ON FRIDAY AND SATURDAY

MRS. EDGAR, representing the New Idea Pattern Co., will be at this store to explain to the and surrounding district the advantages New Idea Patterns have above all others, and give latest ideas in needlework and crochet work.

The \$1.55 Offer for 55c Still Holds Good

This includes Woman's Magazine for twelve months, Quarterly and one Pattern. Phone orders will receive personal attention this week.

Atten - shun!

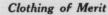
Your country calls, and you will answer. Patriotism demands that you be productive and that you spend your money freely but judiciously. We want you to know that nearly every article in this store is sold at much below present values. We also know that the autumn and winter prices will be from 10 to 25 per cent. above present values. Besides, you can get many lines of standard merchandise today that will be absolutely out of the market before autumn.

For these reasons we suggest to our customers

For these reasons we suggest to our customers and friends to keep their wants well supplied; not to buy extravagantly, but wisely.

Shoes of Service

for Men, Women and Children, at much below present values. Strong wearing Shoes to keep out water, qualities we can guarantee.



Suits properly made, shaped and fashioned. Great stocks from which to make good selections, from the good, serviceable business suits to the correct stuff for dress occasions.

Good Serviceable Suits at \$10.00, 12.50, 15.00 and 18.50. Fine Dress Suits at \$17.50, 20.00, 22.50 and 25.00.

The Dressy Young Chap

can get those fine new touches in garments he is Boys' and Children's Nobby Suits at \$3.50 to \$9.00.

Groceries are Advancing

We have lots of Sugar, Tea and Canned Goods of best quality, moderately priced.

Bring your Butter and Eggs here and get satisfactory results





The Cranscript

| Company | Content minister Scores The Slackers.

Minister Scores The Slackers.

Dutton, May 23.—The rally service of the Epworth Leagues in connection with the most of the Epworth Leagues in connection with the Methodist church, held Tuesday evening, was well attended. Rev. Reheld as at the present time. When the lists are finally revised the voters' lists are printed for each municipality and these lists as finally revised shall be final.

Mail and Empire:—The race track interests claim that prohibition of betting will stop the breeding of thoroughbred horses. What good are thoroughbreds to a community when they are used only as an instrument to promote gambling? The breeding of Clydesdales would be more profitable to every section.

Advertising Rates.—Cards of Thanks, In Memoriam Verses, complimentary Addresses, 5 center per line, minimum charge 50c; notices of Lost, Found, Wanted, or For Sale, it per word each insertion, minimum charge 25c—all to be prepaid.

Minister Scores The Slackers.

Dutton, May 23.—The rally service of the Epworth Leagues in connection with the Ridgetown district meetings for the Methodist church, held Tuesday evening, was well attended. Rev. Rev. Held as at the present time. When the Methodist church, held Tuesday evening, was well attended. Rev. Rev. Held as at the present time. When the year seed the young people on "What Our Leagues Should be During the Ensuing far. Wonder how he likes to dat dust that car; bethe thinks were going far. Wonder how he likes to dat dust that car; bethe thinks were going far. Wonder how he likes to dat dust that car; bethe thinks were going far. Wonder how he likes to dat dust that car; bethe thinks were going far. Wonder how he likes to eat dust that car; bethe thinks were going far. Wonder how he likes to eat dust that car; bethe thinks were going far. Wonder how he likes to eat dust that car; bethe thinks were going far. Wonder how he likes to eat dust the young people on "What Our Leagues Should keep wenning far. Wonder how he likes to eat dust the young people on

NEAR TO ARMAGEDDON
WHERE BATTLE MAY BE FOUGHT
IN NEAR EAST.
British and Turks Will Possibly
Come Into Conflict on the Farfamed Hebraic Plain Which Has
Filled Many a Page in History
and Remains Symbol of War Between Powers of Good and Evil.

NE of the big words, with a

with the Philistines in his last lattle, his son Jonathan dying with him
on the field. Here his successor,
David, sang his lament over his
heart's comrade.

Here it was that Pharaoh Necho
slew King Josiah; and Jeremiah
wrote his dirge over the dead king.
Here the Romans maintained a
garrison and fought many battles;
and here also Cleopath came with
Mark Antony.
Here came the Christian Pilgrims
to dwell, in the fourth century, and
hither swept the devasting hordes of
Mohammedantsm, in the seventh
century.

ts being brought into the world of realities by the present war is "Armageddon," or "Har Megeddon," as the latest translations write it. Commonly used as a figure of speech—as "We stand at Armageddon and battle for the Lord"—Armageddon is really a place on the map. Its history ranks with that of the most famous battlefields of earth; and in the Book of Revelation it is indicated as the scene of the final conflict between good and evil. tion it is indicated as the scene of the final conflict between good and evil.

Just now Armageddon is holding the interest of students of operations in the Near East, for the British army in the Holy Land is steadily drawing nearly to it, and there are obvious considerations of strategy which make it the possible scene of a great battle. One has to rub his eyes as he studies the war maps of to-day, to make sure that what he sees thereon is real, and not romance. Prophets, fiction writers, preachers should be the ones to deal with these story-book places, and not sober journalists. It seems almost sober journalists. It seems almost found Themselves in Unpleasant like religious fanaticism for one to Situation When War Regan

Here it was that the Arabs—immemorial invaders of this fertile plain—or Midianites, as the Bible called then, met defeat at the hands of Gideon and his three hundred.

Here it was that King Saul fought

NE of the big words, with a century.

Here the Crusaders planted their the crusaders planted their the crusaders planted their control of the E of the big words, that flavor of mystery to it, that is being brought into the lis being brought into the library for tresses, and here Richard the Lion-Hearted fought with Saladin.

toric plain:
"The kings of the earth and of "The kings of the earth and of the whole world gather them to the battle of the great Day of God Almighty. and He gathered them together unto a place called in the Hebrew tongue, Armageddon."

Upon this spot, at the present moment, the opposing armies of the British and of the Turco-Teutons seem to be converging.

HUN "SLACKERS" CAUGHT.

WINNER OR WASTER-Which Are You?

On a recent public occasion the Honorable the Minister of Finance for Canada, in addressing a representative Canadian audience, dealt with the urgency of everybody doing, even in the smallest way, their share towards aiding the Empire. It is well to remember that every dollar thrown away extravagantly does one hundred per cent. more good to the enemy than one dollar

aces one nunared per cent. more good to the enemy-than one dollars saved by ourselves.

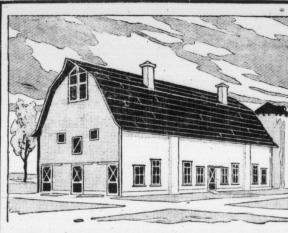
The wealth of the world finally filters through individual dollars, and if the curse of extravagance strikes deeply enough, a ur ruin is bound to follow.

Soue a dollar TODAY and do a hundred per cent. more for the Empire than your extravagant neighbor does for the enemy.

THE MERCHANTS BANK OF CANADA

GLENCOE BRANCH

J. A. McKELLAR, Manager



The foundation is not the most important thing

True, you can't have a good barn without a good foundation. but don't forget either that the roof has to stand most of the punishment. Upon it falls the burden of resisting the destructive influences of weather and changing seasons.

Now, the question is "Where am I going to find a roof which will meet these conditions?" Certainly not in wooden shingles which have rapidly deteriorated during the past few years. Not in anything so perishable as wood, nor yet iron, which lets in driving rain, but rather in a permanent mineral composition such as Brantford Roofing.

Now, let us look at a section of Brantford Roofing. First, you notice it has a pure, long-fibred felt base. This is thoroughly saturated with a filler coat of asphalt or mineral Then it is given another coat. Finally, the surface is covered with crushed slate. You can imagine what thickly covered with crushed slate. a job rain, snow, fire or heat would have penetrating a roof

Brantford Nature's Roofing Waterproofing

with shingles on the score of permanency, or protection, or appearance, or even economy, there is no comparison. You put a Brantford Roof on once, and it will last as long as the building; it will always look well and it will never need

Brantford Roofing Company, Limited Brantford, Canada

For sale by McPherson & Clarke



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Exact Copy of Wrapper