

Markdale

Y OF LINERY

A very large department... new hats are on exhibition... and smart tailored styles so popular who has had large city experience... classic styles being turned out.

Girls and Children's wear.

The fine wool or silk and we them, all popularly priced... \$1.50 line in "bravo," vest Grey County to select from.

Here

seawattle are very much in... along the specials we are showing... extra value.

Men and Boys

For that new Suit, Overcoat... you can't afford to miss seeing.

Hats

ly priced at... \$2 and \$2.50... regular \$1.50, \$1.75 and...

EAR

AMANS, MODELS and ALL... prices are much higher.

DATS

the lower priced wools we... big special this week in... following combinations of... and Brown... Extraordinary.

DESCRIPTION!

st variety of styles and... been anticipated in this...

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will pay you... We are...

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are making big reductions... them at any price.

Markdale

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Want Ads. Get the Best. It Pays. When A Church Is Not A Club.

ELLIOTT Business College
Young and Charles Streets TORONTO
Is strictly first-class in all departments. We had more than 240 positions to fill in two months this year. Enter any time. Catalogue free.
W. J. Elliott, Prop., 734 York St., Toronto

Girls Wanted
For office work to fill the places of men who have gone, or are going to the front. Young women can render the Country real service by preparing to take positions in banks and business offices. Special Courses of training in Book-keeping, Shorthand and all other Commercial subjects now in progress. Students admitted any time. Illustrated catalogue free.

NORTHERN Business College
OWEN SOUND, ONT.
C. A. FLEMING, B.A., Principal.
G. D. FLEMING, Secretary.

BLUMENTHAL'S
The Markdale Bargain House

Big Fall and Winter Opening
OF NEW AND COMPLETE STOCK IN ALL OUR LINES

Boots, Shoes, Rubbers
of newest makes over shown anywhere. Best assortment of Work Boots, and our prices are the same as ever before. See our RUBBERS this season.

MEN'S SUITS
At Very Special Prices. We start them from \$6.50 up.

Good Bargains in Men's and Boys' Overcoats

RAIN COATS
Very Heavy Wool Top, Guaranteed. Present price \$13.50. Special selling price \$8.49.
This is a snap for two weeks only

Ladies' and Girls' Suits
In black and blue serge, beautifully made, very specially priced at \$8.50 and \$9.50

Sweaters and Sweater Coats AT OLD PRICES.
Our last year's orders are coming a now, at the old prices, that is why we can give you the NEW SWEATERS at OLD PRICES.

Ladies' Hats
Ladies' Very Fashionable. Hats in velvets, at very special prices.

SKIRTS
In Black and Blue Serge, in all sizes, waists, 21 to 33, length, 36 to 44, at the very low price of \$2.95

HUNDREDS OF OTHER INTERESTING ARTICLES IN THE STORE, VERY SPECIALLY PRICED.

PRODUCE WANTED
Visit our store when in town. Make it enjoyable and Profitable. Go to BLUMENTHAL'S for all.

Your Watch
Does it need cleaning and repairing? The very best watches have their day of repairs and their time for cleaning. Have your time piece attended to before it is worn out for lack of oil and cleanliness. A watch organism is fine and delicate and the slightest friction makes trouble and wears the parts out. I will put your watch in first class condition and warrant the work O.K., including the smallest size wristlet watches.

W. J. SHORTILL
Watch Maker and Jeweller.
Issuer of Marriage Licenses.
MARKDALE.

When A Church Is Not A Club.
(Daily Globe.)
A church never is a club when in spirit, in motive, and in purpose it is truly the Church.
It may happen, indeed it sometimes does happen, that people meet in a church building and call themselves a congregation of the Church, but they cherish the spirit and obey the motive and serve the purpose only of a club. Such a gathering, no matter what its program, its forms of doctrine, or its external setting, is a club, not a church.
A club is composed of a definite membership. It was organized and it is maintained for the sake of its members, to meet certain needs they have in common, and to render to them certain services of which they approve and for which they pay. The club determines the dues to be paid, the services to be expected, the privileges to be enjoyed. The member who pays his dues and conforms to the regulations has discharged his obligations and has a right to the services for which, as a member, he has given his quid pro quo. The club exists for its members, for their service, for their convenience, for their pleasure.
The Church exists for the service its members may render, not to themselves, but to others; services that mean personal sacrifice, that may lead inevitably to death if self-service, too, to those who are not in the church but in the street, or in the mansion or in the hitherto who have refused and to the heathen who never heard. The church exists not to save itself, but to lose itself—to lose its wealth that others may have life, to lose its pride that others may have love, to lose its name that the nameless ones, to the ends of the earth, may find brotherhood and a home.
It is this radical difference in everything fundamental and essential, between a church and a club that constitutes the radical difference in the standards by which they both must be judged. And it is the quickening of this spirit of self-sacrifice and the emphasis on the ideal of service that, by the abnormal circumstances of the war, is sending back the thoughts of many people from the mint and anise and cummin of the externals and the superficial to the weightier matters of spirit and motive and purpose that mark at once the distinction and the uniqueness of the society of men and women and children, which its Founder called "my Church."
And it is because the church is not a club, because its spirit is different, its motive different, its purposes in the community and in history different, that the assurance stands good: "The gates of hell shall not prevail against it." The Church is not a club.

Give and heal!
The Red Cross looks after the transportation of sick and wounded—it equips the hospitals, posts 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 prisoners, books, special work for the blind, etc., etc., are a few of the many of Red Cross activities.

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

Ontario's princely gift in 1915 of \$1,514,000 rang a clarion mercy call throughout the Empire. The British Red Cross were grateful beyond measure, and their appeal through Lord Lansdowne, President, now comes to us as to friends who sympathize and help. The need is greater to-day than a year ago—it is ever growing. Will Ontario do less than she did last year? No! GIVE—give a day's pay, give all you can, GIVE!

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.



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

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 land and sea in every region of the British forces 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!

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 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
Give and heal!

Give and heal!

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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 but 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.

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.

Credit Sale
The undersigned Auctioneer has received instructions from JOHN CHARD, to sell by Public Auction at Lot 100, Third Range West, T. & S. Road, Glenelg, on SATURDAY, OCTOBER 21, 1916. The Following Chattels, viz: 1 mare 8 years old, supposed to be in foal; 1 horse 3 years old; 1 filly 1 year old; 1 springer filly; 1 cow 4 years old, due Dec. 20; 1 cow 4 years old, due Feb. 24; 1 cow 3 years old, due March 20; 1 cow 7 years old, due May 15; 2 steers 1 year old; 1 calves; 2 ewe lambs; 1 ram lamb; wagon; hay rack; Set horseleighs; Single Mower; Rubber; Fire buggy; Mower; Sully rake; Single plow; Two-horse riding plow; Parry; 2-furrow walking plow; Cocksfoot; Set spring-tooth harrows; Set iron harrows; Root sniffer; Seed drill; Wheel barrow; Fanning Mill; Set double harness; 2 set single harness; Parlor stove; Kitchen stove; Glass cupboard; Kitchen stove; Fall-leaf table; Small heater; large kitchen table; Lamps; Separator; Washing machine; Wash tub; Gun; Churn; Bedoon; suite; Mattress springs; Baby cradle; 2 granite stove pots; 2 iron stove pots; 2 tea kettles; Sewing machine; In good running order; Crockery board; Sugar kettle; Oil can; gal. oil can; 1 gal.; Butter bowl; Meat chopper; Forks, rakes, and other articles too numerous to mention. Sale to commence at 10 o'clock.

TERMS: All sums of \$10 and under. Cash; over that amount 12 months credit will be given on approved joint notes, or 6 per cent per annum of for cash in lieu of notes.

Positively everything must be sold as the Proprietor has sold his farm and is moving away.

JOHN CHARD, Proprietor.
B. H. WALDEN, Auctioneer.

Ten Commandments For Cleanliness

1. Thou shalt locate, report and abolish all public nuisances.
2. Thou shalt not spit on the sidewalk or in any public place of conveyance.
3. Thou shalt remember that flies and flies are the carriers of disease.
4. Thou shalt not sweep the sidewalks in the business section after 7.30 in the morning.
5. Thou shalt not throw cans nor rubbish in any vacant lot or alley.
6. Thou shalt provide a covered receptacle for all manner of refuse and stable refuse.
7. Thou shalt gather up and burn all sorts of combustible rubbish.
8. Thou shalt not haul rubbish in leaky or overloaded wagons.
9. Thou shalt make continuous warfare on weeds and untrimmed trees.
10. Thou shalt whitewash or paint thy buildings and shall keep thy premises constantly clean.

Open Season.

An open season for otter and beaver from November 1 to March 31 has been authorized by Order-in-Council. Complaints have been received from several parts of the Province that these animals are becoming very strong numerically, and that they are doing considerable damage. A royalty of fifty cents per skin on otter and a dollar per skin on beaver is fixed, and a limitation of ten fifty cent coupons is fixed for each person. Only licensed traders are allowed to buy skins, and the killing is limited to resident trappers and to farmers who are allowed to kill on their own land.

Your Watch
Does it need cleaning and repairing? The very best watches have their day of repairs and their time for cleaning. Have your time piece attended to before it is worn out for lack of oil and cleanliness. A watch organism is fine and delicate and the slightest friction makes trouble and wears the parts out. I will put your watch in first class condition and warrant the work O.K., including the smallest size wristlet watches.

W. J. SHORTILL
Watch Maker and Jeweller.
Issuer of Marriage Licenses.
MARKDALE.

The Art of Making Friends

A lady who possesses millions, said in my hearing recently, "I have three homes and six automobiles and every physical comfort, yet I am wretchedly unhappy. It seems as though I would be willing to give them all for a friend who really cared for me, just for myself—a true friend."

A man of affairs, who has every mark of material success, told me, "I am the most lonely and friendless man in New York."

Why were these people dissatisfied? In both cases, I am quite certain it was because they had spent their money for that which was not bread, they had lived for self; they had failed to show their

October 1st Saturday Telephone Book.

New Issue

Copy for the next Telephone Directory closes on the above date!

Order your telephone book, so that your name will be in the new issue!

Report changes required to our Local Manager to-day.

The Bell Telephone Co. of Canada.

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