life in other localities. People who cling to the misguided policy of "doing better" away from home lose dollars in trying to save pennies.

The home merchant is honest and offers honest values. He can't afford to be otherwise. He depends for his living upon the community which he serves and he must give in return honest goods at a reasonable price.

When you are tempted to trade outside and buy something "just as good" at lower prices you should think twice before acting. If you are disappointed in merchandise bought at home, you can always get a quick and satisfactory adjustment. The merchant may have been cheated and he is generally willing to take the loss rather than have a dissatisfied customer. But the out of town merchant is not personally interested in you. His only hope is to sell you once and he does not have to take precautions to preserve your good will.

More than owing it to your community to trade at home, thus keeping your money in circulation at home, you should give the home merchant the first opportunity to serve you, from a sound economic viewpoint.

DOING HIS TIME

A most unusual case of theft was tried before County Magistrate Hawke at London on September 22, when a youth appeared on a charge of having stolen a watch from a minister at Komoka. The young man pleaded guilty and was allowed to go on suspended sentence, the magistrate ordering, however, that he must attend the church for six months and report every Sunday to the pastor from whom he stole the time-piece. The evidence showed that the minister had preached a powerful sermon the preceding Sunday, timing himself with his watch. Concluding his discourse, the preacher forgot the watch and left it in the pulpit, from where it was stolen by the youth.

ON BURNING OURSELVES UP

Suppose some day an official walks into your office and demands the sum of \$5 from every member of your family, the same being a tax representing the fire losses for the year apart entirely from the losses sustained by forest fires. We would naturally wax indignant and state most emphatically that it was none of our business and we would decide to pay the bill. But we are paying it just the same. Indeed we are paying more than five dollars per capita, as the fire loss in this country is now upward of \$45,000,000 per annum, nearer fifty millions as a matter of fact, whereas the ratio of loss on the Continent of Europe is set down at 33 cents per capita and in Great Britain at 87 cents per head of population.

We get a better conception of the magnitude of these losses when we realize that the country's annual revenue from excise and post-office receipts is a sum not far in excess of what we pay annually for fire,

80 per cent. of which are said to be preventable. That is to say 80 per cent. were either caused by gross negligence or were the work of the incendiary.

And the worst of it is that as time goes on our ratio of fire losses per capita increases, which is certainly a poor advertisement for the country and its citizens.—Toronto Saturday Night.

BURNS PROVE FATAL

The heartfelt sympathy of the community is extended to Mr. and Mrs. Frank Angus and family owing to the sad death of their son, Cecil Roy.

While filling a tank with gasoline with the light of a lantern, Cecil was severely burned when the gasoline exploded. He had been working in the garage at Tempo, near Lambeth, for some time and it was while thus employed that the fatal accident occurred. It was in an attempt to get the burning auto out of the garage and thus save the building that he was badly seared with the flames.

The unfortunate young man was rushed to Victoria Hospital, London, where he died next morning, Thursday, Oct. 17th. He was 23 years of age and is survived by his widow and three small children, also by his parents, Mr. and Mrs. Frank Angus of Wingham and four brothers and four sisters.

Interment took place in Mount Pleasant Cemetery, London on Saturday afternoon.—Wingham Advance

AGAIN PETITION FOR PETER SMITH'S RELEASE

A second petition asking for the release of Peter Smith, former provincial treasurer, from Kingston penitentiary, made its appearance in London over the week-end. It was presented in numerous downtown stores.

According to those who signed the petition, it already bore hundreds of signatures. Just where the petition originated from is not known, but apparently has been in circulation for some time. This is the second petition circulated in London for the aid of Peter Smith, the first one being here about four months ago. London Free Press.

A good party man is one who does not let his convictions interfere with his principles.

A petition is in circulation among the merchants of Oshawa advocating a change in shopping hours, the object being to secure a by-law whereby stores in that city would remain open on Friday night instead of on Saturday night. If such a change were made, opines the Barrie Examiner, a lot of people would lose an excuse for staying home from church Sunday morning.

Rural mail carriers will no longer be permitted to make any distribution of handbills, notices of meetings or any other such matter while on their routes, it was made known recently by the postal department at Ottawa. In an advice to the local postmaster it was stated that notice had been brought to the attention of Ottawa that rural mail carriers had been distributing advertising while on their rounds without the necessary postage attached. Postmasters have been instructed to warn carriers that it is a violation of the postal regulations to accept anything for delivery which does not bear the sufficient postage, and comply with the usual postal laws.

DRUNK DRIVING A CAR.

Geo. Locke, of Greenock, was endangering life on the road one day last week by driving a car while very drunk. Constable Leitch arrested him as he was coming into Paisley and laid a charge against him, which was heard by Magistrate Macartney, at Warkerton. A fine of \$20 and costs was imposed. This seems to be a very light punishment for the serious offence of tearing over the roads behind the wheel of a motor car in an intoxicated condition. Constable Leitch received the magnificent sum of \$5 in payment for his extra services in connection with the arraignment of the offender, which called for driving about 60 miles with his own car. Certainly not much encouragement to an officer to exert himself in enforcing the law.—Paisley Advocate.

BRUCE TP. BARN BURNED

Richard McGregor's Loss \$7000, with Only \$2,000 Insurance

Spontaneous combustion of the contents of hay mow was the cause of a most disastrous fire in Mr. Richard McGregor's buildings, lot 28 on 9, Bruce Tp., on Wednesday forenoon of last week. The large barn 60x100 ft., and pig house 30 x 60 ft., together with all the season's crop, as well as 500 bushels of old wheat, were totally consumed by a blaze which started at 11 o'clock a.m., while the family were all away from home. A large number of neighbors hurried to the scene, but could do absolutely nothing to extinguish the fire or save any of the contents, for in 45 minutes after it was first noticed the buildings were demolished by the flames. Insurance is in the Formosa Company. The adjusting agent pronounced it a case of spontaneous combustion.—Paisley Advocate.

NEARLY RAN DOWN DEER

While Coun. Hermonston was motoring Mr. Hibbert to Kitchener about 1 o'clock Sunday morning he beheld what he construed as a dog running along in front of his car on the newly diverted roadway going into Mildmay, and not wishing to elay the canine he slowed down and allowed it to keep a few paces ahead of the gas wagon. In viewing the creature more carefully he tumbled to the fact that it was none other than a young fawn that was benighted on the road, and when it later left the gravel and after gracefully leaping the fence disappeared into the woods he realized how near he came to getting some of that savory meat which Isaac, the old Bible hero loved. As Coun. Hermonston and Bruce Rogers espied a deer crossing the highway while motoring about a week previous near Allan Park, venison is apparently becoming a very common commodity in these clearings.—Herald & Times.

HOW TO HANDLE APPLES

"From the standpoint of quality this year's apple crop is one of the best Ontario has ever gathered," said Hon. John S. Martin, Minister of Agriculture. "In view of this fact, the Government feels justified in particularly commending it to the people of Ontario and elsewhere. We have a special interest in the crop because in the early growing months we were able to render considerable assistance to the growers

in spraying the trees and the application of the best methods of production. Partly due to this fact, an extraordinary percentage of the crop will grade No. 1. We feel that the consumers should take advantage of the opportunity to secure this high class orchard product. It will be available everywhere at moderate prices.

"In order to facilitate the marketing of this splendid crop," the Minister added, "the Department is rendering assistance in two ways. In the first place, it is supervising the grading and handling, and guaranteeing the price in connection with exports of certain leading standard varieties, to the extent of 25,000 barrels. Most of this will go into undeveloped markets and as it will bear the Government stamp as to quality, it is expected to establish the name of Ontario for apples of high quality. A large portion of the crop will, of course, go to the British market, and the Western market, but there will be plenty left for the people in Ontario. In order to bring this opportunity to the attention of all the people, the Department is sponsoring an advertising campaign which will place the value of apples prominently before the consumer by means of the daily and weekly press. Consumers will not only get good value for their money but will also assist in establishing more firmly an important branch of our fruit industry. The apples will be handled through the regular channels of trade and all that is necessary for the consumer to do is to ask for Ontario apples."

Behind the advertising of Ontario apples will be an intensive merchandising effort in which all fruit dealers, wholesale and retail, and all growers are invited to co-operate. Mr. Martin is one of the most extensive advertisers of poultry and poultry products in America. He has a wide experience in advertising and other business promotion methods.

CLIFFORD

A pretty wedding took place at the home of the bride's parents in Howick, last Wednesday afternoon, when Mary Viola, eldest daughter of Mr. and Mrs. Henry Meier, was married to Mr. Anson C. Wolfe, of Stratford, son of Mr. and Mrs. J. H. Wolfe, Lakelet. Rev. J. H. Lemon officiated. The bride, who was given away by her father, looked charming in a grey crepe de chene, trimmed with gold lace, and a corsage bouquet of Sweetheart roses and carnations. Miss Hazel Wolfe, sister of the groom played the wedding music. Following the ceremony an informal reception was held to about twenty guests. Mr. and Mrs. Wolfe will reside in Stratford. A host of friends in the community extend congratulations to the newly-weds.

On Sept. 30, the Baptist parsonage at Chesley, was tastefully decorated with autumn leaves and flowers for the marriage of Mabel Bernice Clark, daughter of Mr. W. D. Clark, of Chesley, to Wilfred John Ciroh, only son of Mr. and Mrs. Philip Stroh of Clifford.

CONCERNING COAL

Youth's Companion
Coal is a perennial subject of discussion. We are always worrying about the price of coal, or the prospect of having to go without coal, or the conduct of the people who

mine coal and sell it to us. In England they are even more preoccupied with coal than we are. For coal is at the basis of all Great Britain's wealth and industrial prosperity, and if the coal trade languishes, as it does at present, there are hard times and, conceivably, disaster in store for the British Empire.

Ours is of course an industrial and mechanical civilization. Such as it is, it depends on fuel, and coal is still the readiest and cheapest fuel at hand. Our comfort in our homes and our profits in business and for many of us our very livelihood depend on coal. Suppose the supply of coal were suddenly and irretrievably cut off; try, if you can, to imagine what sort of industrial and domestic chaos would result.

But the importance of coal is only a thing of yesterday in the history of mankind. A hundred and fifty years ago they were just beginning to use it freely in England. A hundred years ago we were still suspicious of it in the United States. The first coal mined in Virginia and Pennsylvania was a drug on the market. Few would buy it at all, and those who did reported that it was a failure as a fuel. People did not know how to burn it. It would not burn at all in the fireplaces made for wood and the skeptics thought that was because it was nothing but a kind of stone anyway, which it was absurd to think of it as inflammable. The use of grates had to be publicly demonstrated for years in Philadelphia before people could be convinced that coal would really burn.

In 1792 the Lehigh Coal Mine Company patented ten thousand acres near Mauch Chunk. Twenty-six years later they had made so little headway that they were renting the land to the farmers for growing corn. As late as 1825 these promoters had less than a thousand dollars ready money and had the greatest difficulty to raise the additional capital to go on with the business.

But in the end the virtues and the value of coal were demonstrated so clearly that the doubters, one by one, were converted. Almost overnight the age of coal was born. Next to food it has become the prime essential of civilization. And so it will remain until we discover some cheaper and more efficient source of heat and power, or until our own special type of material civilization crumbles away. Anthracite will in time disappear, even if its exorbitant cost and constant squabbles of its producers do not sooner destroy its market. Oil will serve for a time, especially for uses to which coal is not adapted. But unless our scientific men justify the dreams of those prophets who foresee the harnessing of the sun's heat directly to the service of mankind we shall go on indefinitely building our civilization on coal. The more reason, then, why the best brains we have should be set to finding a way of organizing and conducting sanely and peaceably, an industry so essential, and so incapable apparently of managing itself intelligently.

SEVEN ESCAPE IN BAD AUTO SPILL

A car accident in which seven young men of Bruce Twp. miraculously escaped serious injury occurred about two miles south of Port Elgin, about two o'clock on Sunday morning last when an Overland touring car driven by Geo. Cole of the 4th of Bruce left the road running through Leeder's swamp near the mountain and turned turtle in the ditch. Cole is said to have been attempting to pass a Ford sedan, and that both cars were travelling at a good rate of speed, when the accident happened. There were seven young men in the car, which had the top up and sides on, and how all escaped with nothing more serious than a few bruises is a miracle indeed. The car was badly wrecked, the top being broken, the windshield smashed, and considerable other damage done. We understand Mr. Wm. Bottrill who happened along shortly after the accident conveyed some of the occupants of the disabled car to their homes, while a local garage man was ousted out of his ostentatious go and attend to the wrecked bus which was later towed to Port Elgin for repairs.—Times.

BABY BORN OLD PROVES

PUZZLE TO DOCTORS

London, Oct. 26—Specialists at the London Hospital are using solar rays to work the "rejuvenation" of a boy baby who, upon birth two years ago had every appearance of advanced age and who, until a few weeks ago had never aroused from a deep slumber.

"Baby Rip Van Winkle" as he was dubbed by the medical men, is the son of Mr. and Mrs. Joseph Cohen of Highgate. According to his mother, he never cried, but lay motionless for a year, life being sustained by artificial feeding.

"His body was stone cold, even in summer," she said. "He was just like an old, old man."

Doctors at first considered the case hopeless, but at a conference of twenty-four specialists several weeks ago, it was decided to make a final effort to save the baby's life by use of solar rays, and its milk diet was changed to one of fruit juices.

The other day, to the astonishment of the hospital attendants, the baby began to cry and then to fuss and squirm like any ordinary infant. Now he has progressed further, and is growing teeth. The specialists believe that within two years he will be "Baby Rip Van Winkle" no longer, but a normal child.

SATURDAY

To Saturday it would be hard to hand too much of honest praise; it certainly inspires the bard to put up fifty-seven lays. All days are slick when rightly viewed, but Saturday seems like a dude among a bunch of hayseed guys. It is the best of all the days, it sees the long week's labor done; the workers go their homeward ways, each man lobsided with his mon. There's nothing makes us more serene than knowing we have bravely wrought to earn the package of long green which to the wives and kids we've brought. And when the week-end whistles blow, announcing now a day of rest, what peace and comfort do we know, who faced our tasks and did our best! Then the long night of perfect rest, and Sunday sees us at kirk, to hear a country blest, the home of those who pray and work. So let us work.