# FROM THE COUNTRYSIDE

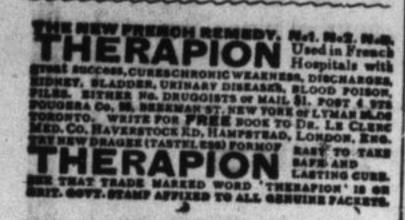
### Frontenac

BREWERS MILLS pent a few days in Lanedowne re- Wild Island. cently. A few from here attended the social in Cushendall on Wednesday evening

ST, LAWRENCE, WOLFE ISLAND. a couple of weeks visit at her home. The Audit Bureau of Circulations fine in this vicinity. The Church of Falls, spent Sunday with friends pers, magazines, farm papers Mrs. G. Staley and Mrs. A. McDon- ter. Peter Petty of Bay Port, Mich., ling to tell what their circulation last week. G. Hogan of Central has the large supply of milk now the swear to it, and swear not only as been pressing hay in this vicinity cheese factory has to run on Satur- the quantity of circulation but as

### Leeds

ROCKPORT. June 12.-Misses Florence ar race Burtch spent Thursday last in Kingston the guests of Rev. Mr. and



# Tanked

Our modern 40 gallon Sluiced Tanks are capable of handling any number of filmsta a day. We are now putting through from 50 to 85 rolls, and with increased staff of operators can promise the same prompt service at 10 cents a roll.

Films We guarantee to sell you the best films made and will replace any which are defective.

Supplies We can supply the most satis-actory papers and developers sed to-day. Cameras of all makes sold, ex-

The Popular Drug Store. OPEN SUNDAYS.



### AT YOUR SERVICE

Good store, well filled with up-to-date merchandize for men, and good clerks to satisfy your needs.

RAINCOATS-

Just now the weather savs Raincoats.

We have a choice variety of Tweed Raincoats made in the most modern style from \$12 to \$18 each. Plaid lined and tweed lined just what the young man wants.

ENGLISH PARAMATTES

Paramettes are getting extremely expensive, we can still furnish you nearly all lines at old prices.

Get in at once.

Clothing Co.

Mrs. William Doherty. Mr. and Mrs. Edward Plunket are spending a Plunket, in Manitoba. Mr. and Mrs. H. Latimer and family spent Sunday with Mr. and Mrs. S. Surplus. Miss Sadye Dickey spent last week with her aunt, Mrs. Ferguson, at Picton. past few days is much spent Sunday with his parents, Mr. Whig is a member, was held James Dockerill, ill for some time, and family, of New York City, have Chicago and the reports received

LOMBARDY

returned to Ottawa on Sunday after satisfactory to the membership. June 14.—The crops are looking Mr. and Mrs. J. L. Smith, Smith's is an organization to which newspa

CAINTOWN.

prevalent in this locality.

Mrs. Malita Dickey, of Caintown, all particulars one son, Thomas, and one sister, scrupulous.

The funeral was largely attended. WASHBURN'S CORNERS.

Mrs. H. Erwin, for the last few days. final. beautiful gift. Mrs. John Lovern the A. B. C. is like a candle light to is on the sick list. Mrs. Alice So- the Mazda Electric lamp," Mr. Bruch per has purchased a McLaughlin car said and expects it to arrive next week. "It has been found after 20 monies of seventy years and over were tions. guests on May 30th of Mrs. Theodore

## Lanark

enty-fifth birthday.

LOWER LAVANT.

June 15 .- Quite a few from here attended the bee at Watson's Cornhelp clean up and repair the cemetery there. Messrs. L. and William Burnham, of Sharbot Lake and Mallorytown, called on R. B. Robertson this week. Miss Lilly Reid, Watson's Corners, is visiting at M. Reid's. Messrs, Paul and Bartran are busy loading the

telegraph poles at the station. Mrs. has been spent on advertising dur-

AUDIT BUREAU

couple weeks with his brother, Geo. The Annual Meeting Recently Held Was Decidedly Illuminating.

The annual convention of the Audit June 12.—The fine weather for A. W. Burtch and family, Lansdowne. Bureau of Circulations of which the has become a necessity." appreciated by the farmes. Mrs. and Mrs. C. E. Burtch. Mr. Egleson it from its directors and officers is improving. Miss Pearl Murphy arrived at their summer home at Idle showed that the association which is composed of publishers, advertisfers and advertising agents, is in flourishing condition and its growth United States and Canada. June 12.-Miss Rosella O'Mara during the last year has been highly

England held its annual picnic in here. Miss Stella Blancher is vis- class, trade and technical journals Robert Smith's grove on June 14th. iting her brother in North Lancas- cannot belong unless they are wil- vertisers to guide them in judging ald paid a visit with relatives here is visiting relatives here. Owing to and not only to tell what it is but to G. A. Barrie, suffering from an at- day nights. Mrs. James Joynt is how it is distributed, how it is obtack of appendicitis, is improving convalescing from a severe attack of tained, how much is paid and how slowly. Mr. and Mrs. G Farr, St. grippe. Owing to continued rains much is free, and what proportion of Lawrence, N.Y., spent Sunday with for some time, the farmers have it is in arrears. But all this is not commercial houses rely on companfriends here. A wee boy has come found it difficult to get much seed- enough to prove that publications ies making credit reports. to brighten the home of Stewart Mur- ing done Mrs. E. O'Mara. who sus- have the circulations they claim. tained injuries in a fall, is able to After the publishers have stated and nearly a hundred million dollars be around again. Miss Shields, tex- sworn to what circulation they spent yearly in papers that are mem cher, spent the week end at her home have and to all the other facts adver- bers of the Audit Bureau for adin Smith's Falls. Mumps are very tisers want to know, the Audit Bur- vertising and the publications, memeau through trained expert examin- bers of the organization, represent ers makes a searching examination upwards of 60.000,000 to find out if what the publisher board" circulation June 15 .- The funeral of the late states and swears to is correct in

took place on Wednesday afternoon. This is for the protection of ad- of the A. B. C. in Canada. It stated from her late home here. Service vertisers and advertising agents that all the large dailies in Toronto, was conducted by Rev. Mr. Bradford, against publications that conceal the daughter of the late Samuel Miller tity of their circulation. It is also and widow of the late John Dickey.

The late Mrs. Dickey was born in Caintown eighty-four years are and lisher who might be marked by the late of the protection of the honest publisher who might be min resided here all her life. She leaves advantage in competing with one less

> Sarah Miller, both of Caintown. The The Chicago convention just held pall-bearers were Thomas Tennant, was the third since the Audit Bureau World, Chicago, and A. W. Erickson, Thomas Hodge, Ira Tennant and O. was organized in 1914. The meet- The Erickson Co., Inc., advertising L. Gibson. After the service the ing was attended by nearly three body was taken to Yonge Mills ceme-hundred of the publishers, advertis- well L. Rogers, the Chicago Daily tery, where interment was made, ers and agents of the United States News, and secretary, M. F. Harris, Relatives from a distance included and Canada who are members and Armour & Co., Chicago. two of deceased's grandchildren, the membership represented on Miss Beatrice Dickey, of Merrickville, call of the roll either in person or by Audit Bureau, as now constituted and Pte. W. S. Dickey, of Barriefield. proxy was 691 out of a total mem- consists of the following members: The late Mrs. Dickey will be greatly bership of 1,175. Almost 60 per missed by all who knew her on ac- cent. of the membership was thus Battle Creek, Mich.; O. C. Harn, Nacount on her kind, genial disposition represented at the meeting.

and good will towards every one. Louis Bruch of the American Radi- Minneapolis, Minn.; S. C. Dobbs ator Company, Chicago. In his ad- Coca Cola Co., Atlanta, Ga.; William June 14. — Farmers here are said the Audit Bureau of Circula- Co., Chicago; Stanley Clague, Taylorgreatly inconvenienced by the recent tons represented the organized will Critchfield, Clague Advertising heavy rains. John Morrison, a reof the largest single body in the Agency, Chicago; Lafayette Young, sident here for forty years, died at country devoted to the betterment of jr., Des Moines, Ia., Capital; Curtis the home of his daughter, Mrs. advertising conditions. This rapid P. Brady, Woman's World, Chicago; Bishop, South Mountain, on Friday, last. His wife predeceased him twenty-one years ago. He was \$2 fact that the practical work the years old, and is survived by two daughters, Mrs. Bishop, South Mountain, on Friday, advertising conditions. This rapid P. Brady, Woman's World, Chicago; the fact that the practical work the Chicago; M. C. Robbins, the Iron Age, New York; Louis Bruch, Amdaughters, Mrs. Bishop, South Mountain, on Friday, advertising conditions. This rapid P. Brady, Woman's World, Chicago; Chicago; M. C. Robbins, the Iron Age, New York; Louis Bruch, Amdaughters, Mrs. Bishop, South Mountain, on Friday, advertising conditions. This rapid P. Brady, Woman's World, Chicago; M. C. Robbins, the Iron Age, New York; Louis Bruch, Amdaughters, Mrs. Bishop, South Mountain, on Friday, growth was due, he said, to the Chicago; M. C. Robbins, the Iron Age, New York; Louis Bruch, Amdaughters, Mrs. Bishop, South Mountain, on Friday, growth was due, he said, to the Frank E. Long, Farmers' Review, Chicago; M. C. Robbins, the Iron Age, New York; Louis Bruch, Amdaughters, Mrs. Bishop, South Mountain, on Friday, growth was due, he said, to the Frank E. Long, Farmers' Review, Chicago; M. C. Robbins, the Iron Age, New York; Louis Bruch, Amdaughters, Mrs. Bishop, South Mountain, on Friday, growth was due, he said, to the Frank E. Long, Farmers' Review, Chicago; M. C. Robbins, the Iron Age, New York; Louis Bruch, Amdaughters, Mrs. Bishop, South Mountain, and the Iron Age, New York; Louis Bruch, Amdaughters, Mrs. Bishop, South Mountain, and the Iron Age, New York; Louis Bruch, Amdaughters, Mrs. Bishop, South Mountain, and Iron Age, Iron Age, New York; Louis Bruch, Amdaughters, Mrs. Bishop, South Mountain, and Iron Age, Iron tain, and Mrs. Champ McKinley, publication, advertiser and advertis- Harris, Armour & Co., Chicago; W. Seeley's Bay. Mrs. Henry Erwin, ing agent, being equitably served Cherry, Merrell-Soule Co., Syracuse, who fell recently, is very low. Mrs. and the Audit Bureau's findings on N.Y.; F. R. Davis, General Electric Charles Snider, of Lyn, has been a its examination of ciculations being Company, Schenectady, N.Y.; L. B. visitor at the home of her mother, accepted everywhere as accurate and Jones, Eastman Kodak Co., Rochest-

Miss M. McKay, of the Athens High "The old-time method of issuing ing Co., Milwaukee; A. W. Erickson School staff, tendered her resigna-tion as teacher, and on Friday last was presented by the pupils with a compared with the Audit reports of Daily News; Frank C. Hoyt, The Out-

Mrs. Robert Preston visited friends the of trial," Mr Bruch also said. here recently. Miss Anne Richards, of Newboyne, visited friends
here last week. Friends here of Miss W. Sly, Elgin, are pleased to vertising agents, because advertising see her name among the successful or circulation—is now being bought ones who passed the general course and sold as a commodity, both qualthe Faculty of Education at ity and quantity being established Queen's University. Fourteen la- by the Audit Bureau of Circula-

In the report made to the Convenlatter said among other things: "If the Audit Bureau had done no more than give the National Advertiser confidence and a feeling of security in the matter of judiciously placing his copy, the Bureau would have accomplished that part of its mission which has relation to the

Hood's billousness and all liver\_ills. Do not

advertiser and agent. More money

CHOICE STEAKS						9			220
OVEN ROASTS									200
BOILING CUTS									
HAMBURG STEAK									NUN UD1

The Wm.Davies' Co.Ltd. Phone 597

R. Dunn and Miss Olive called on ing the past twelve months than Mrs. J. Bartran this week. Mr. and ever before in a like period, and Mrs. William Summerville, of Mid-there can be no doubt that there has dleville, visited Mr. and Mrs. Herbert teen less waste in this expenditure Paul the week end. than ever before. This increase in expenditure is in great measure due, OF CIRCULATIONS.

to the confidence instilled in the mind of the advertiser by the A. B. The National Advertiser today. in making his appropriations, scientifically studies his field with a confidence to which he was a stranger heretofore. Advertisers are more and more relying on A. B. C. service in placing their business - it

The Directors reported that during the year the total audits of publications completed and under way was over 800; and that the Bureau has thirty-two examiners making audits of publications all over the

These men are specially trained in a system which analyses down to a fine point, paper bills, post office receipts, galley lists of subscribers cash receipts for subscriptions and every other detail needed by the adand weighing circulation.

Live, up-to-date advertisers are thus able to ascertain from statements and audits of publications that are members of the A. B. C. the facts they want and depend on A. B. C. service just as the credit men in

It is estimated that there are

The Board of Directors also called the convention's notice to the growth Montreal, Ottawa and Winnipeg were now members and that the Canadian members of the Audit Bureau numbered nearly 100.

The convention re-elected the following officers of the A. B. C.: President, Louis Bruch, American Radiator Company, Chicago; vice-presidents, Curtis P. Brady, Woman's agents, New York; treasurer, Hope-The Board of Directors of the

F. C. Grandin, Postum Cereal Co., tional Lead Co., New York; Emery The president of the A. B. C. is Maples, Cream and Wheat Company, er, N.Y.; F. H. Squier, Pabst Brew-The Erickson Co., Inc., New York; look, New York; Charles J. Jenkins, The Farm Journal, Philadelphia; and E. R. Shaw, Practical Engineer, Chi-

Russell R. Whitman was re-elected managing diector of the bureau.

C. R. BURROWS SLAIN.

Well Known Officer Who Enlisted as Private.

Belleville, June 16 .- Another Belleville boy has given his life for the Empire, Clifford Robert Burrows, Stevens, it being Mrs. Stevens' sev- tion by the Board of Directors the son of Stephen Burrows. He was killed in action between June 4th and

> "Cliff" Burrows was one of the most gallant Belleville boys that have gone to meet the Hun. He had played the game since war began. In the early fall of 1914 he took a course in infantry instruction at Belleville, and qualified as lieutenant. For some time he was at Kingston on military duty, and then when the call came for McGill reinforcements for the Princess Patricias, he threw off his officer's uniform and enlisted as a private soldier with the McGill detachment. Early last fall he went overseas and had been fighting at the front since early in the year. Evidently he was caught in the German drive on Ypres.

A RELUCTANT TRIBUTE

cannot help but love the way which the gallant Germans pay The price in blood.

by their valor they may gain A foot of ground.

And dies content if but his place In front be found. With all my heart I hope defeat

Each soldier sets his steady face,

May break their blade. And yet I drink a silent toast To that onrushing, mighty host-

"The Unafraid." SEEKING POINTERS

Toronto Technical School For

Royal Military College. Col. C. N. Perreau, commandant of superintendent of home mission and the Royal Military College, and Prof. Social Service Board and chairman I. E. Martin, director of studies, visit- of the Church and Manse Board. improvement of the R.M.C.

scalp clean and healthy, 50c a bot- greater surprise. tle, sold only at Prouse's Drug The commissioners discussed the

dent at Peace Cover Crossing.

Probs-Unsettled; Showers today and on Saturday.



# Rousing Bargains

# For Saturday Shoppers on Sale at 9 O'clock

**NEW YORK DRESSES** 

18 Taffeta, Faille and Silk and Serge combination dresses in colors, black, navy, brown, lavender, Russian green and pongee. All sizes, regular \$15.00 to \$20.00 Saturday ...

WOMEN'S NIGHTGOWNS

15 doz. dainty lace and embroidered trimmed nainsook gowns; made in good full sizes, in the slip over style. Reg. \$1.50 to \$1.75. Saturday ....

EMBROIDERED KIMONAS

120 Embroidered Jap Crepe Kimonas, with flowing sleeves. The colors are pink, sky, Copenhagen and mauve, in women's and misses sizes. Regular \$2.25 and \$2.50. Saturday ......

SUMMER CARDIGANS

25 doz: for women and misses, in the season's high colors, made in a fine loosely woven texture, suitable to wear with summer dresses. Regular \$3.00. Jaeger quality. Saturday ......

NEW YORK WAISTS

Just received and ready for Saturday, 25 doz. novelty waists, with an abundance of smart new styles to choose from. Regular \$2.00 to \$2.50 Saturday ....

HOUSE DRESSES

300 fast color print, percale and gingham house dresses in plain striped and checked designs - all sizes up to 44. Old values, worth up to \$1.75 a

Saturday ....

SUMMER VESTS

300 lisle and cotton lisle wo men's summer vests. Short and no sleeve styles. Reg. 20 and 22c. each. Saturday, 15c or 2 for 25c.

180 children's vests and drawers. A job lot of odd garments, priced at 10c, 12 1-2c, 15c and 18c each. As a rush special, Saturday ....

Printed Pique

garment.

Saturday .

350 yards Printed 30c a vard.

Unbleached Table

Damask \* Pique in white ground 110 yards, heavy un- 120 cotton night shirts with black patterns; a bleached table damask, made of fine cotton camfine soft finish. Regular 50 inches wide, regular bric in extra large sizes, 18c Saturday ...

Men's White Cotton Nightshirts

33c regular \$1.25.

# Arrivals This

NEW YORK SUMMER DRESSES GETTE CREPE WAISTS

CREPE DE CHENE AND GEOR SILK SWEATER COATS

PALM BEACH SUITS AND COATS NEW VELVET CORDUROYS SILK HOSIERY AND GLOVES NEW SUMMER SPORTS HATS CHARMING NEW NECKWEAR, ETC.

SEE THESE TOMORROW—THEY'RE DIFFERENT

STEACYS

DR. A. S. GRANT QUITS

May trip at last their charging feet, A Further Surprise in the Presbyterian General Assembly Thursday Afternoon.

ALL CHURCH OFFICES.

Winnipeg, June 16 .- Rev. Dr. A. S. Grant, of Toronto, yesterday afternoon resigned all the offices he has held in the Presbyterian Church. The offices held by him are chairman of Finance Board and general

Lubin's scalp remedy, keeps the ing all his other offices was even a held in the near future.

effect the decision on the question of Peter Gunn, M. L. A. for Lac Ste. union would have on the work of the nipeg will get together in a joint Prouse's Drug Store.

For Men and Boys

We are showing the best values in high grade Men's and Boy's Boots for spring and summer. Men's Rubber Soled Oxfords ..... \$5.00

70 Brock Street

ed the Central Technical School, To- His resignation of the chairman- meeting of their boards and discuss route on Thursday, and consulted ship of the Finance Board was an- the new situation. In the suburbs with Principal McKay in regard to nounced earlier in the day, after the smaller churches are most deeply ideas which might be utilized for the criticism had been offered. It caused interested. There are at least a

> conclude its work by noon to-day. For a delightful shampoo

Newlyweds' Honeymoon Miss Nellie W. Bates, formerly of

a bombshell in the General Assembly. dozen of these churches in Winnipeg, Watertown, N.Y., were quietly mar-His action this afternoon in resign- regarding which a conference will be ried on Tuesday. Gladys Bates, sister of the bride and Ralph Doane, It is expected the Assembly will Syracuse, brother of the groom, were the attendants. A wedding luncheon use was served at noon after which the Anne in the Alberta Legislature, has church. Without doubt Manitoba Lubin's nulnine and cocoanut oil couple left on a honeymoon which resigned and appointed sheriff, resi- College and Wesley College in Win- shampoo, 35c a bottle, sold only at will consist of a camping trip to the Point Salubrious shore.