



LOOK AT THESE NEW STYLES

STUDY THEM JUST A MOMENT AND YOU WILL CATCH THE SMART LINES THAT MAKE THEM STAND HEAD AND SHOULDERS OVER THE COMMON OR GARDEN VARIETY OF CLOTHES YOU SEE DISPLAYED IN EVERY CLOTHING WINDOW.

WE were never so proud of 20th Century Brand garments as we are this Fall. We have always contended that they are the best tailored, best fitting and most correctly styled clothes obtained in Canada, and the equal of any made in the world. You will consult the best interests of your person and your purse if you come in and see them before you buy your Fall suit and overcoat.

WE ARE EXCLUSIVE AGENTS

A. BROWN & CO.

COLD WEATHER IS COMING



So be prepared. Install a Beach Odorless Chemical Closet and insure the health of yourself and family. Indorsed by leading health officials. Costs but \$10.00

T. DODDS & SON
Furnaces - Chi-Namel - Stoves

WATFORD PLANING MILL PRODUCTS

A busy plant in a lean year, is a sure sign, that some one is delivering the goods.

Consider the advantage of buying from a concern, that manufactures all the different lines that you require. That concern will give you service.

We handle all the different kinds of wood material, used in building houses, and manufacture same at our mill, for this reason, we can sell you at rock bottom prices.

Our mill is complete in every respect, there is nothing too large or too small for us to manufacture and no order too large or too small for us to handle.

SEE US FOR SILOS

GEORGE CHAMBERS

ESTABLISHED 1870.

Mains—Martz

(From the Galt Reporter.)
A pretty September wedding took place today at high noon at the residence of Mr. John Martz, Queen street, when his eldest daughter, Miss Laura, was united in the holy bonds of wedlock with Mr. Gilbert Mains, a popular young man of Elora. Only relatives and immediate friends of the contracting parties were present. The ceremony was performed in the parlor, which was tastefully decorated with flowers and palms. The bride entered the room leaning on the arm of her father, to the strains of the wedding march played by Mrs. W. S. Sheppard. Rev. P. C. Wike, pastor of St. Paul's Lutheran church, tied the nuptial knot. The bride was becomingly gowned in a costume of cream silk with shadow lace and pearl decorations and carried a beautiful bridal bouquet. Miss Eva Martz, sister of the bride, was bridesmaid and Mr. Thomas Perine, of Paris, acted as best man.

Immediately following the ceremony the wedding party sat down to a dainty wedding dejeuner.

The bride, who was the soprano soloist of St. Paul's Lutheran church choir, was the recipient of many beautiful gifts which attested to her popularity.

Mr. and Mrs. Mains left on the 3.38 Grand Trunk train on a wedding trip to London and Detroit, after which they will take up their residence in Elora, where they will be followed by the best wishes of their many friends.

Seed Corn Week For Lambton County

During the next couple of weeks every farmer in Lambton County would do well to give special attention to the selection of seed corn. In Lambton County in 1912 there were 21,538 acres under corn. The average yield per acre was 70.4 bushels. It is a safe prediction that careful selection of seed will easily increase the yield to 100 bushels. This would mean an increase of 85,000 bushels per year and would add over \$800,000 annually to the wealth of Lambton County.

The place to select seed corn is in the field, not in the corn crib along about spring seeding time. The selection of corn from the crib after feeding it through the winter gives call corn and the planting of call corn gives call crops. Nor is the selection from the shocks a good method, for if there has been any killing frosts before the corn was cut, ears may be selected that have matured after the usual time for killing frosts and give seed which will not ripen early enough the next fall, or if there has been a killing frost you may get ears which have suffered from the frosts and will not germinate. The place to select them is in the field of standing corn.

Select ears that are not too large to mature early. They should be selected from stalks which produced a cob about the 8th joint from the ground. Best results are obtained from the ears which carry the butt diameter well toward the tip and have straight, regular rows of uniform kernels and have kernels extending well over the butt and tip. The corn which has wide and deep furrows between the rows of kernels or the corn which shows chaffy and pointed tips should be passed by.

Twice as much seed corn should be selected as the area calls for because in going over the selection later much will be thrown out that at first seemed good. The germination test which follows will eliminate still more. After selecting the corn there are two necessary conditions to insure proper curing: a circulation of air about each ear to carry off the moisture and a temperature above freezing until the corn is thoroughly dry.

G. C. BRAMHILL,
Secretary Lambton Corn Grower's Association.

Women's Institutes and Hospital Ship

The East Lambton Women's Institute has contributed \$116.35 to the Hospital Ship Fund, which was forwarded to Mrs. L. A. Hamilton, of Lorne Park, the institute representative on the Hospital Ship Committee. The amount was made up as follows:

Aberdeen	5 00
Alvinston	6 00
Arkona	30 00
Brooke	13 35
Forest	10 00
Inwood	5 00
Sheldahl	5 00
Theford	30 00
Uttoxeter	5 00
Warwick	7 00
Total	\$116 35

The gift would have been larger but Florence, Watford and Wyoming had previously sent their money.

MRS. J. G. DAVIS, Secretary.
MISS S. PATTYPIRCH, Pres.

CLEARING AUCTION SALE OF FARM STOCK IMPLEMENTS, ETC.

The undersigned has received instructions from FRANK STONG to offer for sale by public auction on the premises

Lot 1, Con. 3, N.E.R., Adelaide

Monday, Sept. 14th, 1914

The following valuable stock, etc., viz: 1 span G. P. horses, 1 brood mare, 1 mare, 2 yrs. old; 1 mare, 10 years old; 2 sucking colts, heavy; 1 span good work horses; 10 cows, coming in in March and April; 1 cow, coming in in November; 1 cow, coming in in February; 2 spring calves; 2 milch cows, supposed to be in calf; 1 two-year-old heifer; 2 yearling heifers and steers; 12 calves. These cattle are principally Herefords and a good lot. 1 binder; 1 cultivator; 1 scuffer; 1 plow; 1 root pulper; 1 wagon; 1 set iron harrows; 1 disc harrow; 1 hay rack; 1 fanning mill; 1 set double harness; 1 new X cut saw; 1 gradstone, spades, forks and other articles too numerous to mention. Also 30 or 40 hens; 12 tons first-class hay; 300 bus. oats; about 8 acres first-class corn.

Everything will be sold, as Mr. Stong is leaving the farm.

Sale to commence at one o'clock.

TERMS OF SALE—\$20 and under, cash; over that amount 12 months credit will be given on furnishing approved joint notes. 6 per cent. per annum. Cf. for cash on sums over \$10.

T. V. RIDLEY, Auctioneer.

PURE BLOOD MEANS HEALTH

Pure Blood Can Best be Obtained Through Dr. Williams' Pink Pills.

If people would realize the importance of keeping the blood rich and pure there would be less sickness. The blood is the means through which the nourishment gained from food reaches the different parts of the body. If the blood is impure the nourishment that reaches the nerves, bone and muscle is tainted with poison and disease follows. The blood is also the medium by which the body fights off disease. If the blood is thin and watery this power of resistance to disease is weakened. Dr. Williams' Pink Pills build up the blood. They increase the ability of the body to resist disease. They strengthen the nerves, increase the appetite, cure headache, backache, and any disease caused by thin or impure blood.

If you are suffering and your blood is thin or impure there is a large probability that your condition is caused by the condition of your blood. You should study your own case. If you lack ambition, are short of breath after slight exercise, are pale or sallow, have no appetite, are not refreshed by sleep, if you have backache or headache, rheumatic pains or stomach trouble, the treatment with Dr. Williams' Pink Pills for Pale People is worth investigating. You can get these Pills through any medicine dealer or direct by mail at 50 cents a box or six boxes for \$2.50 from The Dr. Williams' Medicine Co., Brockville, Ont.

Petrolea Men Maltreated in Mexico

Petrolea, Sept. 4.—Mathew and Fred Collins have returned unexpectedly from Mexico, where they went to drill a short time ago. They left that country rather hastily, as they had hardly started work, when one night they awakened to find about a score of armed men in the room. They demanded to know if they were Americans. The Petrolea men replied that they were not, but British. This was the only circumstance that saved them from death.

The Mexicans demanded \$1,000 and seized all the jewelry, money and clothes of the Petrolea men.

The drillers stayed one night more, but learned that natives were running wild. They decided to get out and walked to a railroad. The agent of the company for which they were working made up their losses and gave them return tickets.

The onion crop in the Essex marshland will be a large one. On the ground visited by the cut worn in the early part of the season nothing has grown, but no damage was done the crop by the army worm.

SCHOOL OPENING

When School Opens you want Your Boy or Girl to be equipped with THE BEST of everything in School Requisites.

All our School Goods have been selected with the Greatest Care and we have the BEST VALUE POSSIBLE in

- Scribblers,
- Note Books,
- Pencils,
- Water Colors,
- Crayons,
- Inks, Pens, Erasers,
- Book Sacks,

And Everything for either Public or High School Pupils. Send your children here.

Fountain Pens \$1 to \$5

J. W. McLAREN

DRUGGIST, STATIONER, Issuer of Marriage Licenses

The General Store

Watford

Volume XL—No. 5
East Lambton Fall
WATFORD
October 5th and 6th, 1914

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 Letterbox)

WATFORD FAIR is the next big event. MONDAY, Oct. 12th, is Thanksgiving Day.

WATFORD'S WAR MOTTO:—"Business as Usual."

THE new King hats for fall BROWN & CO.

If you want to secure a good war read the announcement on page 7 this issue.

THE KAISER calls his navy his first. As it is his left arm that is with evident the trouble is spreading.

ACTING under orders received the department at Toronto the police Ontario are rounding up all tramps.

THERE was another \$10 excursion Toronto to Valcartier last Saturday. These cheap trips are being well patronized.

WALK through our store. Piles of goods to look at.—SWIFTS.

PTE. CARFRAE was home from earlier this week, having been granted leave of absence on account of the loss of his wife.

THE Watford blacksmiths were represented at the London Fair Wednesday. Most of the local shops were closed for the day.

EPWORTH League services in Methodist church on Tuesday evening eight o'clock. Leader—Mrs. I. Topic—"Humanity."

You need not discard that German chiming clock, or smash that German lamp, or burn those German toys; see that it doesn't occur again.

THE WATFORD WOMAN'S INST. have decided to hold a patriotic concert on Wednesday evening, September 16. A good program will be presented. Tickets later.

FRIDAY and Saturday, Sept. 18th and 19th, are the dates of A. Brown & Millinery Opening.

PROF. WM. SAUNDERS, for a quarter of a century director of Dominion Mental Fatigue, died at his home in London Sunday last. He had been over a year.

Most papers in mentioning the rate of their respective towns state the tax rate has been struck. We change it and simply say the rate has been "stuck."

MISS R. DUNLOP, milliner, Oil Sp. is making a big cut in millinery Sept. 19th to 26th. Ribbons, flowers, hat shapes, velvets, silks, etc., will be sold at half price.

You should see our import as before buying your fall suit.—S. Tailoring Dept.

THIS notice has been posted in onto business office:—"Kitchenette" will be open every day for those who no more war talk during business hours.

MR. AND MRS. RICHARD A. Huron street, wish to announce engagement of their grand-daughter, Sara, to Mr. Evan Davis, of I. Mich. The wedding will take place in October.

ALL are welcome at the 15th prayer meeting for intercession for troops, held every Thursday evening 8 o'clock in Trinity Church. This is open every day for those who go there for private prayer or meditation.

THE Ontario Bureau of Archives made application for the old book found by Mr. J. E. Powell lately described in the Guide-Advocate. The book will be sent to the government as soon as local people have finished with it.

You are cordially invited to attend Brown & Co.'s formal fall opening on Friday and Saturday, Friday evening.—A. BROWN & CO.

MR. J. LOCKER WILSON, Superintendent of Fairs and Exhibitions, Province of Ontario, has written secretary of the various agricultural societies that the government will be to pay more than 50 per cent. regular grants next year.

AMONG the writings issued government to the Canadian news is the following:—"The new would be obliged if Canadian made no references to the charters, transports, or to their movements the embarkation of troops."

As there is likely to be cons unemployed in the towns and cities winter who would be willing to work the winter at a reasonable wage, I Department of Agriculture, is willing any farmer wishing help to get it with the Colonization Branch unemployed.

LONDON Fair visitors say our coats are from two to four dollars than shown in the city.—SWIFTS