

Guide-Advocate

HARRIS & CO. PROPRIETORS. WATFORD, SEPTEMBER 25, 1914.

"Lest We Forget"

We need to be reminded quite as much as to be informed. Memory has been jocularly described as "the thing we forget with."

An advertiser who relies on the memory of the public leans on a broken reed. The absence of its advertising from the newspapers has been the beginning of the end for many a firm.

A business that has achieved its magnitude or strength as the result of faithful advertising plays itself false if it suspends or ceases its advertising on the grounds of economy.

If you forget the public, the public will forget you.

Recruits Wanted

To the Editor of the Guide-Advocate. Sir: Canada has sent almost 40,000 men to the front. Over 200 of these have gone from Lambton. The work in connection with this overseas contingent has been done promptly and well.

We trust that never again will the Canadian militia be made the football for political factions or that there will be any unreasonable criticism of the necessary expenditure for national defence.

large number of recruits are urgently needed in the companies of the 27th regiment.

This is a time for brave and patriotic deeds, not words alone. Then let every loyal and right-minded man, physically fit, between the ages of 18 and 45, (a man should be at his best at 45) who can possibly do so, at once volunteer for some useful service for his country.

When this war is over Britain must be master of the land as well as the sea, and thus be in a position to enforce a lasting and permanent peace.

R. G. C. KELLY, Lt.-Col.

WANT COLUMN.

PLACE YOUR Automobile Insurance with D. WATT, Watford. Widest covering and lowest rates in Canada. 25-3

KITCHEN RANGE, with reservoir. Burns coal or wood. Good as new. Will be sold cheap. Apply to J. F. ELLIOT, 25stf

FOR SALE—A few choice cows, coming in this fall; also one Hereford Bull, 4 years old.—ROBY SMITH, 1 mile west of Salt Works, Warwick.

MEN and women wanted everywhere to work in their own home, \$20 weekly for a few hours work. Supplies furnished free. Experience unnecessary.—THE CO-OPERATIVE UNION.

JOHN FANCY will have his cider mill ready on October 1st, when he will be prepared to make cider for all who wish it at his premises opposite the Wire Works, Watford. The mill will be in operation on Mondays, Wednesdays and Fridays during the season. 25-3

NOTICE.—All persons are forbidden from trespassing on Lot 19, con. 4, S. E. R. Warwick, or from shooting or hunting on said premises. The law will be enforced to its full extent on those violating this notice.—WM. THOMPSON, s11-3t

\$10 REWARD.—The above reward will be paid for information that will lead to the prosecution of the person who, on or about the 27th of August, 1914, shot and killed a hog belonging to me on my premises, lot 15, con. 6, S. E. R., Warwick.—JOHN BROWNLEE, s11-3t

The cornerstone of the handsome new \$25,000 Devine Street Methodist church, Sarnia, was laid in the presence of several thousand people. The impressive ceremony was performed by the three oldest and most esteemed members of the congregation, Alfred Sheppard, Mrs. J. Peterson and Mrs. G. H. Dyble.

The managers of one of the leading churches of Essex county are mourning what they expect to be the loss of \$1,000, just before the outbreak of the war, they placed an order with a firm in Germany for a pipe organ, and deposited \$1,000 to bind the bargain. It is likely in view of the repudiation of public and private debts by the warring nations that they might as well kiss the money good-bye.

CLOTHING! CLOTHING! CLOTHING!

"The Store where good Clothing comes from"

SWIFTS' Direct Importers SWIFTS'

Ordered Clothing

Our stock of imported suitings is to hand. Such a fine lot, every piece special. Black and Blue Worsteds.....

.....\$18.50 \$21.00 \$25.00

Fancy Imported Worsteds.....\$18.50 \$22.50 \$25.00 \$27.50

Scotch and Irish Tweeds.....\$18.50 \$21.00 \$22.50

Canadian Tweeds.....\$16.50 \$18.50 \$21.00

None better, few as good.

We are sole agents for the ART TAILORING CO., makers of the best special ordered clothing in Canada. Our stock shows 700 samples and 25 styles. Will be glad to show you samples and suits made up. They are ready for your inspection, and such a fine showing. All the new ideas with distinctive style in every garment.



Ready to Wear Clothing

Sanford's best, from.... \$6.50 to \$15.00 None better, few as good.

Our Navy Suits at..... \$15.00

A BIG SPECIAL Young Men's Suits..... \$8.50 \$10.00 \$12.50

Boys' Norfolk Bloomer Suits...\$4.50 \$6.50 \$8.50

SWIFT, SONS & CO., DIRECT IMPORTERS WATFORD

Grand Display of Ladies' Coats and Suits

All the new styles in Ladies coats, the nifty new capes, the much in style Redengote with belt, and new flare skirts are amongst the newest styles. Our showing is fine, our styles correct, and your prices right. See the new weekly shipments.

Look through our girls and childrens' coats and for the little tots. We exceed our past efforts.

Our Ladies' suits comprise all the new styles every week while the season lasts. Our showing will surprise you. This is a season of novelties and odd garments. Give us a call.

Swift, Sons & Co.

Swift, Sons & Co.

War Summary

Sept. 21.—Reports differ as to the progress of the great battle in the northern part of France between the allied British and French armies and the Germans. Some indicate that there is extremely heavy fighting, while others tell of the great masses of troops lying in flooded trenches, many of them at the stage of exhaustion.

At some points at least fierce engagements have been fought with the tide flowing first in one direction and then in the other. The Allies have won a position here and the Germans have taken one there. But all reports agree that much fighting is yet to be done before any material advantages can be claimed by either side. The British in the trenches say "we are slowly beating them back."

A statement given out by the Admiralty recounts British successes and disasters in many waters. The British cruiser Carmania sank a German cruiser, supposed to be either the Cap Trafalgar or the Berlin off the coast of South America. But the German cruiser Koenigsberg has completely disabled the British cruiser Pegasus, while the latter was overhauling her machinery in Zanzibar harbor, killing twenty-five men and wounding more than three times that number, and the German cruiser Emden has captured six British merchant steamers in the Bay of Bengal and sunk five of them.

In the fighting around Rheims the matter of greatest general interest has been the destruction of the famous Cathedral, one of the most noted structures in the world, dating back to the thirteenth century, reported to have first been pierced by many German shells, and then to have burst into flames.

Sept. 22.—The nature of the struggle between the Germans and the allied forces on the battle front in France, which stretches from Noyon, in the west to Verdun, is indicated by the latest official communication from the French

war office, which says that the engagements have become less violent. From this it would seem as if both sides had reached the conclusion that the gaining of a few yards of ground hardly warranted the losses entailed, and that preparations are on the way for a strong offensive moment at some strategic point.

The French also report that they have made progress in the territory between Rheims and the Argonne forest. On their left wing they have reached the heights of Lassigny. With the French on this part of the battle line are the British, who, according to an official statement issued by the British press bureau, have fared badly since the beginning of the war in the loss of officers. The casualty lists show that 707 British officers are among the killed, wounded and missing, a very high percentage of the total losses. Among these are 3 colonels and lieutenant-colonels, 85 majors and 246 captains. The Coldstream Guards have lost 31 of their officers, the highest on the list.

Fighting on land has given way for the moment as a news factor to the daring raid in the North Sea by five German submarine boats, which have torpedoed and sunk three British armored cruisers—the Aboukir, the Cressy, and the Hague—and in turn lost two of their own number under the fire of the British guns.

Along the battle line in France reports indicate that while the fighting is still progressing, no great gains have been made by either side and that the critical period when one side or the other is to be returned victor is still to come.

The Russians are reported to have taken the fortified town of Jaroslavl, on the San River, northwest of Pzemyel, from the Austrians, and a Rome dispatch credits the Montenegrins and Servians with having captured from the Austrians Sarajevo, capital of Bosnia.

In Africa the British has repulsed a German attack in their eastern territory,

the Germans retreating with losses. General Sir Louis Botha, the famous Boer general, and now premier of the Union of South Africa, has taken over supreme command of the British operations against German Southwest Africa. Another British casualty list again shows a large proportion of officers among the killed, wounded or missing.

General French has issued a further report on the British operations in France, bringing them up to September 18.

The Hamburg-American liner Spreewald, armed as an auxiliary cruiser, and two German colliers have been captured by the British cruiser Berwick in the North Atlantic Ocean.

It is reported that a vessel of 12,000 tons has been sunk by a mine in the North Sea.

Paris, Sept. 23.—A dispatch received here this evening from Petrograd says that a Russian cruiser sank a German cruiser and two German torpedo boats in the Baltic Sea. The date of sinking was not announced, nor were the names of the vessels.

The allies, since the beginning of the battle of the Aisne, have pushed back the Germans a distance of nearly 12 miles, forcing them to seek a further defensive position on the plateaus and in the rough country.



Working Shoes

Your kind--amongst others. For years we have specialized in working shoes—and as specialists have studied your needs. When you buy here you can therefore rely on shoes that are well made of the best leather and built for wear.

Our working shoes are made to get and retain your custom—they are therefore the best that your money can buy anywhere. Call in and inspect them—you need not purchase—we want to convince you of their quality.

Also a large range of men's and women's fine shoes. Latest American styles at old prices. A large stock of rubbers—complete in every style.

P. Dodds & Son

S. B. HOWDEN'S

is the place to buy your boots and shoes. His stock is now complete for Fall, a good assortment of all lines in Mens' Womens' and Childrens' shoes in all the styles and the best that money can buy, also a larger stock of my own make on hand at all times. See those Slater shoes; to see is to buy. No war prices. Cheaper than the cheapest. A few lines of summer goods at cost.

Call early and secure a bargain. TRUNKS, SUIT CASES AND CLUB BAGS

S. B. HOWDEN

ARKONA

Rev. Dickson, of the Dominion Alliance, will conduct union services in Baptist church next Sunday evening.

Mr. Will Thomas, of Chicago, is newing old acquaintances in and around the Ark.

20 autos, carrying 5 passengers each, took in the London fair last week.

Mr. Ed. Smith, of Merlin, is visiting relatives in the Ark.

Mr. John Hawkins, of London, is on friends in town last Tuesday.

Our new fall styles in Astoria shoe men have arrived. Call in and see them.—Brown Bros.

The opening of the Arkona Methu church will be held on Thanksgiving Sunday, Oct. 11th, followed on Monday evening by a fowl supper and a class concert.

Mrs. M. Moore spent last week with friends in London.

A large number of Arkona citizens took in the Stratroy fair on Tuesday.

The apple packers have started on winter apples. It is estimated that the Arkona crop will run up to 40,000 bush.

The new fall styles in Relindio for ladies have arrived. Call and them.—Brown Bros.

Any person wishing to send any following goods to the Red Cross for the benefit of the soldiers will please leave them with Mrs. Alex. Thomas later than Oct. 18th.—Pillows, size 30, 16x24, 16x36, 14x16, and 12x16; match; flannel shirts, size 15 to 20; made of medium heavy-weight gkhaki color; handkerchiefs, 16x18, of washed cheesecloth; cholera belt of ordinary yarn red or grey, 2 inch each end made knitted with steel and centre 8 inches made of needles; grey socks; housewives' oring kit, 5x13. The Women's Inn has charge of this work and will goods to the Red Cross Society at above date. Sender please put her name on parcel.

Mr. and Mrs. Fred Herrington family, of Forest, spent Sunday Mrs. J. White.

Mr. and Mrs. Oakes and Mrs. Ben Herrington and Miss Herrington attended Stratroy Tuesday.

Wilson's Fly Pads and Tangle Fuller Bros.

Mr. Dan Johnston, of Ottawa, is in a few days with Mr. David Johnston.

Mr. McLaren, of Toronto, is in Mr. David Johnston this week.

Mr. and Mrs. Isaac Beears, of St. Catharines, are visiting Mr. Beears' sister, Jas. Mumma.

Fuller Bros. wish to announce military opening, to take place on Monday, Sept. 26th. All the shapes, styles and materials. See them.

BORN.

In Watford, on Saturday, Sept. 19th, and Mrs. Sam James, a son, and In Warwick, on Wednesday, Sept. 23rd, Mr. and Mrs. Melvin Kelly, a daughter.