

# 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.

## The London Advertiser

THREE EDITIONS

Morning, Noon, Evening  
Western Ontario's Greatest Daily  
All the News all the Time  
Rate by mail, any Edition, \$2.00 per year.  
Circulation Dept., London Advertiser

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. M., 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.

### WANTED NOW

Reliable salesman to act as agent in Lambton and Middlesex Counties

**PAY WEEKLY**  
Outfit free, exclusive territory and money making specialties. Our agencies are the best in the business for we sell the highest grade of stock at most reasonable prices and guarantee deliveries in first class condition. Nursery stock is selling well this year and good money can be made in this district. For particulars write Sales Manager.

### PELHAM NURSERY CO.

TORONTO ONTARIO

There was a big crowd at the Forest Fair. The gate receipts, including membership tickets, amounted to \$787.00.

## \$10 A NECESSITY—\$10 NOT A LUXURY



We have already installed these closets in Hotels, Public Buildings and Private Residences, and every one is giving entire satisfaction.

"THE BEACH" is positively guaranteed sanitary and odorless

CALL AND SEE THEM

## \$10 T. DODDS & SON \$10

### AUCTION SALE

LIVE STOCK

IMPLEMENTS, ETC.

The undersigned has received instructions from FRANK KIMBALL

To offer for sale by Public Auction on the premises

Lot 5, Con. 2, N.E.R., Warwick

—ON—  
Tuesday, October 12th, 1915

at 1 p. m. the following:  
1 work team; 2 mares, 2 yrs. old; 1 cow supposed to be in calf; 2 yearling steers; 25 hens; 2 yearling heifers; 4 pigs about 120 lbs; 50 collets; 1 new M.H. binder with pole truck, trucks and sheet carrier; 1 M.H. mower, 6 ft.; 1 disc drill, 14 hox, nearly new; 1 Cockshutt disc harrow; 1 set iron harrows; 1 plow; 1 scuffer; 1 horse scuffer; 1 new hay rake, 10 ft.; 1 team corn planter with fertilizer attachments; 1 set scales, 2000 lbs.; 1 new root pulper; 1 heavy wagon; 1 milk wagon with milk rack and springs; 2 top buggies; 1 cutter; 1 set Hastings sleighs; 1 wood rack; 1 hay rack; 1 gravel box; 20 cedar posts, some plank; 1 DeLaval separator, new the 1st of August; 1 Dairy churn; 1 cream can; 1 mail box; 1 wood or coal heater; 1 incubator and brooder; 100 eggs; 1 set of double harness; 1 set single harness; 27 acres of corn in shock; 1/2 acre of turnips; 1 ton of clover hay; 8 tons of timothy hay; 1 straw stack; 300 bus of oats; 10 bus of wheat; 1 oil heater; hay forks; slings and ropes; forks, spades, shovels and numerous other articles.  
No reserve as farm is sold.  
TERMS—Sums of \$10.00 and under cash; over that amount 12 months' credit on furnishing approved joint notes; 5 per cent per annum off for cash on credit notes.  
THOS. R. SMALL, Auctioneer.

On Tuesday, Mr. Wm. Lawson, while at work in John Bleckle & Co.'s warehouse, Petrolia, received a painful injury by coming in contact with a hay fork; one prong of which penetrated his hand between thumb and fore-finger.

### Epworth League Convention at Watford

Program of the twenty-first annual convention of Stratford District Epworth Leagues, to be held in Watford Methodist Church, October 13 and 14th, 1915.

WEDNESDAY MORNING, OCT. 13

Chairman—Mr. W. Cowan, President, Registration.

Opening Prayer Service led by Rev. F. G. Robinson.

Some Rights and Duties of Canadian Citizenship from the standpoint of the Christian Conscience—Rev. R. W. Knowles, M. A., Ph. D.

Roll Call of Leagues.

Election of Business and Award Committees.

WEDNESDAY AFTERNOON, OCT. 13

Chairman—Rev. A. E. Jones.

Opening Prayer and Praise—The Chairman.

Report of District Officers.

District Survey—Rev. A. E. Jones.

A Study in Mission Work—Miss Edith Sparling.

Third Department Ideals and Problems—Rev. J. A. Snell.

The Duties of an Officer—Rev. J. A. Agnew.

Report of Business Committee.

Social Hour and Lunch.

WEDNESDAY EVENING, OCT. 13

Chairman—Rev. F. G. Robinson.

Mission Song and Prayer Service led by Rev. H. F. Kennedy.

The Banner Award.

Moving Pictures showing Conditions Chinese, as well as Life in Japan. Up the Yang-tze will be one of the films and it enacts before our very eyes scenes occurring each trip our Missionaries take

over this route—Lecture by Rev. W. G. Conolly.

THURSDAY MORNING, OCT. 14

Chairman—The New President.

Opening Devotional Service—Rev. J. A. Snell.

Missionary Address—Miss Edith Sparling.

Lost Christ—Rev. John Ball.

What shall I do?—Rev. W. G. Conolly.

The Sacrament of the Lord's Supper.

Closing Prayer.

East Lambton Teachers' Association

The Annual Meeting of the above Association will be held in the Lecture Room of the Methodist Church, Petrolia, on Thursday and Friday, October 14th and 15th, 1915. Following is the program:

THURSDAY, OCTOBER 14

FORENOON

Devotional Exercises—Rev. Dr. Knowles.

Primary Work—Miss E. L. McAvish, Miss May Reid.

Composition: I and II. Class.—Miss Annie Mott, Miss Clara Alexander.

AFTERNOON

Devotional Exercises.—Rev. J. M. Macgillivray.

Discussion on Superannuation.—Opened by President Matthews.

Geography with a III. Class.—Mr. J. W. Emery, B.A.

Reports of Delegates to O.E.A.—Miss E. Buchanan, Miss E. Hume.

General Remarks.—N. McDougall, B.A.

Round Table Conference.—Teachers of V. Class Work.

FRIDAY, OCTOBER 15

FORENOON

Devotional Exercises.—Rev. A. C. Bingham.

Report of Nominating Committee.

Hygiene in the Public School.—J. W. Emery, B.A.

How to Secure Neatness in Written Work.—Miss L. Bell, Miss Annie Tanner.

Query Drawer and Unfinished Business.

A Letter From Glen Nichol

The following letter from Pte. W. G. Nichol to his friend, P. J. Dodds, will be found interesting to his numerous friends in this vicinity:

"The Trenches," Sept. 8th, 1915.

DEAR PETE—You are no doubt wondering why I have not written to you often, but really there is so little we can put in black and white that it really seems impossible to find news at all. Of course exciting incidents very often take place which have a tendency to break the monotony for us but we are forbidden to relate them. At present we are in the trenches but will make our exit this evening for a few days' recuperation and then we will be back in the trenches for rest—six days I believe. The weather during the past week has been ideal, but that of the week previous was very rainy. The trenches are dry which makes it easy to move around and also more pleasant. Heavy bombardment has been much in evidence this and last month and is still going on.

—Even in the trenches we have done our best by King and country. I receive the Guide regularly and, believe me, every one awaits its arrival too. I thank them for same as it is like a letter from home.

Lieut. Stapleton arrived O. K., and we were all glad indeed to learn of his safe journey home. He certainly deserved a good reception as he acted nobly while here and he deserves the utmost praise.

He was wounded just a moment before the charge took place but he never faltered, rallied his men and led them over the parapet. We are very much worried concerning Capt. Swift as we have had no word pertaining to his whereabouts, but sincerely pray that he is still alive and recovering from his wounds. No praise can be too high for him, also, we have every hope of his being a prisoner.

Must now bring this letter to a close, but perhaps will have time to write in the near future. Give our best regards to our friends.

Yours very truly,  
W. G. NICHOL

Brand—Neil

A very pretty wedding was solemnized at the home of Mr. and Mrs. Wm. Neil, 10th line, Plympton, at high noon on Wednesday Sept. 29th, when their eldest daughter Matilda Leila, was united in holy bonds of matrimony to Thos. R. Brand, of Bosanquet. The wedding ceremony was performed by Rev. D. J. Cornish, rector of Christ Church, in the presence of the immediate friends of the contracting parties. The bride entered the parlor, leaning on the arm of her father, to the strains of the bridal chorus played by Miss Annie Neil, sister of the bride. The ceremony took place under an arch of evergreens and pink and white daisies. The bride was attired in blue corded silk with shadow lace and pearl trimmings and carried a shower bouquet of white asters. Little May Taylor made

a sweet little flower girl, gowned in white silk, with blue trimmings. After a dainty wedding dinner the happy couple motored to Sarnia and from thence to Strathroy, London and other eastern points. The bride travelled in a suit of navy blue serge with white hat.

### TORTURING SCIATICA

A Severe Sufferer Cured Through the Use of Dr. Williams' Pink Pills

Pierce darting pains—pains like red hot needles being driven through the flesh—in the thigh; perhaps down the legs to the ankles—that's sciatica. None but the victim can realize the torture. But the sufferer need not grow discouraged for there is a cure in Dr. Williams' Pink Pills. These pills make new, rich, red blood, which soothes and strengthens the feeble nerves, and thus frees them from pain and restores the sufferer to cheerful activity. In proof we give the statement of Mr. Thos. D. Leinster, Wapella, Sask., who says: "I was attacked with sciatica which gradually grew worse until I was confined to my bed; for three months I had to be shifted and turned in my bed as I was utterly unable to help myself. I suffered the greatest torture from the fierce, stabbing pains that accompanied every movement. I consulted several doctors and took drugs and medicines until I was nauseated, but without getting any benefit, and I began to believe I would be a continuous sufferer. Finally I was prevailed upon to use Dr. Williams' Pink Pills and after taking them for about six weeks I was able to get out of bed. From that on I kept steadily improving until I was free from this terrible and painful malady."

The most stubborn cases of sciatica will yield to Dr. Williams' Pink Pills if the treatment is persisted in. These pills are sold by all medicine dealers or will be sent by mail at 50 cents a box or six boxes for \$2.50 by addressing The Dr. Williams' Medicine Co., Brockville, Ont.

### Resolution of Trustee Board of Methodist Church

At a meeting of the Trustees of the Watford Methodist Church held last week the following resolution was passed:—That anyone tampering with the locks of the Watford Methodist church or damaging any portion of the church property will be prosecuted. This includes the church sheds and tennis court. At the same meeting a resolution was carried reserving to the minister the use and control of the vestry situated on the east side of the church auditorium as a study, etc.

Signed—JOHN WHITE, Secretary of Trustee Board.

### THE new hats at SWIFTS'

LOCAL MARKETS—Wheat 82c, oats 32c, butter 25c, eggs 23c.

The fair prize lists occupy a lot of the space in the local papers just at present.

On and after Nov. 1st every licensed bar in Ontario will close at 8 p.m. every evening except Saturday, when they will close at 7 p.m. as usual.

The newest in ladies' coats and suits.—SWIFTS'

DR. SIDDALL has been appointed Medical Health Officer for the township of Warwick in place of Dr. Brandon, who leaves shortly for the front.

CHILDRY'S DAY will be fittingly observed in Trinity church on Sunday afternoon at 2.30. Several addresses will be given and the children will assist in the special form of service for the day.

THE Brooke and Alvinston fair on Friday last was a very successful one. The weather was a little cold but that did not prevent the gathering of a big crowd. Nearly all the classes were well filled.

SPECIAL boys' bloomer suits, navy and fancy tweeds, \$4.50 and \$6.00.—SWIFTS'

THERE are nineteen qualified officers who have signified to Col. Shannon that they are available for service in the Militia Department decides to organize batteries in this district. Among the list is Lieut. R. D. Swift, of Watford.

THE boys in khaki will need more attention this winter than last because there are more that require the comforts necessary for a winter campaign. The knitting needles will ply rapidly these long evenings.

THE country is swarming with tramps and the public are warned to keep buildings locked and report to the police any of the Knights of the road they notice in the district. Some of them travel under the guise of peddlars. Many thefts have already been reported.

EMPEROR WILLIAM has decided that the uniform of the German army in peace time shall be field gray, the same as in war.—Press despatch. Wrong again, William. The uniform of the German army after this war will be green, and will be cut every few weeks with a lawn mower.

SCHOOL sweater coats, sizes 28 to 32, special sale price 68c.—SWIFTS'

THE Minister of Militia proposes that each city, town and county should compile an honor roll of the young men who have gone to the front and parents and next of kin of soldiers are asked to forward their names to the municipal authorities. In that way the honor roll will be perpetuated for future generations.

SEZ Corporal Madden To Private McFadden, Bedad yer a bad 'un Now, turn out yer toes, Yer belt is unhooked, Yer hat is on crookit, Ye may not be drunk, But bejabbers ye lookit.

HAVE you saved up your share of the national debt of Canada? It is now about sixty dollars per head for you and every member of your family, including infants in arms, and as you will have to pay the interest on it for the rest of your life you had better get it now, and save something to earn that interest.

PAY your bills at SWIFTS' and buy for cash.

In order to help the Red Cross Society and make room for the announcement on page five, we are compelled to leave out some interesting items this week. We consider the needs of our wounded soldiers are of more importance than the pleasure obtained by reading some interesting news, and no doubt our subscribers will agree with us in this matter. Read the announcement and be prepared for the collectors on Thursday next.

THE union thanksgiving service held in the Armory on Monday night was well attended. The Reeve presided and the local ministers conducted the exercises. The service closed with the national anthem and benediction by Bishop White, of Honan. After the close of the meeting Rev. Kenward explained the appeal of the English Red Cross Society for a collection of funds on Trafalgar Day.

FR. WM. MACNALLY of the 2nd Batt. Pioneers, London, was home here over Sunday. On Thanksgiving Day the employees of the Andrews Wire Works, where he worked for some time before enlisting, presented him with a wrist watch together with expressions of regret at losing him from among them, and approving of his action in placing himself at the disposal of King and country.

MONDAY was a beautiful day for a holiday and everyone who possibly could enjoyed the day out of doors. Almost everyone owning a car went away from town and the railway carried quite a few people to Port Huron, Sarnia and London. In the afternoon the baseball game was a big attraction and a large number of people came here by auto from neighboring towns. After the game the men street presented a lively appearance and it is said that over forty cars were in sight at one time.

## 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
- Yuca Complexion Powder.....50c
- Yuca Liquid Cream.....50c
- Yuca Cold Cream.....50c
- Yuca Dry Cream.....50c
- Rexall Disappearing Face Cream 25c

## J. W. McLAREN

Drugs Stationery  
The Rexall Store