

## COLD WEATHER CLOTHES FOR ALL

This large store is filled in every section with just the right kind of winter wearables, weights and qualities that our many years of experience have taught us to be the most suitable to our Western Ontario winters. Values are consistently the best, always dependable in quality and price.

### Stanfield's and Turnbull's Underwear

For Men, Women and Children. No better in Canada.  
Special in Men's Elastic Knit Wool Underwear, all sizes.....\$1.50 per garment.

### 20th Century Suits and Overcoats for Young Men

—and men who would be young. C.N.&R. Proper Clothes for Boys and Youths.  
Special Sale of Men's Extra Heavy Ulsters, 36 to 44.

### Ladies' and Misses' Coats

The last word in style, in Plushes, Silvertones and Velours.

### Furs of Real Quality

For Women—Muffs and Neck Pieces in all qualities in Black, Brown and Taupe.  
Special in Men's Fur Overcoats—guaranteed coats at \$37.50 and \$40.00.

### Mitts and Gloves of Known Quality

Leather Label Mitts and Gloves for hard work; Fowner's kid and fabric Gloves for finer wear.

### Sweater Coats of Exceptional Value

For Men and Women. Jerseys and Pullovers for Boys.  
Special in Men's Sweater Coats, extra heavy pure wool coats, in blue, brown and tan and grey, all sizes, 34 to 46. Very special numbers at.....\$7.00 and \$9.00.

**A. BROWN & CO.**

"The Store That Satisfies"

1876

1919

### The Late Alvin J. T. Cochrane

A very sad death occurred on Monday, Nov. 17th, at Hotel Dieu Hospital, Windsor, when Alvin J. T. Cochrane, of Dutton, passed away after an illness of only three days of uremic poisoning, aged 38 years and 12 days. The late Alvin Cochrane had many relatives in Watford and Brooke, where he frequently visited, his mother being Jemima Saunders daughter of the late James and Ann Saunders of Brooke, and his father, the late Matthew planing mill and contracting business in Dutton, having worked at the carpenter trade in Watford before going to Dutton.

On learning Monday afternoon of the serious condition of her son, his mother with her daughter Anna, left at once for Windsor, and although he was unconscious when they reached his bedside, they remained with him until he passed away three hours later.

The deceased was born in Dutton and after receiving his education in the schools there, went to Toronto, where he resided until going to Windsor only two years ago. He was unmarried and leaves his mother and three sisters, Misses Myrtle, Anna and Lillian, at Dutton, and one brother, Neville J. Cochrane, Windsor.

The funeral was held on Thursday afternoon at Fairview cemetery, Dutton, and was largely attended. The service was conducted by Rev. C. H. P. Owen, rector of St. Peter's church, and the choir of the Anglican church assisted at the service. The floral offerings were beautiful, among which was a cross of white roses from mother, brother and sisters. Among the relatives attending the funeral were Mrs. W. T. McCormick and Mrs. Walter Cook Jr., of Watford.

The deceased's father, the late Matthew Cochrane, who died several years ago, was buried at St. James' cemetery, Brooke.

### ARKONA

New Raisins—Peels etc. for the Xmas trade.—Brown Bros.

Miss Ida Brown spent the week end with friends in Jura.

Mr. Geo. N. Brown and son, Toronto, are visiting relatives in town.

Miss Lena Oakes is visiting relatives in Sarnia.

Special values in men's and boy's heavy mitts and gloves.—Brown Bros.

Pte. Orval Thoman, of Toronto, spent the week end at his home here.

Miss Reta Cooke, of Watford, is the guest of Mrs. Arthur Stoner this week.

Mr. Garnet George, of London, spent a few days with relatives here.

Miss Morrison, of Thedford, was the week end guest of Mrs. Dr. Hume.

Geo. Sitter has purchased and moved into A. E. Augustine's town premises.

Mr. and Mrs. Robt. Crawford attended the silver wedding of Mr. and Mrs. Geo. Crawford, sylvan, Tuesday last.

Sapper F. R. Brown, Toronto, spent a few days last week with his mother, Mrs. Eliza Brown.

Mrs. Fred Eastman and Mr. Fred Dowling spent a few days last week in Sarnia.

Mr. and Mrs. Henry Rivers of Strathroy, spent Sunday with Mr. and Mrs. G. Huntley.

Messrs Wesley Fuller and W. Lucas returned from their Muskoka hunt with the capture of their quota of large game.

Pte. Bert Smith, who underwent a serious operation in the Guelph Military Hospital recently, is convalescing nicely.

Albert E. Augustine, recently moved to his farm on town line, and E. I. Syers, son of the Motor Truck Service have installed phones. Watch Arkona grow.

The funeral service of the late Lemuel Muma, age 79, took place Friday afternoon, the interment being in the Arkona cemetery, Rev. C. W. King, officiating.

Messrs. Charles Bartlett, Basil Hobbs, Tilton Murray and Misses R. Eastman and M. Eastman attended the big Gypsy Smith Meetings in the London Armories last Monday.

Rev. C. W. King and Messrs. Walter Percy, Charles Bartlett and Basil Hobbs were appointed delegates to the Forward Movement Convention to be held in the Armories, London, Tuesday and Wednesday of next week.

The Public Library move into the suite of rooms over the Standard Bank this week, and expect to be re-opened by next Tuesday evening. A substantial addition of new books is being made and considerable improvement in the comfort of the new premises are under way.

Grandview Hotel, Sarnia, owned by the Wees estate, has been sold to A. McFarlane, of Port Huron. It was built more than 25 years ago by the late David Wees and has been operated as a summer hotel.

### Children Cry FOR FLETCHER'S CASTORIA

Rev. W. Cox, rector of Gananoque, has resigned to become editor of the "Independent Oddfellow," Toronto.

## Your Xmas Order

**New Crop Raisins Dates Peels**

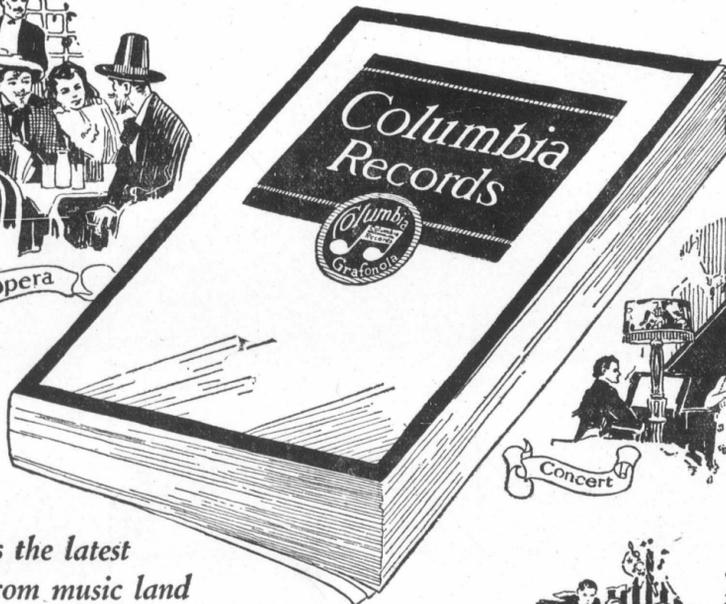
Etc.

Let us fill your order early

PHONE

**The People's Store**  
ARKONA

# New Columbia Record Catalog



Here is the latest news from music land

Between the covers of this handsome book you will find 488 interesting pages of up-to-the-minute musical information.

The newest successes of the most popular stars of opera, concert, and vaudeville. The best and latest dance music. The triumphs of great symphony orchestras and military bands. The weirdest jazzings. Songs and music of all lands and all ages. All the music of all lands is yours on Columbia Records. Here you will find thousands of fascinating numbers conveniently indexed in this complete and authoritative encyclopedia of music. This new Columbia Catalog is indispensable to music lovers who wish to keep their records up to date. Every Columbia dealer has a limited supply for distribution without charge. Be sure to get your copy before this complimentary edition is exhausted.

Columbia Grafonolas Standard Models \$32 to \$360.

New Columbia Records out the 20th of every month  
COLUMBIA GRAPHOPHONE COMPANY, TORONTO



**Carl A. Class** DISTRIBUTORS  
Columbia Grafonolas

**Taylor & Son**  
Columbia Records

Volum

LOCAL

THE GUIDE items of Call Phone Item in Guit

COM

Christmas rush Municipal can Christmas ente U.P.O. bye-club Renewing subs High School C Dance in the A Final meeting

Cut down the SWIFT'S ad.

SECRETARIE send in the nau

READ the au ford investment

CRUDE OIL barrel at Oil Sp 52 1/2 cents.

PAST due acc December 15th.

C. H. BUTLER

It is said that always good na either fight or r

ALL accounts of Watford shou hands on or bef

A large quant shipped from t Wm. Harris of V

THE store wi have a holiday s being very attra

A CHICAGO toed women will in wearing hi shoes.

If you are not Guide-Advocate name on the list more to do it ne

OUR Xmas h contains many SWIFTS.

THE regular Lambton's 149, 1 Tuesday, Decem Mrs. R. H. Stap

REGULAR mee this (Friday) ev and installation c are requested to l

THE new lieut ario, Lionel H. C Chief Justice Me will assume offic

A NEW time ta G. T. R. last Sur trains were cance in the train servi

THERE will b Trinity church n bration of the H sermon will be people

THE men who race inhabits the thing about it. ing to disparage t planet who hav attention to them

TAILORING—L SWIFT'S.

MUNICIPAL CO the 15th of Decen cial year. . . . . Nomit next year's councl day, Dec. 29.

THE regular me itute will be held Dec. 10th, at the Stevenson. Roll tions on Christma

IN SPITE of the in this country, th T. R., it is ported to burn up hug ties, which could fuel.

THERE is alwa your spare cash. I is another. No t the last of "buy V campaign opens shopping.

THE NEW Scho ed last session c which takes the Truancy Act, com ary 1st. Every se urban, is expected ance officer.

LET us charge y winter. We will filled for 50 cen MORNINGSTAR.

DURING the v afternoon overh the ceiling of the Brown's residence travelled to an upj handy the fire was by Miss Muriel Br

HIGH SCHOOL gallivanting on the at night. Doubles they are in bed. I these near-midnight veil is not much o Take warning. g ways.