

The Ideal Ladies' Tailors

Originators of Exclusive Styles for Women

The wonderful Fall and Winter productions of their expert designers are now ready. Come in and let us show you

their beautiful tailored-to-order Styles for Women and Misses. Each garment is reproduced on a living model with photographic accurateness.

The individuality of style—the elegance of lines—the correctness of every detail—stand out in most convincing proof of their highclassness and superiority.

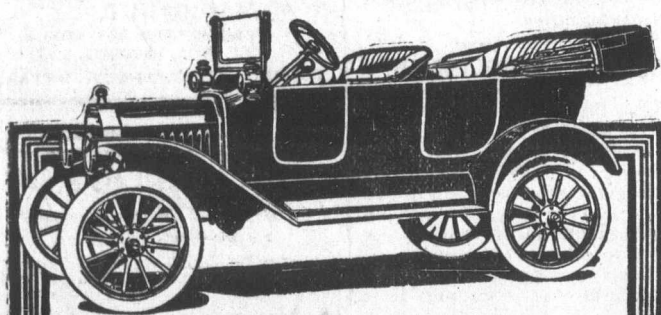
All garments are made to each customer's individual measurements.

Workmanship always of the first quality. Perfect fitting and satisfaction guaranteed.

There can be no substitute for the quiet elegance of the Tailor-Made-to-Order garment.

We are the authorized home of the Ideal line in Watford.

A. BROWN & CO.



"MADE IN CANADA"

FORD TOURING CAR

Price \$530

Its performance is bigger than its price. What any other motor car will do, the Ford will do—and more. Yet it is the lowest-priced real motor car on the market. Because our output is set this year at 40,000 cars, we are able to sell the dependable Ford at so low a price.

The Runabout is now \$480; the Town Car \$780; f.o.b. Watford, Ontario. All cars completely equipped, including electric headlights. Equipment does not include speedometer. Get particulars from Ray Morningstar, Watford, agent for Watford and Warwick, or G. A. Hadden, Alvinston, agent for Alvinston and Brooke.



CLEARING SALE

FARM STOCK

IMPLEMENTS, ETC.

The undersigned have received instructions from CHARLES GATES To offer for sale by Public Auction on the premises

Lot 25, Con. 1, N.E.R., mile west Wisbeach

Thursday, October 21st, 1915

the following valuable stock, etc., viz: 3 G. P. mare, rising 4 yrs.; 1 h. d. mare, rising 3 years; 1 h. d. mare, rising 2 years; 1 yearling colt, light; 1 sucking colt, g. p.; 1 sucking colt, light; 2 mares supposed in calf; 2 cows, coming in this month; 1 registered cow, coming in this month; 1 new milch cow; 3 cows, coming in in Feb.; 3 cows, due in Mar.; 11 yearling steers; 26 yearling heifers; 4 calves; 8 pure bred shropshire ram lambs; 4 yearling ewes. (These cattle are a fine lot of Durhams and white faces in good condition); 1 brood sow, York; 1 thoroughbred bear, York; small pig, too hens, 3 geese, hay loader, new; McCormick fertilizer still new; 1 mow; 1 wagon, heavy new; 1 set bobleighs; 1 hay rack; 1 Johnson corn blower; 1 horse rake, corn scuffer, riding plow, walking plow, set hook tooth harrows, 1 set straight-tooth harrows; 1 disc harrow, Hamilton incubator and brooder (120 eggs) and other articles too numerous to mention. Everything will be sold as proprietor has

lost barn and crops by fire. Sale to commence at one o'clock, sharp. TERMS OF SALE—\$5 and under, cash; over that amount 12 months' credit on furnishing approved joint notes. 6 per cent. off for cash on sums over \$5. T. V. RIDLEY, Auctioneer.

The Ridgetown Ministerial Association and Daughters of the Empire are on the outs as the result of the women's organization putting on a number of dances and card parties to raise money for patriotic purposes. The ministers frown upon the ladies' methods of raising money, and the practice provoked a number of sharp protests from pulpits of the town Sunday evening.

The High School Exhibition

The exhibition of school work given by the staff and students on the afternoon of October 6th was an affair of most unusual merit and afforded keenest pleasure to the many hundreds who thronged the building throughout the afternoon.

Of especial merit was the Art exhibition held in Room 3, under the supervision of Miss Mitchell. The work of Miss Anna Hobbs represented the work of one year. Each painting, with two exceptions, was from nature or an original design. Miss Hobbs was one of the few to win first class honors in art in her respective year. Words are empty things when it comes to weighing the worth and high merit of Miss Mitchell's work in the department. Her efforts have been indefatigable to make the exhibition a high success. So also Miss McCaw gave her time and care to the work of fitting out the girls' rest and dressing room, which every morning presents a sunshine greeting to every girl student. So attractive is this room that the boys are desirous that their dressing room be made quite as attractive. These two rooms are to be warmed for the winter months—a condition much needed and desired by the staff and students. They are to serve as reading rooms.

A work of no small merit was the splendid blackboard work by young ladies of the Second Form. The Flags of the Allies attracted much attention and warm praise.

The drawings and notes of the First Form students in Science were in many cases of superior excellence and attracted much attention, as did the woods and insect collections of the Second Form. The splendid drawings on linen by the first assistant, Mr. Brown, appealed to all lovers of plant life, especially the drawings of the matter of school gardens, and in the Canadian West was a valued worker of the University of Saskatchewan. His drawings are works of high scholastic value in any school.

The science laboratory was of much interest to all visitors. Here was a splendid display of biological work covering many years of labor, and illustrating the evolution of form throughout the invertebrate and vertebrate creation. Few universities have so valuable a collection.

The chiefest charm of the exhibition was the unwearying work and interest of the students, and the Board of Education is grateful to both staff and students.

HEALTHY CHILDREN

A child's health depends upon the state of his stomach and bowels. If they are kept regular and sweet the little one is sure to be healthy. Baby's Own Tablets are the mother's best friend in keeping her little ones well. They act as a gentle laxative; are absolutely safe and are pleasant to take. Concerning them Mrs. David Label, Ste. Perpetue, Que., writes: "My baby was so troubled with constipation that he could not sleep day or night. I gave him Baby's Own Tablets and now he is a big healthy boy." The Tablets are sold by medicine dealers or by mail at 25 cents a box from The Dr. Williams' Medicine Co., Brockville, Ont.

Acknowledgment of Donation

A letter was received on Oct. 4th by the Tecumseh Chapter of the I.O.D.E. from London Headquarters of the Canadian Red Cross Society, and reads as follows:

DEAR MRS. MITCHELL:—I want to thank you and your committee very much for the three beautiful barrels and one box of canned fruits, jam, jelly, marmalade, honey, maple syrup, maple sugar, etc., that we received from your Chapter last week. Our unpacking committee wish me to tell you that it was splendidly packed, and that they were particularly grateful for the clear list of contents. The letter adds, "what a wonderful work our women and children have done with the canned fruit. I expect many a soldier will owe a good part to their kindness and generosity. Again thanking you very heartily, and hoping to hear from you soon again, believe me, Yours very truly—Kathleen Bowker, cor. Secretary.

There are 89 widows and 42 spinsters on the Forest voters' list and 78 retired persons.

However;

After all is said and done there is nothing that will take the place of good Glasses. One may move nearer to the light or bring the light nearer to them, they may twist and turn the book or paper, they may do as they please, yet, if the eyes need Glasses they must have them, otherwise there is the inevitable eyestrain, followed by headaches. Why not avoid all this discomfort by coming to us. We are here to help eyes.

CONSULTATIONS FREE

CARL CLASS

JEWELER ISSUER OF MARRIAGE LICENSES

GARDEN FARM FOR SALE

Choice garden farm for sale, south part of east half of lot 9, concession 1, N. E. R., containing 37 1/2 acres. Good house, cellar, furnace and sugar bush. For further particulars apply to F. J. FENNER, Watford, R. R. No. 2.

Aug. 27th, 1915.

CLEARING SALE

—OF—

FARM STOCK

IMPLEMENTS, ETC.

The undersigned has received instructions from R. HOLLINGSWORTH To offer for sale by Public Auction on the premises

Lot 26, Concession 4, S. E. R., Warwick

—ON—

Wednesday, Oct. 20, '15

the following valuable stock, etc., viz: 1 horse, 9 years old; 1 horse, 4 years old; 2 colts 3 years old; 1 yearling colt; 1 cow due to calve in December; 6 cows, supposed to be in calf; 6 yearling steers; 1 Durham bull, registered; 7 calves; 8 ewes; 8 shoats; 1 sow and pigs; 1 brood sow; 1 M-H binder; 6 ft.; 1 M-H Mower, 5 1/2 ft.; 1 M-H side rake and tedder; 1 M-H dump rake; 1 M-H hoe drill; 1 M-H Disc harrow; 1 M-H cream separator; 200 lbs.; 1 Maxwell hay loader; 1 land roller; 2 sets hook tooth harrows; 1 set smoothing harrow; 1 corn scuffer; 1 fanning mill; 1 walking plow; 1 pair of sleighs; 1 set of Chatham scales, 2000 lbs.; 1 set single harness, 2 sets heavy harness, root pulper, corn sheller, Daisy churn, car, fork, ropes and pulleys, milk can, cream can, 30 sap buckets, sugar kettle, 2 logging chains, 2 sets of doubletrees, wheelbarrow, 40 grain bags, ladder, bicycle, pump, griddlestone, 2 oak barrels, 1 ton clover hay, 50 stock of corn; 100 hens and chickens, 2000 shovels, chains, and numerous other articles.

Everything without reserve as proprietor is giving up farming. Sale to commence at one o'clock. TERMS—Sums of \$10.00 and under cash; over that amount 12 months' credit on furnishing approved joint notes; 6 per cent. per annum off for cash on sums over \$10.00. J. P. ELLIOT, Auctioneer.

GinPills

FOR THE KIDNEYS

How They Relieve

Hardfield, N. B.

"It affords me great pleasure to convey not only to you but to all sufferers from Backache and Rheumatism, the great relief I have obtained from the use of Gin Pills. I feel thankful to you. I recommend Gin Pills to everyone suffering as I did."

ROBERT M. WILSON

Gin Pills are 50c. a box or 6 boxes for \$2.50 at all druggists. Free sample on request.

National Drug & Chemical Co. of Canada Limited, Toronto.

Hueston-McNeil

A pretty home wedding was that of Miss Grace S. Hueston, who was united in marriage to Elton B. McNeil, formerly of Watford, at the home of the bride's sister, Mrs. Carl Glaser, 482 Artillery Ave., Detroit, Monday evening, September 20th, at 7:30 o'clock. The home was decorated in pink and white flowers. The ceremony was performed by Rev. Angus Cameron, pastor Immanuel Presbyterian church. The bride was given away by her father, Mr. Thos. L. Hueston, of 479 24th St., Detroit, Mich., formerly of London, Ont. The bride wore a gown of white silk crepe de chene, with white shadow lace and wore a tulle veil and carried a shower bouquet of roses and lily of the valley. Miss Ella McNeil, sister of the groom, was maid of honor, and Miss Mabel Webster was the bridesmaid. They were attired in white tulle silk with shadow lace and white chiffon, with wide pink girdles and carried pink roses. Little Willena and Lola McNeil, sisters of the groom, acted as flower girls, and were dressed in white silk and carried baskets of chrysanthemums and asters, with large pink chiffon bows. Thos. Hueston, brother of the bride, acted as best man. Clarence McNeil, cousin of the groom, was the usher. After the ceremony supper was served to 75 guests. The out-of-town guests were Mr. and Mrs. Wm. Hueston, of Thorndale; Mr. and Mrs. Wm. Leacock, Kerwood; Mr. and Mrs. Hector McNeil and Miss Flora Bell McNeil, of Alvinston; Mr. and Mrs. Ross Mickle, Amherstburg; Mr. and Mrs. Neil McNeil, Mr. and Mrs. O. L. Earl, Mr. and Mrs. Allen Earl, of Pontiac, Mich.; Mr. Wm. Impy and Mr. and Mrs. J. M. Allensworth, of Tulsa, Oklahoma. Mr. and Mrs. McNeil will be at home to their friends at 482 Artillery Ave., after Oct. 1st.

Rexall TOILET ARTICLES

VIOLET DULCE and YUCCA Talcum Powders

have become favorites with particular people. As an inducement for you to try any of the Rexall Talcum Powders we are giving FREE with every purchase of a 25c tin of Rexall Talcum one Parisian Ivory Hand Bag or Pocket Mirror. The Talcums are made either flesh or white. Price.....25c

Rexall Tooth Paste.....25c
Pearl Tooth Powder.....25c
Camphorated Cold Cream.....25c
Rexall Cream of Almonds.....25c
Rexall Medicated Skin Soap.....25c
Yucca Complexion Powder.....50c
Yucca Liquid Cream.....50c
Yucca Cold Cream.....50c
Yucca Dry Cream.....50c
Rexall Disappearing Face Cream.....25c

J. W. McLAREN

Drugs Stationery
The Rexall Store

Watford

Volume XLI—No. 42

LOCAL HAPPENINGS

THE GUIDE-ADVOCATE welcomes all items of interest for this column. Call Phone 11, send by mail or drop item in GUIDE-ADVOCATE Letter Box.

MUD coats \$2.50 at SWIFTS.

The Glencoe fair gate receipts were \$550.

A lot of our young men are learning to shoot—pool.

SARNIA plans to raise \$10,000 on Trafalgar Day.

Read the auction sale ads, and you will likely find some animal or article you need.

THE total cash contributions to the Glencoe Patriotic Fund now amount to \$4,341.40.

MEN, you will say our "dollar" pure wool underwear is the best you have ever seen.—A. BROWN & CO.

THERE is still some complaint that parents do not obey their children as well as they should.

JOSEPH PENGELLY, a former chief of police at Sarnia, died recently at his home in Vancouver.

In answer to an enquiry, Sir Charles Tupper is in his ninety-fifth year. His health is rapidly failing.

APPLE BLOSSOMS in October are one of the products of the wet year. Several have been brought to this office.

We have special smart coats for High School girls \$8.50 to \$15.00. Nifty close fitting collar.—SWIFTS.

THE prize lists have been issued for the Lambton Corn Show, which will be held at Petrolia on January 27th, 1916.

Chairman Flaville, of the Provincial License Commission, has issued a warning to hotelmen against violating the law.

A QUANTITY of gravel has been placed on the Methodist church shed grounds thus doing away with some bad mud holes.

GERMAN papers will now charge President Wilson with a further breach of neutrality. The lady he is marrying is of British descent.

6 PIERCES 36 in. flannelette, light and dark, 8 1/2c.—SWIFTS.

THE PIONEER, the official organ of the Prohibitionists, announces that a Local Option contest will be held in Watford at the coming local election.

UNNECESSARY amusements should not be indulged in during the continuance of the war. The money can be used to better advantage for patriotic purposes.

SOME very chic styles opened in our millinery department this week.—A. BROWN & CO.

In France the people are of their own accord using double the amount of postage required for letters, and in this way increasing the revenue of the government.

On Tuesday a number of the intimate friends of Dr. J. T. Brandon presented him with a handsome wrist watch. Dr. and Mrs. Brandon leave for Montreal on Saturday.

MEN's odd pants, a good garment for \$1.75.—SWIFTS.

THE annual meeting of the Canadian Bible Society for this district will be held in Trinity Church, Watford, on Thursday, October 28th, when the Rev. R. J. Bowen, District Secretary, will give an address.

BANKS have been notified that a forger is again operating in Ontario, raising Canadian Express money orders from small amounts to large sums. Merchants and others are warned to scrutinize carefully any money order received.

THE young men of Canada should remember that if Canada were under German rule they would not be asked to enlist, but tapped on the shoulder and told to come along. And they would have to go.

SPECIAL Saturday night displays.—SWIFTS.

MOVING PICTURES are to be used in educational work in agriculture. The pictures will show operations in orcharding, specimens of live stock, tile drainage operations and other matters of interest to agriculturists.

ALBERT H. ABBOTT, secretary of the Red Cross Central Committee writes:—"His Honor, the Lieutenant-Governor, acknowledge with thanks the courtesy of The Guide-Advocate in publishing, without charge, the announcement of the Trafalgar Day appeal for funds."

50 DOZEN, only, heavy pure wool hose, sizes 6 to 10, while they last, 25c.—A. BROWN & CO.

LEWIS, R. H. STAPLEFORD, of the 27th, who returned from the front on leave of absence for three months to recover from the wounds received on June 15th at Gouvochny, has had his leave extended to Jan. 29th as his foot is not yet healed and strong.

BLINHEIM NEWS:—Dr. and Mrs. T. Brandon (nee Anna Clark) of Watford, were here this week visiting her grandfather, Mr. W. R. Clark, and other relatives. Dr. Brandon has sold his medical practice at Watford and joined the Royal Army Medical Corps of Great Britain, and is expecting to leave shortly for the Old Country by Mrs. Brandon and their infant son.