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Tailored

Not Chopped out with a knife

—Cut individually and to fit. See the beautiful fabrics we are showing for the present season in the genuine 20th Century brand —We are exclusive agents.

A. BROWN & CO.



KING HATS

Are remodeled in all the correct shapes for Spring, and this season we are showing some extreme styles for young men.

There are special blocks for every type of face and every age of man.

We are exclusive agents.

A. BROWN & CO.

Box Social and Presentation

The box social held at Kingscourt school on March 21st in aid of the Red Cross and under the auspices of the Ladies Sewing Circle proved a decided success. The boxes were sold by Mr. R. Brown, of Watford, and went extremely well, the society realizing \$87.50. Mr. Brown is genial and energetic and makes an excellent auctioneer. His efforts were highly appreciated by all. The young ladies, Miss Holbrook, of Sutorville, soloist, and Miss Moody of Watford, elocutionist, who helped with the program were also highly appreciated. The rest of the program was local talent. Capt. R. Stapleford very ably filled the chair. About the middle of the program Capt. Stapleford called six soldier boys to the platform and the following address was read and presentation made.

Kingscourt, Mar. 21, 1916.

TO MESSRS. WALLACE SAYERS, CECIL MCCORMICK, FRED COLLINS, AMBROSE BANKS, ROBERT SEALEY AND GEORGE GIBBS.—We, the members of your home community wish you to know before you leave us for the front the mixed feelings of regret, gratitude and pride that your enlistment gives us. We shall miss you in our neighbourhood and though you be absent at our gatherings you shall be present in our thought. You have responded nobly to your country's call, you have severed the home ties, dear to you and to us, and for all those who are left behind. We want you to know that we realize the unselfish nobility of your action and that we are proud of you. We offer you in token of remembrance these wrist watches and rings. May they always bring to you home thoughts of courage and cheer, and remind you that wherever you are the home folks are anxious for your safety. Our prayers go with you and may God guide and protect you from all danger and soon bring you safely back to home and friends.

Signed on behalf of your friends,
Edith Hickson.
Flossie Claypoll.

WOULD NOT BE WITHOUT BABY'S OWN TABLETS

Baby's Own Tablets are guaranteed by a Government analyst to be absolutely safe and free from injurious drugs. Once a mother has used them she would not use anything else for her little ones. Concerning them Mrs. George Tallon, Noelville, Ont., writes:—"Please send me two more boxes of Baby's Own Tablets for I have found them so good for my baby, I would not be without them." The Tablets are sold by medicine dealers or by mail at 25 cents a box from The Dr. Williams Medicine Co., Brockville Ont.

Word was received Saturday of the death of Ebenezer Gammon, at Cottam, to which place he went a few weeks ago to be with his daughter. Deceased was a resident of Plympton and Warwick townships for several years, and retired to Forest about five or six years ago.

Death of the County Crown Attorney

Sarnia, March 27.—Mr. J. P. Bucke, county crown attorney of Lambton for many years, and partner of the law firm of Pardee, Gurd & Bucke, died at 5.30 this evening, at the age of 75, after an illness extending over several months. His death removes one of the best known men in the public service in the county.

From Old Subscribers

Mrs. Neal A. Edwards, of Thornloe, writes:—"We enjoy our home paper so much that we cannot do without it.

P. H. McMillan of Hamilton, N. D., writes:—"Please find enclosed renewal subscription for your valuable paper. We could not do without it. It is like a letter from home every week.

Mrs. Wm. Barber, Gordon Lake, Al-

goma, writes:—"We like very much to hear the home news and to see that Watford is doing its share in defending home and country. I have been taking the Guide for thirty years and would not like to be without it. Wish you and the paper every success.

Owing to the increasing cost of doing business Ridgetown merchants have agreed on a general delivery and have let the contract for four deliveries a day.

The Wagon Shop That Became the Largest Automobile Factory in the British Empire

Back in 1903, the town of Walkerville, Ontario, was possessed of a concern called the Walker-ville Wagon Company.

If, on some day when business was not rushing, the general manager, Gordon M. McGregor, wished to take a little stroll, he could walk around his shop in about 2 minutes by the factory clock.

Nobody would have believed at that time that this shop would, in a few years, develop into the largest plant of its kind in the Empire having a floor acreage of over 435,000 square feet and making 3 times as many cars as any other automobile factory in the British Empire. But so it has come to pass.

Through the efforts of Mr. McGregor and his Canadian associates, this wagon shop has been turned into the great Ford plant at Ford City, Ont.

The factory today is one of the industrial show places of Canada.

Here are the highest paid automobile mechanics in the Empire who put their best into the building of a car that has won its way into the confidence of the Canadian public.

Here are hundreds of machines designed by Ford engineers, which are marvels of the industrial world.

Many of them would do the work of an ordinary sized automobile company in a week or so, but because of the demand for Ford cars they are kept busy the year round.

Here a new Canadian Ford car is born every three and one-half minutes.

Here workmen are busily engaged in making additions so that the production of cars may keep pace with the demand. There never has been a time since war began when gangs of men were not at work expanding the plant, literally building for the future.

Look in at the power plant and you will see two monster 650 horsepower gas engines. What a contrast to the early days when the factory power was derived from the hind wheel of a Model "C" car!

In the immense heat treatment plant, Vanadium steel, the most expensive and best of steels, is heat-treated the Ford way. Here each steel part is especially prepared for the stress and strain it will have to withstand in the completed car.

The machine shop contains many wonderful sights for the visitor. There are long rows of very expensive gear cutting machines. And there is the great machine that mills 48 cylinders at one time! And another that drills 45 holes at once in a cylinder casting from sides, top and bottom. Marvelous speed and equally marvelous accuracy!

Then there is the handsome office building in which close to 200 workers are employed. In all there are over 30,000 people dependent on the Canadian Ford Plant for their support.

In this plant the Ford car is constructed practically in its entirety—even the steel, as mentioned above, is refined here.

Furthermore, and here is a record rarely found in other large Canadian factories, all but \$16.88 worth of the material used in the making of the Canadian Ford is bought right here in Canada. Few products can lay claim to being so strictly "Made in Canada" as the Ford car.

Consider what this means to Canadian industry when it includes such immense purchases as 25,000 tons of steel, 1,500 tons of brass, etc., 120,000 wheels, 200,000 lamps, and other materials

in proportion. Practically the entire output of several large Canadian factories employing hundreds of workmen is taken by the Ford Plant at Ford City, Ont.

But great as this influence is for the increased prosperity of the Empire, it does not stop there. All over the Empire are Ford Dealers who are important factors in increasing the wealth and prosperity of their communities.

The spirit of faith in the future that has prompted the Ford Canadian Company to proceed with a policy of full-speed ahead in times that have seemed to many to require the use of extraordinary caution and conservatism, is a happy, progressive, enthusiastic spirit that is radiated in every city or town of any size in the whole Dominion and in the Empire over the seas through the Ford Dealer whom you will find there.

Besides this there are the nine branches in Canada and one in Melbourne, Australia, four of which have been rebuilt since war began at a cost of over \$1,000,000, that are powerful supports to these dealers in being elements of first importance in adding to the wealth and progress of the nation.

But, phenomenal as the development of the Ford Plant has been, its great success was not attained without its share of great difficulties.

The first three years of its existence were somewhat precarious. The first car was not shipped from the factory until six months after the company was organized. Nowadays, 20,000 cars would have been shipped in that time.

The first main building was a two and a half story brick structure and the entire plant occupied about one acre of ground. The machinery consisted of one solitary drill press.

But from 1910 on the business increased so fast that it was difficult for the plant capacity to keep pace with the sales, and additional buildings and equipment were constantly being constructed and installed.

In 1911 the output was 2,400 cars, in 1912, 6,500 cars were built, and so on up to this year's estimated production of 40,000 cars.

The executives of the Canadian Ford Company make no consideration of the war. They are so thoroughly Canadian in their ideals that they take the prosperity of Canada and the triumph of Britain and her allies as accomplished facts.

No stops have been made in their plans for progress—not the slightest hesitation has been evidenced in developing this great Canadian Plant to its highest degree of efficiency on account of the war.

As evidence of this \$652,000 has been spent on new buildings at Ford City—a million dollars has been spent on new equipment—over a million dollars was expended on branches in four Canadian cities—and 900 men have been added to the payroll—all this in a belligerent country during the progress of the greatest war the world has ever seen.

In addition, the price of the Ford car has been reduced \$120 since that memorable August 1, 1914.

So then, this is the story of the wagon shop that became the great Canadian Ford Plant. An industry that is proud to say that it builds its product from Canadian material, with Canadian workmen and that backs its Canadian patriotism with its hard cash.

Ford Motor Company of Canada, Limited, Ford, Ontario

- Ford Runabout . . . \$480
 - Ford Touring . . . 530
 - Ford Coupelet . . . 730
 - Ford Sedan . . . 890
 - Ford Town Car . . . 780
- f. o. b. Ford, Ontario



All cars completely equipped, including electric headlights. Equipment does not include speedometer.

R. Morningstar - Dealer - Watford