

## BEGINNING THE YEAR WITH A WHIRLWIND SALE!

# GREATEST CLEARANCE SALE

### OF SEASONABLE GOODS THAT THIS STORE HAS EVER OFFERED!

**LADIES' AND MISSES' COATS, worth up to \$22.50, for \$7.50.**

This is a most phenomenal offer, coming as it does with the greater portion of the cold weather before us. About 50 Ladies and Misses' high grade Coats, a splendid range of cloths and styles and full assortment of sizes, ranging in price from \$12.50 to \$22.50—your choice for.....**\$7.50**

**Coats up to \$12.00 Clearing at \$4.75**

34 Ladies' Coats, in fancy tweeds and blacks, regular \$10.00 and \$12.50 values, Clearing at.....**\$4.75**

**Children's Bear Coats at Half Price**

3 Dozen Children's White Bear Coats, ranging in price from \$1.50 to \$4.50, to be cleared at half price, all sizes, and made in 8 different styles.

**One Quarter Off All Ladies' Furs**

The balance of our stock of Furs, consisting of Muffs, Stoles, Coats, etc., at one quarter off regular price.

**Ladies' Sweater Coats**

\$4.00 Coats for.....\$3.00  
\$8.00 Coats for.....\$2.00  
\$2.00 Coats for.....\$1.50  
\$1.50 Coats for.....\$1.00

**Children's Grey Lamb Cap for \$1.00**

1 Dozen Children's Gray Lamb Caps, regular \$3.00 for.....**\$1.00**

**Men's and Boys Overcoats at Greatly Reduced Prices**

Our entire stock of Men's and Boys' Overcoats, including the celebrated 20th Century and C. N. & R. makes, at greatly reduced prices.  
Men's Overcoats, up to \$24.00 for **\$15.00**  
Men's Overcoats, up to \$14.50 for **\$11.00**  
Men's Overcoats, up to \$11.00 for **\$ 7.50**  
Boys' Overcoats, 25% discount off regular prices.

**Men's Mackinaw Coats at Prices to Clear**

Made from best quality wind and waterproof Mackinaw cloth, in greys, browns, blues and maroons, in newest Norfolk cut—large, roomy and comfortable.

\$9.00 Coats for.....\$7.25  
\$8.00 Coats for.....\$6.00  
\$6.00 Coats for.....\$4.75



# A. BROWN & CO.

THE STORE THAT SATISFIES

## Saturday Specials

3 dozen regular \$1.50 and \$1.75 Razors.....98c.  
Regular \$1.00 Flashlights.....79c.  
" \$1.50 ".....\$1.10  
" \$1.75 ".....\$1.25  
25c Pipe Lighters.....19c.  
25c Silver Polish.....17c.

## T. DODDS & SON

## Save Us!

THAT is really the cry of the over-worked eyes. There are two ways to save the eyes: ONE is by not using them, the OTHER is to have the proper glasses when you do use them.



Use the eyes all you like but take care of them. Our business is to care for people's eyes. We will help you save your eyes. We have often said, and we repeat—  
**COME HERE FIRST AND BE SATISFIED**

**CARL CLASS**  
JEWELER ISSUER OF MARRIAGE LICENSES

## FARM FOR SALE

GORE TWO, FOURTH CONCESSION, S. E. of R. Township of Warwick. About 120 acres. Good large new brick house with basement. Bank barn 42 x 60 feet, 27 foot posts. About 300 apple trees. 7 acres of good maple timber, 6 acres of fall wheat, 25 acres of fall plowing, balance seeded down. Well tile drained, no broken land, good water, 6 miles from Watford, good roads, close to school and church, rural mail delivery and telephone. Extra good farm for grain or pasturing. Apply to  
I. F. ELLIOT,  
Watford, Ont.

## The Vote in Euphemia

FOR REEVE  
Annett.....311  
Watson.....90  
FOR COUNSELLOR  
Davis.....211  
Annett, S.....210  
Badgley.....208  
Burgess.....173  
Turner.....114  
Osier.....94  
McGugan.....69  
Sullivan.....68  
First four elected.

Dr. Avery, of Strathroy, will assist Dr. J. B. Martyn, M. P. P., Alvinston, during the winter months.

grower in Lambton County an opportunity of securing some of the prizes offered by the Corn Grower's Association.

Another new feature of the Exhibition this year is the Junior Department, open to boys and girls under 18 years of age whose parents are members of the Lambton Corn Grower's Association. For the best essay on "How to Grow Corn," the Topic Printing Co., has donated a handsome cup. Features of this department are Boy's Judging Competition, classes for popcorn and classes open to those pupils who secured seed from the Department of Agriculture and grew same in plots on their own farms.

In the general classes open to the County of Lambton generous prizes are awarded for the best ten ears of all leading varieties of corn. Separate classes are provided for Bailey, Leaming, Cloud's Early, Iowa, Gold Mine, Reid's Yellow Dent, Early Ohio, White Cap, Yellow Dent, Wisconsin No. 7, Mortgage Lifter and any other variety of Dent or Flint corn. Corresponding classes are provided for the best single ear of corn.

Besides the general classes and special classes open to the County there are separate classes for each township. The township classes are under the direction of the respective townships and prizes awarded are provided for by grants from the respective townships. Every farmer in Lambton County who is interested in the development of this branch of agriculture should become a member of the Lambton Corn Grower's Association and send an exhibit of corn to the County Show on the 27th, 28th and 29th of January.

## WATFORD COUNCIL.

Watford, January 11th, 1915. The Reeve and Council elect met at council chambers at 11 a.m., taking and subscribing to their declarations and qualifications of office before the Clerk, Reeve, Frank Kenward; councillors, R. E. Johnston, John McKercher, J. W. Doan and Nelson Hawn.

Hawn—McKercher, that we adjourn for regular business until 8 o'clock p.m. to-day.—Carried.  
Council met pursuant to adjournment. Present—Reeve, Johnston, McKercher, Doan and Hawn.  
Johnston—Kenward, that Hawn, Doan and McKercher compose the finance committee.—Carried.

Hawn—Doan, that Reeve and Council compose committee on fire, water, relief, cemetery and board of works.—Carried.  
Hawn—Johnston, that commissioners' divisions be as follows:—Reeve, all of Main street; McKercher, all east of Main street south of and including Ontario street; Doan, all east of Main street from Ontario street to north boundary; Johnston, all west of Main street south of and including Erie street; Hawn, all west of Main street from Erie street to north boundary.—Carried.

McKercher—Johnston, that by-law No. 1, appointing municipal officers, be read first time.—Carried and by-law read.  
Clerk read communications and applications of parties expressing willingness to act if appointed to the several offices.  
Johnston—McKercher, that by-law No. 1 be read second time and officers' names filled in.—Carried and by-law read and filled in.

Hawn—Johnston, that W. H. Shrapnell and Robert F. Moody be appointed auditors for 1915 at salary of \$10.00 each.—Carried.  
McKercher—Doan, that William McLeay be appointed Treasurer of Corporation at salary of \$50.00, and that he furnish bond of \$500.00 satisfactory to the Council.—Carried.

Hawn—Doan, that W. S. Fuller be appointed Clerk at salary of \$120.00 for the year, payable quarterly.—Carried.  
McKercher—Doan, that John Cowan, of Cowan, Towers & Cowan, be appointed solicitor for the Corporation of Watford for 1915.—Carried.

McKercher—Johnston, that P. E. Fuller be appointed assessor for 1915 at salary of \$50.—Carried.  
Hawn—McKercher, that Alex. Cameron be appointed collector of rates and taxes for 1915 at salary of \$35 and furnish bonds of \$500.00 satisfactory to the Council.—Carried.

McKercher—Johnston, that John Wiley be appointed member of the Board of Health.—Carried.

Johnston—Hawn, that John McKercher be appointed secretary of the Board of Health.—Carried.

McKercher—Doan, that Rev. F. G. Robinson be appointed a member of the Public Library Board.—Carried.

Johnston—McKercher, that John Bryson, Thos. Roche and J. S. Williams be appointed inspectors of sheep killed by dogs.—Carried.

Hawn—Johnston, that Jos. A. McManus be appointed poundkeeper for 1915.—Carried.

McKercher—Hawn, that Edward Clark, W. S. Kelly and Robert Sharpe be appointed fence viewers for 1915.—Carried.

Hawn—Doan, that Bylaw now be read third time and passed.—Carried, and by-law read and passed.

Hawn—Doan, that we grant ten dollars to the Children's Aid Society of the County of Lambton.—Carried.

McKercher—Johnston, that we transfer the municipal bank account to the Merchants Bank of Canada for 1915.—Carried.  
Finance Committee examined accounts and recommended payment.  
Wm. Williams of coal and wood at \$7 50  
T. B. Taylor, hall rent for non-monthly payments.....5 00  
W. S. Fuller, to pay election expenses 16 00  
Treas. Bd. of Education, Public S. 200 00  
G. Hollingsworth, meat supplied by Board Health.....2 85  
W. S. Fuller, Municipal World supplies.....2 68  
Geo. A. McCubbin, ac. as Engineer of drain.....142 00  
Children's Aid S. 10 00  
John Wilkinson, Children's Aid S. 10 00  
Hawn—McKercher, that accounts be passed and Reeve grant his order.—Carried.

Hawn—McKercher, that we adjourn

to meet on the first Monday of each month in the year at 8 o'clock, p.m.—Carried.

W. S. FULLER, Clerk.

## Chantry Farm

Another year has passed away and we farmers have every cause to be thankful. Whilst a terrible war is distracting the old world, we are enjoying peace and plenty. The year 1914 has been marked by high prices for everything we have had to sell, and whilst perhaps an odd speculator may not have realized as much as he expected, the man that has bred well and fed well the good stock has had his ample reward. In the pure-bred line especially the demand for first-class specimens has been very keen and prices correspondingly high. I had the misfortune to lose two very valuable Shortborns, a grand roan Butterfly cow, also the imported bull, "Friede of Scott," used with much success by John Watt & Sons, of Elora. The herd is now headed by "Royal Jilt," incidentally the same breeding as "Pleasant Valley Jilt," the \$2500 heifer sold by Geo Amos at Toronto, and "Jilt Victor," Jas. Watt's great show bull. He is a thick mossy coated roan, weighing 100 pounds to the month, and cannot fail to be an impressive sire. The demand for sheep has been excellent. Besides a strong local demand I sold a carload of shearing and two-year-olds rams, also a carload of ram lambs to breeders in the Western States. Trade will undoubtedly be brisk again when the quarantine restrictions are removed. At the head of the flock stands the imported lamb, "Dixon 71." I also added two imported shearing ewes so as to maintain the high standard set for Chantry Farm. I wish to thank my numerous customers for their patronage, and think the duty of every farmer is to strive for something better every year. Never in the history of Canada was there such a need for everyone to do his best. Surely we should appreciate our opportunities; no financial panics, no labor strikes, no head manager to tell us what to do, the best the farm produces fresh from the land for the table, surely we envy no one.

ED. DE GEX,  
Chantry Farm,  
Kerwood.

## From Old Subscribers

William Parker, Kelliker, Sask. :—We are having nice winter weather, very good sleighing, have had a few sharp days, but no storms. We have had a grand fall for getting land ready for next year's crop. Crops were rather light in this district, on account of the very dry and hot weather, which affected both yield and grade, very little wheat going over grade 4 Nor., but the good prices help to make up for the short crop. With best wishes for the Guide-Advocate; it seems as if we could hardly do without the weekly visitor.

## NEW YEAR SPECIALS

Any of our regular 35c. and 50c. boxes of Paper and Envelopes, your choice.....25c.

\$1.00 boxes Paper and Envelopes, your choice.....59c.

The balance of our 15c. and 20c. Calendars, your choice.....10c.

New Year Post Cards and Folders.....2 for 5c., 5c., and 10c.

## J. W. McLAREN

Drugs Stationery  
The Rexall Store

Volume XLI—No.

## LOCAL HAPPENINGS

THE GUIDE-ADVOCATE welcomes items of interest for this column. Send by mail or them in GUIDE-ADVOCATE Letter.

**Big sale of Furs.—SWIFTS'. DOLLAR and a quarter wheat. Mrs. THURSTON is visiting relatives at Toronto.**

**VERKIN BROWN is visiting his at S. Miller, at Dresden. H. M. Staples, of the Steril staff, has been transferred to Toronto. EVIKRY day the "IF" is looming in German claims as to the out the war.**

**THE Michigan Central Railway applicant colored waiters on its cars with white girls. YOU BUY the best bread an flour, all kinds of feed, fax 1 seed at R. HASKETT'S.**

**Big sale of boys' overcoats.—THE political make-up of 1 County Council is 16 Liberals, Conservatives and 1 Independent. THROUGH there will be only a weeks of icy sidewalks you sh undertake to do your slipping ea.**

**THE GOLDEN JUBILEE convie the North Lambton Sunday Association will be held in For Thursday, Jan. 28th.**

**DURHAM the past six month have been about 50 cases of sma London, and apparently there is ending of the outbreak.**

**Big sale of ladies' fannelette SWIFTS'. AUTO licenses for 1915 will issued before February 1st, o extra work involved by the ch be made in the rate of taxation.**

**COURT LORNE, C. O. F. and port the court in excellent standing with the staff of the \$356 in the savings department in open account.**

**LICENSE COMMISSIONERS have been appointed as follow Lambton—Anthony Gilroy, Jos Cornick, John Shute, of Gt Jas. H. Kittermaster, Geo. Fren McCort.**

**Big sale of men's suits and ov SWIFTS'. THERE are sixty-five applic fore the Middlesex county ce positions on the staff of the Refuge. It is not often that y many people anxious to go to house.**

**REV J. H. DYKKE, field sec the Muskoka Branch of the Refu lecture on tuberculosis with fifty views, in the Lyceum on Sunday next at 8.15. Everybody sho this lecture. Remember the da in open account.**

**OVER a quarter of a millio has been paid into the accident the Workmen's Compensation the manufacturers and empl Ontario. Although the work of ation is not complete the clai is receiving reports of accident justment.**

**OUR business year ends Jan. we close our books. Has you been paid?—SWIFT, SONS & CO**

**AMONG the list of officers of divisional area who have vo for active service are the follow the 27th Regiment, St. Clair B—Major A. E. Mullin, Major F man, lts. John A. Pest, of Gt W. Grant, G. E. Lucas, J. M. D A. D. Williams.**

**MR. MERCHANT :—While talking "Buy in your home your customer, be sure and within—see the youth letterhe and other printing is dor local printer. Make sure that trine preached is followed in business.**

**BRAD will remain at 6c per the recent advance in flour we l asked if bread will rise to se per loaf. We made a contract Lake of the Woods Milling C year's supply of flour before our customers will therefore cent bread.—LOVELL'S BAKER**

**"FARM PRODUCTS cost more used to." "Yes," replied the farmer. "When a farmer is st know the botanical name of rain" at the entomological the insect that eats it an' th acidental name of the chemical kill it, somebody's got to pay."**

**OWING to the scarcity of Rai Ontario and the trouble of secu factory assistance in agricultu ations the provincial govern endeavor during the coming : place immigrants upon Onta These men are supplied of c the department for their troubl**

**THE Women's Institute of W secured as their delegate for ting in the armory on the 28th Mrs. M. L. Woodland, of To has been much appreciated messages of interest for her Some of her subjects are Home Health Culture, Plain Sewin Needlework—demonstrated the date. Everybodywelcom**