

COMPLETE

SS GOODS in Navy
are the best value in
ht 18 months ago. The
these goods have ad-
cent. You should see
are selling at.....
.95, 1.25, 1.65, 1.75
—SWIFTS'.

H DRESS GOODS
to 60c per yard—very
Y WAISTINGS in
materials from 25c to
All the newest styles.
—SWIFTS'.

SPLAY of LADIES'
and COATS. Smart
materials. Prices in coats
; in suits, 16.50 to
will help you to decide.
—SWIFTS'.

OF COATS. Special
hades and fancy checks.
—SWIFTS'.

MIDDY BLOUSES
—SWIFTS'.

1.00 to \$1.75 a yard.
1.00 to \$2.50 a yard.
—SWIFTS'.

pecial Black Silks, 36 in.
ide, at \$1.25 and \$1.60.
ew 36 in. Fancy Dress
ilks.....\$1.00 a yard.

ESTABLISHED 1906

CREAM

et for the above lines
st possible expense,
s and truck started
rwick on April 4th.
to the FARMERS'

at. We do not
getting the Highest

STATEMENT

ng of Ross and Clark's
actory was held on
t, in the Town Hall.
There was a good
s. The reports from
were well received,
owing large increases.
in 1916. 156,220 lbs.
ver 1915 of 35,863
.....\$50,298.12
.....\$16,197.97
.....\$46,129.33
.....\$15,004.41
expenses.....\$ 4,168.79
butter fat.....35.28c
.....3.67c
s well organized for
srs. Ross and Clark
ture at the same rate
The following officers
Leay.
Collier.
vkins and E. Morris
e well pleased with
s from last year and
bright prospects for
ar's business.
LLIER, Sec.-Treas.

SON

ARKONA

Byron Smith was an Easter visitor in town.
Mrs. Alex Thoman spent Easter in Sarnia.
Mr. Ivan Crawford is visiting at his home here.
Mr. Cecil Stoner, of Parkhill, spent a few days in town.
Mr. Clare Porter, of Toronto, visiting Mr. and Mrs. H. Rook.
Garden seeds in bulk—Dutch sett unions.—Brown Bros.
Mr. Byron Smith, of Police Force of Sarnia, at his home here.
Miss Estella Wilson, of Strathroy, with her brother, Mr. R. E. Wilson.
Mr. Carl Little, of London, is spending a few days with friends in town.
Pte. Andrew Innis of the 248th Batt., Owen Sound, with friends in town.
Miss V. Stephens is spending the Easter holidays at her home in Zurich.
Mrs. J. B. Doane, of Bridgen, is visiting her parents, Mr. and Mrs. J. S. Melior.
Messrs. Harry and Fred Dowding spent Easter with their sister in Ft. Edward.
Mrs. Ernest Amos, of Ailsa Craig, is visiting her parents, Mr. and Mr. G. Knisley.
Prints, Gingham and Galateas.—Fuller Bros.
Pte. Earl Barret of the 63rd Battery spent Sunday in town prior to going overseas.
Mrs. C. Dalquist, of New York City, is spending a month with her mother, Mrs. McKenzie.
Miss Freda Thoman, of Sarnia, is spending the Easter vacation at her home here.
Miss Stella Wilson, of Strathroy, spent a few days last week with her brother, Mr. R. Wilson.

Mrs. Dan Johnston and family, of Ottawa, is visiting her parents, Mr. and Mrs. David Johnston.
Make everything epic and span by using Martin-Senour paint and varnishes. Chi-Namel varnishes in stock.—Brown Bros.
Mr. Arnot Porter, Teacher of Agriculture in the Niagara Collegiate, is spending the holidays in town.
Mr. Hugh Johnson, of Marlette, Mich., is spending a couple of weeks with his brother, Mr. David Johnson.
Miss Shirley Pressey, accompanied by her friends, the Misses McRitchie, of Sarnia, spent Easter at her home.
Mrs. L. Middleton, of Crosswell, Mich., is spending a couple of weeks with her parents, Mr. and Mrs. J. C. Jaynes.
A fall line of the newest styles in shoes just received. We carry the Empress shoe. The shoe that needs no breaking in.—Fuller Bros.
The regular meeting of the Women's Institute was held on Saturday, April 7th, at Mrs. H. Smith's. A splendid paper on "Easter" was given by Mrs. W. H. Luckham. Treasurer reported having sent during the month of March \$50 for Byron Sanatorium; \$30 for Belgian Relief and 78 pairs of socks to Red Cross.

KERWOOD

A very pleasant and profitable meeting was held by the Ladies Aid at the home of Mrs. Frank Hull.
Mr. and Mrs. Gast and family, from near Chicago, who have been stopping in Kerwood for a short time, are moving out to the farm recently owned by Mr. Allan McDonald.
The Misses Rogers, Toronto, the Misses Staples, London, Miss Irene Armstrong and Mr. Brunt, Windsor, Mr. Burdick, London, Mrs. Law and

THE STERLING BANK OF CANADA

SAVE, Because---

It is what we save rather than what we earn that secures a competence for the future.

Maxwell
The World's Greatest Motor Car Value.
\$890

Maxwell has put a real meaning into the word "Service."

Simply by requiring every Maxwell dealer to carry a supply of parts and by maintaining big Service Warehouses in Windsor and Winnipeg.

If you are a Maxwell owner your car will always be in running order because our Dealer—any Maxwell Dealer—can give you real and immediate service.

This is extremely important. Investigate before buying your car.

Touring Car - - - \$890
Roadster - - - \$870
Cabriolet - - - \$1,235
Town Car - - - \$1,300
Sedan - - - \$1,400

All prices F. O. B. Windsor

D. A. MAXWELL
WATFORD, ONTARIO



Thrift is served, and health preserved, by wearing rubber footwear around the farm in rainy, sloppy weather.

Quality and long wear, whether in rubber farm boots, high rubber boots or rubbers, are assured if you choose a pair bearing on the sole any one of these Trade Marks:

"MERCHANTS"

"JACQUES CARTIER"

"DOMINION"

"GRANBY"

"MAPLE LEAF"

"DAISY"

Canadian Consolidated Rubber Co., Limited

Largest Manufacturers of Rubber Goods in the British Empire

EXECUTIVE OFFICES - MONTREAL, P.Q.

SEVEN LARGE, UP-TO-DATE MANUFACTURING PLANTS IN CANADA

25 "SERVICE" BRANCHES AND WAREHOUSES THROUGHOUT CANADA

ANNOUNCEMENT

ON March 9th, Mr. Frank Pritchett became manager of our Watford Branch, owing to the resignation of Mr. Lou Kinnell. In order to advise those whom we may not be able to see personally, we wish to state that it is our intention to pay for cream weekly. Every individual lot of cream shall be tested independently of any previous or succeeding lot from the same customer. For all produce we shall pay the highest possible prices consistent with general market conditions. We thank our old customers for past patronage and wish to assure them, also any others who may be considering selling their produce to Silverwoods, that their trade shall have every consideration and the very best attention. By giving the new management a trial you will be convinced. We wish everyone a prosperous year.

SILVERWOODS, Limited

daughters of Petrolea, were Easter visitors in the village.

The Women's Missionary Meeting of the Methodist Church will be held at the home of Mrs. James Richardson on Thursday, April 12th. A good attendance is requested, as all mite boxes, dues and Easter offerings are to be brought in by that date.

The Kerwood Branch of the Woman's Institute will hold the next meeting at the home of Mrs. J. M. Brunt on Wednesday, April 18th. Will the members please bring their thimbles along as there is sewing to be done for Byron Sanatorium. A spicy program is being prepared. The directors are especially requested to be present.

BABY'S OWN TABLETS

AN EXCELLENT REMEDY

When the baby is ill—when he is constipated, has indigestion; colds, simple fevers or any other of the many minor ills of little ones—the mother will find Baby's Own Tablets an excellent remedy. They regulate the stomach and bowels thus banishing the cause of most of the ills of childhood. Concerning them Mrs. Paul Dinette, Cheneville, Que., writes:—I can recommend Baby's Own Tablets to all mothers as I have used them for my little one for constipation and diarrhoea and have found them an excellent remedy." The Tablets are sold by medicine dealers or by mail at 25 cents a box from The Williams' Medicine Co., Brockville, Ont.

WATFORD COUNCIL.

Watford, April 2nd, 1917.

Regular meeting of Council.

Present—Kenward, Johnston, Saunders, Doan and Hawn.

Minutes of former meeting as read adopted. Deputation of citizens waited on council respecting electric light service.

Hawn—Kenward, that application of J. A. McManus be laid over for further information, until next meeting.—Carried.

Saunders—Johnston, that Walter Cook be employed to remove night soil at boxes \$1.00, pits 90c., for first barrel and 50c. after.—Carried.

Hawn—Doan, that we appoint J. F. Elliot constable, sanitary inspector and

truant officer at \$12.00 per month, and that a bylaw be prepared for next meeting.—Carried.

Saunders—Johnston, that Reeve and Clerk purchase 5000 gallons of oil for streets, delivery by May 15th.—Carried.

Johnston—Doan, that we notify Mrs. Chambers to have lights on streets on or before Wednesday night, 4th instant, or council will insist on removal of all poles, wires and lamps from the streets at once.—Carried.

Hawn—Doan, resolved that the council compose the hydro electric commission for corporation with F. Kenward as chairman, and Reeve and Clerk be authorized to issue all cheques and orders for payments of proper accounts rendered.—Carried.

Finance committee examined accounts and recommended payment:—

Gordon Jamieson, shovelling snow.....\$ 1 00

C. Pearce, labor..... 4 20

Guide-Advocate, printing..... 20 00

Walter Scott, shovelling snow \$3.35; care engine \$7.50; ring bell \$10.00..... 20 85

W. S. Fuller, salary \$33.75; express, postage, ink and stationery \$2.40..... 36 15

T. Glenn, shovelling snow..... 2 00

Geo. Chambers Est., light Feb. \$40.00, lumber and cinders \$7.94..... 47 94

Treas. Bd. Education, P. School..... 50 00

P. Dadds & Son, soda ac. engine..... 2 00

F. Kenward, supplies Mrs. Smith..... 7 00

Hydro Electric Commission for monies raised for debenture in 1916 taxes, to be deposited in Merchants Bank..... 836 79

Johnston—Saunders, that accounts be passed and reeve grant his order.—Carried.

Hawn—Saunders, that we adjourn.—Carried.

W. S. FULLER, Clerk.

Report of S. S. No. 2, Warwick, for the month of March.

Class IV.—Dalton Smith, Harold Auld, Tommy Main, Gladys Sewell, Olive Corney, George Main.

Class III.—George Jones, Ella Thompson.

Class II.—Eric Thompson, Annie Main, Annie McElroy, Illabelle Corney, Mason Leggate, Charlie Janes.

Part II.—Clare Thompson, Melvin Bartley.

Part I.—Jack Main, Mary Thompson, Edna Cooper, Marv McLeay, Mary Smith.

Primer—Johnny Dolan, Dougall Janes, Alfred Smith, Charlie Smith.

ANNIE ROSS, Teacher.