

**The King Hat is Guaranteed for One Year**



An Insurance Policy Goes With Each "King" Hat. If you wear one of these celebrated hats for one year and it does not give you Entire Satisfaction, bring it back to us and we will refund your money or give you a New Hat. You, Mr. Wearer, are to be judge and jury. A Shape For Every Face, and you can depend upon it, that these shapes are correct in every detail.

**Youths' and Boys' Felt and Straw Hats**—Opened this week—in Natty Styles. Felts at 50c. to \$1.25. Straws, 25c. to \$2.00.

**MEN'S SUMMER UNDERWEAR AT SAVING PRICES**

The "Corker," as its name implies, is an Extra-Good Garment for the money—Well Made Fine Balbriggan—at 25c per Garment.

Men's Extra Fine Balbriggan—Made From Pure Egyptian Yarn—in Long or Short Sleeves—50c per garment.

Men's B. V. D. Underwear—Good Quality Linen—Combination or Separate Garments, in long or short sleeves, and knee or full length drawers—Combinations, 75c to \$1.00 per suit; Single Garments at 50c.

Natur Wool Underwear, in summer weight, at 50c., 75c., and \$1.00 per garment.

Boys' Balbriggan Underwear, in long or short sleeves, at 25c per garment.

**Wash Goods For Warm Weather Wear**

**Radium Foulards**—The most popular goods for summer wear—looks like but wears better than silk. Comes in spot, stripe and fancy patterns in all the new shades, also in bordered effects, at 25c per yard.

**Plain Voles**—A light weight sheer goods—Comes in all the wanted shades, at 25c per yard.

**Bedford Pique**—A most servicable fabric and the one you have been reading so much about in the fashion journals—Comes in tans, linen, white, blue, black and cadet, at 18c per yard.

**WHITE GOODS ARE POPULAR**

We have never shown such an assortment of popular white wash goods.

- Vestings at 15c, 20c and 25c
- Bedford Cords at 18c and 25c.
- Shau Su Repp at 20c.
- Piques at 15c, 20c, 25c and 35c.
- Shamrock Poplins at 20c and 25c.

**Irish Linen Pongee**—An ideal fabric for ladies' and children's wear, comes in linen, blue, pink and tans, 25c per yard.

**A. BROWN & CO.**

**PURE BLOOD MAKES HEALTH**

**Disorders of the Blood are Cured by Dr. Williams' Pink Pills**

If people would realize the importance of keeping the blood rich and pure there would be less sickness. The blood is the medium through which the nourishment gained from the food reaches the different parts of the body. If the blood is impure the nourishment that reaches nerves, bone and muscle is tainted with poison and disease follows. The blood is also the medium by which the body fights off disease. If the blood is poor and watery this power of resistance to disease is weakened.

Dr. Williams' Pink Pills for Pale People build up the blood. They increase the vitality of the body to resist disease. The strengthen the nerves, increase the appetite and cure every disease caused by thin and impure blood, and that embraces such diseases as anaemia, indigestion, neuralgia, nerve exhaustion, rheumatism, and many other. Every claim made for this medicine is amply proved by the grateful testimony of those who have been cured. Here is one instance. Mr. Jas. Sauger, Peterboro, Ont., says: "I began to be troubled with dizzy spells. These were especially noticeable in the morning on rising and were accompanied by a feeling as if my body had taken on two or three times its weight during the night. When I went out of doors everything would suddenly seem to get topsy-turvy for a few moments, and I would apparently see specks floating in front of me, and for a while I could hardly drag myself along. This feeling at first lasted only for a few minutes, but as time went on the duration of the spells seemed to increase. Whilst during the day I would be suddenly attacked with dizziness compelling me to hold on to something until the feeling passed. I had in the meantime been taking various blood tonics, as I was convinced my condition was due to my blood being out of order. None of these, however, seemed to have any permanent effect. For a little while I would be fairly well, but as soon as I quit using them the attacks would come back with renewed vigor. One day I came across an advertisement of Dr. Williams' Pink Pills and decided to try them. I soon noticed a more decided improvement than I had felt before. The dizzy spells were becoming less frequent and less violent, and by the time I had taken six boxes I was well again. From former experience I had some fears that the trouble might return, but now, four months after discontinuing the use of the pills, I have no return of the trouble. In fact I never felt better than I do now, and I think nothing can equal the Pills as a blood medicine."

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

advantage of the farmer as well as to the prosperity of the Province.  
H. A. MACDONNELL,  
Director of Colonization,  
Toronto.

**Annual Meeting of C. C. W. B. M.**

The 8th annual meeting of the London Branch of the C. C. W. B. M. was held in the Forest Congregational Church on Friday, May 23rd. There were three sessions for the day.

The morning session was for the arranging of the different committees, and the rest of the time in singing and prayer, after which dinner was served in the basement.

Devotional hour in the afternoon was led by Mrs. (Rev.) Whitmore, of London, taking as her subject, St. John 17:15 dealing principally with prayer. It was a beautiful subject. President Miss Rawlings presided. After hearing the different reports from each branch, which were very encouraging, the officers were appointed for the year as follows: President—Miss Rawlings, Forest. Vice-Pres.—Mrs. Whitmore, London. Treasurer—Mrs. M. Dudley, London. Secretary—Mrs. Cody, Embro. Supt. of Leaflet—Miss Horton, London. Supt. of Reading—Miss Jennie Smith, Forest.

Systematic Giving—Miss Hyde, Stratford. Supt. Associate Members—Mrs. McCormick, Kingscourt.

Mrs. Livingstone, Forest, gave the address of welcome to the delegates, and Mrs. McCormick replied. There was a good paper given on "Selfishness" after which a duet was sung by two little girls and was much appreciated by all. Rev. Cannon, of Forest, closed the meeting with prayer. Lunch was then served.

The evening meeting was led by the pastor, Mr. Cannon, of Forest. After the choir sang an anthem and the offering taken, Rev. K. Stevenson, of Watford, gave an address on "South America taking as his subject "Brazil." There is great need of missionaries in that field, Nurse Halpeuny, of the Northwest mission, was present and dealt with her work in the west, among the different people there. There were delegates from Stratford, Embro, London, Toronto, and Watford present.

**AMERICA'S GREATEST HAIR-GOODS ARTIST**

**PROF. DORENWEND OF TORONTO "IS COMING"**

To the Roche House, Watford, on Thursday, June 12th



to replace hair on the heads of ladies and gentlemen who have lost their hair. By his beautiful, natural hair constructions, which are known all over the world, Every Woman and Man can be made to look younger and have the natural protection to the head, which means Health, Comfort and Good appearance.

**"LADIES"**

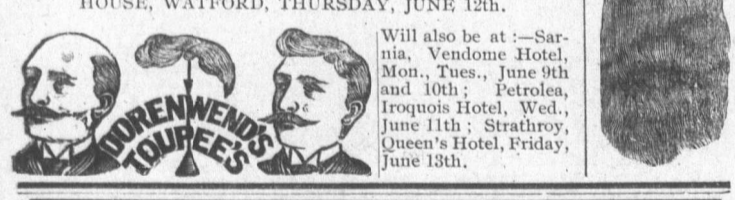
do not miss this Opportunity. See his transformations, switches, wavylets, pompadours, full wigs, curls, etc.

**THE DORENWEND SANITARY PATENT TOUPEE GENTLEMEN (who are bald)**

protect and adorn your bald head with human hair. In order to have a conception of the wonderful achievement in the art of hair constructing, every bald man should call and see the large sample stock of "HAIR TOUPEES and FULL WIGS" which Prof. Dorenwend will be showing.

These wonderful coverings are so natural in appearance that detection is impossible. They are adjusted so securely, to any head, that they cannot come off except at the wearer's wish. They will give a young and softening expression to the face.

A FREE DEMONSTRATION IS EXTENDED TO ALL COME AND BRING YOUR FRIENDS TO THE ROCHE HOUSE, WATFORD, THURSDAY, JUNE 12th.



Will also be at:—Sarnia, Vendome Hotel, Mon., Tues., June 9th and 10th; Petrolia, Proquois Hotel, Wed., June 11th; Stratroy, Queen's Hotel, Friday, June 13th.

**Warm Weather is Coming**

- Richmond Refrigerators \$9.00, \$12.00, \$16.00
- New Perfection Oil Stoves \$8.00 to \$15.50
- Ice Cream Freezers . . . \$2.25 to \$3.50
- Screen Doors (any size) . . . \$1.00 to \$1.75
- Screen Windows . . . 15c. to 35c.
- Lawn Mowers . . . \$3.75 to \$6.00

This is the Famous Brockville Mower and will please you, as it cuts evenly and runs easily.

**The N. B. Howden Est.**

**MAIL CONTRACT**

SEALED TENDERS addressed to the Postmaster General, will be received at Ottawa until noon, on Friday, the 27th June, 1913, for the conveyance of His Majesty's Mails on a proposed Contract for four years six times per week over RURAL MAIL ROUTE FROM WATFORD (WARWICK WAY) LAMINGTON E. R., ONT., from the Postmaster General's Pleasure.

Printed notices containing further information as to conditions of proposed Contract may be seen and blank forms of Tender may be obtained at the Post Office of Watford, Warwick, and at the Office of the Post Office Inspector at London.

G. C. ANDERSON, Superintendent.

Post Office Department, Mail Service Branch, Ottawa, May 15th, 1913. m23-3t

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**Fall Fair Dates**

- The Western District Fair Association have fixed the following dates for the fairs of that circuit:—
- Strathroy . . . . . Sept. 15-17
- Petrolia . . . . . Sept. 18-20
- Parkhill . . . . . Sept. 24-25
- Wilmington . . . . . Sept. 25-26
- Wyoming . . . . . Sept. 26-27
- Bridgen . . . . . Sept. 30
- Alvinston . . . . . Oct. 2-3
- WATFORD . . . . . OCT. 7-8

Mrs. Wm. Lawson, of Petrolia, slipped on a banana skin on the street last Saturday and fell, breaking her wrist.

**TO THE FARMERS OF ONTARIO**

A Few Hints to Help Solve the Labor Question

Realizing that one of the most urgent needs of the farmers of our Province is an adequate supply of farm labor, the Colonization Branch has been endeavoring to meet that demand by bringing men from Great Britain and Ireland and placing them with farmers in this Province. During the past few years several thousand have been brought out and placed in this way. Instead, however, of the demand lessening, it seems to be increasing. Our observation and experience convince us that while there may be many explanations of this regrettable fact, the one outstanding reason is the practice of employing men for six or eight months of the year and then turning them out to find situations elsewhere for a balance of their time. This works out in such a way that the men who have been employed on the farms now seem to gravitate to towns and cities in the winter months and remain there, with the result that the farmer is compelled to start over again the next spring in his efforts to secure help.

Having regard to these facts, I beg to make the following suggestions, the adoption of which we are satisfied would go a long way towards relieving the stringency which exists at the present time:

(1) First and foremost, arrange to employ a man by the year. We have found that the farmer who employs his help by the year, especially if he is able to supply a house and a small piece of land, is the farmer who has the least trouble over the help problem. It is the better way for the man as well as for the farmer. If you feel your work does not warrant the employment of a man the year round, you might be well advised to consider the question of taking up a few more branches of farm work or handling additional live stock, and in this way we feel satisfied you would more than make up the extra cost of the help.

(2) Do not be too exacting about getting an experienced man. Experienced farm laborers are rare at the present time, as there is a large demand for them in the Old Country as well as on this side. If you take an inexperienced man, recognizing that he is unfamiliar with the conditions and methods in this country, and devote a little attention to training him for a few months, you will find, in nine cases out of ten, that he will prove very useful to you. Being reasonably generous in the matter of treatment and wages is essential if hired help is to be retained.

We beg to submit these suggestions to the farmers of the Province feeling satisfied that they are acted upon, the results will redound to the personal

**From Old Subscribers.**

Mrs. J. Rogers, Bay City, Mich.:—Enclosed find renewal subscription for your paper. We would scarcely know how to get along without the weekly messenger from the old home town. We note with a degree of sadness the passing of so many of the old pioneers, who in earlier life did so much to make your community what it is to-day. May your paper live long and keep their memory green.

Sheep in Dunwich are suffering from pneumonia.

**WALL PAPERS**

SEE OUR SAMPLES BEFORE MAKING YOUR SELECTION

Many of our patterns which are getting low are reduced in price to clear out in short order.

If it's not convenient for you to come down phone or send for one of our sample books.

**J. W. McLAREN**  
DRUGGIST STATIONER,  
Issuer of Marriage Licenses  
The Rexall Store

**Volume XXXIX**

**LOCAL HAPPENINGS**

**Welcome to Watford**

Come in the evening. Or come in the morning. Come when you're broke. Or come without warn. A thousand welcomes. You'll find here before. And the oftener you come. The more we'll adore you.

**JUNE.**  
The month of brides and brides. We have the shirts you need. **WATFORD MARKETS.**—Butter 20c., wheat 85c. to 90c. **MISS MAY HARRY**, of Sarnia, week end with Mrs. P. J. Dodd. **MRS. G. W. KINDER**, of Stratford, visited Watford friends this week. **MR. A. WHITE**, of Port Huron Sunday with his cousin, P. J. D. **SPECIAL** in ladies' fall black 1 1/2 pairs for 25c.—A. BROWN & CO. **J. J. SPACKMAN** has had his home on Ontario street raised a couple of feet. **WORKMEN** commenced laying on the ground for the armory on last.

**THE** local companies will annual training at London ca 18th to 27th.

**REV. JOHN GIBSON**, formerly of Watford, has been appointed rector of St. John's, Ont.

**JUNE**, the month of roses and blossoms.—**SWIFTS.**

**MR. HARVEY WHITCROFT**, Mich., visited at S. J. Saund week.

**W. E. FITZGERALD** is in Toronto attending the meeting of Grand C. O. C. F.

**THE** first wedding in the new Church will be solemnized on 3 morning next.

**BROWNS'** clearing sale of mill day. Read their advertisement.

**MRS. (DR.) CHALMERS**, Oil spent the week end with Mr. Front street.

**MRS. R. N. MCVICAR** and Miss Marwick, of Alvinston, spent Sunday at the latter's home.

**THE** annual conference of the District Methodist church is in London this week.

**MISS OLIVE ARMSTRONG**, of London, is spending a few weeks at the home of Mr. Wm. Marwick.

**NEW** bands for your last year's "SWIFTS".

**WITHIN** a few months all train Grand Trunk Railway System dispatched by telephone.

**MR. THURSTON** was called to Watford, Mon., on Thursday thour suffering illness.

**S. STAPLEFORD** is in Toronto week attending the meeting of the C. F. as delegate from Watford.

**LADIES'** and misses' wash from \$1.00 to \$12.00.—A. BROWN & CO.

**REV. H. E. CURRIE** and Mr. Taylor are attending the Methodist conference in London, Ontario street.

**MISS SHIRLEY KELLER** left on day for an extended visit to Detroit, Sandusky and Clyde.

**DR. H. S. MONKMAN**, Veg. Alta., made a call on Watford Thursday afternoon of last week.

**MRS. LAWRENCE** left Watford morning on an extended visit to friends and relatives in the West.

**YOUR** two-piece suit at SWIFTS the latest in hats.

**MISS MAE TAYLOR**, of Regina, spent a few days last week with Mrs. S. Stapleford, Ontario street.

**JUNE** brides will find various styles of invitations and wedding boxes at the Guide-Advocate office.

**MR. BRUCE MARWICK** and his Ward Zavitz, attended the opening Arkona Baptist church on Sunday.

**KEEP** your hens at home. Neighbors' invitation to "drop in friendly" does not apply to your poultry.

**EVENTUALLY** you will wear Century. Why not now?—A. I. & Co., Sole Agents.

**REGULAR** meeting of Court Lor O.L.F., Monday evening next. R. C. M. of Moose Jaw, who was Watford was an active member. Court will be present and address brethren.

**THE** following obtained first-classificates at the faculties of education Toronto:—Olive W. Burton, M. C. C. Walter M. Hobbs, W. Humphreys, Mabel C. McGuga, Annie M. Tanner.

**EXPERTS** say that dehorning a really a humane act. A cow in the same sentimental regret at 1 with her horns as a man does with his mustache in the but that is about all.

**BARGAINS** in short ends of carpet SWIFTS'.