First Showing of New Spring Goods

FEBRUARY is the month for sewing and preparing for the warm days to come. Our mammoth stock of New Spring Goods opening this week will provide the goods for which you have been looking.

Canadian and English Prints in all shades and patterns, guaranteed collars.....10 and 12 1-2c

75 Pieces English Standard and Rockfast Shirtings at.....15c

Apron and Dress Ginghams in an endless quantity of patterns at.....10, 12 1-2 and 15c

New Wash Suitings in all the popular shades, showing an extensive range of the Ratine and Crepe Cloths which are so popular for the coming Season.....15, 20, 25 and 30c

New Laces and Embroideries.

New Linens and Towelings.

New Cottons and Lawns.

New Floor Oils and Linoleums.

We will be pleased to furnish Samples by mail on request

A. BROWN & CO.

LOOK! - -

An exceptionally heavy steel galvanized tank with top and forty gallons of the best Royalite Coal Oil for $12.00.

This is extra good value as the tank alone is worth over half the money.

T. DODDS & SON

The Chi-Namel Store. The Home of O-Cedar Mops.

THE INDUSTRIAL MORTGAGE & SAVINGS CO
SARNIA, ONT.

In the year 1913, the Company has experienced a vigorous, well-balanced growth that denotes true prosperity. The nature of this substantial and gratifying progress is indicated by the following figures, obtained by comparing report of 1913 with that of 1912.

Increase in Loans	$19,424.85
Increase in Deposits and Debentures	32,660.01
Increase in gross income	4,777.60
Increase in net income	3,390.12
Increase in Rest Fund	24,684.72
Increase in total Assets	85,182.23

D. N. SINCLAIR, MANAGER

Guide-Advocate Ads, are Business Bringers.

THIN-BLOODED MEN AND WOMEN

Need the Rich, Red Blood Dr. Williams' Pink Pills Actually Make.

Thin blooded people do not remain so from choice, but from indifference; in some cases from despair. People who are pale, languid, with palpitation of the heart, some difficulty in breathing and a tendency to be easily tired are suffering from thin blood. They need only the resolution to take the right treatment and stick to it until cured. The remedy that can be relied upon is Dr. Williams' Pink Pills for Pale People. With every dose they make new blood, and new blood means health and strength. The red cheeks, good appetite, increasing weight and strength that follow the use of these Pills prove their great value to thin-blooded people. Here is an example. Mrs. R. Steele, Afton Road, P. E. I., says: "Following child-birth I took a pain in my head which grew so bad I had to call in a doctor. He told me that my blood had turned to water and that I was in a serious condition. He treated me four months, but still the pain remained, and my condition was growing pitiable. I lost my appetite, and was so weak and run-down that I could no more than walk across a room. I was as pale as a corpse, and the doctor told my friends he had but little hopes of my getting better. A cousin who came to see me urged me to try Dr. Williams' Pink Pills, and I sent and got a supply. In about a month after beginning their use I had much relief, and by the time I had taken six more boxes I was fully cured and felt as well as ever I did in my life. I have never had a twinge of the pain since, and feel that I owe my life to Dr. Williams' Pink Pills, as they cured me after the doctor had failed."

Sold by all medicine dealers or sent by mail at 50 cents a box or six boxes for $2.50 by The Dr. Williams' Medicine Co., Brockville, Ont.

The Late John Young Kincaid

The deceased, who was aged 64 years, 7 months and 19 days at the time of his death, which took place Wednesday, Feb. 11th, was one of the most highly esteemed citizens of Brooke township. His death was caused from an accident which occurred on Saturday, the 31st day of January, at his home.

It appears that he went to the barn to hitch up his horse and while in the act of opening his large barn door the wind caught it and threw him from the barn bridge to the ground below, a distance of about eight feet. He was so severely injured from the fall that he was unable to help himself and lay on the ground for a length of time before any person found him. The day was a very cold one and he was so benumbed with the cold that he contracted a severe cold. It was found that his injuries had caused paralysis which resulted in his death on Wednesday.

The late Mr. Kincaid was born in London and about 42 years ago came to Brooke where he has since resided. Forty years ago he married Margaret Duffy, who survives him.

Besides his wife the deceased is survived by two sons, William and Claremonte, of Alvinston, and one daughter, Mrs. J. J. Wilson, of Woodrow, Sask.

Total Ford Production for Week January 26-31

Grand total all Fords built to Sat., Jan. 24th, 430558.

Time	Mon	Tues	Wed	Thur	Fri	Sat
8-10 a. m...	160	158	158	168	142	140
10-11 a. m..	157	159	164	159	160	149
11-12 a. m..	154	155	154	153	158	170
12-1 p. m...	161	154	164	154	159	154
1:30-2:30....	158	160	164	169	164	145
2:30-3:30....	171	165	160	158	157	145
3:30-4:30....	156	170	159	149	163	156
4:30-5:30....	163	164	174	169	170	160
Totals	1280	1295	1297	1279	1273	1219

Grand total Fords built to Saturday, Jan. 31st, 438201.

Here is a summary of what the Ford black-board at the Montreal Motor Show told about Ford production for the six working days, ending Saturday, January 31. The total production of the Detroit and Ford factories was hourly telegraphed to Montreal and the number placed on the board, to show the public, graphically, what it means each hour to turn out 1200 cars a day.

Lectures on Marketing Problems

Petrolea, Feb. 16.—J. J. Morrison, of the Dominion Grange, will give a series of lectures on behalf of the Farmers' Co-operative Association, in Lambton County, commencing February 23.

The object of the association is to bring about closer relations between producer and consumer, and to have more understanding of the problems that are to be faced in marketing.

The dates are as follows:

Inwood, Feb. 23.
Oakdale, Feb. 24, afternoon.
Bentpath, Feb. 24, evening.
Wyoming, Feb. 25, afternoon.
Watford, Feb. 25, evening.
Arkona, Feb. 26, afternoon.
Thedford, Feb. 26, evening.
Forest, Feb. 27, afternoon.

Fire originating from an overheated stove completely destroyed the general store of J. B. Gough Napier, at an early hour Friday morning. The stock was partly covered by insurance, but the loss will be $3,000. Mr. Gough is a license commissioner of West Middlesex. There is no fire protection in the village.

Death of Mr. Edward Holbrook

It is our sad duty to chronicle the death of Edward Holbrook, which occurred at the home of his son-in-law, Mr. Jacob Saunders, of Sutorville, at 4.15 a. m., Saturday, Feb. 7th, 1914, in his 77th year, and thereby removes one of Petrolea's highly respected citizens. Deceased was in his usual good health up to six days before he died. Mr. Holbrook's parents, who came from Ireland, settled near Ottawa, where their son Edward was born. When deceased was quite young the family moved to Brooke Township, Lambton County. In 1863 he was married to Miss Mary C. Kearney, of Brooke, and settled on the farm where his eldest son now resides. They set to work with great courage, resolution and industry to make for themselves a home in this new country, which, though sparsely settled, was in a primitive state. Their united efforts were crowned with success and their portion of the country was converted into one of the best equipped and most up-to-date farms in the township. In 1890 they moved to Petrolea where they have since resided. The deceased was a loyal and consistent member of the Methodist church, showing especially in the latter years of his life a beautiful faith and reliance on the goodness and love of God. His kindness of disposition, honorable and upright dealings won for him a most affectionate regard from friends and neighbors. He is survived by his wife, two sons, namely, Herbert, of Brooke, Frank of Fort William, and three daughters, Mrs. J. G. Burgess, of Petrolea, Mrs. Jacob Saunders, of Sutorville, and Mrs. R. H. Mason, of Burks Falls. Two brothers and two sisters also survive him: Thomas, of Croswell; John, of Brooke; Mrs. Wm. Watson, of Manitoba; and Mrs. James Ganey, of Fostoria, Mich. The funeral, which was very largely attended, took place at Mt. Carmel cemetery on Tuesday, February 10th, at 2 p. m., a short service being held at the house. The service was conducted by Rev. H. Currie, of Watford, assisted by Rev. S. V. R. Pentland, of Brooke. The pallbearers five nephews and a grandson.

Mrs. John Leacock Enters 100th Year

Wyoming, Feb. 16.—Mrs. John Leacock, of Watford, who is visiting with Mrs. M. Brooks, has just entered her 100th year and from present appearances is likely to celebrate many birthdays.

She is not only in excellent health but retains her mental abilities to a marked degree, recounting clearly and with evident enjoyment, happenings of long ago.

Born in Ireland of Scotch parents, her early years were spent in the old lands, living first in Scotland after her marriage and then in Ireland from where she sailed to America, landing in Quebec, Canada, July 12, 1836.

The ocean voyage of 6½ weeks, followed by the stirring events of the Mackenzie rebellion, are fresh in her memory today, while the battle of Yonge street to her seems but of recent date.

Herself an eye-witness of the burning of Montgomery's Tavern, she has vivid recollection of her husband dashing through one of the hotel's windows in a vain attempt to quench the fire at its first outbreak.

Of her family of eleven children, (among them being eight boys in succession), four are living. Her eldest son, now living in Brigden, is in his eightieth year. Some of her children were born in Scotland and some in Ireland. Five were born in Pennsylvania, U. S., and the remaining members of the family in Canada.

Returning from Pittsburg, where her husband, in pursuit of his trade of shoemaker, had removed the family, they again came to Canada in 1852, settling in Brooke Townsnip, near Watford, on the farm owned by her youngest son at the present time.

Apart from a general feeling of weariness, Mrs. Leacock continues in excellent health, eating as heartily, she declares, as in her younger and more active days. Mrs. Leacock has for many years been a member of the Presbyterian church, Watford.

In addition to her large family of children, Mrs. Leacock has raised three children and one adopted child, Mrs. Brooks. Five generations are at present alive. Longevity seems to be a family characteristic, as Mrs. Leacock's grandfather attained the great age of 108.

The High Cost of Living

At the present time possibly no other subject is receiving quire so much attention in Canada as this one. It will be a surprise to most readers to know that during the fiscal year which ended March 31st, 1913, Canada paid $11,500,000 in duty on food, and all of this large sum is virtually a direct tax on the consumer.

In glancing over the list it is easy to understand that the buying public are themselves largely to blame in many instances, for there are articles of food produced in Canada that are equal in every respect to those made in any country in the world.

In the baking powder line alone there were 667,904 lbs. imported into Canada, and this means the consumer paid in duty the enormous sum of $67,000. There are no better goods in the world in this line than magic baking powder, and it is made in a model sanitary up-to-date factory, and can be procured in any first-class store at one-half the price the imported article sells for.

Such articles as raisins, currants, and many other things, which do not grow in Canada, or are not produced here, have of necessity to be imported, and the duty paid.

If the consumer would devote a little thought and attention to this subject a large amount of money could and would be saved.—Canadian Home Journal.

Trade in Watford and you go home satisfied.

Demand For Live Stock

Another year has rolled by and we look back to see what has transpired, and we find that all classes of live stock are in great demand, at good strong prices, and not enough to go around. Horses, perhaps, are a little dull, especially the ordinary farm chunk, but when we take into consideration the extraordinary prices that have prevailed the last few years, it is not much wonder that a slight reaction has set in. The breeders of the various kinds of beef cattle, sheep and hogs, reported "all sold out," with urgent orders on hand, at the convention held in Toronto last week. A very successful sale of shorthorn cattle was held the same week, and a promising sign of the times was that most of the best and highest priced lots stayed right here in old Ontario. Like the rest of the breeders at present, I am entirely sold out, and have nothing to offer. I strengthened my herd by purchasing the two best cows at Capt. Tom Robson's dispersion sale last summer, and last week added two more grand heifers from the celebrated herd of Mr. J. A. Watt, Elora, famous as the owner of the noted show bull Gainsford Marquis, champion over all comers, and probably the highest priced bull in Canada. I intend importing a number of Lincoln sheep this summer, and any parties having good long wooled Lincoln or Cotswold rams would do well to shear by April 1st, and get in as good condition as possible, as I am prepared to buy any number of good specimens, either registered or grade, but they must be shorn early and in good condition. Any information cheerfully given. The motto at Chantry Farm "The best is none too good" is being lived up to.

Yours truly,
EDWARD H. de GEX.

Lambton Fruit and Vegetable Growers' Association

At a largely attended meeting held in Forest last week the above association was formed with the following officers:

Hon. President—Hon. W. J. Hanna.
Hon. Vice-Pres.—R. J. McCormick, M. P. P.
President—Dan. Johnson, Forest.
First Vice-Pres.— Dr. A. J. Grant, Thedford.
Second Vice-Pres.— George French, Sarnia.
Secretary—G. G. Bramhill, Petrolea.
Treasurer—H. J. Pettypiece, Forest.

The above-named officers, with one representative of each of the local associations, were appointed an executive committee to draft by-laws to govern the county association.

The first show of this association will be held in Forest, the date to be named by the executive.

Caradoc Telephone Co. paid a small dividend this year.

Rexall

Toilet Soap

Can be used on the most delicate skin.

It's an ideal baby soap.

Try it yourself first.

The price is 10 cents per cake. 3 cakes in a box 25 cents.

Just received another lot of Violet Glycerine and Rose Glycerine Soap, 15c per cake, 2 for 25c.

J. W. McLAREN

DRUGGIST, STATIONER, Issuer of Marriage Licenses

The Rexall Store