

COAL We would like to have your coal order for the coming winter. The price for July is \$6.75 for Stove and Furnace, and \$7.00 for Nut. By placing your order with us now, you are sure of good coal at the lowest possible price. Call, drop a card, or telephone 28, and you can depend upon us to handle your coal worries.

LUMBER We handle at reasonable price lumber of all kinds, and anything required for a complete building, such as Lath, Lime, Hair, Flooring, Siding, Doors, Frames, Sash, etc. Also Cedar Posts, Cedar Shingles, Stock Tanks, etc. Your Orders for Coal or Lumber would be appreciated.

R. C. McLEAY - LUMBER and COAL

ARKONA

Mrs. Ben Herrington is visiting in Detroit.

Mr. and Mrs. O. Schmidt were the past week with friends in Stratford.

Miss Everest, of Port Huron, is visiting at G. M. Everest's.

Try a pair of those long silk gloves at Fuller Bros.

Mrs. Ern. Eastman and little son are visiting relatives here.

Miss Edith Edmunds is visiting in Aylmer.

Miss Lottie Holmes, of Sarnia, spent Dominion Day with relatives here.

Mr. and Mrs. W. J. Fuller, Miss Elva Fuller, Mrs. F. Lamb and W. R. Holmes motored to Sarnia on Dominion Day.

Miss Bessie Knisely of Ailsa Craig, spent Dominion Day at her home here.

Nice showing of rugs just arrived—Fuller Bros.

Mrs. Hall, Miss Dorothy Hall and Miss Lou Waterman, of Sarnia, spent a few days at S. Waterman's.

Miss Sarah McKay, of London, spent Sunday and Monday at her home here.

Mrs. Arthur Butler is visiting in Tilsonburg.

Miss Sadie McKenzie and Mrs. Dalquist, of Akron, Ohio, are visiting at their home here.

Good supply of children's tan and patent pumps and patent sandals, at Fuller Bros.

Mr. Fred Ramsey, while visiting at his sister's at Arkona, was taken ill with heart failure while at church on Sunday and died instantly. Mr. Ramsey had lived in this part of the country for 55 years, and was widely known. He is survived by one son and three daughters, all away. Interment took place at Arkona cemetery.

Herb George, of Ottawa, is spending the week in town.

Don't forget the business places of Arkona will close Wednesday afternoons during July and August.

Leave your order for binder twine at Brown Bros.

Dr. H. Hare and family of Scottsville, Mich., are spending the month with his brother, Mr. Walter Hare.

The Baptist Sunday School picnicked at Hillsborough on 1st July.

The regular meeting of the Woman's Institute will be held at the home of Mrs. A. Thoman Saturday, July 6th, at 2:30 p.m. A full attendance is requested. Darning contest to be held at this meeting.

Arkona and Its Fruit Belt.

The "Stay in Ontario" campaign of the London Advertiser is doing good work in bringing before the public the advantages of the province. Last Saturday the paper took up Arkona and its fruit belt, and below we copy a few extracts from the page write-up:

Arkona, June 28.—A tour of the fruit farms in the vicinity of Arkona shows the industry at its best. Clean orchards, modern machinery, fine homes, constant replanting, and an aggressive spirit of business make the closely settled district seem more like an industrial section than a farming community.

Men can make a good living on five acres in the 60 square miles of country that will grow almost any kind of fruit. That's the land they are paying \$1,000 an acre for in the valleys of British Columbia.

You can't find a man in the Arkona district who will not tell you that a radial line would double and triple the present output of fruit in that district. There is room for thousands of families on the most precious land in the country—land that is being made to give a fraction of what it might yield in apples, plums, peaches, strawberries, and all other kinds of small fruits.

Lying a few miles away from the lake, this section is claimed to have a higher altitude than any other district between Huron and Erie—800 feet above sea level. About five miles wide, it stretches for ten miles, comprising at least 38,400 acres. Not more than 5 per cent of the land is under cultivation for fruit, and five acres, to repeat, are enough to give a man a return of \$1,200—and he can do his own work and not concern himself with the labor problem.

The Advertiser representative spent a day in this locality recently. He was taken into dozens of places by an energetic committee of the board of trade, composed of Messrs. J. F. Dickerson, Joseph Wilcox, Brown and W. Fuller. Arkona has only about 600 people, but it is a clean, live community that has an air of prosperity. It does not give the impression of extreme age, secured from many places of its size, which means that there is nothing "ramshackle" about it. It has grown and thrived despite its handicap. If you were in the confidence of the two bank managers you would find that it had upwards of \$100,000 on deposit, and that it wasn't much of a place to get mortgages or notes. Most every place in the vicinity is clear, and if there is a small "plaster," it is rare, and probably, because the money is being used for development.

One man told the Advertiser that his place of 175 acres, which had cost him in the neighborhood of \$17,000, several years ago, had been entirely paid for out of strawberries. And few of the residents of the Arkona district are reluctant about telling of their prosperity. There is a pull-together spirit, and the businessmen are lined up with the fruit-growers. They have come to know what publicity means to a community, and they mean to induce someone to build a line of railway into their district.

FORTUNES IN FRUIT.

Mr. Phil Austin, who operates a greenhouse, this spring took orders for \$500 worth of early tomatoes. Mr. Austin also sold \$2,000 worth of mixed fruit last season from a 12-acre farm.

E. D. Morningstar, another fruit grower, sold \$5,000 worth of apples, pears, plums, peaches and cranberries from a 40-acre farm.

Henry Rook cleaned up \$1,200 from five acres of apples, peaches, plums and cranberries.

One acre of peaches brought Watts Bros. \$200.

T. Riggs realized \$100 from a quarter acre of tomatoes.

W. G. Snowden got \$392 worth of apples from three acres.

Edward Richter, \$234 worth of blackberries from one acre, and \$1,080 from three acres of plums.

Hugh Ross \$100 worth of strawberries from one acre.

D. Johnson \$288 worth of apples from one and one-half acres; and \$800 worth of strawberries from four acres.

TOWNSHIP OF BROOKE.

Result of Voting on the Two Money By-laws Submitted on June 29, 1912.

TOWN HALL BY-LAW.		
Division	For	Against
No. 1.....	0	50
2.....	18	15
3.....	3	125
4.....	39	22
5.....	4	39
6.....	10	13
7.....	3	32
8.....	5	22
9.....	2	30
10.....	2	38
11.....	3	20
	89	406

Majority against by-law 317.

BY-LAW TO BORROW \$10,000 TO BUILD BRIDGES.

Division	For	Against
No. 1.....	2	45
2.....	15	16
3.....	9	113
4.....	20	37
5.....	7	36
6.....	15	8
7.....	3	31
8.....	4	22
9.....	3	27
10.....	2	35
11.....	1	22
	80	392

Majority against by-law 312.

W. G. WILLOUGHBY, Returning Officer.

Mrs. Carscadden, widow of Rev. David Carscadden, Forest, who suffered a stroke some 12 years ago, and has been an invalid ever since, died last Friday, aged 80 years.

THE STERLING BANK

OF CANADA

Many wealthy men trace their success to an original capital of a thousand dollars, accumulated a little at a time, and deposited in a savings account. The Sterling Bank pays 3 per cent. interest on such accounts.

Head Office—King and Bay Streets, Toronto.

WATFORD BRANCH
KERWOOD BRANCH

W. A. WYKESMITH, Manager.
V. R. MCCALLUM, Manager.

THE MERCHANTS' BANK

OF CANADA

President.....SIR H. MONTAGU AILEN
Vice-President.....JONATHAN HODGSON, Esq.
General Manager.....E. F. HEDDER

Paid-up Capital.....\$6,000,000
Reserve Fund and Undivided Profits.....5,458,878
Deposits Nov. 30, 1911.....63,494,580
Assets Nov. 30, 1911.....81,928,960

168 BRANCHES IN CANADA

General Banking Business transacted. SAVINGS DEPARTMENT at all Branches. Deposits of \$1.00 and upwards received and interest allowed at best current rates.

Watford Branch - F. KENWARD, Manager.

NAPIER.

The garden party held on Dr. Sawyer's fine lawn on Friday night was a record breaker as regards size and entertainment. Beautifully decorated lanterns being provided from six until nine o'clock. Carriages and autos continued to arrive in an almost constant stream, and Napier, for the time being, was transformed from a quiet country village to a busy little town. The grounds were beautifully decorated, lanterns being in great profusion, and from a distance the effect was grand. The ladies of Napier excelled themselves in the quality and quantity of the luncheon provided, and it was thoroughly enjoyed, and appreciated by all. One of the chief attractions of the evening was the Highland Pipers as they poured forth the rich and melodious strains of "Bonnie Dundee" and "A Hundred Pipers and A" etc., and many Scottish (and other hearts as well) were cheered by the sounds, Rev.

Dr. McDonald, of Kilmartin, was the chairman for the evening. Harry Bennett, comedian, of Toronto, and the male quartette of Stratford, also took in the program, and were well worth hearing. In short, the program provided was the best in the history of Napier. The proceeds amounted to \$350.

BORN.

In Warwick, on Saturday, June 15th, 1912, to Mr. and Mrs. Geo. Mathews, a daughter—Violet Meryl.

DIED.

In Stratford, on June 24th, Ida May, beloved wife of George Sessions, in her 47th year.

In Essex, on June 17, John A. Newell, formerly of Parkhill, aged 37 years, 10 months.

In Zelma, Sask., on June 26th, 1912, Howard Temple, aged 23 years.

O-Pee-Chee Chewing Gum

is made from the sap of the best gum trees that grow.



This sap is boiled down and refined until its purity is assured. Then carefully packed in cakes, hermetically sealed and shipped to our big sanitary factory in London, where (by modern processes) it is made into O-Pee-Chee Gum and flavored in the making to suit all tastes.



There's a lingering freshness about O-Pee-Chee you're sure to like. It is far smoother than ordinary gum and lasts longer. O-Pee-Chee is the one perfect gum—"It's merits the tongue can tell." Sold by all dealers who sell the best gum.



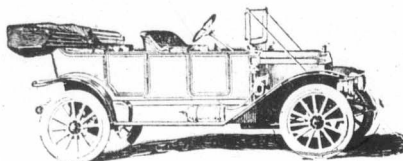
EMF Studebaker FLANDERS

You Want the Best—
Not the Cheapest

Don't be alarmed if somebody tells you you can buy an automobile for less money than the \$1000 Studebaker-Flanders "20." You can, but you better not. The Flanders "20" corresponds point by point with the best and highest priced cars sold. Cheaper cars at every vital point are built on ideas long ago discarded for good cars. Don't take our word for it. Make comparisons and see.

If you are content with a car that runs today and dies tomorrow, don't buy the \$1000 Flanders "20." It will wear for years. Remember this—the Studebaker-Flanders "20" will outwear 2 to 1 any other car under \$1100 and give you double satisfaction, confidence and comfort into the bargain.

Canadian Car for Canadians



Studebaker-Flanders "20" Touring Car, \$1,000 f.o.b. Walkerville With Top, Windshield and Speedometer, \$1,110.

SEND FOR OUR CATALOGUE. IT WILL INTEREST YOU.

The Studebaker Corporation of Canada, Ltd

WALKERVILLE, ONT.

FRANK TAYLOR, AGENT, WATFORD.

BICYCLES

We expect to sell more bicycles this season than any season since the craze of a few years ago. We handle the same Bicycle listed by the catalogue houses at exactly the same price and terms, viz.:

\$28.50 with Coaster Brake.

Other Bicycles Run at \$30.00, \$35.00, \$40.00, \$45.00.

We run a repair shop in connection, so our guarantee means something. Our Stock of Tires and Sundries is complete and prices are reasonable.

TAYLORS'
WHERE QUALITY AND VALUE MEET