



YOU can talk with many people who are advanced in years who will tell you that they wish they had consulted an expert optometrist at the first indication of eye trouble. They will inform you that they feel sure if they had that they would have been able to have worn corrective glasses that they might have discarded later on. If your eyes trouble you let us test them.

CARL A. CLASS
Optometrist

WANT COLUMN.

One cent per word each insertion.
Card of Thanks 50c.

WANTED

REPAIR WORK WANTED—I am now prepared to do upholstering and light furniture repairs. Terms: cash. J. Tomlin, Warwick and Simcoe streets. jan.1-12

WANTED—A few head of young cattle to pasture by the month or for the season. Apply to Geo. Fenner, Warwick Village. m2c3t

TO RENT

FOR SALE OR RENT—Storey and a half house on Erie street east. Apply at this office.

A GOOD 50 ACRE PASTURE Farm with a running spring of water on, about 3 miles from Arkona to rent or sell. Apply to W. E. Fitzgerald, Barrister & Co., Watford, Ont.

FOR SALE

FOR SALE—Strawberry Plants—write for particulars.—John McAdam, Jr., R. R. No. 1, Arkona. 2t

FOR SALE—Two Radio Storage Batteries. Priced below cost for quick sale.—R. Morningstar.

WE SELL Metallic Shingles, Siding, Corrugated Iron and other roofings.—Hawn & Hawes. a11-5t

Birth Announcement Cards, Wedding Invitations, Announcements and Cake Boxes, and Memorial Cards—All orders filled same day as received.—"The Guide-Advocate." 2f

BEFORE buying dwelling house properties in Watford or elsewhere. Apply to W. E. Fitzgerald, who has several such properties for sale cheap to quick purchasers.

38 HEAD OF CATTLE 38
BY AUCTION
ROCHE HOUSE, WATFORD
FRIDAY, MAY 2, 1924
30 Head of Grass Cattle, 8 Cows, new milkers and Springers.
TERMS—6 months' credit, 7% per annum discount for cash.
J. F. ELLIOT, Auctioneer.

STRAWBERRY PLANTS FOR SALE

Eight different varieties, both early and late. 60 cents per 100; \$5.00 per 1000, and 5000 plants for \$22.00. Apply Telford Thompson, R.R. 5, Phone 75-24, Watford. 2t

AUCTION SALE of Household Furniture of the late Mrs. Lee, Huron street, Watford, on Saturday, May 3rd, 1924, at three o'clock p.m. Terms, cash. At the same time, the house will be offered for sale, subject to a reserved bid.

CARD OF THANKS

CARD OF THANKS—The family of the late Francis Powell desire to express their sincere thanks for the many expressions of sympathy and acts of kindness extended to them during their recent bereavement.

LOST

LOST—Will the party who borrowed a Building Jack from W. L. McCrae's Hardware a few months ago kindly return it at once, as it is needed.

Send in your News Items every week. This is YOUR newspaper.

STOCK REDUCING SALE--10 BIG DEPARTMENTS

**Heavy Buying Must Mean Heavy Selling—Regardless of Profit.
Read the List—Get Your Money Ready and Start for Swift's.**

CLOTHING

Three Large Clothing Houses

THE JELKIN CO., Montreal

THE WALTER BLUE CO., Sherbrooke

THE GREEN SWIFT CO., London

Men's Suits, Young Men's Suits
Boys' Suits—Big Stock

The Big Department must unload.
Drastic Reductions, Stock Reducing Sale Prices. —Swift's.

COTTON SHEETINGS

PILLOW COTTONS

Piles and piles of Cottons in 30 and 40 in. Also Sheetings, 2 yards and 27 inches wide, white and cream, plain and twill. Pillow Cottons, 40 42, 44 inch, in three weights, bought when cottons were at the lowest. Stock Reducing Prices. —Swift's.

WASH DRESS GOODS

Endless Variety
All the new materials. Drop in and see them. —Swift's.

LINENS AND TOWELLING

Pure Linen Towelling—per yard
20c, 22c, 25c —Swift's.

LADIES' COATS AND SUITS

COATS

We are showing a grand lot of the Newest Coats. Smart styles to hand every week.

LADIES' COATS, MISSES COATS JUNIOR COATS

All new and up to date
Now is your time. —Swift's.

SUITS

A fine stock in these good styles. Mostly navys, all silk lining. Poiret Twills, Tricotines, and fine Botany Twills. Sizes 16 to 18 and 20 for young ladies. Sizes 36, 38, 40, 42 for ladies, and marked at stock reducing sale prices. —Swift's.

HOSIERY AND GLOVES

Silk, Lisle, Cotton—All shades and qualities. Special O.S. sizes. Also children's in all the new ribbed styles. Specially priced at the Stock Reducing Sale. —Swift's.

DRESS GOODS AND SILKS

We are showing a big range in this Department. Look over our stock, find what you need. The prices are right. A big saving at our Stock Reducing Sale. —Swift's.

MEN'S HATS AND CAPS

ALL THE NEW BLOCKS

Our \$3.50 Soft Felt Hat is a Wonder. Our Dollar Caps will surprise the closest buyers. —Swift's.

MEN'S UNDERWEAR

Penman's—in all sizes and prices. Hatchway—in all sizes. Watsons—in endless variety. The prices of these lines will please you. —Swift's.

MEN'S WORK SHIRTS OVERALLS AND SMOCKS

The Best Value for the money in Canada. Fine, well made garments, roomy and well sewn. See our window. —Swift's.

SWIFT'S

WOOL

PRICES ARE HIGHER AGAIN

WHY SHIP YOUR WOOL AWAY WHEN YOU CAN GET AS MUCH AT HOME ON YOUR OWN SCALES. BRING YOUR WOOL TO

GEORGE SHIRLEY

WATFORD

OR I WILL CALL FOR IT WITHIN A RADIUS OF 20 MILES FROM WATFORD

GEORGE SHIRLEY

Phone 96.

ALEX. M. STEWART

Phone 600-33 Ailsa Craig m2-4t

Executors' Notice

Notice is hereby given that creditors and others having claims against the estate of **WILLIAM HENRY ROGERS**, late of the Village of Watford, in the County of Lambton, Gentleman, deceased, are to send in full particulars of such claims together with the nature of security (if any) by mailing them to Cowan, Cowan & Gray, at Watford, on or before the fifteenth day of June, 1924, and after the said date the executors will proceed to distribute the estate among the parties entitled thereto, having regard only to the claims of which he shall then have received notice.

Cowan, Cowan & Gray,
Solicitors for the Executors,
W. S. Fuller and Fred Rogers.
Dated this 26th day of April, 1924. m2-3t

Administrator's Notice

Notice is hereby given that creditors and others having claims against the estate of **JOHN WILLIAM BLAIN** late of the Township of Warwick, in the County of Lambton, Farmer, deceased, are to send in full particulars of such claims together with the nature of security (if any) by mailing them to Cowan, Cowan & Gray, at Watford, on or before the 31st day of May, 1924, and after the said date the Administrator will proceed to distribute the estate among the parties entitled thereto, having regard only to the claims of which he shall then have received notice.

Cowan, Cowan & Gray,
Solicitors for the Administrator,
Eliza Ann Blain.
Dated this 19th day of April, 1924. a25-3t

"OLD HOME WEEK"

August 17, 18, 19, 20

Plan Now to Re-visit the Old Town.

Good News For All

A SPECIAL PURCHASE OF HIGH GRADE SHOES & SLIPPERS JUST RECEIVED—INCLUDING THE NEW SUEDE. LOG CABIN, CAMEL, EIRDALE, SAND, GREY AND MAYFAIR PATENT, CONSTANCE BLK KID, DEBUTANTE BROWN CALF VERY REASONABLE IN PRICE

A FULL LINE OF SLIPPERS AND SANDALS FOR CHILDREN AND GIRLS. SOME NEW STYLES. REAL CHEAP IN PRICE AND RELIABLE QUALITY

MEN'S OXFORDS INCLUDE THE NEW LASTS RIALTO, PARKWAY AND COMMODORE In Brown or Black—the Season's latest styles

We invite all to come in and see the new styles and colorings we are showing for Spring Wall Paper—and the price is lower.

P. DODDS & SON

"WATFORD'S BUSY STORE"



Face Powder 50 & 75c

Vanishing Cream 50c

Cold Cream 50c

Toilet Water \$1.00

Talcum Powder 35c

Perfume \$2.00 oz

SIDDALL DRUG CO.

WATFORD, ONTARIO

C. E. ATCHISON

2 TRUCKS—1½ & 3 TON

Can go anywhere! If you have a Load to move anywhere—ask us—that's our business. No distance too great—we can go anywhere! Ask us for prices.

C. E. ATCHISON

a25-tf Watford, Ont.

The most uncertain thing I know (for it is always on the go) is milady's line of waist, which never lingers in one place, but up and down forever slips from the shoulders to the hips; I'm sure us men would think it fine if we could fix this charming line, for with so many false alarms, we don't know where to put our arms.

YOUR AD. HERE WOULD PAY!

FRIDAY, MAY 2, 1924

Mr. and Mrs. Windsor visited.

Trowhill recently.

Mrs. H. McLe are spending a mother near Br Mrs. J. Vosb home on Tuesd daughter Mrs. Miss Mabel L er holidays at Crang.

Mr. and Mrs Jack spent Mon

Mr. and Mrs daughter Donn

friends at Inwe

Mrs. Albert .

the week and

Joseph Brewer

Mr. B. Richi

Tom Freer 8th

Miss Isabell

ston is the s

Dudley.

Mr. and Mrs

groit was in to

On

"Contact" are giant, huma of the Quins boat until "stick" caus Two tu goggles and over the side head of the forest to the rivers shini arable land Turnin course to I name, —th north over which the p ence more i jerks which One wonder so well. B bringing to and supplie least to arr Comm on Monday five people This servic prospectors an hour w tion is avai

QUI b the to the v the q