

Increasing Your Prosperity

THE surest way to get rich is to increase the multiplier; which means for the merchants of Watford—increase your customers rather than add to the lines you are selling, or the stock you are carrying.

Adding to the number of the lines you sell or to the volume of the stock you carry is not the way surest to prosperity. Indeed, this has ruined thousands of men.

The surest way is to multiply customers. No business can prosper

or grow that doesn't add many customers each year.

Customers must be added by purposeful effort—by seeking them. Waiting for them to find you is folly. Seek them by the newspaper advertising. This is the only sure way to build up numbers.

To the Merchants of Watford

You can multiply your customers through a series of good advertisements in the Guide-Advocate. Ask us about the cost of advertising.

The Nimble Penny Beats the Slow Dollar

Letters From Capt. Swift

Below are three short but interesting and touching letters from Capt. T. L. Swift to the folks at home that will be read with interest by all. The first was written on Sunday, June 13th, two days before he was reported missing. The army postmark on the envelope bears the date June 14th. The other letters were received here on Tuesday last. As a perusal will show, they were written immediately before going into action and are undoubtedly the last communications he wrote before the battle of La Bassée on the 15th. The army post mark is dated June 16th, which shows that the letters left the front after the gallant charge had been made.

Dear Mother and Dad,—We are still enjoying beautiful weather here and the gardens are most beautiful, even here a few hundred yards behind the line the flowers are blooming and one would think he was miles from the scene of desolation and destruction instead of yards. There is a garden of roses in front of this house exactly like some that used to grow at "Roselawn," especially a little red rose that grows in clusters.

I had a dandy swim this morning after church with the chaplain. You should have seen the lot of us. It reminded me of swimming in the old tank down the track. This country is simply a net work of canals and whenever we stop near one for any length of time everybody jumps in. There was a lot of the boys in a canal near our last billet when a few shells dropped around them, so swimming wasn't so popular there after that. Here they have all been in even though it is Sunday. Great large barges are plying up and down the canals all the time and a lot of them are drawn by women from the bank. Now and then a horse is used for this purpose.

We are liable to be in a show of some kind within the next day or so, but all is kept very secret until immediately preceding the move. I was up within 40 yards of the German line yesterday and had a look at the trenches the blighters were in through a periscope. I am closing a little flower picked near the front line so that you can see that even war does not stop the beautiful flowers from blooming, even in the midst of it. I thought of that passage while picking it.

"And many a flower is born to blush unseen
And waste its fragrance on the desert air."

And I could not but wish to send home a big bunch of them. The poppy is in bloom all over the fields and its red bloom is seen everywhere. I got Dad's letters with enclosures from Winnifred and Vera, also Vera's box of cigars, ozo, chewing gum and cigarettes all in good shape. Thanks.

Yours affectionate son
TOM.

Dear Mother,—Just a line in haste to say that we have a very important job on hand for to-day, but with God's help I will be able to write you all again after the victory is ours. It is a busy day and we have a lot to accomplish. Good-bye for the present. Your affectionate son,
TOM.

Dear Mother and Dad and all,—Just a short note before going into action, which we have been in readiness for for a couple of days. We have an important job to accomplish and in a few minutes we will be in the midst of it. This is the day when great things are to be accomplished, and with the help of Him who has watched over me so far I will do my duty. It is a beautiful day and all things are in favor of our undertaking, as we are hoping for great things. Good-bye for the present. Your affectionate son,
TOM.

SALE REGISTER.

Thursday, July 8th, farm stock, Wm. Auld, con. 2nd, Warwick. See ad.

Sergt. T. Wakelin Writes From the Trenches

The following extract from a letter written by Sergt. T. Wakelin to friends at Kingscourt will be of interest to many. The letter is dated June 7th:—

"I suppose Fred wrote and told you he was awarded the distinguished conduct medal for bravery on April 23rd at Ypres. We are, as you know, both Sergeants. Getting along fine with both officers and men. We've been in the trenches a short time back. It was awful to see the ground where we were. We were in a trench taken from the Germans at an awful cost. We saw the effects of the British artillery. The ground looks as if there had been an earthquake—dead bodies lay unburied, or if buried had been unearthed by huge shells. The German trenches are a marvel of construction; the officers quarters especially showing signs of great extravagance to make them comfortable. They had dug-outs deep in the ground, nothing could touch them but high-explosives, and you know at the beginning of the war the British relied on shrapnel. The German artillery is great, they keep up an incessant bombardment and seem to have an unlimited supply of ammunition. We've had a couple of rests lately at quite large towns so it's not all war. Well, it looks like conscription in England. I guess they need all the men they can get. We have come across different types of the French army in our travels. Their artillery is splendid, especially the small 75's as they are called. Going back again to the German trench we were in last there were souvenirs galore—machine guns (the Germans have two of these to our one), rifles, helmets, etc. I was the first one in our platoon to get one of their shiny helmets with brass eagle. I didn't do anything brave to get it; I stole it off a dead man. Remember me to all inquiring friends.

T. WAKELIN.

Sarnia Plays Tennis At Watford

A scheduled game of the Western Ontario Tennis Association was played at Watford on Friday afternoon, between Sarnia and Watford, and the visitors succeeding in beating the home players in seven events out of nine. A very pleasant afternoon was spent on the court. The visitors motored down and after the game were entertained at lunch in the Methodist School room.

The following are the results of the events:—

SINGLES
Miss Clarke, Sarnia, defeated Miss Swift, Watford: 6-0, 6-2.
Soper, Sarnia, defeated Smyth, Watford: 6-0, 6-3.
Knowles, Sarnia, defeated House, Watford: 6-3, 6-2.
Mrs. Connolly, Watford, defeated Miss Whittaker, Sarnia: 6-1, 6-4.
Le Sueur, Sarnia, defeated Connolly, Watford: 6-2, 6-2.
Wieseler, Sarnia, defeated Jackson, Watford: 8-6, 6-4.
Miss Ellis, Sarnia, defeated Miss McCaw, Watford: 6-1, 6-0.

DOUBLES
Misses Whittaker and Clarke, Sarnia, defeated Mrs. Connolly and Miss Swift, Watford: 6-4, 11-9.
House and Connolly, Watford, defeated Soper and Knowles, Sarnia: 6-2, 6-4.

The Sarnia Observer of Saturday referring to the game says:—"Yesterday afternoon three automobiles conveyed about fifteen members of the local tennis

FRUIT BULLETIN

Mrs. Housewife, see your grocer for those delicious White Oxheart Cherries arriving daily. The Red Sour Cherry for Pie and Preserving are ready. Red currants coming along next week all Niagara Peninsula grown. See your grocer to-day.

Institute will be held in the basement of the Baptist church on Saturday, July 3rd, at 8 p.m. A paper will be given by Mrs. Lucas, also the report of the Watford district meeting by Mrs. Shrier. In response to roll call each member is asked for an anecdote. A fine of 2 cents will be levied on those not responding.

A very sad death occurred on Monday, June 21st, when James Utter passed away suddenly, as a result, it is said, of drinking a quantity of wood alcohol. Mr. Utter had been in the North West for a couple of years but recently returned and opened a barber shop in the village where he was generally liked and respected. He died at the home of his brother, Harry. He was about 35 years old and leaves a wife and three children, who are with her mother, Mrs. S. Herrington, at Keyser Corners. Mrs. Henry Utter mother of the deceased, a former resident of the village, is now living in the North West.

The Hydro Commission has recommended that the City of Sarnia offer the Sarnia Electric Light Co. \$155,000 for their complete generating plant and generating system. The Commission recommends that Sarnia contract for 1500 horse power.

Albert Smith, of London, son of L. Smith, of Alberfeldy, Ruphemia township, passed away rather unexpectedly last week, having taken sick while attending the wedding of a cousin in the city. The remains were brought to his former home and interred in Aughrim cemetery.

WESTERN FAIR LONDON CANADA

SEPT. 10th - 18th 1915

\$30,000 IN PRIZES and Attractions

Prizes increased this year by \$3,000.00.

Excellent Program of Attractions Twice Daily.

Two Speed Events Daily.

Fireworks Every Night.

New Steel Grandstand.

Midway Better Than Ever.

MUSIC BY THE BEST AVAILABLE BANDS

SINGLE FARE OVER ALL RAILWAYS WEST

of Toronto, and Fare and One-Third from outside points.

Prize Lists, Entry Forms, and all information from the Secretary.

W. J. REID, President.

A. M. HUNT, Secretary.

S - A - L - E

New Strap Pumps—Fashion's Newest for summer—\$1.50, \$1.75, \$2.00, up to \$3.50. Handsome models.

Ladies' finest quality and newest designs just opened for early Fall wear.

Old Ladies' Comfort Shoes—some on bunion lasts, fits any foot. From \$1.50 to \$4.00.

Girls' and Boys' Shoes—some lines Greatly Reduced for quick sale.

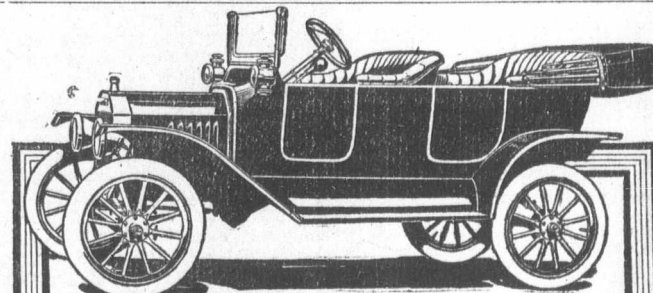
A Great Bargain in Men's Oxfords, \$3.50 to \$5.00, reduced to \$2.50 and \$3.00.

Ladies', Misses' and Children's Outing Shoes—all reduced in price, heavy rubber soles and great wearers.

Men's \$2.00 and \$2.25 Fleet Foot now \$1.75.

Trunks, Suit Cases, etc., always in stock.

J. WHITE



"MADE IN CANADA"

Ford Touring Car Price \$590

Your Neighbor drives a Ford—why don't you? We are selling more Fords in Canada this year than ever before—because Canadians demand the best in motor car service at the lowest possible cost. The "Made in Canada" Ford is a necessity—not a luxury.

Runabout \$540; Town Car price on application. All Ford cars are fully equipped, including electric headlights. No cars sold unequipped. Buyers of Ford cars will share in our profits if we sell 30,000 cars between August 1, 1914, and August 1, 1915.

RAY MORNINGSTAR, Arkona, dealer for Watford and Warwick. G. A. HADDEN, Alvinston, dealer for Brooke and Alvinston.

