

End Specials

izes 30, 31, 32, 33, while they
s, warranted water proof, prices
untry. Our \$7.50 and \$10.00

3 1/2 x 4 and 4 x 4 1/2 priced lower
pieces Union Carpets 39c.

ains, 2 1/2 and 3 yards long, from
New Designs in white, cream,
50 designs are fine.

more Hats at \$2.50 show style.
e money in soft and stiff felts.
are showing in good shapes
of Boys' Hats and caps.

dies, Wash Dresses and fancy
Blouses and Middies at 75c
as at \$1.25 up. Voile Dresses

O., Direct Importers

Busy Store

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border for 75c.

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Shoes is complete.
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French heel or low
show you the new
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& SON



S IME OES ON

our eyes will need help from
e to time, and we urge you to
e here. Let us be your op-
n.

Ve make to order lenses for
ry known defect of sight.
tain a high standard of work,
keep our prices moderate.
TISFACTION HERE ALWAYS

ARL GLASS
Jeweler and Optician
ISSUER OF MARRIAGE LICENSES

The Price of Victory is Sacrifice

We Are Going to Win---

But we must pay the price of victory---no
matter how great the sacrifice.

What is Your Sacrifice?

MOTHERS must give their boys. **FATHERS** must
do the extra work on the farm, in office and
in store in order to let their sons fight our
Empire's battles at the front. **EVERYONE** must
do his bit.

The Young Man's Sacrifice---

is to don the khaki---to leave home and
loved ones behind---to fight the Empire's
battles in defence of our honor and our free-
dom.

Greater gift hath no man than this,
that he lay down his life for his country.

Join Lambtons 149 To-Day

Production and Thrift

"GAIN or no gain the cause before the farmers of Canada is as clear as it was last
year---they must produce abundantly in order to meet the demands that may
be made, and I believe this to be especially true in regard to live stock, the world's
supply of which must be particularly affected in this vast struggle."--HON.
MARTIN BURRELL, Minister of Agriculture.

THE FOLLOWING STATEMENTS ARE BASED ON REPORTS CONTAINED IN
"THE AGRICULTURAL WAR BOOK, 1916," PUBLISHED BY THE
DEPARTMENT OF AGRICULTURE, OTTAWA, ONT.

LIVE STOCK---The herds and flocks of Europe
have been greatly reduced. When the war is over
there will be a great demand for breeding stock.
Canadian farmers should keep this in mind.

MEATS---In 1915 Great Britain imported 664,508
tons of beef, mutton and lamb, of which 364,245
tons came from without the Empire. Out of
430,420 tons of beef only 104,967 tons came from
within the Empire.

The demands of the Allies for frozen beef,
canned beef, bacon and hams will increase rather
than diminish. Orders are coming to Canada.
The decreasing tonnage space available will give
Canada an advantage if we have the supplies.

DAIRYING---Home consumption of milk, butter
and cheese has increased of late years. The war
demands for cheese have been unlimited. The
Canadian cheese exports from Montreal in 1915
were nearly \$8,500,000 over 1914. Prices at
Montreal---Cheese: January 1915, 15 1/4 to 17
cents; January 1916, 18 1/4 to 18 3/4 cents.
Butter: January 1915, 24 to 28 1/2 cents;
January 1916, 32 to 33 cents.

EGGS---Canada produced \$30,000,000 worth of
eggs in 1915 and helped out Great Britain in the
shortage. Shippers as well as producers have a
duty and an opportunity in holding a place in
that market.

WRITE TO THE DOMINION DEPARTMENT OF AGRICULTURE AND TO YOUR
PROVINCIAL DEPARTMENT FOR BULLETINS ON THESE SUBJECTS

Tens of thousands of Canada's food producers have enlisted and gone to the front. It is only fair to them
that their home work shall be kept up as far as possible. The Empire needs all the food that we can produce
in 1916.

PRODUCE MORE AND SAVE MORE
MAKE LABOUR EFFICIENT
SAVE MATERIALS FROM WASTE
SPEND MONEY WISELY

THE GOVERNMENT OF CANADA

THE DEPARTMENT OF AGRICULTURE THE DEPARTMENT OF FINANCE

THE STERLING BANK OF CANADA

SAVE, Because---

When you are retired from the busi-
ness arena, what will be your lot! Pov-
erty and want or comfort, land, security?

ARKONA

Mr. Geo. Oliver of Coronation, Alta.,
is spending a few weeks with friends in
town.

Easter visitors to town:

Leonard Irwin of Windsor.
Miss Maude Fair of Toronto.
Miss A. Augustine of Newbury.
Mrs. Piery and family of Ingersoll.
Mrs. Bedford of Sarnia.

Ivan Crawford of London.
Sergt. Verne Huntley of London.
Mr. Henry Rivers of Strathroy.
Pie's Ed. Crawford, Gordon Brown,
Geo. Watts, James Parks, Doc Smith,
Will Wyatt and Robt. McKee of Sarnia.

Dan Donaldson of Watford.
Lieut. Williams of Forest.
Misses Moule of London.
Mr. and Mrs. Owens and family of
Montreal.

Pte. Woolvet of London.
Miss Lucy Waterman of Sarnia.
Miss Olive Oakes is visiting friends in
Goderich.

Mr. C. J. Ready of Niles, Mich., is vis-
iting friends in town.
Lieut. Younge spent the week end in
Toronto.

Miss A. Lampman is visiting Miss Ella
Copeland of London.
Dr. Copeland called on Arkona friends
on Monday.

Mr. Arnold Porter spent the holidays
at his home in Ravenswood.
Use Martin Senour Paint, 100 per cent.
pure. For sale at BROWN BROS.

The service in St. Stephen's church
will be at 11 a. m. next Sunday, April
30th, instead of 3 p. m. The subject of
the sermon will be "A Child as Leader."

Lieut. Roy G. Wilson of the Imperial
Army Veterinary Corps sailed from Hal-
ifax this week for overseas service.

Miss Shirley Pressey, Normal School,
London, is spending her holidays at her
home here.

Mrs. Perry and family of Ingersoll are
visiting her mother, Mrs. A. W. Augus-
tine this week.

Mr. and Mrs. Owen and daughter of
Montreal are the guests of Rev. and Mrs.
Moule this week.

Men's fine shoes in Regal and Banner
brands---FULLER BROS.
Clarke J. Porter spent Good Friday in
London.

Misses Alta and Stella Rook visited
friends in London last week.

We have just opened up a number of
new pieces of linoleum, all new patterns
and the best quality imported Scotch
linoleum---FULLER BROS.

Miss Lida Lampman who has been vis-
iting her sister in Parkhill returned
home last week.

Mrs. Bedford of Sarnia is the guest of
Mr. and Mrs. Geo. Donaldson this week.

Miss Belle Kalsely of Watford is spend-
ing the holidays with her parents here.

Corp. Geo. Kemp, Pte. A. Butler and I.
Weidmark of Forest spent Sunday in
town with friends.

Pte. Sam Brooker who has been wound-
ed and returned from the trenches called
on Arkona friends last week.

Misses Emma and Anna Moule of Lon-
don spent Sunday with their brother,
Rev. H. Moule.

Miss Mary Govenlock of Forest is the
guest of Mrs. Jas. Clark this week.

Henry Rivers of Strathroy spent Sun-
day with friends in town.

If you are wanting anything new in
curtain musling and serims call at Fuller
Bros. and see their new stock.

Miss Olive Corbett is visiting friends
in London this week.

The Arkona Cheese Factory opened on
Monday, April 24th.

Mr. Fred McGillivrey of London is vis-
iting Mr. and Mrs. Geo. Teeple this
week.

Mrs. A. Davidson and Mrs. G. Mc-
Pherson are visiting friends in Brown
City, Mich.

Philip Keyser of Strathroy made a bus-
iness trip to town on Monday.
Arthur Davidson and Arnold Keyser of
Strathroy spent Sunday with Clarence
Jackson.

Captain Brown of Alvinston spent
Monday in town.

KERWOOD

The Misses Staples are guests at Mr.
Waddell's.

Mr. and Mrs. W. R. Smith are visiting
in Detroit.

Mr. and Mrs. Harry Burce are holiday-
ing in Detroit.
Will Leacock and daughter Anna spent
the week end in Detroit.

Joe Wilson of Hamilton called on

friends in the village.

Mrs. Gilbert Dowling and Loyd are
visiting in Bad Axe, Mich.

Bruce Rogers of St. Catharines spent
Easter with his parents here.

Mrs. Waite of Sarnia is visiting her
daughter, Mrs. Seymour Langford.

R. A. Brunt of Windsor called on his
brother, J. M. Brunt, in the village.

Miss Annie Richardson of Hamilton
spent Sunday with her parents here.

Mr. and Mrs. Will Dowling and family
of London spent Good Friday with friends
here.

Mrs. (Rev.) Rutherford and children
of Ben Miller are guests at Mr. Jas. Rich-
ardson's.

Miss Marie Runge and Miss Irene
Armstrong of Detroit spent Sunday at
Mr. John Armstrong's.

Mr. and Mrs. John Dymond of Ottawa,
visited the former's parents Mr. and Mrs.
Wm. Dymond here recently.

Misses Ethelyn and Hattie Rogers, ac-
companied by Miss Hodgson and Miss
Scott of Toronto, spent Easter at the
home of Mr. Alf. Rogers.

NOTHING TO EQUAL BABY'S OWN TABLETS

Mrs. Lawrence M. Brown, Walton, N.
S., writes: "I have used Baby's own
Tablets for the past ten years and believe
there is nothing to equal them for little
ones. They instantly banish constipa-
tion and teething troubles and unlike any
other medicine I have used they are
pleasant to take and do not gripe the
baby." The Tablets are sold by medicine
dealers or by mail at 25 cents a box from
The Dr. Williams' Medicine Co., Brock-
ville Ont.

Address and Presentation

On Friday evening, 21st inst., a large
number of friends and neighbors met at
the home of Mr. and Mrs. Jas. Cadwell
to spend a social time with them prior to
their departure for Watford, where they
will make their future home. A unique
program of speeches, readings, songs
and music was rendered to the delight of
the people. Rev. J. A. Snell acted as
Chairman. Mr. and Mrs. Cadwell were
presented with two beautiful chairs and
an address to which Mr. Cadwell replied
in fitting terms. The following is the
address:--

MR. AND MRS. JAMES CADWELL--
DEAR FRIENDS--We, your friends and
neighbors have come to your home to-
night, on the eve of your departure for
your new home in town to spend an hour
or two in a social way with you, and to
express to you our regret at your removal
from our neighborhood. You have spent
many years in our midst and we can
truly say that we have found you at all
times most obliging neighbors, ready to
rejoice with those who rejoiced and to
sympathize with those in trouble. While
sorry to lose you as neighbors we are
pleased to know that you find it possible
to retire from the active and laborious
life of the farm to spend the evening of
life in peace and plenty. We ask you to
accept these chairs, not for their intrin-
sic value, but as a slight token of our
esteem for you and may they serve to
remind you of the pleasant associations
of the many years spent on the 6th line
west, and it is the unanimous wish of
your friends that you may be spared
many years to enjoy the fruits of your
honest labor and that finally when Life's
day is done and the evening shadows fall
that you may be gathered to your home
where partings are unknown.

Signed on behalf of the community by
Walter Thrower
Wm. John Moffit.

After luncheon and singing "God be
with you till we meet again," the
people left for their homes feeling that a
very pleasant time was spent by all.

He Gave his Life for King and Country

Mr. and Mrs. Thos. Stillwell, 6th line
Warwick, received word last week of the
serious illness of their eldest son, Corp.
Chas. Stillwell of the 159th Battalion,
Haileybury. They left at once to see
him but despite the best medical skill
and nursing he passed away on the 23rd
inst. at the age of 24 years. He left
home about five years ago for New
Ontario and being a young man of push
and energy he had acquired a comfort-
able home for himself in that new coun-
try. Like all true Britons he responded
to the call of country and humanity.

To over zealousness in his work was
ascribed his last illness. Mr. and Mrs.
Stillwell have three other sons wearing
the Kings uniform:--Jessie of the 159th
Haileybury, and Thomas and Arthur of
Lambtons 149.

THE JOY OF ALIVE AND

Restored To Health By
The Famous Fruit



MDE. ROGHE

Roche, P.Q. M.

"I have received the
benefit from taking 'Fr
suffered for years from
and change of life, and
remedy obtainable, with
results. I heard of 'Fru
gave it a trial and it
medicine that really did m
I am entirely well; the
has disappeared and the
in my body are all gone.
ingly grateful to 'Fruit-a-
relief, and I hope that
suffer from such distress
will try 'Fruit-a-tives' and
MADAME ISAI

The marvellous work t
tives' is doing, in overco
and healing the sick, is
admiration of thousands a
50c. a box, 6 for \$2.50, t
At all dealers or sent
Fruit-a-tives Limited, Ott

CENTRAL Business STRATFORD, ONT

YOU CAN SECURE A

If you take a course with
demand upon us for train
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You may enter at any time
once for our free catalogu
mercial, Shorthand or
department.

D. A. McLAHLAN - P

A. D. H. C Painter and Dec WATFORD - O

GOOD WORK

PROMPT ATTENTION

REASONABLE PRICE

SATISFACTION GUAR

ESTIMATES FURNI

RESIDENCE - ST. CLAIR

Here's What You In Lovell's Br

Nut like flavor a sweetness
look for.

A crisp thin crust that has
A nice, white, well-risen l
retains its flavor for days,
without crumbling.

Every slice not only a deli
a source of vitality, alive
matchless nutrition of M
richest wheat.

Bread that ensures ready a
plete digestion.

TRY A LO Lovell's Bak

A recruiting officer reports th
icited a man 24 years of age, w
few miles from Ripley, to join t
The man said he heard there
on, but he wanted to know
fighting.

Children Cr FOR FLETCHER'S CASTOR