

First Showing of New Fall Goods.

New Fall Dress Goods
 Silks and Trimmings
 New Ribbons, Collars and Belts
 New Linens, Cottons, Shirtings
 New Rain Coats
 New Rugs and Linoleums
 Fownes' Fall Gloves
 New Cotton and Pure Wool Blankets in all sizes and guaranteed quality
 New Curtains and Draperies
 New Fall Hosiery and Underwear

In The Men's Store
 First showing in the celebrated 20th Century bench-tailored Overcoats and Suits for fall.
 New Rain Coats in tans, greys and fancy tweeds. See those special mole lined at \$8.50 and \$10. No war prices in these values.
 NEW KING HATS and EASTERN CAPS
 The New Fall Styles in 'Arrow' Collars and Shirts
 First Showing of Fall Neckwear

Two Stores Full of the Finest Merchandise in the land, all purchased before the war and sold at "before the war" prices

A. BROWN & CO.

These two pictures tell the many uses of this O-Cedar Mop

T. DODDS & SON
 A Carpet Sweeper saves time, money and labor. See us.

Notice to Creditors and Others
 In the Estate of Jarvis Westgate, late of Warwick Township, Ontario, Farmer, deceased.
 NOTICE is hereby given pursuant to the statutes in that behalf that all creditors and others having claims against the estate of said deceased who died on the 14th day of July, 1914, are required to send by post, prepaid, or deliver to the undersigned solicitor for Mary Jane Westgate, the administratrix of the said estate, on or before August 31st, 1914, their names, addresses and full particulars of their claims in writing duly verified and the nature of the securities, if any, held by them, and after the said thirty-first day of August, 1914, said administratrix will proceed to distribute the assets of said deceased among the persons entitled thereto, having regard only to the claims of which she then shall have had notice, and she will not be liable for the said assets or any part thereof to any person or persons of whose claims she shall not have had notice.
 Dated at Watford, Ont., August 24, 1914.
 W. R. FITZGERALD, Watford, Ont.,
 Solicitor for said administratrix.

MORTGAGE SALE
 Valuable Flour Mill Property.
 Under and by virtue of the power of sale contained in a certain mortgage there will be offered for sale by public auction at the
THE ROCHE HOUSE
 in the Village of Watford, on
Saturday, September 26th, 1914,
 at the hour of 2 o'clock in the afternoon the following property, namely:—
 The west half of lot 37 and lots one and two on the north side of Front street in the Village of Watford.
 The property consists of and is known as "The Watford Flour Mill."
 The mill is an eighty-five barrel roller mill with four (4) ton stands of rolls, also a chopper and a roll for rolling oats, with steam power all in good repair.
 The building is frame, covered with sheet iron, three stories high, with a basement 6' x 8' feet in size, with brick engine house attached. There is also on the premises a frame grain storage house 26' x 40 feet.
 The mill is in first-class running order and is well situated to do large business. The property is offered for sale subject to a reserve bid.
TERMS—Ten per cent down and balance without interest in 30 days.
 For further particulars apply to
COWAN, TOWERS & COWAN,
 Vendor's Solicitors,
 J. F. ELLIOT, Auctioneer,
 August 28th, 1914.

Sarnia Business College

FALL TERM COMMENCES SEPT. 1
 Get the Sarnia Business College Catalog. It describes fully the many benefits derived from a thorough training in bookkeeping or stenography.

Clerk's Advertisement of Court in Newspaper
 NOTICE IS HEREBY GIVEN that a Court will be held, pursuant to the Ontario Voters' List Act, by His Honour the Judge of the County Court of the County of Lambton at
COUNCIL CHAMBERS
 —OR—
Wednesday, 9th day of Sept., '14
 at eleven o'clock a. m., to hear and determine complaints of errors and omissions in the Voters' List of the Municipality of the Village of Watford for 1914.
 W. S. FULLER,
 Clerk of the Municipality of the Village of Watford,
 Dated the 24th day of August, 1914.

FARM FOR SALE
 WEST HALF OF LOT 1, CON. 4, S. R. R., Warwick, 100 acres, all under cultivation. On the premises are a good frame house, frame barn with stable and granary, all new. Well fenced and the drained. Two acres orchard, very best of loamy soil, well watered by a creek running through it. Situated in one of the best localities in the township for cultivation or grazing purposes. For further particulars apply to
 J. F. ELLIOT, Watford,
 July 28th, 1914.

SEALED TENDERS addressed to the undersigned and endorsed "Tender for Public Building, Watford, Ont.," will be received at this office until 4.00 p. m., on Monday, September 14th, 1914, for the construction of the building mentioned.
 Plans, specification and form of contract can be seen and forms of tender obtained at the office of Thos. A. Hastings, Clerk of Works, Postal Station "P", Yonge St., Toronto, Ont.; at the District Office, Watford, Ont., and at this Department.
 Persons tendering are notified that tenders will not be considered unless made on the printed forms supplied, and signed with their actual signatures stating their occupations and places of residence. In the case of firms, the actual signature, the nature of the occupation, and place of residence of each member of the firm must be given.
 Each tender must be accompanied by an accepted cheque on a chartered bank, payable to the order of the Honourable the Minister of Public Works equal to ten per cent. (10 p. c.) of the amount of the tender, which will be forfeited if the person tendering declines to enter into a contract when called upon to do so, or fail to complete the work contracted for. If the tender is not accepted the cheque will be returned.
 The Department does not bind itself to accept the lowest or any tender.
 R. C. DESROCHERS, Secretary,
 Department of Public Works,
 Ottawa, August 21, 1914.
 Newspapers will not be paid for this advertisement if they insert it without authority from the Department.—6924.

SEALED TENDERS addressed to the undersigned and endorsed "Tender for Extension of South West Breakwater at Goderich, Ont.," will be received at this office until 4.00 p. m., on Friday, September 11, 1914, for the construction of harbor improvements being an extension to the South West Breakwater at Goderich, Huron County, Ont.
 Plans and forms of contract can be seen and specification and forms of tender obtained at this Department and at the offices of the District Engineers, Windsor, Ont., Confederation Life Building, Toronto, Ont.; and on application to the Postmaster at Goderich, Ont.
 Persons tendering are notified that tenders will not be considered unless made on the printed forms supplied, and signed with their actual signatures stating their occupations and places of residence. In the case of firms, the actual signature, the nature of the occupation, and place of residence of each member of the firm must be given.
 Each tender must be accompanied by an accepted cheque on a chartered bank, payable to the order of the Honourable the Minister of Public Works equal to ten per cent. (10 p. c.) of the amount of the tender, which will be forfeited if the person tendering declines to enter into a contract when called upon to do so, or fail to complete the work contracted for. If the tender is not accepted the cheque will be returned.
 The Department does not bind itself to accept the lowest or any tender.
 NOTE.—Blue prints can be obtained at the Department of Public Works by depositing an accepted bank cheque for the sum of \$25.00, made payable to the order of the Honourable the Minister of Public Works, which will be returned if the intending bidder submit a regular bid.
 By order,
 R. C. DESROCHERS, Secretary,
 Department of Public Works,
 Ottawa, August 21, 1914.
 Newspapers will not be paid for this advertisement if they insert it without authority from the Department.—6925.

FARM FOR SALE
 DLYMPION, LOT 29, 3 CONCESSION, 100 acres, best class loam, under cultivation about 100 acres. Good frame house, barn, stable and other buildings. Good creek wells, orchard, 1/2 miles to school, 2 to Wainfleet store and churches. Good roads, will be sold on easy terms. Apply to
 MRS. JOHN E. SMITH,
 R. R. No. 3, Wyoming,
 281-37

FARM FOR SALE
 WEST HALF OF LOT 1, CON. 4, S. R. R., Warwick, 100 acres, all under cultivation. On the premises are a good frame house, frame barn with stable and granary, all new. Well fenced and the drained. Two acres orchard, very best of loamy soil, well watered by a creek running through it. Situated in one of the best localities in the township for cultivation or grazing purposes. For further particulars apply to
 J. F. ELLIOT, Watford,
 July 28th, 1914.

Mrs. (Dr.) Quinlan Dead
 Popular Young Physician Sorely Bereaved on Wednesday Night
 (Stratford Herald, Aug. 20-21.)
 Death robbed Stratford of one of its most beloved young women when Mrs. (Dr.) F. F. Quinlan passed away on Wednesday night at her home, 39 Nile St. The shock created among her many friends by her sudden demise was great, and grief is expressed by everyone. Sympathy goes out from the hearts of the people of the city and countryside to the popular young physician who is so bereaved.
 The late Mrs. Quinlan's name before her marriage on the 23rd of September last was Miss Theresa McDonnell. She is survived by two sisters and one brother. The sisters are: Mother McDonnell, of Sacred Heart Convent, Montreal, and Miss Kate McDonnell, of Watford. The one brother, Frank McDonnell, resides in Edmonton, Alberta.
 During her residence in the city Mrs. Quinlan made many friends. She was of a cheery disposition, taking an interest in everything that was good, and being an ardent member of the Immaculate Conception R. C. Church.
 The funeral of the late Mrs. Quinlan, took place Friday morning from her late residence, to the Immaculate Conception R. C. Church, and from there to the Roman Catholic cemetery in Ellice. It was largely attended by the many friends of the deceased, the doctors of the city attending in body. The pallbearers were: Messrs. Joseph and James Quinlan, brothers of the bereaved husband; Allan McCabe, Strathroy; Timothy O'Meara, London; P. O'Meara, London; P. J. Lennon, Strathroy. The service at the church was conducted by Father Quinlan, of Strathroy, assisted by Father Roman, of St. Marys, and Father Lowry, of Stratford. The services at the grave were conducted by Father McKewen, of London, assisted by Dean McGee and Rev. Father Egan, of Stratford, and Father McKee, of Alexandria. Among the relatives and friends who were present from out of the city were: Mr. J. McDonald, London; Mr. D. McIntyre, London; Mr. and Mrs. McDonnell, parents of the deceased, Watford; Miss Kate McDonnell, sister of the deceased, Watford; Miss Irene McDonnell, of Watford, niece of the deceased; Mr. Patrick Woods, of Dublin; James Carpenter, Detroit; Mrs. (Dr.) McCabe, Strathroy.
 The Stratford Beacon says:—"After a short illness of only five days the death occurred Wednesday evening, shortly after eight o'clock, of Theresa McDonnell, wife of Dr. F. F. Quinlan, at her residence, 39 Nile St. The late Mrs. Quinlan was an exceptionally fine woman, well educated, and although only living in Stratford for eleven months previous to her demise, had won the respect of a wide circle of friends. Although of a somewhat retiring nature, she was liked by everyone for her charming manner and sunny disposition. Born in Watford, Lambton county, the deceased was the daughter of Mr. Andrew McDonnell, an old time resident and respected merchant of that place, where she was a general favorite, and was in fact widely known throughout Western Ontario. Her primary education was received in Watford, after which she spent several years at the Sacred Heart Convent in London."

Jack Gets His Gun
 Our Jack is off to the great big fight; He's out for trouble and not for fun; There's always a battle for the right, When Jack Canuck takes down his gun.
 At Queenston's Heights, and Crystler's Farm,
 'Gaiest gallant foes he fought and won; For somebody's sure to meet with harm, When Jack Canuck gets down his gun.
 All through the West, for many a day, He's had law-breakers on the run; The outlaw cries: "There's hell to pay," When Jack Canuck gets down his gun.
 Brave Cronje threw up both his hands, At Paardeberg, 'neath southern sun; They mostly do put up their hands, When Jack Canuck gets down his gun.
 Yes Jack can fight, if fight he must, He ne'er was known to turn and run; But the need is great, the cause is just, When Jack Canuck gets down his gun.
 In Britain's war that's on to-day, He will prove himself a worthy son, We never doubt the end of the fray, When Jack Canuck gets down his gun.
 Gladly, proudly we'll cheer him back, When the war is o'er, the victory won; His duty done for the Union Jack, When Jack Canuck puts up his gun.
 Forest, Aug. 1914. H. J. PETTYPIECE.

Select a Good School
 If you purpose attending a Business College you should select a good school. The Stratford Business College is one of Canada's best. Their courses are up-to-date and they have a staff of instructors such as you cannot find elsewhere. The College, which has three departments, Commercial, Shorthand and Telegraphy, reopens for the fall term on Sept. 1st. Write the college for its free catalog.

Fountain Pens \$1 to \$5
J. W. McLAREN
 DRUGGIST, STATIONER,
 ISSUER of Marriage License
 775 Rexall Store

AN INVITATION TO SICKNESS
 Impure Blood Means a Break-down in Your Health.
 Impure blood is an invitation to sickness. The blood is at work day and night to maintain the health, and any lack of strength or purity in the blood is a weakness in the defence against disease. Anemia is the doctor's name for lack of blood. There may be an actual loss in the quantity of the blood, or one or more of its constituents may be lacking. Its truest symptom is pallor. Anemia is particularly common in young girls. It is not, however, confined to them alone, for it is this same lack of blood that prevents full recovery after la grippe, fevers, malaria and operations. It is also present in old age and in persons who have been under unusual mental or physical strain. If you are suffering from this trouble take Dr. Williams' Pink Pills for Pale People. They make pure, new blood with every dose and this new blood means health and strength. Thousands have proved the truth of these statements, among them Mrs. Minnie Barteaux, Annapolis, N. S., who says: "Following the birth of my third child I was a complete wreck. I felt and looked as if I did not have a drop of blood in my body. My heart would palpitate so violently that I could not walk upstairs without being completely exhausted. Night after night I would have to sit up in bed to get my breath. I had no appetite and suffered from severe headaches. I was taking doctor's medicine all the time and naturally felt very much discouraged. While in this deplorable condition my husband brought me home a couple of boxes of Dr. Williams' Pink Pills and before they were gone I could feel some improvement. I gladly continued their use until I had taken, I think, ten boxes, when I was completely cured, and I never was so well in my life as I have been since."
 Dr. Williams' Pink Pills are sold by all dealers in medicine or will be sent by mail at 50 cents a box or six boxes for \$2.50 by writing The Dr. Williams' Medicine Co., Brockville, Ont.

SCHOOL REPORTS.
 The following is the June promotion report of S. S. No. 1, Warwick. Names occur in order of merit. Entrance into High School.—Evelyn Jones, Class II to IV.—Maurice Minniely, Arthur Moringstar, Class II to III.—Alma Lester (honors), Grace Thompson, Mary Moringstar, Adelbert Minniely, Annie McClelland, Jr. II to Sr. II.—Irene Moringstar, Iva Smith.—P. BULLICK, Teacher.
 Blenheim vegetable and fruit growers are applying to the government for a charter.

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 License
 775 Rexall Store

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

LOCAL HAPPENINGS
 [THE GUIDE-ADVOCATE welcomes a few items of interest for this column. Call Phone 21, send by mail or letter in GUIDE-ADVOCATE Letter Box.]
 WHEAT \$1.10.
 Brown's for Bargains.
 ARE you a member of the Library?
 NEXT Monday is Labor Day, a public holiday.
 RECRUITES wanted for the 27th Regiment. Apply at the armory.
 PAY your subscription now, or awaiting for a moratorium to be proclaimed.
 THE memory of a trip to a su resort will be a mighty poor substitute for an overcoat next winter.
 TAILORING, tailoring at SWITZER'S. The Alvinston Free Press has changed hands. The new owner is Harold Ketch, son of a former owner.
 You can get a copy of the V Fair prize list by applying to F. Ward, secretary, at the Merchants.
 No, "Constant Reader" the Kats his six sons will not risk their celestial skins by getting at all next Battlefield.
 THERE will be no war prices in the Ford stores this winter. The dry goods had their winter stocks bought war was declared.
 ALDERMANHURY costs—the English style. We now prepare these coats up for ladies from special measure.—A. BROWN & CO.
 G. G. BRAMHILL, agricultural representative for Lambton, is in Toronto superintending the county exhibit of the Industrial Fair.
 GROCERIES CUSTOMER—"Give me some 'worth of dog meat.'" But "All right, sir. Shall I wrap it all you eat it here?"
 THE tenth annual Lambton County Bowling Tourney will be held in Pe on Labor Day, Sept. 7th. Watford probably send two rinks.
 It pays to get over the fence of other fellow's side once in a while look back at yourself. Not infrequently you may see things there.
 LADIES, order your suits, 700 s to choose from. SWITZER'S.
 THE 5th Regt. will fill up the made by the enlistment of men expeditionary force, and recruit now going on at the armory.
 WE are waiting anxiously to hear English dreadnoughts speak. We care how loud they speak, they will be accused of talking too much.
 THE apple crop has improved, especially since the heavy rains. It apples are going to be a good crop early varieties will be small owing dry weather.
 THE Big B one dollar over BROWN & CO.
 THE Public and High Schools Tuesday, the former with an 100 of 175 and the latter with over 100 no doubt will be largely augmented week.
 MOVEMENT granite has advanced 10 per cent. This, with the trust, will make the high cost of bad as the high cost of living, a choice now.
 NEW Scotch tweeds, imported SWITZER'S.
 CUSTOMERS will please remember all job work and advertising is paid for as soon as completed. 20-year-ago system of long credits practicable these days.
 To keep the wheels of progress now is the time for all Canadians Canadian-made or British-made preference to all others. The Germany sign is not popular.
 CALL at S. B. HOWDEN'S. The place to get good shoes. My now complete for fall goods. Slater shoe. To see is to buy. Prices. Cheaper than the cheap.
 JOHN SMITH, who has been with Lovell's bakery for some time, is to London this week to train members of the 7th regiment will to go with the second overseas company.
 NEW King hat opened their Need one for the Pairs—A. B. Co.
 THERE was a great demand copies of the Guide-Advocate. The few we had left over after our subscribers were picked up cakes, and we could have done many more.
 THE mysterious aeroplane has been seen above different places in Ontario lately was sighted Ford people on Thursday night said that the machine was moving rapidly and the whirr of the and the exhaust of the engine heard quite plainly.
 THE newest in ladies' coats—