

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 Shirts at..... 15c
- Apron and Dress Gingham 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.....	24,664.72
Increase in total Assets.....	85,162.23

D. N. SINCLAIR, MANAGER

Guide-Advocate Ads are Business Bringers.

Twenty-Fourth Annual Report OF THE Industrial Mortgage Savings Company

The Company Will Move to Permanent Quarters During the Year
NEW ISSUE OF STOCK

The twenty-fourth annual meeting of the shareholders of the Industrial Mortgage & Savings Company was held in the Company's office on Wednesday, January 28th, 1914.

Among the shareholders present were: William McDonald, Capt. McLachlan, Rev. J. J. Patterson, Alex. Fulton, John Warden, Eric F. Johnston, Rev. John Morrison, M. McGugan, W. G. Willoughby, W. G. Hall, Peter Grant, D. Sutherland, Byron Stephens, J. A. McLean, George Proctor, Wm. Powell, Wm. Armstrong, Adam Armstrong, John Cowan, R. I. Towers, J. R. Geddes, B. Rooney, John McFarlane, Robert McNaughton, John B. Moody.

John Cowan, K. C., President of the Company, occupied the chair, and D. N. Sinclair, Manager, acted as secretary. The minutes of the last annual meeting were read and adopted.

PROFIT AND LOSS

Debit	
June 30, 1913.....	\$ 10,443.34
Dec. 31, 1913.....	10,640.24
Interest on Deposits.....	369.04
Accrued.....	20,574.16
Dividends.....	19,326.94
July 2nd, 1913.....	19,674.44
Due Jan. 2, 1914.....	558.95
Taxes Ont. Gov. & Mun.....	450.00
Registration.....	6,917.30
Expenses.....	965.42
Commission on Loans.....	24,664.72
Carried to Rest Account.....	\$114,684.55
Credit	
Interest on Loans.....	\$103,567.24
Premium on Stock.....	10,000.00
General Interest.....	1,117.31
	\$114,684.55

BALANCE SHEET

Resources	
Loans.....	\$1,944,092.28
Office Furniture.....	500.00
Royal Bank.....	49,732.87
Cash.....	17,595.96
	\$2,011,921.11
Liabilities	
Stock Paid Up.....	\$ 563,089.00
Rest Account.....	254,766.65
Deposits.....	633,863.07
Deposit Interest.....	20,574.16
Debentures.....	510,209.66
Debenture Interest.....	9,744.13
Dividend due Jan. 2, 1914.....	19,674.44
	\$2,011,921.11

The President, Mr. Cowan, moved the adoption of the Annual Report and spoke as follows:—By reference to the report of 1913 you will notice that it is the twenty-fourth report of the Company. I had occasion to look at some of the early minutes of the Company the other day and no doubt it would be of some interest to you when I state that when the Company was formed in 1889 there were twenty-five gentlemen signed the Articles of Incorporation. Of these twenty-five there are only four who now survive. Of the twelve Directors, because we had twelve at the inception of the Company, the last of them passed away some three or four years ago. There have been a great many changes in that way. Those who started the Company laid the foundation for a strong and vigorous Company. I am glad that the report presented to you now justifies the statement that it is being carried on in a vigorous and satisfactory way. Of the twenty-four reports that have been made by the Directors to the shareholders of the Company, I have had the pleasure of presenting to you sixteen of these reports, and I have further pleasure today of presenting a report that perhaps is the best that we have ever laid before the shareholders of the Company. None has surpassed it, and let me tell you that during the year 1913 it hasn't been a bed of roses for any financial Company. This year we have received from the bank \$100,000 interest on deposits. So that we had to keep a larger amount of money there that was of very little use to us. I am glad to say to you that under these conditions everything has turned out most favorable.

I may say that in many respects this report is most satisfactory. More especially from the fact that we now have assets of over two million dollars. During the year \$85,000 has been added. We have made a great growing last year and I believe we will do better next year. Then we have had a very substantial increase in our Rest Fund. It has increased \$24,664.72, a most substantial increase. Then the debentures and deposits have increased very satisfactorily. Last year was a hard year, but still we have between 30 and 40 thousand more in debentures and deposits than last year. The loans for 1913 amounted to \$331,553.76 so that we have loaned out last year something like \$20,000 more than the year before. Now there is one more thing that I would like the gentlemen to notice and that is the cash turn over during the year compared with last year is \$578,448 more, so that there has been something doing in this office. The business of the Company is growing. We paid more for advertising than before. With the expenses I am sure there is no gentleman that will say that the condition of expenses is not justified. We cannot turn over three million dollars and reach out to get more with as little expense as with two and a half.

Now under the circumstances I cannot pass over the fact that we are indebted largely to the management for this report and for the assets we have on hand.

After all they do the work and we just pass on it.

There is another feature in connection with the work and that is that we are going to move from this place before long. We have purchased that property known as the Morrison Block. We believe that we have made a good purchase. It is without a doubt the best available site for a Loan Company's office in the town of Sarnia. We will have to spend considerable money in fixing it up. It has been decided by the Directors that it will be fixed up in a substantial way. We are putting in a vault that will cost a considerable amount of money, and believe that we will make that vault pay for itself. It will be for the purpose of the Company and also for a safety deposit vault. We believe when we get into the new building we will be able to present to you the best report that we have ever had. I would like the gentlemen who are present to-day to try and make the next annual meeting the best we have had.

Now with these remarks I have much pleasure in moving the report for 1913. Mr. Proctor, the gentleman, I am here as one of the shareholders of this Company and it affords me great pleasure this afternoon to speak of the very able report which has been moved by our President and seconded by Mr. Willoughby. I notice that our Rest Fund is creeping up. The officers and directors and every shareholder must take a hand to bring the Rest Fund up to the mill.

I am pleased to be with you this afternoon and I am pleased to have the privilege of making these few remarks on this fine report.

Mr. President and Gentlemen, I have had the pleasure of attending several of these annual meetings. The one thing that surprises me more than anything else in this report is the former reports, in the item of expense. I do not suppose that there is any institution in the province that is doing such a large business on such a small expense, with a turn over of nearly three million dollars.

There is one other item and that is the proposed removal of the new building on the corner. To my mind the investment made in that building is a Friday bargain. It is the best location possible in the town when this building is completed, for our purpose. There will be banks on four corners. If you will note this from the Market Square the building about to be occupied by The Industrial is the most prominent of the four corners. Coming from the ferry, coming from the street cars, I suppose 75 people out of every 100 come up the east side of the street on the west side of the street so that this building is in view from every direction.

I have just this to say as a small stockholder in the Company that I hope in their alterations of the building they will make it worthy of the growing institution which they represent.

Mr. McBean:—It gives me a great deal of pleasure to speak from the farmer standpoint with regard to the very excellent report presented to us today.

We hope and trust that the same prosperity and progress which has been characteristic of this Company in the past will continue.

Mr. Morrison:—Mr. President and Gentlemen: As a small shareholder in this company I am more than delighted and pleased with the showing of this Annual Report. We might be able to do a little more in recommending this live and prosperous Company.

So far as I see I think it is marvelous that the expenses are so low. I may be wrong when I think that some person has been deprived when the expenses are so low. I do not think that justice has been done to some persons at the Head of the Company when the expenses are so small in comparison with the large volume of business. There are a great many things I would like to say but I do not think it is necessary.

The retiring directors, viz:—John Cowan, W. G. Willoughby, John McFarlane, Peter Grant and Wm. Armstrong, were re-elected.

Henry Ingram, County Treasurer, and A. B. Teller were re-appointed auditors.

The Directors met afterwards and re-appointed John Cowan, K. C., President; W. G. Willoughby, 1st Vice-President; and John McFarlane, 2nd Vice-President.

BOARD OF EDUCATION.

Minutes of the regular meeting of the Board of Education, held in the Library Board Room, on Monday, Feb. 2nd 1914, at 7 p. m. Present—Peter J. Dodds, Chairman; E. D. Swift, Col. Kenward, D. A. Maxwell, J. W. McLaren, Wm. Harper and Principals Potter and Shrapnell.

The minutes of the last meeting were read and confirmed.

HIGH SCHOOL.
The Principal's report for January was read, showing total attendance, boys 42, girls 66, in all 108; average 103. Swift—Kenward, and carried, that report be adopted.

The following accounts were passed and ordered to be paid: R. O. Spalding, repairing windows \$3.25; A. Brown & Co., supplies, 60c. Kenward—McLaren, and carried, that Principal Potter be authorized to purchase books necessary for H. S. work.

PUBLIC SCHOOL.
The Principal's report for January was read, showing number on the roll 170; boys 90, girls 80; average attendance 161. Swift—Kenward, and carried, that report be adopted.

Harper—Maxwell, and carried, that J. W. McLaren's account of \$4.00 for school supplies be passed and ordered to be paid.

A communication was read from the Secretary, Petrolia Public School, advising that Principal Shrapnell was appointed their representative on the Entrance Board of Examiners.

McLaren—Swift, and carried, that the communication be received and filed. Kenward—Swift, and carried, that we appoint Mr. R. J. Campbell as our representative on Junior H. S. Entrance Board of Examiners.

Harper—Maxwell, that we appoint Rev. S. P. Irwin on Public Library Board.

Swift—Kenward, and carried, that we request the Municipal Council to place \$25.00 with our Treasurer for Public School requirements.

Swift—Maxwell, and carried, that High School supplies for 1914 be purchased from Taylor & Sons, and Public School from J. W. McLaren.

Board adjourned.
D. WATT, Secretary.

Parcel Post Rates
Six pounds is the limit for parcels during February, March and April and during that period an extra five cents postage will be added to all parcels delivered by letter carrier. It is in this class of parcel that the parcel post shows the most favourable in connection with the express rates.

The following table of rates has been received by Postmaster Luckham: Any post office within 20 miles of Watford, one pound, five cents; two, six cents; three, seven cents; four, eight cents; five, 10 cents; six, 12 cents; seven, 14 cents; eight, 16 cents; nine, 18 cents; 10 pounds, 20 cents; 11 pounds, 22 cents.

Any post office beyond 20 miles but within the Province of Ontario: One pound, 10 cents, and an additional four cents a pound for each additional one.

Any post office in Quebec or Manitoba: Ten cents for the first pound and six cents for each additional one.

Any Post office in Saskatchewan or Maritime Provinces: Twelve cents for the first pound and an additional eight cents a pound for each succeeding one.

Alberta: Twelve cents for the first pound, 24 cents for two pounds, and 10 cents a pound for more.

British Columbia: Twelve cents a pound.

The directors of the Tilbury Telephone Company have declared an annual dividend of six per cent. for 1913, and a bonus of four per cent., making 10 per cent. in all.

Valentines

THIS SEASON WE HAVE A LARGER VARIETY THAN EVER AND HAVE GIVEN SPECIAL ATTENTION TO VALENTINES FOR SCHOOL CHILDREN.

- Small Heart Shaped Folders..... 1c each
- Small Folders, each in envelope..... 2c each
- Red Hearts..... 2c, 1 and 2 for 1c
- Several styles of Folders at..... 5c each
- Red Cards in Red Envelopes at..... 10 and 15c each
- Valentines Boxed..... 25c each
- Valentine Post Cards..... 2 for 5c
- Valentine Paper Napkins and Decorative Crepe Paper.....

J. W. McLAREN

DRUGGIST, STATIONER.
Issuer of Marriage Licenses

The Rexall Store

Watford

Volume XL—No. 8

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 LETTERBOX.

THE new goods.—SWIFTS.
LENT begins next Wednesday.
GREEN stove wood is coming in from \$2.00 to \$2.25 a cord is being paid.
Chi-Namel and paints.—T. DODDS & SON.

TWENTY years ago this month Newell commenced practicing in Watford. He improved the sleighing which was very poor.

NEW "King" hats, spring styles, of \$2.00 to \$2.25 a hat.—A. BROWN & CO.
W. W. EDWARDS shipped a car of cattle to Toronto this week besides usual lot of hogs.

JAS. MCMAHON shipped ten car loads to Petrolia and the Bradley Co. to Boston for export.

SAP pails, sap pans, sap tanks, spades and everything for the sugar industry before the spring rush.—HOWDEN EST.

REV. H. E. CURRIE is assisting H. F. Kennedy in revival services at a boxster in the Warwick circuit this week.

THE G. T. R. station is now illuminated at night by six 60-candle-pipe tungsten lights. A great improvement in the old system.

THE Ontario Legislature opened Wednesday with Hon. J. F. Joy a premier. It is expected that the session will be a short one.

COL. KELLY has secured a competent instructor for the cadets throughout the county. He will be in Watford on Friday and Tuesday of each week.

OUR showing of ladies' spring coats very complete.—SWIFT SONS & CO.
THE credit customer should pay the accommodation. It is manifestly fair to take cash from one man and possibly six months for the pay the other.

ON account of ill-health, Dr. Wile Dresden, son of Mr. and Mrs. John W. Wile of Watford, has taken a partner in his business, in the person of Dr. Alpine, of London.

WE lead in hand-made tanks, sap buckets, spades, bits, axes, etc. etc. DODDS & SON.

MR. N. MCDUGALL, P. S. I., several days at the Watford school week. He reports everything satisfactory and good progress being made in the classes.

"SOCIAL EVENINGS" are now just now. Crowding them in! LENT begins. The men have been excluded from most of them this year but they are not worrying much about it.

YOUR new 20th Century spring is ready to put on or made to your measure, from a choice of over 100 patterns.—A. BROWN & CO.

ON Sunday evenings during Lent Rev. S. P. Irwin, the rector, will give a course of sermons in Trinity and on Old Testament characters—E. Noah, Abraham, Jacob, Moses, Joshua.

JAMES WILLOUGHBY has moved old town hall which he purchased 4 time ago on to the lot west of his smith shop and in the spring will down his old shop and fit up the building for a workshop.

WASHING machines \$4.50 to \$7.00, wringers, galvanized and wood. Reliable goods at lowest prices. HOWDEN EST.

A MOVEMENT is on foot to incorporate Sarnia as a city. It is expected that there are 120 people over 100 years in the Canada Temperance Act should decide to vote on that measure county.

A CENSUS bulletin of ages of the of the Dominion just issued, states there are 120 people over 100 years in Canada, 919 between the ages of 90 years, and 3,703 between the age of 80 and 94 years.

THE new spring suitings are making a selection early.—SWIFTS' Big Dept.

A BROOKER farmer was complaining about how much it cost him to pay taxes in 1913. "Why, it does not cost much as it did ten years ago," neighbor. "This year, I can pay taxes with my steer. Ten years ago I would have taken three steers."

HICKS, the St. Louis weather prophet gives warning to all those living in cities where heavy ice forms, to look for heavy ice jams and floods during last week in February. This is the time of the Venus equinox and one fear it will be abnormal downpours of snow.—T. DODDS & SON.

GRAND Trunk express No. 13 expected to stop a short distance west of Watford at noon Monday, when a engineer found a sleighload of head-on the rails. The farmer who had got stuck with his load, the coming frightened the team and they drove away with the front "bob." The load had to be "lightered."