



POWNEES GLOVES FOR MEN AND WOMEN

Fall Suits and Overcoats

FOR the man who wants the very best in clothes, this is the store. There are no finer clothes made. Suits and Overcoats in a wide range of fabrics, tailored in the latest and most stylish models to suit the tastes of men, young men and boys. We are showing unusual values and are certainly making a hit with those who know "what's what." This is the sole agency for

"20th Century" and "Proper Clothes"

the brands which have won large favor all over Canada and the United States. We feature them and take a great deal of pleasure in showing them. We know you can't look at them without wanting to buy, and you won't find any better clothing anywhere.

Our business is growing at a rate that keeps us fairly on the jump. Must be a reason.

Men's Suits and Overcoats from \$6.00 to \$22.00
Boys' " " " \$2.50 to \$15.00

A. BROWN & CO. REGAL SHIRTS ARROW COLLARS

Plumbing and Heating

If you are building this year we will be glad to estimate the cost of a bath room for you. Our man has city experience and will guarantee work to pass any inspector.

Bucks Reliance, Pease Economy and Kelsey Furnaces are leaders that require no description. Our prices are low and work guaranteed.

The N. B. Howden Est.

BAVETROUGHING AND REPAIRING ON SHORT NOTICE

THE INDUSTRIAL MORTGAGE & SAVINGS CO.

SARNIA, ONT.

Absolute security should be the first consideration when making an investment. On this ground the Industrial Mortgage & Savings Co. can appeal to the public for patronage as the Government by an Order-in-Council made it a legal depository for trust funds. Deposits and Debentures are the first claim upon the entire assets of the Company. Deposits of one dollar and upwards received and Debentures issued for one hundred dollars and upwards.

D. N. SINCLAIR, MANAGER

ATTENTION!

You can stand at ease if you buy your shoes from

S. B. Howden, The Shoe Man.

I have received a shipment of fall goods which for style and quality can't be beat.

Ladies' Cushion Sole Shoe, with rubber heels, only \$3.50
Men's Cushion Sole Shoe, only \$4.50

Just see them and you will buy. No old stock, all fresh new goods.

The Banner Shoe for Ladies
Call and examine them.

REPAIRING A SPECIALTY
CASH OR TRADE

S. B. HOWDEN

ALBERTA FARM FOR SALE

ONE HUNDRED AND SIXTY ACRES on the Lacomb Branch of the C. P. R.—North East Quarter Section 34, Township 42, Range 24, West of 4th Meridian; 33 acres been cropped; good frame house; large log stable; good spring of water; partly fenced with wire; good soil; railway within quarter of mile; three miles to Cive elevator. Price: Three thousand Dollars. Fifteen hundred down, balance arranged. Apply to J. S. KELLER, WATFORD, as agent.

MAIL CONTRACT

SEALED TENDERS addressed to the Postmaster General, will be received at Ottawa until Noon, on Friday, the 26th day of October, 1913, for the conveyance of His Majesty's Mails on a proposed Contract for four years Six times per week over ALVINGTON (South-west) RURAL ROUTE, from the Postmaster General's Office.

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 at Alvington, Aberfeldy and Tuncurry, and at the office of the Post Office Inspector, London.

Post Office Department, G. C. ANDERSON, Superintendent, Ottawa, 12th, Sept., 1913. 219-31

Inglisworth's Art Studio.

Time works quick changes in the growing girl. Pig-tails and short skirts are soon forgotten in the maturer charms of the debutante.

Sometimes, though, you will ache for a picture of her just as she romped in from school or play.

Think how she would like one, too, in the after years—to show her friends and possibly her children. Make the appointment while the thought is fresh in your mind.

PHONE 42 R. 4. WATFORD.

CHANTRY FARM

Headquarters for Lincoln Sheep. Special attention paid to wool. Flock averaged 14 1/2 lbs. this year, sheep to-day are the best money-makers on the market with the least trouble and expense. Remember that the ram is half the flock. Call early and secure your choice. Twenty-five extra good ram lambs besides a few shearings. Also a few ewes and ewe lambs. Will show a few samples at Watford fair. All correspondence promptly attended to.

ED. de GEX - KERWOOD, ONT.

CLEARING SALE

FARM STOCK

Implements and Household Furniture
The undersigned has received instructions from WILLIAM S. TAYLOR to offer for sale by public auction on the premises.

LOT 10, CONCESSION 10, BROOKE, ONT.

WEDNESDAY, OCT. 1, 1913

The following valuable stock, etc., viz:—
1 mare, aged; 1 mare, 7 yrs. old; 1 colt, 2 yrs. old; 1 colt, 1 yr. old; 2 sucking colts; 2 cows, extra good; 11 yearling steers; 3 calves; 2 pigs; 1 binder; 1 mower; 1 side delivery rake; 1 hand roller; 1 seed drill; 1 set iron harrows; 1 fanning mill; 1 walking plow; 1 riding plow; 2 sets single harness; 1 set double harness; 2 buggies; 1 cutter; 1 wagon; 1 gravel box; 1 hay rack; 1 set scales, 2000 lbs.; about 150 bus. barley and other feed and numerous other articles. Also a quantity of household furniture.

Everything without reserve, as proprietor is leaving the farm.

Sale to commence at one o'clock.

TERMS—\$200 and under, cash; over that amount in months' credit will be given on furnishing approved joint notes, 5 per cent per annum off for cash sums over \$100.

R. BROCK, Auctioneer.

To Rural Route Subscribers

The establishment of so many rural mail routes in our constituency has practically revolutionized our subscription lists and it is possible in making the changes some names may be omitted or wrongly inserted. If, therefore, any of our subscribers do not receive their papers properly and on time they would greatly oblige by notifying us of the omission or irregularity and we will have the matter remedied at once.

A SAFE TONIC FOR MOTHERS

Who Do Not Recover Their Strength as They Should

Every mother who fails to regain her health and strength after confinement needs a tonic. The years of weakness and suffering which so often follow are unnecessary and easily avoided. The fact that her strength does not return is a certain indication that her blood supply has been overtaxed and is impoverished. This condition is often made worse when the mother takes up her household duties when she is still weak, and a complete breakdown results. The strength a weak mother needs can be quickly found in the tonic treatment with Dr. Williams' Pink Pills. These Pills increase and enrich the blood supply, and thus bring health and strength to the exhausted system. Mrs. Robt. Little says: "I have nursed for upwards of twenty-five years, and I could relate many cases, but I will not do so. I have used Dr. Williams' Pink Pills. In maternity cases which I nurse I always use them and I know of no other medicine that so speedily builds up the mother at this critical time. I have also found them of great value in the case of young girls, and I can add that as for myself they have saved me many a doctor's bill. I feel safe in saying they are the best tonic medicine I know of."

Nursing mothers will find Dr. Williams' Pink Pills will give her just the strength she needs, and they will at the same time aid in keeping her child healthy. If you do not find these Pills at your dealers they will be sent by mail at 50 cents a box or six boxes for \$2.50 by writing The Dr. Williams' Medicine Co., Brockville, Ont.

Chief Tecumseh's Centenary to be Celebrated

One hundred years ago in October next, Britain, in the person of the brave Indian chief, Tecumseh, lost one of her bravest soldiers and Canada one of her bravest warriors. The list of exhibits was one of the largest and most varied of any show ever held under the auspices of the Society, while the quality of the various articles on display will compare favorably with the best of the city exhibitions. Many local merchants had booths at the fair grounds and the displays were creditable in every instance. The attendance on Wednesday was all that could be desired and the officials are well pleased at the success that has crowned their efforts. The display of fireworks on Tuesday evening was splendid and a large crowd witnessed it.

Rev. C. Burton Breaks His Arm

Kirkton, Sept. 25.—Rev. C. Burton, Methodist minister of this place, while picking plums from a tree in his garden on Saturday, accidentally fell, fracturing the bone on one arm and spraining the other. Dr. Campbell reduced the fracture. The reverend gentleman did not wish to disappoint his congregations on Sunday and preached at his three appointments with one arm in a sling and the other bandaged. This showed pretty good pluck.

Are You Ready For School Opening?

WE ARE WITH THE FINEST LINE OF

Scribblers, Note Books, Exercise Books, Pens, Pencils, Crayons, Inks, Erasers and all

Text Books for Public and High Schools.

Send the Children Here

J. W. McLAREN

DRUGGIST, STATIONER, Issuer of Marriage Licenses

The Rexall Store

meet on Monday, October 13th, at one o'clock p. m. for general business.
N. HERBERT, Clerk.

Dew-Lloyd

On Wednesday, Sept. 10th, at 3 p. m., a very quiet, but pretty wedding took place at the home of Mr. and Mrs. Edwin Lloyd, con. 16, Bosanquet, when their eldest daughter, Rowena Pearl, was united in marriage to Frederick J. Dew, also of Bosanquet. While the wedding march was being played by Mrs. Cannon the happy couple took their places beneath a bower of white clematis evergreens and potted plants, where the ceremony was performed by the Rev. W. Cannon. The bride, who was unattended, was daintily attired in a gown of blue chamoise silk, trimmed with heavy cream lace and carried a beautiful bouquet of roses and lily of the valley. Congratulations being over, the company repaired to the diningroom for the wedding dinner, the table being decorated in pink and white. On the Monday afternoon previous, the bride-to-be was the recipient of a china shower from her young lady friends of the lake shore Sunday school. Mr. and Mrs. Dew left by auto to spend their honeymoon in Sarnia and Detroit, the bride wearing a suit of navy blue whipcord and white hat with touches of Bulgarian. Mr. and Mrs. Dew returned to their home, con. 14, on Tuesday, where they will be at home to their friends after Oct. 1st.

Sarnia's Fair a Big Success

Sarnia Fall Fair opened Tuesday under most favorable circumstances, and the show surpassed anything along the fall fair line ever held in West Lambton heretofore. The list of exhibits was one of the largest and most varied of any show ever held under the auspices of the Society, while the quality of the various articles on display will compare favorably with the best of the city exhibitions. Many local merchants had booths at the fair grounds and the displays were creditable in every instance. The attendance on Wednesday was all that could be desired and the officials are well pleased at the success that has crowned their efforts. The display of fireworks on Tuesday evening was splendid and a large crowd witnessed it.

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Wa

Volume XXXIX—

LOCAL HAPPENINGS

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

Decorate for the Fair.

The Scotch blankets are here—SPIRILLA CORSETS, Miss A. I. Corsetier.

You'll get your money's worth of the concert Fair night. SEE Chi-Namel at the Fair.—T. & SON.

Few men are willing to take a vice if it is free; also they hate to pay for it.

A NUMBER from here attended funeral of the late W. H. McMal Wyoming on Sunday.

TURNBULL'S guaranteed und for women and children.—A. BROCK.

LAMBTON held ten fairs in 1912. Ford was second in gate receipts. It first this year.

FOREST ratepayers granted extension from taxes to the Basket Company vote of 210 to 88 on Monday.

BUY your engagement rings, wifings, marriage licenses from CA. CLASS.

SOME half dozen or so Watford went to London Saturday to see the celebrated play "The Garden of Al."

T. G. MITCHELL has raised his fence on Main street and is in improvements of his new verandah, kiln, etc.

MAKE P. DODDS & SON your quarters when attending the fair, a the same time inspect their boot shoes.

WHEN at the Fair call at Swifts'. SEVERAL couples from here at the "A Home" given by "C" Com 20th Batt., at Stratford, on the evening.

As the time is growing short we remind intending exhibitors to their entries early, and thus avoid confusion.

WITH every suit or overcoat so Fair days, \$12.00 or up, we give King hat worth \$2.50.—A. BROWN.

THIS is the season when you renew shoes. P. Dodds & Son invite to inspect their new fall and styles and get prices.

FLAGS and bunting would add attractiveness of streets and buildings the town while the crowd is here week.

ARE you a member of the East London Agricultural Society? If not, can get a membership ticket from the Directors.

3 BIG fair coat values for Fair \$7.50, \$10.00, \$12.00.—SWIFTS'.

SEE "Low Brothers' Paints" at Fair.—T. DODDS & SON.

REPRESENTATIVES of the Woodmen's lodge went to Stratford to take part in a mouzeleving.

ACTION is being taken in some of the country against the practice exhibiting human and animal freaks about time.

THE Treasurer of the Board of Education has received the government public school grant of \$101.00, and special grant of \$106.49.

OUR town visitors to the fair find that a visit to A. Brown & Son's millinery department will help pay expenses.

HAVE your eyes tested. Glasses properly fitted.—CARL A. CLASS, Optician.

WHEN at the fair remember that you can get a hot cup of tea or coffee and light lunch at Lovell's restaurant. are invited to make our parlors a replacement of a place to meet your friend F. LOVELL.

AN editor who started about 20 ago with only 55 cents is now worth \$400. His accumulation of wealth is due to his frugality, good habits, strict attention to business, and the fact that he made and left him \$99,999.

ORDER your suit and overcoat. Sp. Fair prices.—SWIFTS' Tailoring Dept.

MR. JOSEPH KELLER has raised fine vegetables in his garden this year. He showed us three potatoes which weighed 3 1/2 lbs. These raised from government seed and Keller has about ten bushels all in as large as the sample.

MISS ETHEL SHERMAN, a young lady out from the Old Country, became the bride of Mr. James Garter, of Brooke, at the home of Mr. G. Chambers on Saturday, Sept. 27th ceremony being performed by the S. F. Irwin, B. A.

VISIT our mantle department if you are at the Fair. Exclusive and reduced prices.—A. BROWN & SON.

A MAN named Gimlet, of Kerv came to town Monday to have a jollition, which ended in the lock-up, was arraigned before Mr. A. G. Brown, Tuesday morning on a charge being drunk, and fined \$2 and 10 days in jail.

Big money saving event in our department.—SWIFTS'.