

# January Sale of Oddments

January is Clean Up Month for the Year. Hundreds of Broken Lots and Short Ends are on Sale throughout both stores. Start the New Year by Saving One-third on merchandise you are bound to need during the next 12 months.

- 300 Mill Ends of White Flannelette
  - 125 " " Pillow Cottons
  - 250 " " Factory and Bleached Cottons
  - 250 " " American Prints
- Table Linens, Towelling, Sheetings, Denims, Shirts. All Short Ends at ONE-THIRD OFF.

One Table Men's Underwear Half Price.

Money Saving Chances Throughout the Store. Must be Cleared Out Before Stock Taking.

## A. BROWN & CO.

# Give Now to the Patriotic Fund



If ever you would give—give now

## "Bear Ye One Another's Burdens"

'Tis an old saying—sometimes a hard one—but worthy of all acceptance.

Take a present-day illustration. British Columbia—out there under the setting sun—is helping to bear Ontario's burdens. She has sent to the front—that shell-torn front in France—a larger proportion of her manhood than has Ontario.

Therefore it comes to pass that we in Ontario are being asked to help in bearing British Columbia's burdens by helping its soldiers' families. It's a fair, a just, request. We all are in the same boat. We must bear one another's burdens. And if one Province, not rich in money, makes heavy calls on the Patriotic Fund, the richer Provinces must help out their poorer neighbor. Under a plan of each Province caring only for its own, the Province sending no men would spend no money. It would neither Fight nor Pay.

Ontario will need about six million dollars in 1917 for the families of its own soldiers. The Canadian Patriotic Fund is asking for that sum as a minimum below which the richest Province in the Dominion will not go. But, as a matter of fact, the Fund hopes Ontario will do still better—will bear another's burdens by helping out gallant British Columbia.

How stands the Western Province? It will require, in 1917, two million dollars for the families of its boys at the front. That is one-third of Ontario's requirements. But Ontario has probably more than seven times the population. British Columbia asks no favors. With only about 350,000 people—not rich in this world's goods, but rich in pluck and good red blood—it is undertaking to raise One Million Dollars for the Canadian Patriotic Fund! That equals \$2.86 per head. Ontario, if it raise six million, will be giving about \$2.38 per head.

But the Western Province will still be short One Million Dollars. Where is this sum to come from? Eastern Canada. And Ontario, if it wishes to help, can do so only to the extent to which its gifts to the Fund exceed Six Million Dollars.

A lot of money, isn't it? Yet less than British Columbia is giving, if measured on a per capita basis, and far less if measured by ability to pay. There will be no difficulty in securing the Six Millions if three courses are followed:

- ### Three Courses
1. If all County Councils make reasonably large grants to the national Fund.
  2. If all towns, whether separated from their counties or not, will undertake campaigns for voluntary subscriptions.
  3. If all citizens, in town or country, contribute fairly according to their means.

As to No. 1. The County Councils are beginning well. Simcoe has decided to largely increase its grant. For 1917 it will be the generous sum of \$120,000. Victoria, another county patriotic to the core, has doubled its grant, jumping it from \$2,500 a month in 1916 to \$5,000 in 1917. The majority of the County Councils will decide at the January sessions how large their grants will be. Public opinion will have great influence on the Councils. Every county ratepayer, sympathetic towards the Fund, should write or speak to his representative on the Council, endorsing a liberal grant. The small tax of three mills on the dollar raises a sum that constitutes a handsome contribution.

As to No. 2. Many towns ignore the duty of holding campaigns. This applies particularly to towns which pay a county tax. Yet this tax never represents a fair or just contribution to the Fund from men of moderate or large means. Practically it is based on what the poorer men can afford. The richer should give much more, and they can be reached only through a popular campaign. To relieve anxiety these campaigns should be held in January or February. Will not patriotic men and women in every town take up this duty? They can get all information as to organization and methods by writing to the Canadian Patriotic Fund, Ottawa. And the Fund will assist them also with a campaign of advertising.

As to No. 3. Patriotism of the individual is the basis of the Fund. Everything is built on it. If he will not make some sacrifice for the sake of the mothers, wives and children of the men at the front, the Fund suffers, and they suffer with it. The average family on the Fund requires \$200 a year from it. It is the duty—it should be considered the privilege—of every Canadian stay-at-home to ask himself: For how many weeks, at \$4 a week, must I, in self-respect and in gratitude, take care of one of these families? If my county taxation for this purpose means that I am taking care of only one family for one week when I could do more, am I doing the right thing?

The answer to these questions will be found when he sits down and mails his extra gift to the Treasurer of his local Fund, or to

THE CANADIAN PATRIOTIC FUND, OTTAWA.

Ontario is being asked to assure the Canadian Patriotic Fund that it can depend on having six million dollars in 1917 for the families of Ontario's soldiers.



Four million of these dollars must be secured from individual subscriptions. If there is no Branch of the Fund in your town or county send your subscription direct to the Head Office, Canadian Patriotic Fund, Victoria street, Ottawa.

## FOR YOUNG FOLKS

Sleepy Time Story About a Boy Who Was Nearly Lost.

### HOW IT ALL CAME ABOUT.

An Amusing Incident That Caused Some Alarm For a Time—Where the Missing Youngster Was Finally Discovered—A Russian Princess.

Tonight, said Uncle Ben to little Ned and Polly Ann, I am going to tell you about

#### A LOST BOY.

When I was a boy we lived on a farm, and my father had a large barn in which the children liked to play. I'll never forget the fun I used to have when I was a boy climbing up the haymow.

Our barn was quite a little way from the house, and father seldom locked it. One afternoon mother said that a neighbor spoke of having seen tramps going by, and after that he thought he would lock up the barn.

That afternoon we had a glorious game of robbers' cave in the barn. Our children and the children of two or three neighbors were there.

When it was nearly supper time we stopped playing. The other children got ready to go home, and we, too, started to the house.

"Where's Billy?" some one said. Billy was a three-year-old neighbor and had come with his sister, who was my sister's chum.

"Oh, Billy must have gone home," said his sister. "He would want something to eat before this." Then we said good night very merrily and went our ways.

It was almost dark, and a little later our father came in after having fed the animals and locked the barn.

We were just sitting down to supper when some one knocked at the door.

It was Billy's mother, and she was crying. "Oh, my little boy is lost! Hattie says he came home when the children were playing together, but I haven't seen him. We've searched everywhere, and now my husband is going down to look in the creek."

"Cheer up," father said heartily. "The creek is too shallow to drown a cat. Sit down a bit and tell us all about it."

Father asked if any of us had noticed Billy start home. No one could remember to have seen him.

"I'll go with a lantern and take a look around the barn," said father.

We all followed him, and, though we looked in every corner, we could not see any traces of Billy. We noticed Don, our neighbor's dog, hunting about. After awhile he went up into the haymow and began scratching and whining. After he had tossed the hay to one side we saw what he was after. Little Billy, tired out with play, had gone to sleep under the hay, which he had drawn over himself in our game of hide and seek.

#### A Daughter of the Czar.

The czar and czarina of Russia have five children, four daughters and a son. The young girl here pictured is the Grand Duchess Marie, next to the youngest of the family. She was born



Photo by American Press Association. GRAND DUCHESS MARIE.

in 1899 and is therefore seventeen years old. She was photographed in soldier's uniform, warlike costume being very much in fashion in Europe just now. Doubtless she is an honorary officer in one of the czar's regiments. Anyway, she makes a very handsome soldier.

## A TALK ON RHEUMATISM

Telling How to Actually Cure This Painful Malady

This article is for the man or woman who suffers from rheumatism who wants to be cured, not merely relieved—but actually cured. The most rheumatic sufferer can hope for in rubbing something on the tender, aching joint, is a little relief. No lotion or liniment ever did or can make a cure. The rheumatic poison is rooted in the blood. Therefore rheumatism can only be cured when this poisonous acid is driven out of the blood. Any doctor will tell you this is true. If you want something that will go right to the root of the trouble in the blood take Dr. Williams Pink Pills. They make new, rich blood which drives out the poisonous acid and cures rheumatism to stay cured. The truth of these statements has been proved in thousands of cases throughout Canada, and the following cure is a striking instance. Mrs. F. M. Simpson, R. R. No. 1, Blenheim Ont., says: "For a long time I was confined to my bed, and actually crippled with rheumatism. The trouble first located in my ankle—which was much swollen. I thought it might be a sprain, but the doctor said it was rheumatism and advised me to go to bed so that the trouble would not be aggravated. I did as directed, but instead of getting better it spread first to my right knee, then to my left knee, and then to my arms. The limbs were much swollen, and if I moved them caused me considerable pain. I seemed to get weak in other respects and fell off in weight from 156 to 110 pounds. I had no appetite and seemed to lose interest in everything. One day while reading a paper I came across the case of a rheumatic sufferer cured by using Dr. Williams Pink Pills. I decided to try them and sent for three boxes. By the time these were gone I had certainly begun to improve, and with help was able to get up. Continuing the use of the pills I was first able to go about with a crutch, which, later I discarded for a cane, and then through the use of the pills I was able to throw aside the cane as well, and go about as briskly as I had ever done. I feel that Dr. Williams Pink Pills have been a blessing to me, and I strongly recommend them to other similar sufferers."

You can procure these pills through any dealer in medicine or get them by mail at 50 cents a box or six boxes for \$2.50 from The Dr. Williams Medicine Co., Brockville, Ont.

Hydro has been turned on in West Lorne.

John Dandy, one of Sarnia's oldest citizens, died Friday, aged 83 years.

### Parisian Ivory

AND

### Genuine Ebony

FOR BOTH THESE POPULAR LINES WE HAVE JUST OPENED UP A COMPLETE ARRAY OF—

- Hair Brushes
- Cloth & Hat Brushes
- Mirrors
- Jewel Boxes
- Hair Receivers
- Manicure Pieces
- Tooth Brush Holders
- Perfume Bottles
- Trays
- Clocks, etc.

TOILET, MANICURE & TRAVELLING CASES - - WITH EITHER IVORY OR EBONY FITTINGS, STERLING MOUNTED OR PLAIN UP TO \$15.00.

## J. W. McLAREN

Drugs Stationery  
Issuer of Marriage Licenses  
The "Retail" Store

Volume

LOCAL

THE GUIDE-ITEMS OF THE WEEK

ZERO Thursday SWIFT'S SALE. THERE IS NO C. R. TIMETABLE.

DID YOU SEE IT Monday morning. HAVE YOU MADE TO THE PATRIOTIC FUND? SAVE YOUR PAPER TO BE CALLED FOR. ALL ACCOUNTS MUST BE SETTLED BY MONDAY.

DON'T FREEZE. Sale price at SWIFT'S.

THE JANUARY 1 fall of snow Tuesday again enjoying g.

MR. WM. PEARCE fined to his bed with typhoid fever.

THE Women's meet on the 1. afternoon to work.

SPECIAL NOTICE one or two more papers ready next Red Cross.

SWIFT'S SALE. In the Guide-thing bring around will settle it. Do on you this year.

DEMURRAGE increased on the ing as high as \$5 and following da.

Many newspapers province which I advertising have and have discount.

EDITH McLENNAN our congratulatory as Mayor of Fort good chief magis.

ORDER your cl SWIFT'S SALE.

THERE are on the Canadian J Plan at Taylor yours without de.

THE next collection The Kewpie Club Jan. 13. Every make it a good one.

BRO. S. C. PAR O. F., will visit on Jan. 22, 1917. members request.

MR. FRED DAVID K. Matthews, nominated as the provincial vic.

PARKHILL has board. The wise evident as time child is concerned belongs.

MR. McLENNAN'S heavy SWIFT'S SALE.

Italy also is suffering. Meats are a pound and, at four days a week, ton.

No one should of hearing the C. in Lyceum next o'clock. They have Royalty.

THE directors of mending the coinage a coin would not shopping purposes would like cent.

CANADIAN em tightening the United States men have been a few days and not country.

PETROLEUM co requesting the m to support the bill ment for the married women.

CAPS, fur ban SALE.

THIS is the should try to square everyone's you or start, and during rule to pay cash.

FOUR eclipses of the moon, the g in a single year, last year in which was early in the next will be 1935.

FOR the past Advocate has been owing to illness a trust all will do shortcomings. V to our old style.

THE annual Lambton Agricultural held in the County on Friday next, to receive the officers, for the ensuing year, of any other business for the meeting.