

THE SUIT THAT SETS THE PACE



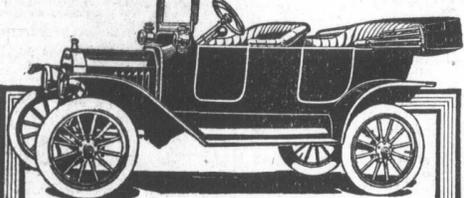
Just a little newer and smarter than any other shown this season. A distinctive two-button style, form-fitting with short collar, soft roll lapels and 6-button vest with collar. Smart and correct but not ultra or freakish. Order early. We are exclusive agents.

Ladies' Tailor-Made Garments

MADE TO FIT YOU
MADE TO SATISFY YOU

of goods you select right here in your own town. Call and look over our wonderful assortment of styles and fabrics. A rare chance to order your spring garments now. Our guarantee is back of every garment.

A. BROWN & CO.



Ford Touring Car
Price \$590

MADE IN CANADA

No advance in the price of the "Made in Canada" Ford will be made because of the additional 7 1/2% War Tariff. We, as loyal Canadians, will gladly absorb whatever increased duty we are forced to pay on such raw materials as cannot be obtained at home. The Ford is manufactured in Canada—not assembled in Canada.

The Ford Runabout is \$540; the Town car \$840; the Coupelet \$860; the Sedan \$1160—all fully equipped, f. o. b. Ford, Ont. Ford buyers will share in our profits if we sell 30,000 cars between August 1, 1914, and August 1, 1915.

RAY MORNINGSTAR, Arkona, dealer for Watford and Warwick. G. A. HADDEN, Alvinston dealer for Brooke and Alvinston.

Men's Heavy Wearing Shoes

Black, Tan and Elk

SPECIAL VALUES

Solid throughout. Every pair guaranteed. Reduced Prices, \$1.50 to \$2.50 and \$2.75. Less than old prices.

BOYS' AND GIRLS' SHOES—Solid leather counters and inner-soles.

The Largest Stock of Ladies' Gent's and Children's Shoes we have ever had. You can get anything you want here in the shoe line. We want your trade.

MEN'S RUBBER BOOTS, WOMEN'S RUBBER BOOTS and BOYS' RUBBER BOOTS at Reduced Prices.

Opening this week some very special lines in Ladies' Duchess and Classic Shoes.

The buttoned shoes are still popular. Rubbers to fit all shoes.

WATFORD SHOE PARLOR
JOHN WHITE

Despite the fact that he is minus one finger and is suffering from several painful bruises on his shoulders, Charles Dalton, of South Gosfield, says he is the luckiest man in Canada to-day. Tuesday afternoon he was attending a sawing bee on his brother's farm. His coat caught in the belt and he was hurled onto the saw table. Two men grabbed him and pulled him off the table, just as the big sawteeth were a few inches from his body. A few seconds more and he would have been cut in two.

Edward David Howell died in Bothwell at the age of 61 years, from a second stroke. He lived in Euphemia for a number of years. He leaves a widow and daughter and three sons.

IN
days gone by not much attention was paid to the eyes. In fact in

OLDEN
times people wore glasses only for reading or sewing or near sight but

TIMES
have changed. Now all defects of vision can be remedied by optical skill in grinding lenses. Come here

AND
let us make a thorough and careful examination of the eyes. There is no time as good as

NOW
because delays only tend to make matters worse. Let us do your optical work and have it done right.

CARL GLASS
JEWELER ISSUER OF MARRIAGE LICENSES

Lambton Orchards in Danger of Being Wiped Out

Those who have observed the ravages of the San Jose Scale in the Counties of Essex and Kent view with alarm its rapid spread in the County of Lambton. San Jose Scale has obtained a very strong foothold in the townships of Sombra, Dawn and Euphemia and already thousands of dollars worth of valuable orchards have been killed. This pest is spreading rapidly through the townships of Moore, Enniskillen and Brooke but I have not yet seen any orchard in these townships that could not be saved if prompt action were taken. San Jose Scale has not yet made its appearance to any extent north of Sarnia. The County Council has voted me a small grant to carry on demonstration work in the control of this insect but any work I may do can have but small effect in exterminating San Jose Scale unless farmers in the infested area give their hearty support.

WHAT IS SAN JOSE SCALE?—San Jose Scale is an insect which slowly kills the tree by sucking the life from it. It also damages the tree to some extent by injecting a poison into it. At the present time the insect is in the winter stage. To the naked eye it looks like a tiny black speck. If it is examined more closely with a hand lens you will notice a distinct nipple in the centre surrounded by a depressed ring or groove. About the middle of May the living insect beneath the scale cover becomes winged and backs out from beneath the cover. The little insects are orange colored and move around short distances on the tree. The insects give birth to living young and so prolific are they that the progeny from a single scale for one season may amount to well over a million. It is this rapid rate of multiplication which makes the insect so deadly.

MEANS OF CONTROL.—It is when the insect is in the dormant state that it can be controlled and from now until the buds begin to burst is the time to do it. In neglected orchards the first year's work is far more difficult than any succeeding year and when once the scale is brought under control it is not very difficult to keep it there. Prof. Caesar, of O. A. C., says it is easier to combat successfully than the ordinary Codling Moth.

Every orchard before it is sprayed should be carefully pruned to thin out any unnecessary branches and to remove dead and dying ones. This lets in the sunlight, allows the spray to reach every part more easily, causes less waste of spray material and the trees are healthier and bear better fruit. After the trees are pruned the rough bark should be scraped off the larger branches and the

trunk with a hoe. This will expose all the scale to the spray. Once the loose bark is removed it will not need to be done again for several years.

Unless a tree is badly infested one thorough, actual application of the right spray mixture of the proper strength applied in the spring just before the buds burst will satisfactorily control the scale. Badly infested trees should receive two applications the first year to make a thorough job but if careful work is done it is even possible to control the scale in the worst orchards with one thorough spraying.

Lime Sulphur is to-day recommended all over North America as much the safest, best and cheapest spray mixture to use against San Jose Scale. It is very important to use sufficiently strong mixture. Every person using this spray should procure a hydrometer with which to test the strength of their spray. These may be purchased for 90c. Experience has proven the proper strength to be 1.035 specific gravity. A full account of how to use a hydrometer is given in a bulletin on Lime Sulphur and also in the Spray Calendar, either of which may be had free on application. Wherever an orchard is some distance, say 10 rods or more, from an infested orchard it can be kept almost free from scale whether the infested orchard remains neglected or not.

APPOINTMENT OF SAN JOSE INSPECTOR.—The Ontario Fruit Pests Act reads: "The Council of any local Municipality may and upon the petition of 25 or more fruit growers who are rate-payers shall, by by-law, appoint at least one inspector to enforce the provisions of this Act." The Fruit Pests Act provides that farmers having scale in their orchards must spray same or have them cut down. In my opinion it would be a good plan for every municipality to appoint such an inspector. I would not advise the Inspector enforcing the law to the limit but rather to act in co-operation with this Department in locating infested orchards and instructing those who have infested orchards in the proper methods to be employed to control this pest. One-half the salary of the Inspector is paid by the municipality and one-half by the Department of Agriculture. It would not be necessary for an Inspector to put in more than a month of his time each year on this work.

G. G. BRAMHILL.

Death of Rev. Canon Downie

Rev. Canon John Downie, B.D., rector of Christ Church, Port Stanley, and for thirteen years rector of Watford and Brooke died at his home at Port Stanley on Saturday after a long illness from pneumonia. He was in his 76th year, a native of Ireland, and came to Canada in 1862 as Assistant Chaplain to the Imperial forces at Kingston. He graduated from Huron College in 1869. His first parish was that of Kingsville, and later he was rector successively of Morpeth, Lunan, Berlin, Watford and Port Stanley, and was instrumental in having built five new churches.

Canon Downie was prominent in Sunday School work, being for years Chairman of the Sunday School Committee of Huron Diocese and inspector of Sunday schools in the county of Elgin. He was at one time Rural Dean of Kent. He was the founder of "Our Empire," a Sunday school magazine published in London, England, and used throughout the Empire.

Deceased was married in 1865 to Miss Josephine Rodgers, of Kingston, who predeceased him on April 30th, 1914. He is survived by three daughters, Mrs. R. A. Williams, Toronto; Mrs. G. H. Cowan, Vancouver, B.C.; and Miss Reta, at home; two sons, John W., of San Francisco, and David H., of Paris, Ont.; two sisters, Mrs. J. L. Miller and Miss Martha Downie, of Toronto, and one brother, William Downie, of Toronto.

After a funeral service at Port Stanley the remains were sent to Toronto on Tuesday evening, and on Wednesday the funeral was held from the residence of the deceased's son-in-law, R. A. Williams, 26 Kendall avenue, to Mount Pleasant Cemetery for interment.

WANSTEAD

The Quilt Contest under the auspices of the "Ladies Guild" of St. James Church, Wanstead, was brought to a close on the evening of Mar. 24th. After a short program consisting of recitations, readings and selections on the phonograph, the Chairman, Mr. John McNeill, assisted by Mr. John McDougall drew a ticket from a package similar to those held by the contestants. Mrs. James MacIntosh (nee Miss Alice Hicks) formerly of Wanstead, but now of Inwood, proved to be the winner of the contest. Sandwiches, cake and hot coffee were then served by the "Guild." The singing of the "National Anthem" brought to a close one of the most successful gatherings ever held in Wanstead. Proceeds \$29.40, which go to swell the Patriotic Fund. The "Guild" is a newly organized society in Wanstead. May success crown its efforts in its good work.

Learn Dressmaking

We teach everything from measure to finish, from the plainest shirtwaist to the most elaborate toilet, also skirts and coats in all the latest styles. We have taught over 1,000 in the past year and never found one that cannot cut, fit and put together any article in dressmaking after taking a course with us. In order to introduce this wonderful method in your town we have decided to give our \$10 course for Half Price, including an up-to-date scale. We will be at the hotel in Kerwood April 7th to April 10th, and will be in Wyoming from April 12th till April 16th, and in Alvinston from April 16th till April 20th. Any lady wishing to take a course can meet us then and arrange for class.

MISSES VALLANCE, Teachers.

REPLENISH YOUR BLOOD IN THE SPRING

Just now you are feeling "out of sorts"—not your usual self. Quite exhausted at times and cannot devote real energy to your work. Sleep does not rest you and you wake up feeling "all tired out." Perhaps rheumatism is flying through your muscles and joints, or may be your skin is disfigured by rashes, boils or pimples. Headaches, twinges of neuralgia, fits of nervousness, irritability of temper and a disordered stomach often increase your discomfort in the spring.

The cause—winter has left its mark on you. These troubles are signs that your blood is poor and watery, that your nerves are exhausted. You must renew and enrich your blood at once and restore tone to your tired nerves, or there may be a complete breakdown. The most powerful remedy for these spring ailments in men, women and children is Dr. Williams' Pink Pills for Pale People, because these Pills cleanse bad blood and strengthen weak nerves.

New, rich, red blood—your greatest need in spring—is plentifully created by Dr. Williams' Pink Pills, and with this new, pure blood in your veins you quickly regain health and increase your strength. Then your skin becomes clear, your eyes bright, your nerves strong, and you feel better, eat better, sleep better, and are able to do your work.

Begin your spring tonic treatment today for the blood and nerves with Dr. Williams' Pink Pills—the Pills that strengthen.

These Pills are sold by most dealers, but do not be persuaded to take "something just the same." If you can't get the genuine Pills from your dealer they will be sent you by mail, postpaid, at 50 cents a box or six boxes for \$2.50 by writing The Dr. Williams' Medicine Co., Brockville, Ont.

Easter at Trinity Church

On Easter morning Holy Communion will be celebrated at 8 a.m. and 9.15 a.m. At the 9.15 service the following music will be given by the choir:

Processional Hymn, 171.
Anthem—"Why Seek Ye?" Mendelssohn
Gloria in Excelsis.....Pimmmer
In the evening, at 7 o'clock, there will be the usual Easter service and sermon by the Rector, with the following music:—
Processional Hymn, 157.
Anthem—"Why Seek Ye the Living?" Cooke
Magnificat.....Newby
Nunc Dimittis.....Kilts
Gloria—Gregorian
Offertory Anthem—"I Will Praise the Name of God"
Recessional Hymn, 77

The Easter vestry meeting will be held in the school room on Monday evening at 8 o'clock.

Spring Wall Papers

All the New Things in Wall Papers

Come and look through our samples

We can give you Very Low Prices on patterns Getting Low

J. W. McLAREN
Drugs Stationery
The Retail Store

Wa
Volume XLI-N

LOCAL HAPPENINGS

THE GUIDE-ADVOCATE welcomes items of interest for this column. Call Phone 11, send by mail or item in GUIDE-ADVOCATE LETTER.

SPRING.
TORONTO now has a flying scissor tailoring always right at Swif's.

The man who wants to borrow garden spade is due to arrive now.

The only way some people can promise is to place it in a safe vault.

Up to March 1st, 30,000 lbs. of beef had been purchased in Canada for the British army.

The only time some people are when they meddle with the don't concern them.

The hobby hat at Swif's.

MAJOR-GENERAL HUGHES wishes "dry canteens" for every unit in the militia in Canada.

Mrs. T. O. MITCHELL will receive honor of Mrs. Lawrence, on Friday, from 3.30 to 5.30.

By destroying a Netherlands without cause the Kaiser sees getting himself "in Dutch."

Few people pay attention to about counterfeit \$10 bills, but a bogus quarter puts us all on edge.

Up to March 31st, \$250 of the Patriotic Fund has been paid to families of Watford boys at the front.

The fine weather is coming your clothing order.—SWIF'S Dept.

EASTER was a beautiful day church attendance was large were not as many visitors in usual.

JAMES J. HILL says wheat will be 70c a bushel next year, if the war and James J. is not given to talk's sake.

The man who advertised last does not this year will be all gotten next year, so short is the of the buying public.

INCIDENTALLY it may be that when it comes to paying for this war the British lion will have to shoulder the lion's share.

If you need a floor rug, large call at SWIF'S.

WISACRACKS who have not yet how the war started need not mind if little credence is given predictions as to the time the end.

ATTEND the anniversary of Trinity church school room on evening. A good tasty meal for Orchestra in attendance. Supper from 5 to 7.30.

There will be no war tax squander on letters going to the sc France. This was made clear Minister of Finance before the bill was given a third reading.

THE 45 round fight for the heavyweight championship at on Monday resulted in Jack being knocked out in the 26th his opponent Jess Willard.

ROSSLAND, B. C., now has newspaper, the Rossland Miner been changed from a semi-weekly to daily on March 28th. We are to Mr. T. L. Swift for a copy.

FARMERS having animals, see thing to sell find the Guide-Want Column invaluable in buyer and seller together. A who have tried it.

ANOTHER lot of large bath for 25c.—SWIF'S?

A NUMBER of Sarnia ladies go April fool scare when some phoned that their presence was at the custom's office, present answer for smuggling.

The License Commissioners Lambton will meet at the Rock Watford, on Friday, April 2 o'clock, p.m., for the purpose of giving applications for the license 1915-16.

The bigger a town grows, valuable do the adjacent farms Farmers should patronize the towns, and thus increase the population and the market for products.

A MEETING of the Watford Club will be held in the A. Friday evening, April 9th, at 8 to arrange matters for ensuing All members of executive are requested to be present and all are welcome.

600 yds. of good pattern 3 1/2 cents, regular 12 1/2c. goods.—

A big fur house writes a firm that furs have dropped 20 percent, and the big London gone all to pieces. They suggest local dealers advise against imitating trapping.

THE Rev. A. E. Armstrong, Toronto, preached two forthright in the Presbyterian church on His message was of Easter joy duty regarding missionary work Armstrong is Secretary of the Missionary Scheme of the church.