THESE Spring days mean "Housecleaning" and then you are reminded of the many new things required to brighten up the home after the long dull winter. By a visit to this store you will be surprised at what a small cost that old carpet can be replaced by a modern sanitary rug-how much labor can be saved by a nice bright lineleum on some other floor-and how much more cheery you can ave other rooms by the addition of new draperies.

RUGS AND CARPETS

You will be surprised and delighted by the assortment and values we are showing in rugs, and our new revolving rack makes it so easy to see them and compare. Wilton, Axminster, Velvet, Brussels, Tapestry and Wool Rugssizes $2 \times 2\frac{1}{4}$ yds. to $4 \times 4\frac{1}{2}$; prices from \$5.00 to \$50.00. Stair and Floor Carpets in a great variety from 15c to \$1.25 per yard.

LINOLEUMS AND OILCLOTHS

The best Scotch and Canadian makes. Linoleum-2, 3 and 4 yards wide. Oilcloth-from 36 inches to 72 inches wide Border Oil-18 inches to 36 inches Border Linoleum-inlaid patterns, 18 to 36

CURTAINS AND DRAPERIES

We have just passed through the customs. direct from Manchester, the finest range and values in lace curtains that we have ever offered. Specials at 50c., 75c., \$1.00, and \$1.50 per pair. New Nets, Scrims, Madras and Muslins, in white, cream and ecru.....8c to 90c per yd. Chintz, for furniture covering, at 20c and 25c.

POLES AND ROLLER BLINDS

Oak and white enamel poles......10c to 30c Single and double extension brass rods......

Brass tubes, \(\frac{3}{4} \) in. and \(1 \) in. sizes. A complete range of the "Kirsch" rods. Roller Blinds, all shades,......25c to 75c Made-to-Measure Blinds a Specialty.

"THE STORE THAT SATISFIES"

"BEAUTIFUL HAIR GOODS DISPLAY"

PH. B., M. D

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M. D.

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THE DORENWEND CO. OF TORONTO, LTD., Canada's premier hair-goods house, announce their visit to the

ROCHE HOUSE WATFORD



FRIDAY, MAY 7th, 1915 When there will be shown an exclusive sample stock of QUALITY

HAIR GOODS FOR LADIES in :- Switches, Braids, Trans formations, Pompadours, Wavelets, etc. An invitation is extended to every lady to call and inspect these goods.



'THE DORENWEND SANI-TARY PATENT TOUPEE'

is an absolute necessity to every man who is bald. It make you appear years younger. INDETECTABLE FEATHERWEIGHT



BE SURE YOU SEE THEM ON DAY OF VISIT A DEMONSTRATION PLACES YOU UNDER NO OBLIGATION WHATEVER REMEMBER THE DATE--FRIDAY, MAY 7th, 1915

SARNIA, MAY 24, 1915

AT BAY VIEW RACE TRACK

PURSES \$600.00 \$600.00 2.50 Class, Trot or Pace, ½ mile heats.......\$150.00 2.25 Class, Trot, mile heats.....\$200.00 Free For All, Trot or Pace, mile heats......\$250.00 Entries Close May 18th

SPECIAL RAILWAY RATES ON ALL ROADS

Dunwich township council has appointed David Carroll inspector under the Fruit Pests Act, at 30 cents per hour. Some men make money in farming. Am Essex farmer got \$1360 for his cighteen acres of beans, and \$1100 for his five acres of tobacco.

Decame entangled in a nearby shaft, and his body was whirled about for some time before he was rescued. His back was broken in two places and one leg broken.

Potatoes are still plentiful in Caradoc and dealers are paying only 35 cents per bag for good "Spuds."

NOTICE TO CREDITORS

In the matter of the estate of Rivers Bros., who has been doing business under the name and style of "The Arkona Basket Factory" in the village of Arkona in the County of Lambton. of Arkona in the County of Lambton.

NOTICE IS HEKEBY GIVEN under and by Virtue of the Statute in that behalf, that all persons having any claims or demands against the said estate are requested to send (by post, prepaid, or deliver to the undersigned J. F. Dickison, one of the Arbitrators for the said estate, on or before the first day of June, A. D. 1015, their names, addresses and full particulars of the claims, and statements of their accounts duly verified, and the nature of the securities (if any) held by them. And take notice that after the first day of June A. D. 1915, the undersigned Arbitrators will proceed to wind up the affairs of the said estate, having regard only ito the claims of which they ishall then have had notice, and that they will not be liable for the assets of the said estate or any part thereof to any person of whose claim they shall not then have received notice.

Dated at Arkona this 26th day of April A. D.

ave received notice.

Dated at Arkona this 26th day of April A. D. J. F. DICKISON Arbitrators
D. HAY
WALTER PERCY, Referee.

Liberal Conservative CONVENTION

MUSIC HALL, ALVINSTON

Wednesday, May 12th, 1915

AT 2.30 O'CLOCK

For the election of officers and the nomination of a candidate to represent the Riding in the House of Commons.

RICHARD BLAIN, M. P. J. E. ARMSTRONG, M. P.,

J. E. ARMSTRONG, M. P.,
and other prominent Conservatives are to be
present and will address the meeting.
A full representation is requested.
The basis of representation is two delegates
for each sub-division, together with the Chairman and Secretary.
The chairman of each polling sub-division at as
early a date as possible, to elect delegates.
Chairmen must send names of their officers and
delegates to W. E. FITZGERALD, Cor.-Secretary of the Association, Walford P. O. Ont.
W. K. FITZGERALD,
Cor.-Secretary.

W. R. DAWSON,
President E.L.L.C.A.
830-21

BRILLIANT CHARGE BY CANADIAN TROOPS

Twenty-two Officers Killed, 58 Wounded in Battle on Western Front. Canadian Casualties Will Probably Total 1,000.

Ottawa, April 25.—Canada has received her first great casualty list from the fighting at the front. It records the death in action of twenty-two officers, including three Lieutenant-Colonels. In addition, fifty-eight officers have shed their blood, and are on the list of wounded. This, it is to be noted, is not a complete list, and there is no record so far of ed. Inis, it is to be noted, is not a complete list, and there is no record so far of non-commissioned officers killed or wounded in the heavy fighting of Thursday, Friday and Saturday, which is still going on. The British estimate is ten men to every officer. This would bring the total of Canadian casualties up to 800.

BASEBALL AND SPECIAL ATTRACTIONS

E. F. GOODISON, SEC.-TREAS.

Mrs. Ellen Dooley, an old resident of Wyoming, is dead aged 80 years. She formerly lived in Plympton for about 30 years. The funeral to Mt. Calvary cemeretery was conducted by Rev. Father Champeau.

Dunwich township council has appointed David Carroll inspector under the Fruit Pests Act, at 30 cents per hour. Some men make money in farming. An Essex farmer got \$1360 for his

The fight was a terrible one, and though Canadians suffered heavily, there is every indication that the division covered it-self with glory and acquitted itself in a

gallant manner. All day long messages of congratulations have been coming in to the Prime Minister and the Minister of Militia, testifying in unqualified terms to the splendid part which the Canadian

troops played in the action.

Three Majors, eight Captains and seven Lieutenants are dead on the field The list of officers killed and wounded is yet incomplete, and the list of non-commissioned officers and men has so far not been received regarding the des-perate fighting around Ypres.

DUST AND MUD OR OILED STREETS The Latter Far Superior, Costing Less

and More Sanitary Evidence showing the superiority of oiled over sprinkled streets accumulates, and leaves no room for doubt as to the

wisdom of the Council in making a change from the heretofore inefficient system of street sprinkling. A gentle-man who has had experience with oiled man who has had experience with oiled streets in Kansas City. Toronto, Barrie and other places, and whose judgment in the matter may be thoroughly relied on, gives the following cogent reasons for oiling the streets as a result of what he saw in the places named. He says:—

1. Macadam pavements, if oiled, are better and less dusty than asphalt.

2. Are also less costly to keep tree from dust, as asphalt must be frequently flushed at considerable cost.

3. Oiled roads save the roadbed, the

3. Oiled roads save the roadbed, the

oiled dust serving as a cushion.

4. In watered roads it is always dust or mud, and crossings are dirty.

5. And every time the road is scraped it is part of the original roadbed material which is carted away and will have to be again replaced later, at a cost which is

farely thought of.
6. Oil should not be put on the crossings, so that for pedestrians there are always good, clean crossings with oiled

breathe dust and manure into our lungs at every breath. This is the greatest cause of catarnhal and bronchial troubles, and costs the community thousands of

and costs the community thousands of dollars annually.

9. Oiled roads save considerable also from saving of wear and tear on clothes, carpets, household effects, upholstery, and considerable from damage to merchants' goods.

10. Oiled roads are cleaner, too, for the person, as the dust of ordinary roads

penetrates to the skin.

11. Then the feeling of cleanliness, with oiled roads, as compared with watered ones, is worth considerable and saves the irritation caused by uncomfort-

able clouds of dust,
12. The sidewalks can also be cleaned
with little trouble when roads are oiled,
but are always dusty or muddygother-

wise. 13. Whenever steadily tried out the

13. Whenever steadily tried out, the people will not consider any return to watered roads, as the slight smell caused during the first few days after oiling is not bad and soon passes off.

14. Places, such as the lake shore road between Toronto and Mimico, where a superb water front was a curse because of the dust, and where automo-

because of the dust, and where automo-mobiles in passing could not be seen for the dust they raised, is now pat-onized by thousands every, day, the oil keeping the dust down, [so that autos passing at 25 to 30 miles an hour do not raise the dust more than a few inches, and it falls heavily to the ground immediately they have passed. have passed.

Sergt.-Major Owens Writes His Colonel

Watford, April 22.—The following is a letter received by Lieut.-Col. R. G. C. Kelly, 27th St. Clair Borderers, Watford, from Sergt.-Major Arthur Owens, 1st Battalion, 1st Brigade, late instructor in the Scots Guards :

April 6, 1915.

Dear Colonel: Still alive to tell the tale. The boys from Watford are very fortunate up to the present, no casualties amongst them. I have never been away from the battalion since its formation, and I can assure you, that stories told in Toronto papers, with reference to the charges we made and the trenches we took are false. This does not refer to the Princess Pats, who are with another division, and we don't know what they are doing. Our casualties are caused by snipers, and going to and from the trenches, which, of course, is done in the dark.

With reference to the battle at Neuve Chapelle, we were in the supports and were very heavily shelled, but the imwere very heavily shelled, but the improvements we made in our trenches and dug-outs made us safe. Of course you know the idea of this heavy shelling was to prevent us from reinforcing the firing line, but I can assure you the British casualties were very heavy.

Colonel, I had a very close call the other day, after leaving the trenches we go back a few miles for four days, which comes under the heading of rest, but in reality consists of route marching, trench digging, bayonet fighting, etc. I went

digging, bayonet fighting, etc. I went out of the barn to shake my blanket and a shell dropped about six yawds from me, as luck happened it did not explode; it went into the ground about 10 feet. We dug it out and found it to be a shrapnel; it must have been defective.

I am afraid when the hot weather sets

in instead of fighting Germans we will be fighting disease. Already the mosquitoes are beginning to swarm the trenches and at times the smell of dead bodies, which are just merely covered, is very offensive.

Mr. Galaugher, who was selected to

come to the front in place of Mr. Swift. was killed. Our casualties are about 22 killed and 30 wounded in this battalion. At Neuve Chapelle we got orders to hold ourselves in readiness to charge and In ever saw men so eager for the fray, but of course, we were not required, so I can assure you when the time comes the boys will give a good account of themselves. Believe me to be, yours truly,

A. OWENS.

NEW STRENGTH

IN THE SPRING

Nature Needs Aid in Making New Health-Giving Blood

In the spring the system needs a tonic. To be healthy you must have new blood, just as the trees must have new sap to renew their vitality. Nature demands it, and without this new blood you will feel weak and languid. You may have feel weak and languid. You may have twinges of rheumatism or the sharp stabbing pains of neuralgia. Often there are disfiguring pimples or eruptions on the skin. In other cases there is merely a teeling of tiredness and a variable appetite. Any of these are signs that the blood is out of order—that the indoor life of winter has lessened your vitality. What you need in spring is a tonic medicine to put you right, and in all the world of medicine there is no tonic can equal Dr. Williams' Pink Pills. These pills actually make new rich, red blood—your greatest need in spring. This new your greatest need in spring. This new blood drives out the seeds of disease and makes easily tired men, women and children bright, active and strong. Miss Edith Brousseau, Savona, B. C., says:—
"I was as pale as a ghost, suffered from headaches, severe palpitation of the heart at the slightest exertion. I had rarely thought of.
6. Oil should not be put on the crossings, so that for pedestrians there are always good, clean crossings with oiled roads.
7. Oiled roads only require oiling two or three times annually and the cost as against well-watered roads is very little greater than the water process. If time of men and teams, and the cost of upkeep saving is figured, the oiled road is cheaper.
8. Then with oiled streets we do not breathe dust and manure into our lungs!

liams' Pink Pills." liams' Pink Pills."

These Pills are sold by all medicine dealers or can be had by mail at 50 cents a box or six boxes for \$2.50 from The Dr. Williams' Medicine Co., Brockville,

Reeve Wilson, of Tilbury, in giving a donation of clothing to the Belgian Relief, hurriedly plunged his hand into the pocket of a coat he had not worn for more than a year, and discovered a bundle of old letters which contained money and cheques to the value of \$400. oney and cheques to the value of \$460.

All the New Things in Wall Papers

Come and look through our samples

We can give you Very Low Prices on patterns Getting

Drugs Stationery

The Renall Store

Volume XLI-N

LOCAL HAPPENII THE GUIDE-ADVOCATE WELCO items of interest for this co Call Phone II, send by mail o item in GUIDE-ADVOCATE Lett

THE new hats at SWIFTS'. NEXT Thursday is Ascension GIVE the Allies an inch a

THE trouble with most of us want the rest before we've ea THERE is quite a slump in th post card business since the came into vogue.

TAYLOR is special agent in a laseball goods. THE rake, the shovel and the soon contribute to bringing high cost of living.

A Portland man fell six st landed in a hotel kitchen. Just in for dinner, as it were. This week's rain is worth cor to the farmers in this vicinity. first good rain this spring.

MADE IN CANADA, not enough Watford, that's the stuff clothing at SWIFTS'. DIED OF WOUNDS-Word wa Wednesday night that Col.-Gunn Newell died of wounds.

PRESENT prospects point to a year in so far as fruit crops in gara Peninsula are concerned. A man can get just about wants in this world if he only hard enough and is willing to

THE Germans are making a effort to reach the English according to a despatch. "D is correct.

GOLD FISH, large size, 20 and each. Ornaments, fish plant a mow on sale at McLaren's. WHEN you go fishing you nev

what you will get. But when a garden you are sure of visits meighbors' hens.

"Yes," said the dispenser of li freshments, "since the war ta; put on our prices have been go but our goods are still going do News matter mailed to The Advocate in unsealed envelopes come under the postal classific "letters" and will not require the war stamp.

LADIES' gingham dresses for a worth more. - Swifts'.

THE improvements on Mr Ed cottage on Victoria street are completion. When finished th will be one of the most attractive

will be one of the most attractive part of the town.

AMMETING of Watford Conse will be held in Barrister Fitz office this (Friday) evening at 8 to appoint delegates to attend twention at Alvinston on May 12th THERE is an important feature

of oiled roads which no one yet's have mentioned, and that is with to flies. Oiled roads, it is claime went the breeding of flies in the manure, which promotes the and health of a community. TAYLORS' have made up new wall paper remnants, le per roll u

THE ladies of the Welsh choir c attended to their knitting. They it all the time—on the streets and hotel. It is rumored that the was delayed a spell until Mada "turned the heel" of the sock s engaged on.

IF you want to lessen the ame uric acid in your body refrain fre ing liver, kidney, sweetbreads, to of any meat and "very tasty" any kind. For instance, boiled b meat which has been used for sor better than juicy steak. SPECIAL sale of bathroom towel 25c. pair to 50c. each.—Swifts'.

As nearly as can be estimate new Methodist hymn book may be for public sale by about midsum 1916, or at all events by the end year. It will number approximate or 660 hymns and 600 tunes. The at present in use has 936 hymns as

SECRETARY KENWARD of the Lambton Agricultural Society has ed notice from J. Lockie Wilson, S agricultural societies, that the g ment grants to the different societies paid in full, and also that Depar al Judges for fairs will be sent to societies making application for sai YOU'RE sure of finding the magazines at TAYLOR'S.

LAMBTON boys were in the charge the war has seen or will matter what may be done in future. helped to save the situation an Empire. Hats off to our brave entatives at the front. Fight or They have fought. Are we doir share?

Among those of the 1st Batt. re AMONG those of the 1st Batt. re wounded at the battle of Lange are Corp. Mathew Cunninghan Sergt. Thos. C. Ward (Oil Spmembers of the Wattord con Lance-Corp. Robt. Sterling Sa Tobias, (Sutorville), Pte. Arch M (Corunna) and Pte. A. W. Stongrolea), all of 27th Regt.