

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 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

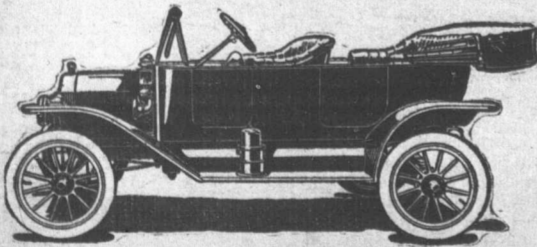
A. BROWN & CO.



Buy It Because
It's a Better Car

Model T \$650
Touring Car
f. o. b. Ford,
Ontario.

Get particulars from RAY MORNINGSTAR, ARKONA.



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	\$5,182.23

D. N. SINCLAIR, MANAGER

Guide-Advocate Ads. are Business Bringers.

DR. WILLIAMS' PINK PILLS MAKE WOMEN WELL

Just because she is a woman, there are times when every woman needs help and strength in the form of a blood-building tonic. To thousands of girls and women Dr. Williams' Pink Pills have proved a blessing, because they enrich the blood, give strength and restore tone to the aching nerves. The anemic girl who is languid and pale, the wife whose back feels like breaking; the matron whose health falls as she reaches middle age; for all such sufferers, Dr. Williams' Pink Pills are invaluable, because ill health in woman is usually caused by poor blood or insufficient blood. These pills have cured thousands of others, why not you? Mrs. D. Morine, Wallbrook, N.S., says: "It is impossible for me to say too much in praise of Dr. Williams' Pink Pills. I have been a great sufferer from those troubles that make the life of so many women an almost constant misery. Pains in the back and side racked me as ever I did in my life, and I am relating my experience merely in the hope that it may lead some other suffering woman to renewed health. I may add that my mother suffered from rheumatism, so badly that she had to use a crutch and Dr. Williams' Pink Pills completely restored her to her usual good health." Always get the genuine pills with the full name "Dr. Williams' Pink Pills for Pale People," on the wrapper around each box. If your dealer does not keep them, the pills will be sent post paid at 50 cents a box or six boxes for \$2.50, by writing The Dr. Williams' Medicine Co., Brockville, Ont.

ARKONA

Miss Hattie Hill is spending a couple of weeks at her home here, the schools in Ingersoll being closed on account of an outbreak of diphtheria. Mr. Stanley Hodder, of Rouses, Sask., is renewing old acquaintances in and around the Ark. Messrs. Jno. F. Dickson and J. L. Fuller represented the Board of Trade at the Corn Growers' Convention and Hydro Electric meeting held in Petrolia last week. Reeve Jaynes attended county council in Sarnia last week. Don't buy the light weight prints, insist on getting Crum's heavy standard cloth. For sale by Brown Bros. Messrs. Jno. Harnish and Jno. Dorothy are spending the week with friends in Walsand county. Mrs. E. George visited friends in Watford last Friday. Mr. Wilson, of London, is conducting special services in the Baptist church this week and next. Everybody welcome. The delegates at the Hydro-Electric meeting bring back cheering news. There seems to be no question of a doubt but that the road will be put through inside of two years. New laces and embroideries.—Brown Bros. The regular meeting of the Women's Institute will be held at the home of Mrs. Copeland, Saturday, February 7th, at 2.30 p.m. A full attendance is requested as important business is to be transacted. Roll call. "Practical suggestions for the New Year." At the regular annual meeting of the Farmers' Institute held Tuesday, Feb. 10th, a lady speaker will also be present. The ladies meeting will be held in the basement of the Baptist Church at 2.30 p.m. Notice has not yet been received who the speaker will be. Miss Verne McChesney is visiting her sister, Mrs. W. Thompson, of Fort Huron. Mr. Connolly, returned missionary from Japan, will preach in the Methodist church, morning and evening, Feb. 15th. On the Monday following Mr. Connolly will give a illuminating illustrated lecture on Japan. Mrs. Beards is the guest on Mrs. Horatio Smith this week. The people of town and vicinity are getting very enthusiastic over the railroad. Fuller Bros. have received their new spring curtain muslins and netts. Call and see the beautiful new designs. Rev. M. Newsom, of Sarnia Baptist Church, spoke in the Baptist Church here last Friday evening.

ARKONA SCHOOL REPORT
Report of senior room, Arkona Public School, for January. Only names of those obtaining at least 50 per cent. are given. Class 4.—Freda Thomas 75, Marjorie Copeland, 74, Lonnie Jackson 67, Norville Knisley 62, Elsie Baynes 61, Averil Baldwin 59, Fred Dowding 51. Class 3.—Bruce Augustine 88, Rhea Thomas 87, Marguerite Stead 66, Mae Watts 66, Clara Richter 60, Nellie Donaldson 58, Albert Weedmark 57, Harry White 54.—HAROLD O. EASTMAN, Principal.
Report of Primary room for January. Those marked * missed one examination. Class II.—Total marks 235—Franklin Potter 179, Maurice Smith 128, Bertram Evans 116, *Mabel Topping 91. Pt. II.—Total marks 290—Joyce Fuller 213, Lois Baldwin 192, Florence Austin 177, Ida Eastman 175, Elma Augustine 169, Queenie Kemp 159, Kathleen Copeland 137, Kenneth Harrington 135, Iva Johnson 148, Peter McNaughton 124, Thelma George 116, Elsie Weedmark 111, Harry Richter 72, *Nellie Langan 68, *Vera

Stephenson 40. Sr. I.—Neven Watt, Mary Connolly, Harold Wilson, Charlie Baynes, Rena Smith, Howard Meadows, Florence White, *Arnold Lucas, *Jack Thoman, Jr. I.—Willie Baldwin, Franklin Martin, Beveratt Harrington, Marven Eastman, Willie Parks. Average attendance 30.—R. M. BROWN, Teacher.

SIXTH LINE SOUTH

Miss Plos. Ferguson is renewing old acquaintances on the sixth line. Mr. B. Richardson is visiting his daughters, Mrs. J. Beattie and Mrs. Geo. Freer. On Wednesday of last week a sleigh-load party from Kerwood came to Mr. Geo. Freer's. Mrs. John Ferguson and daughter Ethel are visiting the former's brother, Mr. J. Brigham. Mr. and Mrs. Gordon Freer and little daughter Hazel visited the former's grandparents, Mr. and Mrs. Henry Freer, over Sunday. The Misses Mildred and Lavira Johnson and Mr. Melvin Johnson spent a few days last week at the home of their uncle, Mr. Wm. Watson. A number of people around here attended the "At Home" given by the Napier Branch of the Women's Institute on Wednesday evening. Miss Laura Richardson is visiting her sisters, Mrs. J. Beattie and Mrs. Geo. Freer. We are glad to know she intends remaining for several weeks. The people in this community are looking for a cure for the borrowing habit. Why just a few nights ago a young lady not only borrowed a parasol, but borrowed someone to carry it for her. On Friday evening of last week a number of young people of the sixth line, looking for excitement, took a trip to Mr. Leonard McKee's in Mr. Morgan's bus. They arrived home just a little late for breakfast, all reporting a splendid time and excellent walking. On Tuesday evening, January 27th, the regular meeting of the Euchre Club on the sixth line west, was held at the home of Mr. Geo. Freer's. The usual good time was enjoyed by all in progressive euchre, Miss Mabel Watson and Mr. Harry Eastbrook winning the prizes. After lunch the meeting adjourned to meet Tuesday, Feb. 10th, at Mr. Art. Freer's, all feeling that one of the most enjoyable evenings had been spent.

Alvinston Church Destroyed by Fire
Alvinston, Feb. 2.—The beautiful edifice, Guthrie Presbyterian Church, of this place, was completely destroyed by fire about 7 o'clock this morning. The fire was discovered first by Dr. J. B. Martyn, who had been out all night and was just returning, but it had gained such headway that it was impossible to save anything. The firemen did excellent work in fighting the fire, which had reached the house of Mr. Welsh, a local merchant. This house was situated so close that the firemen were hindered by the danger from the falling brick walls of the church. All of Mr. Welsh's household effects

were removed to safety, but the house was partially destroyed. The church was the largest and best fitted in the town, the loss being about \$12,000 with insurance of about \$6,000.

Fire did considerable damage at Deherly's stove works, Sarnia, last week. It started in the Japan room and spontaneous combustion is supposed to be the cause.

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, 1c 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

THE STERLING BANK OF CANADA

SAVE, because— No. 96
A savings account is an excellent builder — of character, happiness and independence.

Head Office—King and Bay Streets, Toronto.
GENERAL MANAGER—A. H. WALKER.
WATFORD BRANCH F. O. McILVEEN, Manager.

Watford's Cash Meat Market

- Specials For Week End
- Long Clear Pork 18c per lb
 - Farmers' Mess Pork 15c "
 - Pickled Pork Hocks 10c "
 - Fresh Finnan Haddies 12c "
 - 2 Jars Honey 25c "
 - Choice Spare Ribs 11c "
 - Select Tenderloins 30c "
 - Fresh Tripe 15c a roll
- All kinds of Fresh Meats at reduced prices

Jas. Scroggie - - Proprietor

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LOCAL HAPPENINGS

THE GUIDE-ADVOCATE welcomes all items of interest for this column. Call Phone 11, send by mail or drop them in GUIDE-ADVOCATE LETTER BOX.

SATURDAY is Valentine day. PAY your past due account at SWI THE Ontario Legislature will meet Tuesday. THE modern young man serenades best girl with an auto horn. SOME people's idea of modesty make it as conspicuous as possible. IT is reported that gasoline will be cheaper this summer than for some. DON'T forget our February St. Furniture is now on.—W. C. B. & SON. POLITICIANS ought to make tango dancers—they are expert dancers. DON'T say "Parcel Post." It is just as bad as Letters Post or Parcel Post. "Parcel Post" is correct. CHAS. McLEAN, who was in charge J. D. Brown's shop here last fall, has ended a barber shop in Petrolia. SWOKE hemstitch sheets \$2.25 a pair SWIFTS. THE Royal Scarlet Chapter will in Watford on Saturday, Feb. 14th 8 o'clock in the Royal Lodge Room E. Sutton, Comp. in Command. THE advent of the parcel post made it necessary for the school to understand that there are more than the temperate, the torrid and frigid. BUREKA and Grimm sap spouts, etc. pans, tanks and everything else sugar bush.—T. H. HOWDEN, Esq. MR. FRANK YERKS, of the Hotel Barber Shop, Petrolia, has passed Mr. J. D. Brown's business here is now in possession. Call and give a trial. MR. ROLLIE DODDS was the first son to mail a parcel at the Watford office, under the new parcel post arrangement. Dr. Kelly received the first coming parcel. THE ladies of the Presbyterian C will give an afternoon tea at the residence of Mrs. W. S. Fuller, on Thursday, 19th, from 3.30 to 5.30 p. m. Adm. 10 cents. All invited. NEW linens, special odd naps, \$1 \$2.00 dozen.—SWIFTS. THERE will be a fancy dress C in Fowler's rink this (Thursday) evening at which good cash prizes are offered. Admission 25 and 15c. Skaters in time free. Everybody welcome. JANUARY was a variable month regard to temperature. Only a few occasions did the mercury drop zero. On the 14th it registered 10 while on the 29th it recorded 55 at New prints, gingham, shirting, —SWIFTS. THE men who spend all their time reading the Bible will be surprised when they get to heaven and find the men who always paid their bills are occupying reserved seats front. YOU can make two cents go pretty far if you invest it in a postage stamp. You can make a dollar "go some" too invest it with any of the Watford chauts who advertise in the Guide-Advocate. ALL Royal Purple specialties in the new chick feed and call HOWDEN'S. REMEMBER the Ladies Aid tea home of Mrs. Robt. Moody, this evening 13th inst., from 5 to 8. This tea is not for the ladies of the city only, but for the general. Everybody welcome. Admission. AS soon as spring opens the should make a thorough examination all drains and sewers. A number have been flooded several times in winter, and there is no doubt that the drains are choked or too to carry off the water. "EVERYBODY in our family kind of an animal," said Bobby amazed lady visitor. "What no she exclaimed. "Well," replied "mother's a dear, my baby mother's little lamb, I'm the 1 dad's the goat." SITTINGS direct from the market in the best imported stock Tailoring Department. Pick suit now.—SWIFT, SONS & CO. OVER twenty thousand meals far been provided to the unemployed Toronto by the Salvation Army five thousand men have also accepted Army's invitation to sleep on the one of their halls. Destitute were provided with 275 baskets during the month of January and same period 1515 pieces of cloth given away to deserving applicants. In London the citizens get power for lighting at 4 cents square feet of floor space and 3 1/2 kilowatt, with 25 cent off for payment, i. e., a two storey house will pay a fixed charge of \$3 annum and 2 1/2 cents per kilowatt electricity used. These prices good, and gives an idea what towns will pay when hydro-electric our way.