



When will it end?

Thousands upon thousands, endless thousands, hold their lives cheap as the price of Victorious Peace.

And we—as we watch from afar their heroic efforts—may we be able to say, that the little we at home could do, we have done;

—that in so far as we could support them, lighten their burdens, bring them comforts, we have done it;

—that we have striven unceasingly to shorten their stay in the Hun made Hell;

—that freely, fervently, unitedly, we have laid our humble offerings alongside their noble sacrifices on the altar of Victory—and Peace.

Another opportunity to fend your individual weight to the blow that will shorten the war comes with the offering of Victory Bonds about to be made. Let not the privilege to do your share find you unprepared.

Issued by Canada's Victory Loan Committee in co-operation with the Minister of Finance of the Dominion of Canada.

54

What Cash You Need When Travelling

—and more particularly, when large sums are required—is best carried in the form of a Letter of Credit, issued by The Merchants Bank.

This old established form of international banking, is preferred by many experienced travellers because of its absolute security.

Letters of Credit are cashed only by banks or banking corporations, and after the identity of the holders is established to the satisfaction of the bank officials. This insures safety, and guards against loss and theft.



THE MERCHANTS BANK OF CANADA

Head Office: Montreal. Established 1864.
MILDMAY BRANCH, A. C. WELK, Acting Manager.
HANOVER BRANCH, J. H. ADAMS, Manager.
WALKERTON BRANCH, W. A. BURROWS, Manager.

Mrs. John de Windt, a well-to-do New York woman, has been ordered to get rid of her twenty-two cats, upon which she had been shown to have spent upwards of \$1,500 annually during the past eight years on steaks and cream.

Churches to Save Fuel.

The churches of the province are to be asked to co-operate in conserving the available coal supplies. The new Fuel Controller, R. Home Smith, has already

laid before representative clergymen of all denominations a suggestion that church services be curtailed or combined in a way that will effect a saving of fifty to sixty per cent in the consumption of coal. The controller believes that two or three churches can arrange to hold their services in the one building and that where union services are not favored the congregation can meet at different times in one building.

The Village Gossip.

It fairly makes us smile with glee when we hear folks say what's going to be; there are some ginks on this old ball who seem to think they know it all; sometimes a chap will buy a farm and they will stare in wild alarm and say that chap will go to smash, because they know right well he has no cash; but if he stays right on the job and pays the farm yes every bob why then they will turn round and say they knew that chap was sure to stay. Now Jimmy Smith one evening fine took his girl for a drive just down the line, and say they had it in for him, there would be a wedding right away, in fact they said they had named

the day; but as time passed on and no wedding came they said some other guy had spoiled the game; so that's the way where you go you will meet these chaps who think they know; when it is going to rain or snow what way the wind is going to blow, and if it will be cold or hot; oh dear we hate to hear such rot. Some say this globe called mother earth is a very queer old world you see, but we think the world is just about O. K., its the people on it seems more queer to me.

Several hundred or more catalogues of a mail order house passed through the local post office recently. The cost of these besides the postage or express on them cost more than any merchant in this town pays for a year's advertising. Why do they do this? Because they want the business of the people of this vicinity, and they cannot reach them through the Gazette because the Gazette has refused advertising from the mail order houses. The live merchant will take this little talk to heart. It pays to place your business before the people.

Familiar Old Names.

If we would follow General Allenby's successes in Palestine, we will have to brush up our knowledge of Biblical geography. The names of many of the places mentioned in the despatches are familiar enough but just what are the relative positions of those places may be a little vague. The big Family Bible with the detailed map—not the hand book that is read every day—will have to be brought into the living room from its honorable solitude in the parlor, and the geography and the descriptive introductory articles studied anew. That will help to make General Allenby's operations more intelligible, and at the same time add to our knowledge of the greatest library of literature to be found between the covers of any one book, ancient or modern. For several months the Jordan has protected the right flank of the British army, and beyond Jordan the Arabs have been mopping up their old persecutors, the Turks. The despatches tell us that the cross-emblazoned flag of Britain is at Nazareth, once the home of the Carpenter; British cavalry—Europeans and East Indians—were in the vicinity of Lake Tiberias; and that the main line to Damascus is in their control. This is a railway but not far from the highway along which Saul journeyed when he saw "a light from heaven." How the old names came back, and how real become the places for which they stand, now that our soldiers are in them, carrying on an important part of the world's great conflict for righteousness and peace.

What Causes a Town to Die.

More towns die for want of confidence on the part of business men and lack of public spirit than for the rivalry of neighboring towns of adverse surroundings, says a writer in a Western paper. This is true. When a man in search of a home or a business location goes to a town and finds it brim full of hope and enthusiasm over the prospects of the place and earnestly at work to build up the town, he soon becomes imbued with the same spirit, and as a result he takes and goes to work with the same spirit. When, however, he goes to a town, and everyone expresses a doubt and apprehension of the prosperity of the place, moving about and indulging in mournful complaints about imaginary evils which are likely to befall the town, he feels that it is no place for him and shakes the dust from his feet, while he departs from the town. Try to make a live, enterprising, progressive town out of the one in which you live. When you are working for or saying a good thing for your town you are accomplishing a good thing for yourself.

Our \$300,000,000 Victory Loan.

Canada is about to raise another big loan, with a minimum set at \$300,000,000 and a willingness to take \$500,000,000. The bonds will bear 5½% interest, and subscription lists will be opened on Oct. 28th and closed on Nov. 10th. The bonds will be five-year and fifteen-year. The money is to be used solely for war purposes, and will be spent wholly in Canada. Payment may be made in five instalments as follows: 10% on application, 20% on December 6, 1918, 20% on January 6, 1919, 20% on February 6, 1919 and 31.16% on March 6, 1919. The bonds will not be subject to any income tax levied by the Government of Canada. Sir Thomas White, in launching the campaign in a speech at Winnipeg, put the case as follows:—"The Victory Loan is a vital factor in the creation and continuance of our prosperity. The great bulk of our chief exports are bought by Great Britain for the use of her civilian population at home and her armies in the field. She buys the salmon catch of the Pacific, she buys the exportable surplus of the wheat of the Western prairies and of the flour manufactured from it. She buys the cheese of the Eastern dairy farmer. She buys the output of the hundreds of munition plants of Canada which in turn take the product of our great steel plants. This means the employment of tens of thousands of operatives. Our great ship building yards are filled with orders for tonnage. How does Great Britain pay for all these products? For the great part the Dominion Government furnishes her with the money. Where do we get the money with which to supply her? From the Victory Loans." The new loan is expected to be a popular one. Of the last loan over \$200,000,000 was taken by 800,000 subscribers of \$5,000 and under. The patriot who has money to invest, or who can by strictest economy save money to invest, will not need to be urged to invest in the new Victory Loan. Our gallant army has served us well, but it could not have carried on if it had not had proper backing at home. It is up to us to do our share to win the war, and investing in the Victory Loan will help.

It is estimated that nearly five million people have died of starvation or malnutrition during the war. This total is more than half the population of Canada.

Shorthorn Cattle Oxford Sheep.

Present Offering in Shorthorns:—Young Bulls from 8 to 10 mos. old, by same sire as Junior Champion, Female, at Leading Canadian Fairs, 1915. In Oxford:—Choice Ram Lambs by Imported sire.

JAS. G. THOMSON

Shorthorn Cattle.

Winners of the Silver Medal at the Northern Exhibition for the past three years. Choice young stock of both sexes on hand on hand.

H. H. Pletsch

R. R. NO. 1, CARLSRUHE

Lot 13, Concession 13, Carrick.

DR. L. DOERING

DENTIST MILDMAY.

HONOR Graduate of Toronto University Licentiate of Dental Surgery, and Member of Royal College of Dental Surgeons of Ontario has opened up his offices next to C. Schurlock's, Mildmay, Entrance on Main Street. All the latest methods practiced in dentistry. Visits Ayton every first and third Saturday, Clifftown every second and fourth Saturday, and Newtadt every second and fourth Tuesday of each month.

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, MILDMAY.

Tax Sale of Lands.

Notice is hereby given as directed by the Assessment Act, R. S. O. 1914, Sec. 149, s. 1, that a sale of lands for arrears of taxes will be held at the hour of twelve o'clock noon, at the Council Chamber in the County Building, in the town of Walkerton, on Friday the twenty-fifth day of October, A. D. 1918. When there will be offered for sale by public auction, unless the taxes and charges are soon paid, the following described land in the:

TOWNSHIP OF CARRICK
Taxes and Charges
S. E. 2 acres of Lot 14, Con. 15. \$22.32

A complete list of the lands in the County of Bruce to be sold for arrears of taxes is published in the "Ontario Gazette" in its issue of July 20th, to August 10th, 1918 inclusive, and of the "Canadian Echo" (Warkton) in its issue of July 24th to October 16th, 1918 inclusive, a copy of which list may be obtained on application from the undersigned.

If an Adjourned Sale be required it will be held on Friday, November 8th, next at the above mentioned place and hour.
Norman Robertson,
Treasurer of the County of Bruce.
Dated at Walkerton, October 1st, 1918.

HELPING THE WOUNDED



Our Canadian nurses are needed "over there" now as never before. This is the time to learn how to take care of the wounded, the sick—or any emergency. You can learn a great deal by obtaining the "Medical Adviser" from your nearest druggist, a book of 1,000 pages, bound in cloth, containing chapters on First Aid, Bandaging, Anatomy, Hygiene, Marriage, Mother and Babe; or send 50c to Dr. Pierce, Courtwright St., Bridgeburg, Ont.

Thousands of women in Canada have overcome their sufferings, and have been cured of woman's ills by Dr. Pierce's Favorite Prescription. Fainting spells, chills or great pain at regular or irregular intervals should be corrected, and every woman who suffers from backache, headache, nervousness, should take this "Prescription" of Dr. Pierce's. Send ten cents for trial package to Dr. Pierce's Invalids' Hotel, Buffalo, N. Y., or branch, Bridgeburg, Ont., or write for free confidential medical advice.



Toronto, Ont.—"As a tonic and builder, I can highly recommend Dr. Pierce's Favorite Prescription to tired and run-down women. I am the mother of eight children and have frequently had need of such a tonic but did not know what to take until my sister gave me some of the 'Favorite Prescription' which she herself had found to be good. It was exactly the tonic my system required and one bottle did wonders for me, so I take pleasure in telling others, hoping that they will give the 'Prescription' a trial and be benefited just as I have been."—Mrs. Elizabeth Taylor, 224 Ontario St.

Whiskey Confiscated.

A keg of whiskey which a few weeks ago came to the Lucknow Express office addressed to a fictitious person has been lost forever to the purchaser. Inspector White got word of the shipment and came over and seized the goods. It was taken to Walkerton and the matter of its disposition laid before Magistrates, Richardson and Tolton. As there was no claimant the court decided upon confiscation. An effort is being made to have it donated to the Bruce County Hospital where whiskey is used to some extent for medical purposes.