Every Dollars' Worth of Winter Goods Must be Cleared This Month Regardless of Price.

From end to end of this store you will find the greatest money saving values ever offered in Watford. We just have room to mention a few as an example of what you may expect.

3 only, ladies' black beaver coats, marmot collar, sizes 38, 40, 42, regular \$18.50 for \$11.00.

1 only, ladies' black beaver coat, sable collar, size 42, regular \$22.50 for \$13.00.

5 dozen boys' sweaters, sizes 24 to 32, regular 60 cents for 39 cents.

6 men's fur lined coats, lamb collars, regular \$22.50 for \$16.00.

7 men's heavy black beaver coats, marmot collars, regular \$15.50 for \$12.00.

Boys' skating coats, sizes 30 to 32, regular \$6.00 for \$3.50.

Boys' black beaver coats, velvet collar, sizes 25 to 33, regular \$6.50 for \$4.75.

Ladies' coats, regular \$7,50 values for \$5.50-\$10.00 values for \$6.75-\$12.75 values for \$8.75-\$15.00 values for \$11.50.

Boys' heavy frieze overcoats, to clear, at \$3:00. Misses' and Girls' Coats, 25 per cent. off regular prices. Fur muffs, scarfs, caps and sets at quarter off regular prices. Boys' fancy overcoats \$4.25 for \$3.00.

Clearing prices on all clothing for men or boys.

BROWN & CO

CHOPPING

is Now Running. We Pay Special Attention to this Line of Business and Have Lowered the Price to 5 Cents per Cwt., Commencing December 21st.

PLANING Custom, Matching,

Dressing and Turning

Done on Short Notice.

GEO. CHAMBERS

PRENTIS For High-Class

TAILORING

Our Stock is Complete with up-to-date imported Tweeds and Worsteds.

The Newest Designs in the Market.

If you want a Suit that fits right, looks right, and is made right

WE GUARANTEE THEM RIGHT.

PRENTIS

CALDWELL'SºBLOCK. PRESSING AND CLEANING

Carefully Attended to.

ANNUAL MEETING

THE ANNUAL MEETING OF

The Lambton Farmers' Mutual Pire Insurance Co.

In Leicester ...

All parties interested in Mutual Fire Insurance are cordially invited to attend. All members not in arrears are entitled to one or more votes. The year 1911 leaves the company numerically and financially stronger than ever before in its history.

M. G. WILLOUGHBY, Sec.-Treas.

Test 1912.

In Leicester ...

Lucy 3rds, one 4th and one 5th.

Campbell had out a fine pen of Cotswolds, winning one 1st, two 2nds, two thirds, winning one 4th and two 5ths. Mr. McLean had out a very nice pen of Lincolns, winning one 1st, one 2nd, and one 4th in Berkshires.

The strength of th

COMMUNICATIONS.

[We do not hold ourselves responsible for opinion expressed by correspondents].

Lambton Exhibitors.

The County of Lambton should feel proud of the breeders and teeders of Lambton that they have the pluck to go up against the most noted importer, feeders and breeders in Canada and make the showing and winning that they did in the strongest and keenest competition in all classes of live stock ever seen in Canada strongest and keenest competition in all classes of live stock ever seen in Canada at the Guelph Winter Fair. It was a victory to get in a ribbon, let alone get in the money, as many of the different classes numbered as many as 20 to 23 entries, eight and ten entries were considered a light class. In horses, Crawford and McLachlan had out a string of five imported stallions, winning ist, 2nd and 4th, and a 7th in one of their classes. There were 23 entries and another 21. Mr. Ennis had also a well-fitted string of imported stallions and got close to the money in the keenest of competition. His winning was one 1st, Mr. Oliver imported stallions and got close to the money in the keenest of competition. His winning was one 1st, Mr. Oliver had out a beautiful pair of colts but his competitor was older, had more weight and size, and some of them weighing 2200, fourteen in the ring. Mr. Medcoff had out a very nice 2-y-ar-old stallion of No. 1 quality and looks promising for the the future, and if well cared for will make his mark in the future. He was well up to the money, lacked a little fitting to enter such competition. Mr. Steadman had out a well-developed clydesdale filly as good as any shown but lacked a little in size in competing against (imp.) fillies, the best that money could buy. In cattie Frank Oke had out a right good yearling steer, winning two 1st, one special and one 5th, showing in the professional classes, and was sold for a handsome figure to go to Ottawa.

Fire Insurance Co.

WILL BE HELD IN

The Music Hall, in the Village of Watford,
—ON—

Thursday, January 25th, 1912, At the hour of 1.30 p.m., for the purpose of receiving the reports of the transactions of the Company; the election of Two Directors, and hearing and deciding upon any other business that may properly come before it.

All parties interested in Mutual Fire Insurance are cordially invited to attend. All members not in arrears are entitled to one or more votes. The year 1911 leaves the company numerically and fine are the read to a fire penol Cotswolds, winning one 1st, two 2nds, two thirds, or the professional classes, and was sold for a handsome figure to go to Ottawa. D. McPhail had out a beautiful yearling, one of the best at the show, but unfortunately she was not fitted for, the block that as a breeder there were none better and Mr. McPhail may well be proud of her, she weighing over 1600 pounds at 22 of them. B. A. Graham had out a dairy showing in the professional classes, and was sold for a handsome figure to go to Ottawa. D. McPhail had out a been time block there are well as a breeder there were none better and Mr. McPhail may well be proud of her, she weighing over 1600 pounds at 22 of them. B. A. Graham had out a very nice heifer but lacked them. D. A. Graham had out a dairy showing in the professional classes, and was sold for a handsome figure to go to Ottawa. D. McPhail had out a beautiful yearling, one of the best at the show, but unfortunately she was not fitted for, the block that as a breeder there were none better and Mr. McPhail may well be proud of her, she weighing over 1600 pounds at 22 of the she was not fitted for, the block that as a breeder there were none better and Mr. McPhail may well be proud of her, she weighing over 1600 pounds at 22 of the she was not fitted for, the block that as a breeder there were none better and Mr. McPhail may well be proud of her, she weighing over 1600 pounds at 22 of the she was not fitted for, the block that as a breeder there were none b

MRS. FRANK ALEXANDER,
Box 33, Wanstead P.O.
Plympton, Jan. 6th, 1911,

two firsts, two 2nds, three 3rds and one 5th. All the above winnings were won in strong competition. In grain Mr. Hunter did remarkably well, winning several prizes, also did Mr. Peter McEwen, winning one 1st and one 2nd in wheat.

McEwen, winning one ist and one 2nd in wheat.

It is to be hoped that the Lambton breeders and feeders will make up their minds right now and start feeding at once and make up their minds to come out at the top next year. Lambton has the goods if put in proper fit. Get a hustle and bring Lambton to the front. BREEDER.

Dec. 27th, 1911.

A Letter From Sounding Creek, Alta.

EDITOR GUIDE-ADVOCATE:—
We have not been in this country but a short time but long enough to know a little about one year's seasons. We have had a very nice winter so far. Had a long snap about a month ago. The thermometer ran anywhere from zero to 22 below for a week, but have had fine weather since. We have a big dance every week and sometimes two or three. Some of our Ontario friends run away with the idea that we are forty miles from nowhere out here, but life on the from nowhere out here, but life on the prairies in far ahead of old Ontario any We were back forty miles for one Now we are about sixteen and year. Now we are about sixteen and next summer we expect to be within two or three miles. There has been a survey run through here within the last week. It strikes Mr. O. J. Cook's farm and splits it from one end to the other. This road is going to be rushed through in the spring. There was a lot of prairie turned over last summer as it was a good summer for breaking. Everyone looks for a bumper crop next year. Mr. J. M. Wooley was a busy man last summer. He says no more Ontario for htm. But he must have wanted a change for he moved to town for the winter. We will close, wishing you all a Merry Christmas and a Happy New Year.

WARWICK OLD BOYS.

Dec. 20th, 1911.

SCHOOL REPORTS.

Report of S.S. No. I. Warwick. Class IV.—Eunice Kimball, Ernest Jones, Rollie Thomson. Class III.—Sr.—Eve-Rollie Thomson. Class III.—Sr.—Evelyn Janes, Hugh McCleland, George
Thomson, Lela Thompson, Wilfred
Smith. Jr.—Donald Kimball. Class II.
—Maurice Minielly. Arthur Morningstar. Pt. II —Adelbert Minielly. Pt. I.
—Mary Morningstar, Annie McClelland,
1st Class.—Grace Thomson, Irene Morningstar, Alma Lester, Iva Smith.—Annie
Ross Teacher.

To the Citizens of Watford.

On behalf of the three hotels of the Village of Watford permit me to say that we are pleased that the citizens of Watford considered the Local Option question in a fair and reasonable manner, and we desire to assure the public that whatever mistakes we have made in the next. ever mistakes we have made in the past it is the intention to comply with the License Law in every detail and endeavor to maintain the respect of the com

D. ROCHE, Secretary Hotel Committee.

FARM FOR SALE.

100 ACRES, BEING WEST HALF OF LOT 24, good rich soil, good orchard, 20 acres of good bush, beach, maple and clim. On the premises are a new two story brick cottage, main building 20x25, kitchen 18x18, concrete cellar under all the house, 6 rooms, 2 clothes closets, bell telephone in the house, 60cod bars 40x58 and other outbuildings. 2 wells, (one flowing). 8 acres of fall wheat in. All fall plowing done. For further particulars apply on the premises.

ESTABLISHED 1873. OF CANADA

QUARTERLY DIVIDEND NOTICE No. 85. Notice is hereby given that a Dividend at the rate of Thirteen Per Cent. per Am upon the Capital Stock of this Bank has been declared for the quarter ending 31st Jann 1912, and that the same will be payable at the Head Office, in this city, and at its branche and after Thursday, the lst day of February, 1912, to Shareholders of record of 20th January, and after Thursday, the lst day of February, 1912, to Shareholders of the Head Office of the I The Annual General Meeting of Shareholders will be held at the Head Office of the I Toronto on Wednesday, the 21st February next, at 12 o'clock noon.

GEO. P. SCHOLFIELD, By order of the Board, Toronto, 21st December, 1911.

THE VOTE IN WATFORD.

Fitzgerald Elected by 4 Majority-Local Option By-law Defeated. FOR REEVE.

Div. No. 1 Div. No. 2

Majority for Fitzgerald..... FOR COUNCILLORS. Div. 1 Div. 2

Hawn Johnston..... Doan, Johnston, Graham and Hawn elected.

LOCAL OPTION For the By-law 61 Against the By-law 84 For the By-law Necessary to carry By-law, 167,

Warwick Township Vote.

FOR REEVE. Division-1 2 3 4 5 6 7 Blain53 69 83 50 16 15 22 — 308 Hall54 33 63 52 71 70 59 — 402

Majority for Hall.....

FOR COUNCILLORS. Division-1 2 3 4 5 6 7 . Brodie ... 29 23 60 82 63 24 24 — 305
Dann ... 22 23 97 34 34 6 31 — 247
Edwards ... 66 22 33 15 22 28 26 — 212
Hobbs ... 30 17 56 19 61 82 63 — 328
Joynt ... 55 53 86 28 11 9 30 — 272
Leach ... 59 76 70 20 40 13 25 — 303

Hobbs, Brodie, Leach and Joynt These figures are not official.

The Vote in Brooke. FOR REEVE.

FOR NEEVE.

1 1 2 3 4 5 5 7 8 9 10 11

4 54 26 116 39 21 16 24 34 28 40—402

70 25 145 19 28 11 38 9 10 22 19—396

FOR DEPUTY REEVE,

FOR COUNCILLOR. 16 7 68 17 44 22 43 19 17 30 25—308 37 14 52 19 19 6 14 3 6 7 4—181 5 43 19 93 32 30 5 28 13 13 37—318 53 6 112 14 8 2 22 ... 2 4 ...—23 7 11 35 39 27 4 21 6 28 39 43—267 7 58 16 97 16 3 6 3 3 3 1 7—217

Town Hall BY-LAW.

For By-law .. 50 19 97 27 17 9 14-12 9 25—279
Against 57 17 127 20 35 12 36 15 19 37 21—406
Council elect for 1912—Alfred Darvill, Reeve;
Archibald Monro, Deputy reeve; Donald L.
Fisher, councillor; Wm. Annett, councillor;
Albert E. Sutton, councillor.

Township of Bosanquet.

FOR REEVE.

Division-1 2 3 4 5 6 7 Russell, Hugh .76 95 32 37 28 36 21-325 Spearman, H A 42 58 52 51 39 21 15-278 FOR COUNCILLORS.

Bright, Wm...24 12 35 24 6 11 1-113
Lougheed, A H 33 16 59 68 30 52 12-270
Melville, Alex.18 82 26 31 28 21 21-227
McIntyre, D F.33 26 65 50 58 39 4-275
Ross, Robert...39 85 16 12 ... 5 13-187
Sitter, Nicholas 61 91 56 34 ... 17 20-311
Wight, Wm....77 52 19 26 ... 20 1-226

LOCAL OPTION.

For87 79 38 46 58 35 12-325 Against......20 54 47 18 8 19 21-278

Elections Elsewhere,

GLENCOE—Reeve, J. N. Currie; councillors, A. Duncanson, J. E. Hull, James Harris and J. A. McLachlan.

Harris and J. A. McLachlan.

PETROLEA—Mayor, Mr. Edward E.
Pollard (acclamation); reeve, Robert S.
Stirrett (acclamation); deputy reeve, Dr.
C. O. Fairbank (acclamation); councillors, J. C. Waddell, Kenneth Kerr, W. J.
Clark, W. Dunlop, W. Downer, P. F.
Reilly; school trustees, Ward 3, Jno.
Bistop; Ward 2, Jno. Hastings; Ward
4, James Hamilton; ward I, C. Boyd.

FOREST—Mayor, Ed. Rumford: reeve

FOREST—Mayor, Ed. Rumford; reeve, Chas. McLeau; councillors, J. W. Bell, Finlay Chalk, C. A. Decker, John Fraser, Wm. Lawrie. WYOMING—Reeve, J. M. Wilson; councillors, John Richardson. J. C. Mc-Neil, Robert Eady, A. McKay.

PLYMPTON—James McLean was elected reeve, Hugh Montgomery deputy reeve, and councillors John Grieve, Robert McLaren and Thomas Paul.

ALVINSTON—The old council were elected by acclamation. AILSA CRAIG—Reeve, John Morgan; councillors—Dr. J. Guun, G, Meadows, E. Chapman and J. Alexander.

SARNIA—John McGibbon was elected mayor over Alex. Kelly by over 700 major-

ity. Council—Reeve, Dr. Morrison; 1st Deputy, John Newton; 2nd Deputy, Geo. Kerby; 3rd Deputy, Dr. Colter. ADELAIDE—Ambrose Topping was elected reeve of Adelaide by a majority of 62 over W. Boker. The councillors are Messrs. Sullivan, Brant, Peden and Callector.

lagham. PARKHITI.—J, E. Harrison was elected mayor and T. Munroe reeve, by acclamation, and the following councillors were elected Monday:—M. Fenn, F. C. Laughton, Neil McPhee, Charles Forster, John S. McDonald and Finlay Jackson.

Local Option Figures.

Municipalities Carried......
Defeated by three fifths clause...
Straight defeats.....

reduction by-laws carried in Kingston and Stratford, cutting off ten and five tavern licenses respectively.

The Merchants Bank.

That the Merchants Bank of Canada is prosperous is shown by the statement submitted at the 48th annual meeting of the shareholders held in Montreal thisthe shareholders held in Montreal this-week. The net profits for the year amounted to \$1,179,000, an increase of over \$100,000 over the earnings of the previous year. The net earnings for the year amounted to 1923 per cent. on the-paid-up capital, which must be regarded, as a satisfactory showing. During the year the bank increased its dividend from 9 to 10 per cent, the two latter dividends being at the 10 per cent, rate. This isbeing at the 10 per cent, rate. This is the second increase which the bank made the second increase which the bank made-in its dividend during the past two years. During the year the bank transferred \$500,000 to the reserve fund which now stands at \$5,400,000 or equal to 90 per-cent of the bank's paid-up capital. The statement shows the bank to be-particularly strong in gold Dominion

particularly strong in gold, Dominion notes, high-class debentures and other quickly available assets, which total nearly \$32,000,000 or a sum equal to 45 per cent. of the total liabilities. The Merchants Bank of Canada is surely one of the strongest financial institutions In-

During the year the bank opened twelve new brenches. Two new directors were appointed, Mesars, Andrew A. Allan and C. C. Ballantyne, to take the places of Mr. Hugh A. Allan, now residing in London, and Mr. Chas. A. Smith, who died in October.

Christmas Stationery

Just to clean up the Odds and Ends of our Christmas Packages of Writing Paper and Envelopes you can have any box in our window

25 Cents.

DRUGGIST STATIONER, Issuer of Marriage Licenses.

The Rexall Store

Volum

LOCAL

CHEER UP, Ju MEN'S fur bar SALE. THE skating r WHAT has be

ALL ACCOUNT MR. HAVILL, MRN are like are the less noise J. SHARP ship

maple logs to En SAVE 20 per co THE Corpora MR. W. H. SE Hughes are the (

MR. S. A. Go monton, spent there. LOCAL trains this week on accold weather.

Boys' fur band MALE. WATFORD exp ed snow storm or were deserted. HAPPY is the little money from to spend on Janu

MRS. E. GALL Rev. Jos. Gallows the home of her s COMMENCING merchants close t Birday.

MR. J. S. WILI ed a member of the term of three year Medical Health O OUR yard wide -SWIFT'S.

In Ontario ale almost four tim Canadians as there IN Blenheim affected the nati there for heating and mills had to b

OPPORTUNITY man's door, but if to be knocking mever hear her. MR. F. GIBSON in the Merchants

years has been p where he will oc accountant. THE first week mometer was dail noo mark. On Su 15 below zero. V you prefer?

THE people are suits and overcoats DR. MARY W. collar button cause the laundry glues
shirt where the co helps to keep alien MISS ETHEL VII MISS ETHEL, VII ford, who has sp China as a missio church, is now o will spend some tin Sarnia before resur

UNLESS more att registration of birtl riages, the law will the authorities say. offence under the a er to make registra A FINE COMFORT

\$2.50.—SWIFT'S SA JUST to remind y Feb. 3rd, is the dat of the Presbyteri Bingham, entertair tion. Bingham has tion as an entertai later. Tickets car McLaren's drug sto On Friday last, (ary of the East La

ary of the East La ceived from the pro cheque for \$300, be tioned the Society. The fall fair rece failure and the abo paid to any society. Dy.-Con. Curri town in the interest the World. He exj class ready for initianing next, Jan. 16t as possible are requ Then on Tuesday examual supper and invital take place.

COLD WEATHER 1
were badly smashed
by the cold wave Thursday and is and the spell has been of the thermometer from zero down to

Northwest the merc point 65 below zero. You will have you will feel better when as we need the mor