



Are You Painting on the "24th"

"Victoria Day" is "Spic and Span Day", when everybody gets out their paintbrushes.

The "24th" comes just at the right time for you to give the House its new coat of paint—to freshen up the Porch and Front Fence—to do the Floors and Walls—in short, to make your home spic and span, inside and out.

MARTIN-SENOUR PAINTS AND VARNISHES

include everything you need for Paint Day. We carry the full line of "100% Pure" Paint—also Spic and Span Finishes—and will be pleased to give you color cards of these reliable brands.

Ask for a copy of our books, "Town and Country Homes" and "Harmony in Neu-Tone". You will find them of the greatest assistance when deciding on color schemes for the different rooms and also for the outside of the house. Free to our friends.

J. McKercher, Watford, Ont.



START ADVERTISING NOW

STAGNATION in one's business is greatly to be feared and greatly to be avoided. Action—an effort to get ahead—keeps a business healthy, wealthy and wise.

Visible action is advertising in the Watford Guide-Advocate. The preparation and publication of a new advertisement is a sure indication of business energy.

"Start Something" is the slogan of to-day. Start advertising NOW. Keep up the advertising all through the year, and your business will feel the tonic effect of your action.

TO THE MERCHANTS OF WATFORD

Make business brisk by a big and rightly-directed effort—by a series of adequate advertisements in the Guide-Advocate.

GET AND KEEP AHEAD BY PLANNING AHEAD

The Road to Berlin

"It's a long road to Berlin," quoth General Hughes in his speech at the memorial meeting for the heroes of Langemarck held in Montreal last week. "It's a long road to Berlin, but it must be travelled." Events of the past week or two have emphasized the length and the difficulties of the road to be travelled, but at no time have the Allied nations, and Canadians in particular, exhibited a firmer determination to pursue it to the bitter end and to stop at no goal short of the absolute defeat of the enemy, no matter what may be the cost.

Soon after the outbreak of the war, Gen Hughes, then in New York, made the statement that Canada would send an army of 150,000 men to Europe if it became necessary.

In certain quarters his statement was received with the allowances permitted to an over-zealous partisan. Some of our own newspapers, ever ready to criticize and abuse the Minister of Militia, accused him of indulging in "hot air," and declared Canada couldn't if she would put 150,000 men under arms. The country has travelled some distance in the meantime. To-day there are probably close to 125,000 soldiers on Canada's muster roll. Two contingents have gone forward and have already played a by no means unimportant part on the battle-fields; a third is on the way; a fourth is in training. Should the war continue for another twelve months it is not unlikely that the number of men supplied by Canada will be at least twice the number that now represents this country in the war.

Those who laughed at Gen. Hughes' earlier estimates have nothing to say now when he speaks of Canada supplying a quarter of a million men if need be. And the fact of the matter is that the potentialities of Canadian service have hardly been scratched as yet. Thousands of our young men are still waiting for the call. Canada is enlisted for the war and when that memorable march to Berlin terminates she will have her part in the hoped-for glorious finish.—Beck's Weekly.

It Rubs Pain Away.—There is no liniment so efficacious in overcoming pain as Dr. Thomas' Electric Oil. The hand that rubs it in rubs the pain away and on this account there is no preparation that stands so high in public esteem. There is no surer pain-killer procurable, as thousands can attest who have used it successfully in treating many ailments.

TREES THAT ROB THE SEA.

Nipa Palms and Mangroves of Sarawak Are Land Builders.

The river banks in Sarawak (British protectorate in Borneo) are lined with nipa palms and mangroves. At low tide you can see the mangroves standing on trestles of black woody roots, looking like snakes writhing in the mud. Upon these pedestals crowns of bright green leaves thirty to forty feet in height form aquatic forests at the mouth of the rivers all along the coast. Each branch is weighed down by fruit, which when ripe drops into the mud and starts a new tree.

The nipa palm has matted roots, which easily retain the silt and jetsam carried down by the unceasing current of the waters, and it has an angular fruit, which, like that of the mangrove, sinks into the mud, germinates and forms forests on its own account. The incessant action of these encroaching trees adds continually to the land. Indeed, there are certain aged natives who have been heard to say that part of the coast near Sirik, although exposed to the constant surf of the northeast monsoon, has encroached on the sea for two miles or more during their lifetime.

When the land reclaimed by the mangroves and nipa palms becomes drier the trees die and give place to other tropical vegetation.—From "Ranee of Sarawak" in Wide World Magazine.

Penalties of Fashions.

Men of fashion must have felt exquisitely uncomfortable in the days of beaver hats weighing ten times as much as the heaviest hats of today. Sir Algernon West remembers wearing about 1850 "a pair of dove colored trousers with two fluted stripes down the sides and buttoned under the foot with broad stripes of the same material, Wellington boots, which were sine qua non with a man of fashion in those days, and a coat so high in the collar that the back of the hat rested on it. Indeed, every hat had a crescent of cloth on the back of the brim to prevent the rubbing of the beaver or imitation beaver of which the hat was made, for silk hats were not then invented."—London Spectator.

Specializing.

During the short seven years of her life little Florence Louise had become duly impressed with the prevalence of specialists in the medical profession. One day, returned from a visit to a small playmate, she calmly announced: "Rena swallowed a button." "Are you not worried about her?" she was asked. "Oh, she will get along all right," Florence Louise complacently replied. "They sent for a regular button doctor."—Judge.

A Marine View.

Driven to it by stern necessity, the old sailor had taken the job of running an elevator. "Vast there, my hearty!" he said to the fat man who was stepping toward the side of the car. "I'll have to ask ye to stand amidsips. This craft has a heavy list to port."

Breaking It Gently.

Sweet Girl (affectionately)—Father, you wouldn't like me to leave you, would you? Papa (fondly)—Indeed, I would not, my darling. Sweet Girl—Well, then, father, I'll marry Archie Stoneybroke. He is quite willing to live here.—London Telegraph.

College Life.

"Has your son been to college long enough to learn the ropes?" "Oh, yes, indeed; long enough to know that the ropes mean strings on his dad. You ought to see the letters he writes home for money."—Florida Times Union.

Wasted Effort.

Smith—H. Peck went on a silence strike the other day, but it did no good. Thomas—Why not? Smith—Mrs. H. Peck wouldn't stop talking long enough to notice it.—Judge.

Nearly all children are subject to worms, and many are born with them. Spare them suffering by using Mother Graves' Worm Exterminator, the best remedy of the kind that can be had.

HIGH STANDARD

BUY
PAINT
OF
T. DODDS & SON
GIVES BEST RESULTS

WEAR FLEET FOOT SHOES
for every Sport and Recreation

Sold by all good Shoe Dealers
Worn by every member of the family.

MEDICAL.

JAMES NEWELL, PH. B., M.D.
R. C. P., M. B., M. A., England,
Watford, Ont.

OFFICE—Main St., next door to Merchants Bank. Residence—Front street, one block east of Main street.

R. G. KELLY, M.D.
Watford, Ont.

OFFICE—Main street, formerly occupied by Dr. McLeay. Residence—Front St., East.

THOS. A. BRANDON, M.D.,
WATFORD, ONT.

FORMERLY OF SARNIA GENERAL HOSPITAL and Western Hospital of Toronto.
OFFICE—Main Street, in office formerly occupied by Dr. Gibson.

DENTAL.

GEORGE HICKS,

D. D. S. TRINITY UNIVERSITY, L. D. S., Royal College of Dental Surgeons, Postgraduate of Bridge and Crown work. Orthodontia and Porcelain work. The best methods employed to preserve the natural teeth.
OFFICE—Opposite Taylor & Son's drug store, MAIN ST., Watford.
At Queen's Hotel, Arkona, 1st and 3rd Thursday, of each month.

G. N. HOWDEN
D. D. S. L. D. S.

GRADUATE of the Royal College of Dental Surgeons, Ontario, and the University of Toronto. Only the Latest and Most Approved Appliances and Methods used. Special attention to Crown and Bridge Work. Office—Over Dr. Kelly's Surgery, MAIN ST.—WATFORD.

Veterinary Surgeon.

J. MCGILLICUDDY
Veterinary Surgeon,

HONOR GRADUATE ONTARIO VETERINARY College. Dentistry a specialty. All diseases of domestic animals treated on scientific principles.
Office—Two doors south of the Guide-Advocate office. Residence—Main Street, one door north of Dr. Brandon's office.

CIVIL ENGINEER.

W. M. MANIGAULT,
ONTARIO LAND SURVEYOR
AND CIVIL ENGINEER,
Box 800, STRATHROY, ONTARIO

Auctioneer

J. F. ELLIOT.
Licensed Auctioneer.
For the County of Lambton.

PROMPT attention to all orders, reasonable terms. Orders may be left at the Guide-Advocate office.

INSURANCE

J. H. HUME.

AGENT FOR
FIRE, ACCIDENT AND SICK BENEFIT COMPANIES.
REPRESENTING

Five Old and Reliable Fire Insurance Companies.

If you want your property insured please call on J. H. HUME and get his rates.

—ALSO AGENT FOR—

C. P. R. Telegraph and Canada Permanent Loan and Saving Co.

Ticket Agent For C. P. R.—Tickets sold to all points in Manitoba, Northwest and British Columbia.

THE LAMBTON
Farmers' Mutual Fire Insurance Company.
(Established in 1875)

J. W. KINGSTON President.
JAMES SMITH Vice-Pres.
JAMES ARMSTRONG, DIRECTOR.
A. G. MINIELLY, DIRECTOR.
THOS. LITHGOW, DIRECTOR.
GUILFORD BUTLER, DIRECTOR.
W. G. WILLOUGHBY, MANAGER AND SEC. TREAS.
J. F. ELLIOT, FIRE INSPECTORS.
R. J. WHITE, AUDITOR.
P. J. McEWEN, AUDITOR.
ALEX. JAMIESON, AUDITOR.
PETER McPHEDEAN, Waukegan, P.O.
AGENT for Warwick and Plympton.

V'S BEST DICINE

vises all Women
Fruit-a-Tives"

NT., AUG. 26th. 1913.
I commend "Fruit-a-Tives" as a medicine. I cannot speak too highly of it. About four years ago I took "Fruit-a-Tives" and it was a real break-down and a world of good. We have many dollar's worth, well spent because you claim for them. Pleasant, compared to other medicines, that I found only a health, in taking them to me to be of to women, and gentle action, some other women "Fruit-a-Tives" after and if they do, I am sure will be the same.

Ms. W. N. KELLY
are sold by all
6 for \$2.50, trial
paid on receipt of
Limited, Ottawa.

TIES.

No. 17 C.O.F.

Regular meetings the
ond and Fourth
ndays of each
nth at 8 o'clock.
ourt Room over
pleford's store, Main
et, Watford.
Smith, C. R. J.
E. Collier, P. Sec.

Y FARM OOD

Cattle

John Sheep

Proprietor
Ontario

ING LIST

VOGATE AND

Weekly Star \$1 85
Empire..... 1 85
Press..... 1 85
Advertiser... 1 65
2 00
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2 35
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3 00
4 00
4 00
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Press. 4 00
Press. 3 00
Advertiser.. 3 00
Advertiser.. 3 00

REVISION

Village of Watford
the
AMBER

1st, 1915
decide any com-
of Watford.
LER, Clerk.

REVISION

Township of War-
in the
LL

31st, 1915
decide any com-
of Warwick.
BERT, Clerk.

VERSITY

VEMENT

ities in Arts

quipment,—

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s Solicited.

A. Ph. D.

President.