

GREAT SEMI-ANNUAL 1-4 OFF CLOTHING SALE

These prices should make brisk selling for the balance of July. The finest stock of Clothing in Western Ontario at prices below the cost of manufacture. No reserve. Every ready-to-wear garment in this immense stock at 1/4 off our regular prices. This includes the **Celebrated 20th Century Bench Tailored Brand**. You will find no difficulty in being correctly fitted here. If you are tall, short, stout or regular you will be able to find just the suit tailored for your particular figure.

Men's Suits 1-4 Off		Boys' and Youths' Suits 1-4 Off	
All \$10.00 Suits for.....	\$ 7.50	All \$3.00 Suits for.....	\$2.25
" 12.50 "	9.35	" 4.00 "	3.00
" 15.00 "	11.25	" 5.00 "	3.75
" 18.00 "	13.50	" 6.00 "	4.50
" 20.00 "	15.00	" 7.00 "	5.25
" 22.50 "	16.87	" 8.00 "	6.00
Boys' Wash Suits 1-4 Off		1-4 Off Odd Trousers	
\$.90 Suits for.....	.68	\$1.00 Trousers at.....	.75
1.00 "75	1.50 "	1.12
1.25 "94	2.00 "	1.50
1.50 "	1.12	2.50 "	1.87
Straw and Panama Hats at.....	1/4 off	3.00 "	2.25
Any Felt Hat in the store.....	1/4 off	4.00 "	3.00

A. BROWN & CO.



YOU NEED

good glasses if you need any. Every eye which needs the help of glasses, suffers more or less from eye strain. Good Glasses, the right kind will relieve this eye strain and give comfort to the wearer.

WE SUPPLY

The right kind of glasses, being careful in each case to do our best. No one can do more. We want you to know more about our work through an actual visit to our optical department.

CARL CLASS
JEWELER ISSUER OF MARRIAGE LICENSES

Canadian National Exhibition

PEACE YEAR

America's Greatest Livestock Show
Acres of Manufactures
Exhibits by the Provinces
Exhibits by Dominion Government
Exhibits by West Indies

Grenadier Guards Band

Dragoons' Musical Ride
Auto-Polo Matches
Circus and Hippodrome
Dozen Shows in Single Hour
Boy Scouts' Review
Canada's Biggest Dog Show

BABYLON

Greatest Oriental Spectacle
ever presented on Continent

Paintings from England, Scotland,
United States and Canada

Educational Exhibits
Goods in Process of Making

Athletic Sports
Aero-Hydroplane Flights
Grand Water Carnival

Creatore's Famous Band

Score of other Bands
Dozen Band Concerts Daily
Chesapeake and Shannon
Biggest Midway ever
Peace Year Fireworks

International Peace Tattoo

10 Bands 400 Musicians

Aug. 29 1914 Sept. 14

TORONTO

A butcher at Tilbury was fined \$40 on two counts—\$20 for keeping an unsanitary slaughter house, and \$20 for selling meat unfit for consumption.

New Telephone Directory

The Bell Telephone Company of Canada is soon to print a new issue of its Official Telephone Directory for the District of

WESTERN ONTARIO

Parties who contemplate becoming subscribers, or those who wish changes in their present entry should place their orders with the Local Manager at once to insure insertion in this issue.

Connecting Companies

Should also report additions and changes in their list of subscribers, either to the Local Manager, or direct to the Special Agent's Department, Montreal.

The Bell Telephone Company of Canada
j10-2t

Fall Term From Sept. 1st

CENTRAL Business College
STRATFORD, ONT.

The best Commercial School in the province. Our courses are thorough and practical while our instructors are better than you will find elsewhere. We do more for our students than other similar schools do. Our rates are reasonable. Write for our free catalogue and see what we can do for you.

D. A. McLACHLAN - PRINCIPAL.

BOSANQUET

Bosanquet council inspected the river Monday, with a view of fixing it so as to prevent it washing away the bank in rear of A. Jamieson's place.

The funeral of the late Elizabeth Henry aged 99 years, of Kettle Point, took place last Thursday afternoon from St. John's Church. The deceased leaves four daughters and two sons—Sarah Pewash, Mrs. Eliz. Ashquabe, Mrs. John Elijah, Mrs. Sam. Brissette and Mr. Joe Pewash and Gifford Henry. Two children, a boy and a girl, died in childhood.

Wm. Burley, a former resident of this township, died at Watford, on July 4th, for some time he also resided at Theford. About twenty-five years ago he left for Hepworth, from there he went to Stoke's Bay, and later to Watford. He died very suddenly. Besides his family he is survived by five brothers and one sister. They are Samuel, of Port Frank; Wesley and Stephen, of Sarnia; John, of Flint, Mich.; Nelson, of Pt. Edward, and Mrs. C. Northwick, of the 2nd con, Bosanquet. Messrs. Wesley and Stephen Burley, of Sarnia, attended the funeral at Watford, which was held on Wednesday, July 8th.

THE ARMY WORM

On account of the crops in some districts being badly attacked by this pest, it is advisable for every farmer to be on the lookout and ready to combat it if it comes his way.

The army worm is about one and one-half inches long when full grown and is striped with black, yellow and green, of a dingy appearance and much resembling the cutworm. When detected, all efforts should be centred on keeping the worms out of crops not yet attacked. A deep furrow, (several furrows are better) ploughed around the fields with the vertical or steep side of the furrow next to the crop to be protected, serves as a barrier to prevent the march of the worms, as they will not be able to crawl up the straight side of the furrow. Holes or pits should be dug in the bottom of the furrow every ten or twelve feet to catch the worms as they crawl along looking for a place to get out. They can then be destroyed with a blunt stick or by burning straw over them.

By thoroughly spraying or dusting a small strip of the crop in advance of the worms with Paris green, and liberally distributing poisoned bran (mixed at the rate of fifty pounds bran and one pound Paris green with enough molasses and water to sweeten it) large numbers may be destroyed. A field so poisoned must not be pastured until rain has thoroughly washed it. Whatever is done must be done quickly and at once, for a single day's delay may often mean the ruin of a valuable crop. F. C. N., Commission of Conservation.

Army Worm Stall Spreading

The army worm pest is spreading with alarming rapidity throughout Waterloo County and to-day large numbers of farmers have been engaged following the instructions sent out by Ontario Department of Agriculture to exterminate the destructive caterpillar.

On Sunday George Hahn, living on the Breslau road, one and a half miles from the city, discovered a large field of oats practically destroyed by the worms because he even realized that his farm had been invaded. Trenches were dug and everything possible was done to prevent the worms from getting to near-by farms, but the efforts were futile, and nearly every farm on both sides on Breslau road is invaded by the pests. Samuel Brubacher found fields that were covered with marching worms, and has a body of men assisting him to extinguish the worms.

Woodstock, July 20.—Very little change is noted in the army worm situation in Oxford County to-day, although several new cases were reported at the office of the district agricultural representative.

Latest reports seem to indicate that the plague is spreading to all parts of the county, nearly every township now having one or more cases. On some farms the worms are discovered in thousands and the damage is accordingly very extensive, but on a great number of the farms the worms are few in number and the situation is being easily handled.

G. R. Green, district agricultural representative for Oxford, and his assistant, Mr. Sutton, are spending practically all of their time in the country these days and their advice and assistance is being gratefully received by the troubled and somewhat discouraged farmers. The office of the agricultural men is without doubt the busiest place in Oxford County these days.

Petrolia, July 20.—No sign of army worm has yet been seen in Lambton. The farmers and fruit men are on the alert for the first evidence, but as far as can be ascertained from the agricultural department no trace of the pest has been seen in this county.

Kingsville, July 20.—Army worms have invaded South Essex. Only a few days ago they began their ravages in the township of Gosfield North. This week they have shown up in Gosfield South Township, about two miles from this town.

Thamesford, July 20.—Two of the largest men in the district, those of George Fures and Dr. McMillan, at Kintore, six miles north of here, have been invaded by the army worm. The insects were noticed first on Saturday night.

GUARD AGAINST CHOLERA INFANTUM

Cholera infantum is one of the most fatal ailments of childhood and during the hot summer months thousands of little lives are lost by its ravages. The best way to guard against it is to give the baby an occasional dose of Baby's Own Tablets. The Tablets never fail to regulate the bowels and sweeten the stomach, thus preventing cholera, infantum, diarrhoea, dysentery and all other stomach and bowel complaints. They are sold by medicine dealers or by mail at 25 cents a box from The Dr. Williams' Medicine Co., Brockville, Ont.

Western University Music Exams

The eleven pupils prepared by Miss Bessie Beacom, A. T. C. M., for the Western University examinations in music were successful in passing as follows:

Piano—Grade 3—1st class honors—E. Campbell, V. Chambers; honors—G. English.
Grade 2—Pass—G. Brewer.
Grade 1—1st class honors—R. Ross; honors—E. Kinch; pass—K. McEachern.
Theory—Grade 2—1st class honors, E. Campbell; pass—G. English.
Grade 1—1st class honors—G. English, M. Bishop.

Lambton County is Well Represented at O. A. C.

The report of the Ontario Agricultural College and Experimental farm for 1913, which has just been sent out, contains many interesting papers and a great deal of information valuable to farmers, horticulturists, beekeepers, fruitgrowers, stockraisers, dairymen and others of agricultural occupation or interests.

Out of a total of 449 students from the province of Ontario in attendance at O. A. C. in 1913, 22 were from Middlesex county, 20 from Lambton, 8 from Perth, 12 from Waterloo, 16 from Norfolk, 20 from Brant, 7 from Bruce, 12 from Elgin, 6 from Essex, 5 from Grey, 10 from Huron, 8 from Kent, and 13 from Oxford. The other provinces of the Dominion sent 83 and foreign countries 75. England sent 28 students and the United States 21. Other countries represented were: Argentina, Belgium, British West Indies, Germany, Iceland, India, Japan, Mexico, Newfoundland, Russia, Scotland, South Africa, Panama and Spain.

Creatore's Band

Giuseppe Creatore, who with his band comes to the Canadian National Exhibition for two concerts daily during the entire Exhibition, is unquestionably the most interesting personality before the musical world to-day.

He has set Boston and New York music mad. He is not only the most picturesque of conductors, but is, besides, a masterly musician who has his music under perfect control. To the spectators the irresistible impression is that they are performing involuntarily entirely at the will of their fiery, volatile conductor.

To Study Traffic on Roads

Provincial officers will take a traffic census on roads in the vicinity of cities in Ontario during the last weeks of July and the first weeks of August. They will obtain statistics which will enable them to decide what shall be considered "sub-urban areas" and what the cities shall pay for the construction of roads in those areas.

Reports are being received daily by the Highways Department from the five motor parties engaged in making an examination of roads in counties which have not yet adopted county roads systems. These parties are preparing plans for county systems and are doing much to remove misunderstandings as to the highways policy of the Government.

One piece of road is being constructed by the Provincial Government this year as a model for local bodies. It is located in Malahide township, Elgin county. It is 4,000 feet long, and is partly paved and partly macadam construction. It is located on the outskirts of Aylmer, Ont.

Accidentally Shot

Wyoming, July 20.—While the Robinson boys, of the second line, were engaged in shooting practice, one boy, throwing articles into the air, while others tried to strike them, the shot carried farther than they had any idea, and Mrs. Luckins, living on the adjoining farm, being out in her garden at that time, had several lodge in her arm. On Saturday the arm was so swollen and painful that medical assistance was required to remove the shot and dress the wounds.

Gustin—Crossley

A pretty home wedding took place on Tuesday afternoon of last week at the residence of Mr. and Mrs. C. F. Crossley, Plympton, when their eldest daughter Leila May was married to Mr. C. F. E. Gustin, son of Mr. and Mrs. Edward Gustin of Bosanquet, by the Rev. Anson Moorhouse, assisted by the Rev. Mr. Reid. The charming bride who was given away by her father was gowne in silk crepe with shadlow lace and pearl trimmings, her veil being very becoming. The ceremony was conducted beneath an arch of evergreens and sweet peas from which was suspended a beautiful flower basket. Miss Ethel McCordie, aunt of the bride, played the wedding music. After the congratulations more than fifty guests partook of a dainty wedding supper. The happy couple left on an extended trip to Western Canada and western United States, the bride wearing a suit of navy blue and panama hat with roses. Many beautiful presents are a token of the bride's popularity. The groom's gift to the bride was a beautiful pearl necklace and to the pianist a pearl brooch.

Motion Pictures Worthy of the Name

Is the verdict of all that visited the opera house on Tuesday evening. Mr. Ward who is conducting the picture show is using first used films. First used films cost double for rent than 100 day film. 100 day films cost double what 200 day film, which is the average length of time a film is used, so the films that Mr. Ward uses are of the best. He has a circuit of towns, viz.—Glencoe, Alvington, Bothwell, Dutton, West Lorne and Watford. Each of these towns he gives a show one night each week so he has selected Tuesday for Watford, so the public can depend on seeing a first class show once a week. His motto is a low price and packed house so the price will always be 10c. Two shows will be given each evening for the opera house won't hold all the crowds that flock to see those first used films.—Adv.

Rev. W. M. Kannwin, of Stratford, has received a unanimous call to the North Broadway Presbyterian Church, Toronto. The stipend offered is \$2,000 a year and a month's vacation.

Joseph Robinson, a well-known farmer living near Essex was seriously injured in a runaway on Wednesday of last week. He was driving his team to the hay field after dinner and was holding open the gate into the lane for the team which the latter became frightened and started to run away. Mr. Robinson seized the horse's bit and was dragged a short distance when he was thrown to the ground, the wagon passing over him, and the horses continued back to the field where they were caught.

Free! Free!

To every purchaser of any of the following

Rexall Talcum Powders at 25 Cents

we will give FREE, while they last, either one Japanese Folding Fan or one Best Quality Face Chamois

Yucca, flesh or white

Harmony Carnation

Violet Dulce

or Plain Violet

YUCCA is the latest creation in the Rexall line. It has a delicate odor, quite different than any other, and is already becoming very popular. See our window.

J. W. McLAREN

DRUGGIST STATIONER,

Issuer of Marriage Licenses

The Rexall Store

Wat

Volume XL—No. 31

CIVIC HOLIDAY

AT THE REQUEST OF A LARGE NUMBER OF RATEPAYERS I HEREBY PROCLAIM

WEDNESDAY, AUG. 12, '14

A CIVIC HOLIDAY FOR THE VILLAGE OF WATFORD, AND REQUEST ALL CITIZENS TO OBSERVE IT AS SUCH.

S. STAPLEFORD,

Watford, July 29, 1914.

East Lambton Fall Fair

WATFORD

October 6th and 7th, 1914

LOCAL HAPPENINGS

[THE GUIDE-ADVOCATE welcomes all items of interest for this column. Call Phone 11, send by mail or drop item in GUIDE-ADVOCATE Letterbox.]

SATURDAY IS Emancipation Day. SHOP where you are invited to shop. **COTTON SOX at Swifts' Sale, 3 for 1.** **SPLENDID weather for harvesting week.**

HAVELOCK LODGE A. F. & A. M. meets next Tuesday. Degree work. **AUSTRIA-HUNGARY** made a formal declaration of war against Serbia Tuesday.

WHAT became of the band concert Friday evening? Did the light show dampen their ardour.

DR. A. F. BROWN, Osteopathic Physician, at Queen's Hotel, Stratford, Ont., days from 12.30 p.m. to 5.30 p.m. 1914. **ford by appointment.**

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THE old fence on the Methu church property on Ontario Street was pulled down and the lot cleared of weeds, much improving the appearance of the corner.

THERE will be morning service at Trinity Church next Sunday. A special service for young people. A celebration of the holy communion at the regular service.

EXTENSIVE improvements have been made on the cottage on Park St. occupied by Mrs. Rapson, by the owner, Mr. J. H. Hume. The addition, and extensive verandah help to make place a most desirable dwelling.

BOYS' straw and linen hats 15c. **SWIFTS' SALE.**

It is mighty mean to patronize a merchant who will trust you until you are far in debt to him that you are not to see him, and then go and spend cash somewhere else where you do not get credit; but there are people who do it.

YOUNG Mother (anxiously)—makes you think the baby is going a great politician? Father (confidently)—I'll tell you, my dear. He can do more things that sound well and nothing at all than any kid I ever saw.

THE body of Blanche York, the girl who disappeared from her home in Tamworth, some time ago, was discovered in the cellar of Dr. C. K. Robinson on Tuesday. A warrant was issued for the doctor, who is charged with her death.

EVERY pair of summer shoes sold and we are making the price. It will pay you to get a pair as we will not carry any over. Look at them and get a pair for holiday.—P. Dodds & Son.

WE will continue our sale for two weeks in August. All summer goods sold—SWIFTS, SPONS & CO.

INQUIRIES received at the Canadian National Exhibition offices from Wisconsin and the Prairie Provinces well as from numerous points home, indicate that this will be the best livestock year the National Exhibition has ever known.

ANOTHER step has been taken Grand Trunk Safety First Co. to cut down the number of accidents on the road. "What an Engineer to Prevent Injuries" is the title of the booklet they have pulled off. They are sending one to every car on the system.