

In Thousands of Cases

# RECORD OF A **RFUL CURE**

hat Acts On All Three **Responsible For The** hie Acid In The Blood.

do not realize that the do not realize that the-he three great elimina-natter from the body. fact, the Skin rids the-eys. When there is , Pain In The Back and may not be the fault of all, but be due to faulty r Constipation of the

s<sup>10</sup> cures weak, some, s, not only because it we organs but also be-ives" opens the bowels, omach and stimulates e skin.

" is sold by all dealers 6 for \$2.50, trial size, ent postpaid on receipt Fruit-a-tives . Limited,

#### IETIES.

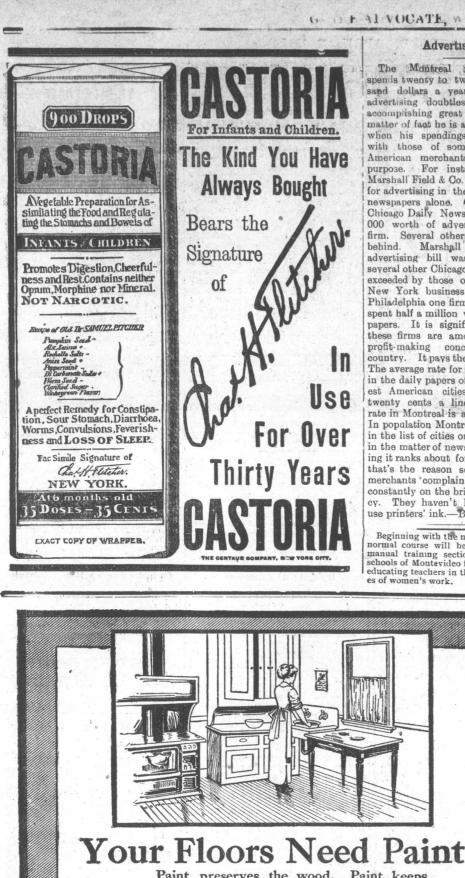
### 6, No. 17 C.O.F.

Regular meetings the Second and Fourth Moudays of each month at 8 o'clock. Court Room over Stapleford's store, Main street, Watford. B. Smith, C. R. J J. E. Collier, F. Sec.

**FRY FARM** 

LOOMS n Cattle -AND Lincoln Sheep

:X, Proprietor Ontario



Paint preserves the wood. Paint keeps floors sanitary and healthful. Painted floors make the rooms bright and cheery. Painted floors are easily cleaned-a damp cloth keeps them free of

#### G. D.F. AL VOCATE, WAL AD, PRI1 2, 1915

# Advertising

The Monfireal merchant who And Laid a Layer of Bricks For Every spends twenty to twenty five thousand dollars a year in newspaper advertising doubtless thinks he is accomplishing great things. As a matter of fact he is a more "piker" As a when his spendings are compared with those of some of the great American merchants for the same purpose. For instance, last year Marshall Field & Co. spent \$350,000 for advertising in the Chicago daily newspapers alone. One paper, the Chicago Daily News, carried \$90,-000 worth of advertising for that firm. Several others were not far behind. Marshall Field & Co.'s advertising bill was duplicated by several other Chicago firms. It was exceeded by those of a number of New York business concerns. In Philadelphia one firm is said to have spent half a million with the newspapers. It is significant, too, that

these firms are among the biggest profit-making concerns in the country. It pays them to advertise. The average rate for store advertising in the daily papers of the three largest American cities runs close to twenty cents a line; the average rate in Montreal is about six cents. In population Montreal ranks ninth in the list of cities on this continent; in the matter of newspaper advertising it ranks about fortieth. Perhaps that's the reason so many of our merchants complain that they are constantly on the brink of bankruptcy. They haven't learned how to use printers' ink.—Beck's Weekly.

Beginning with the next school year a normal course will be attached to the manual training section of the public schools of Montevideo for the purpose of educating teachers in the various branch-es of women's work.

Line He Composed Several years ago 1 wrote an essay for the Atlantic Monthly on "The Hundred Worst Books." For a place in the list I selected a book in my library en-titled "Poems on Several Occasions," published in 1749 by one Jones, a poet whose name was unknown to me till I perused his verse. The pages were so

fresh that I cherished the belief that I

was the only reader in a century and a

JONES WROTE POETRY.

half. I had the pride of possession in Jones. It was some time after that I came across, in Walpole's letters, an allu-sion to my esteemed poet. It seems that Colley Cibber, when he thought he was dying, wrote to the prime minister "recommending the bearer, Mr. Henry Jones, for the vacant laurel. Lord Chesterfield will tell you more of him."

I was never more astonished in my life than when I visualized the situation and saw my friend Jones "the bearer" of a demand for the reversion

of the laureateship. It seemed that Walpole was equally surprised, and when he next met Lord Chesterfield the eager question was, Who is Jones, and why should he be recommended for the position of poet laureate? Lord Chesterfield answered. "A better poet would not take the post, and a worse ought not to have it." It appears that Jones was an Irish bricklayer and had made it his custom to work a certain number of hours according to an undeviating rule. He would lay a layer of brick and then compose a line of poetry, and so on until his day's task was over. This ac-counts for the marvelous evenness of his verse.

This was but a small discovery, but it gave a real pleasure, for should I meet my Lord Chesterfield he and I would at once have a common interest We both had discovered Jones, and quite independently .- Atlantic Monthly.

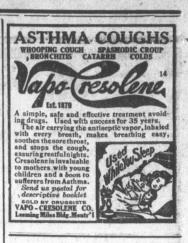
#### ONE VIEW OF BISMARCK.

His Love of Music and His Dislike of Wagner as a Man.

Talking of the arts Bismarck said: "Of music I am very fond, but now I have to abstain from hearing it be-cause tears come only too readily into my eyes. My heart is stronger than my head. Indeed, what self control I have has been bought by experience." Many instances occurred during our conversations which gave the truth to this assertion.

The extreme mobility of his counte nance and the various shades of expression which passed over it told of a sensitive, emotional temperament. "But I have a fire within me still which burns at times with fury." Upon that I asked, "Are you in reality the iron chancellor?" "No." he said, "not naturally; the iron I have created to use when necessary." And that I believe to be true

I asked him if he knew Wagner per-conally. "Yes," he answered, "but it sonally. was quite impossible for me to care for him or to encourage his society. I had not time to submit to his insatia ble vanity. Before breakfast, at breakfast, before and after dinner, Wagner lemanded sympathy and admiration His egotism was wearisome and intolerable, and his demand for a listen-er was so incessant that I was obliged to avoid his company. I was too busy with my affairs to be able to give him all or even a portion of the demands he would have claimed upon my time. But I admire his music greatly, though I have been compelled to give up go-ing to the opera because the beautiful and touching melodies I cannot get out of my head; they cling to me, and I find it difficult to release myself from them, and now it tires much how no much moved."—From "Conversations With Prince Bismarck," by W. B. Richmond, the English painter, in North American Review.



#### EDICAL

JAMES NEWELL. PH. B., M.D R. C. P., M. B. M. A., England, Watford, Ont.

OFFICE-Main St., next door to Merchants Bank. Residence-Front street, one block east of Main street.

R. G. KELLY, M. D. Wattord, Ont. OFFICE-Main street, formerly occupied by or. McLeay. Residence-Front St., East.

THOS. A. BRANDON, M. D.,

WATFORD, ONT. FORMERLY OF SARNIA GENERAL, HOS pital and Western Hospital of Toronto. OFFICE-Main Street, in office formerly oc upied by Dr. Gibson;

DENTAL.

#### **GEORGE HICKS**

D. D. S., TRINITY UNIVERSITY, I., D. S., Royal College of Dental Surgeons, Postgraduate of Bridge and Crown work. Orthodontia and Porcelain work. The best methods employed to preserve the natural teeth. OFFICE-Opposite Taylor & Son's drug store, MAIN ST., Walford. At Queen's Hotel, Arkona, 1st and 3rd Thurs-day, of each month.

#### G. N. HOWDEN D.D.S. L.D.S

CRADUATE of the Royal College of Dental Osurgeons, of Ontario, and the University of Toronto. Only the Latest and Most Approved Appliances and Methods used. Special attention to Crown and Bridge Work. Office-Over Dr. Kelly's Surgery, MAIN ST.-WATFORD

#### Veterinary Surgeon.

#### J. MCCILLICUDDY Veterinary Surgeon,

HONOR GRADUATE ONTARIO VETERIN-ary College. Dentistry a Specialty. All diseases of domestic animals treated on scientific principles. Office. Testidence-Main Street, one door north of Dr. Brandon's office.

CIVIL ENGINEER.

N. M. MANIGAULT, ONTARIO LAND SURVEYOR AND CIVIL ENGINEER, STRATHROY, ONTARIO Box 800.

Auctioneer

# WILLIAMSON

urer ; Ripping, Turning, nd all kinds of general ceive our best attention.

.WATFORD :-: ON ARMY BARRACKS)



### TABLE

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Vail, Agent			

### UBBING LIST

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and the second second			

dust and germs. Paint your floors and thus have them always Spic and Span.

# Senour's Floor Pair "MADE IN CANADA"

is all ready to brush on-anyone can apply it evenly and smoothly. And it gives a hard, durable, lustrous finish, that stays fresh and bright, and wears, and wears, and wears.

It costs less to use than other floor paint, because it covers more surface and wears longer.

We have Senour's Floor Paint in 14 beautiful colors, suitable for every floor in the house from kitchen to garret.

Come in for a color card, and a copy of our entertaining book, "The House That Jack Built". Written for children, but "grown ups" get a lot of fun out of it. Free to our friends.

# J. McKercher, Watford, Ont.

#### Fair Dates

Forest-Sept. 29, 30. Strathroy—Sept. 20 to 22. Petrolea—Sept. 22 to 25. Sarnia—Sept. 27 to 29. Wyoming—Oct. 1, 2. Brigden—Oct. 4, 5. WATFORD-OCT. 5, 6. Alvinston-Oct. 7, 8. Florence-Sept. 30. Oct. 1. Sombra-Oct. 11. 12 Glencoe-Sept. 27 to 29.

**Optimist** and **Pessimist** 

They were returning from the trenches -two regiments As they came together on the high road there was a quick ex-change of caustic wit. "When's this bloomin' war goin' to finish?" asked a Wigshire private. "I don't know," said the man of the Manchesters despairingly. "We've planted daffodils in front of our trench." The other snat contemptuously.

mber of females to the population of the United States.

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#### Wind Pressure.

A wind traveling at the rate of three miles an hour presses with a weight of about three-quarters of an ounce upon every square foot of surface which stands in its way. A wind of eighteen miles an hour gives a pressure of one pound and a quarter to each square foot, a wind of thirty-five miles an hour gives a pressure of six pounds on the square foct, a gale of fifty miles an hour thirteen pounds, a storm of seventy-five miles twentyeight pounds and a hurricane of ninety miles forty pounds on the square foot.

A Lapse of Memory. The minister, who was a reformed policeman, said to the bridegroom, who stood trembling, with his pallbearer

"Do you, Algernon Smith, take this young woman to be your lawful wed-ded wife in sickness and in health, for better or for worse, till death do you part? Remember, anything you say will be used against you."-Chicago Post.

# J. F. ELLIOT.

Licensed Auctioneer, For the County of Lambton.

PROMPT attention to all orders, reasonable terms. Orders may be left at the Guide-advocate office.

#### INSURANCE

# J. H. HUME.

AGENT FOR FIRE, ACOIDENT AND SICK BENEVIT COMPANIES.

REPRESENTING

Five Old and Reliable Fire Insuran Companies

you want your property insured please call on J. H. HUME and get his rates.

-ALSO AGENT FOR-

C. P. R. Telegraph and Canada Permacen Loan and Saving Co.

licket Agent For C. P. R .- Ticket sold to all points in Manitoba, Northwest

### THE LAMBTON Farmers' Mutual Fire Insurance Company. (Established n 1875

J. W. KINGSTON JAMES SM TH JAMES ARMSTRONG, President. Vice-Pres, DIBECTOR, DIRECTOR, A. G. MINIELLY, THOS. LITHGOW, GUILFORD BUTLER, DIRECTOR. GUILFORD BUTLER, MANAGER AND W G. WILLOUGHBY, SEC. TREAS. J. F. ELLIOT, R. J. WHITE, FIRE INSPECTORS. P. J. MCEWEN, ALEX. JAMIESON, AUDITOR. AUDITOR PETER MCPHEDRAN, Wanstead, P.O. AGENT for Warwick and Plympton.

Ireland has furnished the greater

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gloves on: