

CANADIAN PACIFIC RY.

EVERY

TUESDAY

UNTIL OCTOBER 30TH

"ALL RAIL"—also by

THURSDAY'S STEAMER

"Great Lakes Routes"
(Season Navigation)

Your Future Is in the West.

The fertile prairies have put Western Canada on the map. There are still thousands of acres waiting for the man who wants a home and prosperity. Take advantage of low rates, and travel via

Canadian Pacific

Information from Ticket Offices:
141-145 St. James St., Phone M.
8125, Windsor Hotel and Place Vigor
stations.

GEO. E. McGLADE
City Passenger Agent
Brockville City Ticket and Telegraph
Office, 52 King St.

A Fitting Answer.

Reading that an Uxbridge clergyman has a horse with a record of 2.30, the Signal Hill Sage wanted to know what business a minister of the gospel had with such a racer. The answer of The Journal is to the point. Sure enough if he had to cover two or three appointments or go on a sick call let him use a sedate old plug that can carry him at a dignified pace of four miles an hour. A farmer may use a car to rush to market, a doctor should fly to the physically sick, but soul-saving is regarded as a leisurely business by many even who are not sages. —Orillia Packet.

Rates of Advertising.

The rates paid for advertising in some of the large journals are interesting. In the Ladies' Home Journal it is \$8 a line or \$104 an inch, and \$6,000 for a full page issue; the back cover sells for \$10,000. A full page advertisement in the Saturday Evening Post sells for \$5,000, and the back cover sells for \$9,000; the center page in colors is \$12,000. As this advertising space is always filled, it is evident that advertising pays even at these prices.

Lansdowne Lady Drowns.

Silver Lake, near Verona, was the scene of a minor tragedy Monday afternoon of last week when Miss Maggie Flack, of Lansdowne was drowned while bathing. Miss Flack had been visiting friends in the little village, and a party of these was made up for a fishing outing at Silver Lake. During the course of the afternoon, it was decided to go in bathing. The friends had not been long in the water before Miss Flack was seen to go down. She had got beyond her depth, and although the others made efforts to reach her before too late, their efforts were unavailing. The body was recovered soon afterwards, and taken to home of a sister, Mrs. (Rev.) Ball. Miss Flack was one of the most popular young ladies of Lansdowne, and her death comes as a great shock to her many friends. The body was sent to Lansdowne, where the funeral was held.

If you are thinking of taking a course at the Brockville Business College, call at the Reporter office. We can save you money on tuition.

Purely Personal

Miss Mildred Hickey has taken Washburn's school for the coming year.

Miss Abbie Judson, of Napanee, has been a guest for the past week of Miss Irene Earl.

Mrs. W. E. Smythe, of Toronto, is a guest of her mother, Mrs. Geo. Derbyshire.

Miss Carrie Covey left his week for Rochester where her brother, Mr. S. B. Covey resides.

Mrs. T. J. Dunn, of Brockville, is visiting her sister, Mrs. Morford Arnold.

Miss Mamie Lee has been working in the office of Mr. Joseph Thompson for a few days. She left this morning for Syracuse.

Miss Merrill Rahmer leaves this week for Ottawa to attend Normal school.

Miss Wilma Steacy has gone to Brockville to accept a position.

Miss Edna Hanna, Prescott, is a guest of her sister, Mrs. T. A. Corr.

Miss Bessie Cowan, Brockville, was a recent guest of Misses L. and D. Cowan.

Mrs. Mary V. Robinson, who has spent the summer with her daughter Mrs. D. M. Spidal of Brockville, has returned to her home in Athens.

Miss Margaret Besley who visited relatives on Hard Island has returned home to Hammond, N.Y.

Mr. and Mrs. Thos. Service and daughter, Margaret have returned to New York.

Mrs. George D. Stevens has returned from a pleasant visit with friends in Toronto.

Miss Mabel Green returned this week after a pleasant two weeks visit spent in Elgin.

Mr. G. W. Hickey who has had three months leave of absence, and who has been visiting his mother and sisters here, left Monday to resume his duties in the Civil Service.

Miss Blanche McLean is in Kingston this week.

Mr. Nelson Cross is in Ottawa attending the exhibition.

Lieutenant J. H. Redmond is visiting Toledo friends.

Mr. Douglas Johnston is in Brockville writing on supplementary matriculation examination papers.

Born, on August 25, to Mr. and Mrs. Jas. E. Walker, Joyceville, Ont., a daughter.

Mr. J. A. Whipple has returned to Ruso, North Dakota after spending the summer with relatives and friends in he county.

Miss Edith Giles, who spent the summer at Cedar Park, has returned to Brockville.

Mr. and Mrs. C. C. Slack and Mrs. G. W. Beach motored to Brockville Saturday afternoon and spent Sunday with Mr. and Mrs. Claude L. Gordon.

Mrs. Lewis Washburne, who has been spending the summer with Mr. Lafayette Washburne, has gone to Montreal where she will live during the winter with Rev. B. and Mrs. Brown.

Lieutenant J. H. and Mrs. Wiltse and son Jack, and Mr. and Mrs. Irwin Wiltse spent last week at Ivanhoe, Charleston Lake.

Mr. and Mrs. H. Bennett, of Smith's Falls, were the guests of Mrs. Harry Stevens on Friday last.

Mrs. McCloskey, of Chelsea, Que., was a week-end visitor at the home of Mr. George Stevens.

Miss Alma Stevens has returned home from Toronto and will resume teaching, having taken a school near Rockspring.

Mr. and Mrs. Osborne, of Montreal are spending their honeymoon at "Pleasant Mount," Charleston Lake, the summer home of Mr. and Mrs. Joseph Thompson. The bride is a cousin of Mrs. Thompson.

Mr. and Mrs. F. J. O'Donnell and children left Athens on Friday, going by boat to Fort William, where they expect to remain for a few days visiting Mr. O'Donnell's brother before returning to their home at Regina, Sask.

Mr. Ferguson P. Moore and Miss Lucie Moore of Athens attended the box social at New Boyne on Friday evening last. Mr. and Mrs. Arthur Leach were guests of Mr. and Mrs. Royal Moore on Saturday. Mr. and Mrs. Moore are visiting friends in Smith's Falls.

Brockville Times: Mr. and Mrs. E. M. Westlake of Glen Buell, left Monday on a visit to Michigan and other western points. * * * Mrs. Wm. Bell has returned to her home in Delta, after a week's visit with her mother here. * * * Mrs. S. Pennock of Delta is visiting Brockville friends prior to taking up residence in Toronto. * * * Mr. Fred Moulton has been spending the past week at Charleston Lake, the guest of friends there. * * * Mrs. Hutchings, of Delta, is a patient at the Brockville General Hospital for an appendicitis operation.

—A new lot of extension ladders just arrived. Any length may be secured. Fred Judson, Athens.

Fell Several Feet to Barn Floor.
Lafayette Washburne is recovering from the effects of a fall of several feet in his barn. No bones were broken in the fall, but he was badly bruised.

RETURNS FROM THE WEST

After an absence of several weeks in the Canadian West, Mr. H. H. Arnold returned this week to Athens. In conversation with the Reporter, he said that the wheat crop is below the average, but that the high price will give the farmer as much as he gets in an average year. Threshing has been commenced in Saskatchewan, while Manitoba is further advanced. On the trip home, in the vicinity of Cochrane, New Ontario, a blizzard was encountered which lasted for an hour. This is very early for snow.

"Does the western farmer lead a lonely life? No," he said. "In the Meridian district, in Saskatchewan where my son Charles is homesteading, farmers have telephones and rural mail delivery. Glen Ewen, a village of 500 population, is fifteen miles distant and farmers all have automobiles. They get the Winnipeg daily papers often on the day they are printed." Speaking of water, he said that wells are sunk through the clay for 300 feet or more, and gasoline engines are used for pumping.

In the winter, the western farmer does little but look after his stock. He almost hibernates. Alberta has not the excessive cold of Saskatchewan and Manitoba.



Vision Your Sons, Mothers of Canada!

Vision them at early morning when through the rising mists, there bursts a hurricane of fire---

See your valiant boys---calm, grim, but cheerful, "stand-to-arms" until the Hun's "morning hate" dies away.

Picture them at breakfast, the meal that must bring them the bodily sustenance to carry them through the strain of another day.

Then think what might happen if, one morning, there was no breakfast ---no food, and word went down the lines that Canada had failed them.

Vision all these things, and then---as Women of Canada---Mothers of Men---Answer this Call to Service.

Canada must send to Her Own, and to the Allies Fighting Forces, more wheat, more beef, more bacon, and more of such other foods as are non-perishable and easily exported.

Canada can do this without depriving her own population of a fair share of any of these foods if You Women will but help.

All we ask of you is, that instead of buying so much white flour (if you do your own baking) you vary your baking by using one-third oatmeal, corn, barley or rye flour. Or, if you buy your bread, that you order a certain proportion of brown bread each day.

Second, instead of using as much beef and bacon as formerly, you vary your family's diet, by substituting for beef and bacon such equally nutritious foods as fish, peas, lentils, potatoes, nuts, bananas, etc.

Third, and this is most important, ---positively prevent the waste of a single ounce of food in your household.

They Must Be Fed

Statistics show that, everyday, in Canada, sufficient food is thrown into garbage cans to feed the entire Canadian Overseas Army.

Travellers have often remarked that many a European family would live well upon the quantity and quality of food wasted in some Canadian homes.

Such waste is shameful at any time; but in these times it is criminal.

Our only hope is that with these truths before you, and in view of the vital issues at stake, we may count upon your earnest co-operation in stopping this appalling waste; and in substituting other foods for the wheat, beef and bacon that must be sent overseas.

Next week a Food Service Pledge and Window Card will be delivered to you. It is your Dedication to War Service. The Window Card is your Emblem of Honour.

Woman's Auxiliary, Organization of Resources Committee, in Co-operation with The Hon. W. J. Hanna, Food Controller.

Sign The Food Service Pledge