



Dressing Station, Firing Line—Official Film, "Battle of the Somme."

Give and heal!

An urgent call for help again goes forth from the Motherland's mighty life-saving agency—the British Red Cross. The Empire is called upon to give greatly, give lovingly, give quickly, that the sick, wounded and suffering on all the battle fronts may not languish and perish in their hours of deepest need.

Here is a great work in which all can share. The Joint War Committee of the British Red Cross Society and Order of St. John is the only institution which carries voluntary aid to the sick and wounded of the British forces on land and sea in every region of the war. Thousands of lives of our bravest and best are saved through this splendid work. YOUR gift may save a life. Isn't it worth doing? It is. GIVE!

Make "Our Day" Your
Red Cross Gift Day
October 19th



The Red Cross looks after the transportation of sick and wounded—it equips thousands of hospitals, rest and convalescent homes. It supplies countless requisites for hospital work, clothing and other comforts. Over 2,000 Red Cross Motor Ambulances are at work on the various fronts, while "rest stations," hospital trains, steamers and launches, food for the soldiers, books, special work for the blind, etc., etc., are a few, only, of Red Cross activities.

The Sick and Wounded
Call For Your Help
Give on October 19th

Your gift will go entirely to the British Red Cross, where, again, through much voluntary work, the working expenses are cut down to only 2 1/2% of the total revenue. Thus, if you give \$10, actually \$9.75 goes to the healing and saving of some stricken hero. The expenses of the Ontario Committee, advertising, printing, etc., are being met entirely by the Provincial Government.

Premier Hearst Has Seen the Work
"My visit to England and France has aroused deeper appreciation than ever of the splendid work of the Red Cross. It deserves every support, and I trust the people of Ontario will respond with their usual generosity to the British Red Cross Appeal for October 19th."

HON. W. H. HEARST,
Prime Minister of Ontario.

He gives twice who gives quickly.
Your help is needed NOW!

The Motherland's only direct appeal to us for help in this great war is her great Red Cross mercy work. Ontario's response must and will be quick and generous. Give through the Treasurer of your Local Committee—or, send your subscription to the Clerk of your municipality—or, make it payable to Hon. T. W. McGarry, Treasurer, British Red Cross Fund for Ontario, Parliament Buildings, Toronto.

Don't Let Your Stricken Defenders
Call in Vain, but

and heal!

Mr. N. W. Rowell, K.C., Brings a Red Cross Message

"I bring a message of cheer to those who have relatives at the front and who fear they may be wounded. I believe everything human skill can do, that human care and sympathy can provide, is being done and provided each day and each night throughout the year by the Army Medical Corps and the Red Cross. It is a perfect marvel of efficiency."

MR. N. W. ROWELL, K.C.,
Leader of the Opposition.



Wounded in the Trenches—Official Film, "Battle of the Somme."

MILLINERY

Now showing a beautiful Assortment of the latest novelties for the Fall and Winter Season. Making for Hats that are carefully designed and workmanship, do not fail to call. Every courtesy to all.

Miss Schurter.

Wants All That's Coming

A curious case in connection with the patriotic work of last winter has developed over at Teeswater. It appears that while the soldiers were in the village last winter a vacant store building was taken possession of and used as a club room for the men. The owner of the building, W. Davis, a commercial traveller, was in the West and was not asked about the use of his premises by the soldiers. On his return to the village some time ago he entered a claim against the village for rent and damages to his building. He is asking \$10 per month rent and \$40 for damage. It appears that formerly the whole building upstairs as well as down was rented at \$6 per month, and the council do not feel like paying \$10. Davis, however, thinks he has a good claim and is taking action to collect.—Lucknow Sentinel.

Two Officers Rejected

Capt. Ross Clark, who was in command of C. Company, or the Warton detachment of the 160th Battalion, was rejected as being physically unfit at the official examination at London on Wednesday. Lieut. Harold Harcourt, who had just been promoted from a sergeant to a lieutenant, was another officer who was turned down at the examination. Both boys have worked hard for the Battalion and their rejection just before going overseas is a great disappointment to them. As intimated last week, Major A. McLean Moffat will be permitted to accompany the Battalion overseas although his eye-sight and heart were found in the preliminary examination to be somewhat below normal.

Mr. Jos. Reichenbach of New Westminster, B. C., a former Walkerton boy who has been in the Coast Province for about thirty-one years, spent the weekend with his brother, Con, and sister, Mrs. John Wingefelder here, having come East to interview the authorities at Ottawa regarding a trench bomb that he is about to put on the market. Mr. Reichenbach has already made a big hit in the inventing line, he being the originator of a coal oil engine for running tugs and steamers that is giving great satisfaction at the coast.—Times.

No Cases for the Court

County Court, which was scheduled to be held before Judge Klein here on Tuesday, was minus a docket, there being no cases for the lawyers to argue about or the Judge to preside over. The people apparently think that there is a big enough argument at present going on at the front without their contributing further to the unrest by falling out at home, hence the calm that is observed back of the firing line and which is an apt demonstration of how united the nation is against the common foe. With Bruce sending the highest rural force in Ontario to the front, and her jails empty and courts idle, the way this county is rolling up her sleeves for the scrap is enough to make Kaiser Wilhelm wish that he hadn't thrown his hat into the ring and invoked the lion's cubs to the fray. Although Judges would lose their jobs if there were no cases and preachers their cures if there were no sin, yet when His Honor saw that there was nothing doing he smiled like a patriot and knew that it was good.—Times.

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Killer of all Pains, Healer of all Sores
Good for Man or Beast

These oils have been on the market for three generations in the old land. They are guaranteed to do the work or money refunded. For sale at GEO. LAMBERT'S FLOUR AND FEED-STORE where you can also buy the best brands of Flours for Bread and Pastry, such as Ideal, Five Jewels, Banner Cream of the West, Encore, Pie Crust, also all kinds of feed.

GEO. LAMBERT.

Mildmay

Ontario

About Watches.

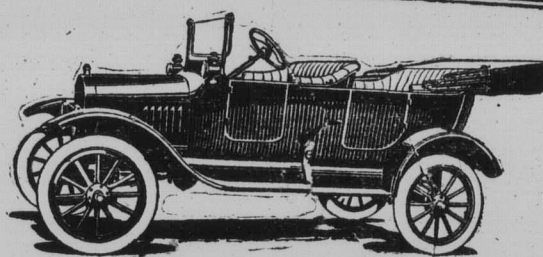
Although Watches have advanced in price lately, I am still going to sell them at the old price. A fine assortment in stock. Call and see for yourself.

Brooches, Tie Pins, Neck Chains and Pendants, G. F. Bracelets, Collar Pins and Cuff Links at about half the regular price. Also a fine assortment of China and Silverware for wedding presents.

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weather but only one kind of

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More Bread and Better Bread



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Creolin

Fly Nocker for
the Cows.

JOHN COATES
Druggist, Mildmay.

Canada called for a hundred million for war purposes and she got two hundred million. Canada called for a half million troops in response. It's easier for men to risk their money on a gift edge five per cent than it is to risk their hides.