

GOODS

Direct Importers

...\$25.00 to \$35.00
 ...\$25.00 to \$45.00
 5c to \$2.00 per yd.
 from \$1.00 to \$2.50
 ell \$10.00 to \$15.00
 m \$10.00 to \$14.50
 SONS & CO.
 ES' COATS
 TWEEDS
 \$35.00
 IFT'S
 4 to 10 years, models from
 garments.....\$4.00 to \$8.00
 Elderly Ladies. Large and
 t-on" garment.
 and look the collection over.
 no newer.

CO.

COOL ES

SCHOOL SHOES
 PLETE
 tton or lace,
\$3.50
 lace, size 3
 3.00
 lace, size 11
 2.40
 ce or button
 2.50
 ton or lace,
 2.50
 r black.... 3.00
 , size 1 to 5 3.25
 metal, lace,
 4.00
 ES OF RUBBERS

& SON

GUID-ADVOCATE, WATFORD, SEPTEMBER 21, 1917

ARKONA

Mrs. Will Johnston will receive on Thursday, Sept. 27th, from 3 to 6 o'clock, at Rosedale Farm.

Placed into stock this week—the newest styles in ladies' and men's fall shoes.—Brown Bros.

Mrs. McCarty, who has been spending the summer with her sister, Mrs. J. G. Brown left this week for Thamesford.

Rev. Mr. Moule left on Monday for New Liskeard, where he has accepted a call to the Baptist Church there.

Mrs. W. Smith is visiting in Newbury this week.

New fall caps for young men.—Brown Bros.

Mr. C. R. Eastman, an old Arkona boy now of Hamilton, renewed old acquaintances in and around the Ark last week.

A large number of citizens attended the London and Strathroy fairs.

Mr. and Mrs. Arthur Shillington, of Detroit, spent Sunday with Mr. and Mrs. J. G. Brown.

Orders taken for peaches. Best canning varieties are now on.—Brown Bros.

Mr. Arthur Jackson, of Sudbury, spent last week at the home of his parents, Mr. and Mrs. J. Jackson.

Miss Ila Huntley is spending a week with friends in Strathroy.

Mr. and Mrs. Carruthers, accompanied by Misses Maylie Stephenson and Flossie Johnson, motored from Toronto and spent a few days with Mr. Geo. Stephenson.

Mrs. Childs and Mrs. Dennis of Battle Creek Mich. are visiting her sister Mrs. Geo. Huntley.

Mrs. Miller of Thamesford is spending a few days with her brother Mr. Geo.

Huntley.

Mrs. Harold Eastman, of Clinton, spent a few days at Mr. Nile Eastman's.

Fuller Bros. announce their millinery openings for Saturday, Sept. 22nd.

F. C. Eastman made entries of cheese made by the Arkona Dairy Co. at the Western Fair and took five prizes.

Call and see our new assortment of fall suitings, dress goods and coatings. Newest shades.—Fuller Bros.

WANSTEAD

Miss Myrtle Wark is spending a week with relatives in Woodstock.

Miss Gladys Ramsay spent the week end at the home of her friend, Miss Effie Sherk, Egremont Road.

Mr. and Mrs. E. A. Wark and son, Chester, and Miss Beatrice Lawson

motored from Detroit and spent a week with friends on the second line. While here they attended the Western Fair.

Pte. Lynus Garnham, son of Mr. Wm. F. Garnham, second line, who enlisted with the 91st Battalion at St. Thomas and went overseas with that unit in June, 1916, returned to his home here on Saturday. He received a slight wound in the back at Courcellette in October, but was soon able to return to duty. He received a shrapnel wound in the leg in November, however, which proved more serious and since that time has been in hospitals in France and England.

A very pleasant evening was spent at the home of Mr. W. F. Garnham on Wednesday last when a large number of the community assembled to do honor to his son, Lynus, who has recently returned from the front. The early part of the evening was spent in games, music and social intercourse. About 10.30 the

young soldier was called forward and presented with a well filled purse. A very appropriate address was read by Miss E. Sherk and the presentation made by Miss Gladys Ramsay. Pte. Garnham then made a suitable reply thanking all for the appreciation manifested. He also held the attention of the crowd as he related some of his experiences and the circumstances under which he was wounded at Courcellette and Grandcourt. A dainty lunch was then served after which the evening was brought to a close by the singing of the National Anthem.

**EAST LAMBTON FALL FAIR
 WATFORD
 October 2nd and 3rd, 1917**



They Shall Not Pass

*The Immortal Cry of
 Canada at the Second
 Battle of Ypres.*

The defence of Ypres following the first ghastly gas attack April 22, 1915, exalts all history. By it our men were transfigured and the undying, imperishable Soul of Canada revealed.

In the name of these Heroes of Ypres, Festubert, Givenchy, Vimy Ridge, Lens, The Somme, Verdun—aye and the Deathless "Old Contemptibles"—

we beseech you, Women of Canada, to Dedicate Yourself and Your Families to War Service by signing the Food Service Pledge.

The sacrifice is not great. We merely want you to substitute other foods for part of the white bread, beef and bacon your family now eat.

"What follows almost defies description. The effect of these poisonous gases was so virulent as to render the whole of the line held by the French Division practically incapable of any action at all.

The Stand of the Canadians

"The left flank of the Canadian Division was thus left dangerously exposed to serious attack in flank, and there appeared to be a prospect of their being overwhelmed and of a successful attempt by the Germans to cut off the British troops occupying the salient to the East.

"In spite of the danger to which they were exposed the Canadians held their ground with a magnificent display of tenacity and courage; and it is not too much to say the bearing and conduct of these splendid troops averted a disaster which might have been attended with the most serious consequences."

From
 Sir John French's Seventh Despatch,
 General Headquarters,
 15th June, 1915

Thou Shalt Not Want

*The Undying Pledge
 of Canada's Mothers
 to Her Sons.*

When baking use one-third oatmeal, corn, barley or rye flour. Or, order some brown bread from your baker each day.

Substitute 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 home.

A Food Service Pledge and Window Card has been or will be delivered to you. The Pledge is your Dedication to War Service—The Window Card is your Emblem of Honour.

Sign the one and display the other.

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

Sign and Live up to Your Food Service Pledge