

SPRING MILLINERY OPENING

FRIDAY AND SATURDAY MARCH 27th and 28th

ALL ARE CORDIALLY INVITED TO VISIT OUR MILLINERY SHOWROOM ON THE ABOVE DATES

A. BROWN & CO.

ATTENTION!

You can stand at ease if you buy your shoes from **S. B. Howden, The Shoe Man.**

I have received a shipment of fall goods which for style and quality can't be beat.

Ladies' Cushion Sole Shoe, with rubber heels, only \$3.50

Men's Cushion Sole Shoe, only \$4.50

Just see them and you will buy. No old stock, all fresh new goods.

The Banner Shoe for Ladies

Call and examine them

REPAIRING A SPECIALTY

CASH OR TRADE

S. B. HOWDEN

HEADACHE LENSES

Accurately Ground

No person should suffer with eye headaches when we are ready and willing to do all we possibly can to relieve with perfectly fitted glasses. Our optical business is on the increase day by day. We give a service hard to equal.

OPTICAL REPAIRING

CARL CLASS

JEWELER, ISSUER OF MARRIAGE LICENSES

CENTRAL Business College

STRATFORD, ONT.

Become a specialist in business. It offers more opportunities than any other calling. To reap the full measure of success you must have the best possible training. This is Ontario's Best Business School. We give individual attention. You may enter our classes at any time. Three Departments, COMMERCIAL, SHORTHAND and TELEGRAPHY. Write at once for our free catalogue.

D. A. McLACHLAN - PRINCIPAL.

The Essex, Kent and Lambton Veterinary Association meeting at Chatham has decided to hold clinic meetings in Chatham in the future.

CREAM AND EGGS NEW STRENGTH IN THE SPRING

FARMERS, it is worth your while to give us a trial on your cream.

SINCE OUR LAST AD, WE HAVE HAD 9 NEW PATRONS. THESE PATRONS CLAIM THAT THEY WERE MORE THAN PLEASSED WITH THEIR TEST.

The TEST is the most important thing about cream. We give GOOD HONEST TEST and pay you CASH while you wait. You do not have to wait 2 weeks or a month on us.

YOU HAVE THE PRIVILEGE OF WATCHING YOUR OWN CREAM TESTED. Bring in your cream and we will pay you for bringing it in.

EGGS—We are paying the top of the market, also the same for roll butter.

S. STAPLEFORD & SON

Choice Farm For Sale

JOHN D. CARROLL, 27m-31, R. R. No. 7, Watford.

Men You Should Know

Have you ever seen the Minister of Railways and Canals; the Minister of Finance; the Minister of Customs or the Postmaster-General? How many of the Ministers of the Ottawa Cabinet do you know? Don't you think it would be interesting to at least know the faces of the men who are governing Canada?

The Guide-Advocate offers you an opportunity, under an arrangement recently closed with the Toronto News, in which by subscribing to both papers for 12 months at a cost to you of \$2.50, you will be sent, tubed and postage prepaid, a splendid photograph of the Borden Cabinet, 17 1/2 x 22 1/2.

Send in your subscription to this office and we will see that the picture is sent you at once.

The Late Gillis McPherson

One of the oldest settlers of Warwick township died on the 9th inst. in the person of Gillis McPherson, co. 6, in his 82nd year. Deceased was a native of Badenock, Scotland, and came to Ontario when a young man, bravely doing his share of the pioneer work of Warwick. He took a deep interest in township and political matters, but never took any public office. He was married to Miss Sarah Norton, who survives him, with two sons and one daughter. Gillis, who lives near the homestead, and George and Helen at home. One sister and one brother also survive him. Mrs. Ann Munroe, of Bosanquet, and Wm. McPherson, of Warwick. The funeral took place the following Wednesday afternoon to the Arkona cemetery, Rev. A. W. Hare officiating, assisted by Rev. H. J. Fair. The bearers were six nephews of deceased—Wm. J. Robert, John, Thomas and Charles McPherson, and Wm. Munroe.

The Poor Man's Friend.—Put up in small bottles that are easily portable and sold for a very small sum. Dr. Thomas' Electric Oil possesses more power in concentrated form than one hundred times the quantity of many unguents. Its cheapness and the varied uses to which it can be put make it the poor man's friend. No dealer's stock is complete without it.

in old buildings," and if they took something off taxation on improvements other buildings would go up and relieve the congested condition existing at present. The labor unions asked that this reform should be carried out, and he earnestly urged that legislation on the lines indicated would be adopted."

Address and Presentation

About sixty of the friends and neighbors of Mr. and Mrs. Wm. Callahan, assembled at their home, near Kerwood, one evening last week and presented them with a couple of handsome chairs, accompanied by the following address:—

To MR. AND MRS. WM. CALLAHAN:

We, your friends and neighbors, learning with the deepest regret that you are about to take your departure from this neighborhood that has known you for a number of years, assemble here tonight to express to you the esteem in which you are held in the locality. In trying times of sickness and distress you were ever ready and willing to lend a helping hand to lighten the burden of fate, and in recognition of the many acts of kindness we present to you these chairs, that you may have an opportunity of conveying them to your future home in whatever part of the world you may reside, a slight token of good wishes of your former associates in S. S. No. 6, Adelaide, and wishing you and yours every happiness in your new home.

Signed on behalf of your friends
Albert Walsh
Reuben Upton

Mr. Callahan, on behalf of himself and wife, thanked the donors for the gift of the kind wishes, and expressed regret at leaving so many warm friends. Lunch was served by the ladies, a number of speeches made, all regretting the family's departure, and a very enjoyable time spent in music and dancing. The address was read by Mr. Joseph Woodcock, and Mr. Wiley made an efficient chairman.

Hydro-Electric Radial Meeting

The mass meeting called for Friday evening was not so largely attended as was expected. At 8 o'clock about twenty-five people sat chatting around the stove in the Lyceum, and when the meeting was called to order some 15 minutes later, not more than 100 were present. Probably 75 or 100 more dropped in before the meeting was concluded.

Reeve Stapleford presided, and in his introductory remarks urged that the delegates appointed on the deputation to Ottawa should also join the delegation to the Minister of Public Works re free gravel from the St. Clair river.

The speakers were Mayor Sturtevant, Petrolia; Mayor Graham, of London; J. H. Fowler, of London; and May Pettypiece, of Forest. The speeches were all good and were attentively listened to.

Mayor Sturtevant, as county representative, explained at some length the plans of the Hydro-Electric and Radial Commission and urged the uniformity of the different municipalities of the county in helping to carry out the scheme. Survey of the county will be made shortly, and Lambton will likely be one of the first counties to be served. He could not conjecture where or in what direction the lines would run. The terminals, population, and products of the district, and points of least resistance in construction would be decided first. The report made after the survey would give the probable cost of construction including the right of way; and tell whether operating of the projected lines would pay a surplus or leave a deficit. Negotiations would then be made with the municipalities through which the projected lines would run, and estimates laid before the electors and a vote taken to authorize the construction. If the vote is favorable debentures will be issued. The Commission takes the debentures, which will not be offered for sale. At the end of 30 years it is expected that the profits of the roads will be sufficient to wipe out the obligation, the debentures will then be handed back to the municipalities and the profits of the roads belong to the people. Any surplus over expenses would be used to decrease rates. He explained how light and power could be utilized for 8 or 9 miles on either side of the radials and thus endow the users and the country generally. All that is necessary is the backing up of the municipalities.

Federal Subsidy for Hydro-Radial Lines

To support the hands of the municipalities promoting the Hydro-radial enterprise, Mr. Thomas Marshall (Monck) has given notice of a resolution dealing with the matter. It recites the advantages to be derived from cheap and rapid rural transportation, and declares: "Our prompt manner in which this question has been taken up by the Chairman of the Hydro-electric Power Commission, and would respectfully memorialize the Government of the Dominion of Canada to grant to Hydro-electric radial railways constructed by or for the benefit of the municipalities of the Province under the direction of the Hydro-electric Power Commission a subsidy in all respects equal to that granted to steam railways under the provisions of the act governing the granting of subsidies to aid in the construction of railways."

Tax Reform

The second reading of Mr. R. J. McCormick's bill in the Legislature for a change in assessment matters was before the House on Monday. The Globe says: "Mr. McCormick explained that his bill amounted to local option in taxation. He maintained that the people in townships, villages and cities had a right to raise their taxes whichever way they chose, and that improvements should not be taxed as much as they were at present. He pointed out that New Zealand and the Province of Alberta had already adopted the system which the bill proposed, and considered that Ontario should not stand still and allow other communities to go ahead. With regard to the city of Toronto, he believed that if taxes were taken off improvements and put more on the land that building would go ahead and it would be a benefit in more ways than one. It was not right to keep 'poor souls herded together

KEPHALDOL

CURES PAIN, BUT DOES NOT AFFECT THE HEART

First of all it may be well to mention that "Kephaldol" is the prescription of one of the world's greatest nerve specialists—the famous Herr Doctor Stohr of Vienna, Austria.

He has used "Kephaldol" in his private practice and hospital clinics, in thousands of cases of Headaches, Neuralgia, Rheumatism, Sciatica, Neuritis, La Grippe and other forms of Nerve Exhaustion.

The mere fact that Dr. Stohr originated "Kephaldol" is the only recommendation needed by most physicians and surgeons to commend the formula to their attention.

"Kephaldol" is the only pain-relieving remedy used by Dr. Stohr, because it is the only one that does not affect the heart or other organs and may be taken with perfect safety until a complete cure results.

"Kephaldol" Tablets may be obtained at most drug stores in 50c tubes, or they will be sent on receipt of price by Kephaldol Limited, 31 Latour St., Montreal.

and approval of their coming into Lambton county under the terms of the Commission, and we note with satisfaction the assurance from the Commission that a survey and estimate will be made soon.

The Reeve then thanked the speakers for their excellent addresses and the meeting closed.

Beekkeepers' Convention

A convention of Lambton Beekkeepers Association will be held in the town hall, Sarnia, on Tuesday, March 31st. Below is the program:—

1 30 p.m. President's Address
Mr. Stanley Rufford, Theford.

2 00 p.m. Efficiency applied to Extracted Honey Production
Mr. Jas. Armstrong, Chesapeake, Ont.

3 00 p.m. Marketing Honey
Mr. Morley Pettit, Prov. Apiarist O. A. C., Guelph, Ont.

4 00 p.m. Why not produce Comb Honey?
Isaac Langstroth, Arkona, Ont.

5 00 p.m. Questions discussed
H. Lucas, Director, Wyoming

7 00 p.m. Secretary's Report
7 45 p.m. Beekkeeping in relation to Horticulture

Illustrated Pop. Lecture by F. E. Miller, State Inspector Apiaries, Lansing, Mich.

EXECUTIVE COMMITTEE

Hon. Pres.—Geo. Ott, Arkona, Ont.
President—Stanley Rufford, Theford.
Vice-Pres.—H. Lucas, Wyoming, Ont.
Sec.—Treas.—R. C. Fretz, Forest, Ont.
Hotel Recommended—Great Northern.

New Spring and Summer Goods

RUBBER BALLS—5c., 10c., 15c. and 25c.

RUBBER BALLOONS—1c. to 5c.

EXPRESS WAGONS—\$1.25 to \$4.50.

VELOCIPEDES—\$3.00 and upwards.

BABY SULKIES—Folding handle and wheels, rubber tires, very strong, \$3.25.

FOLDING GO-CARTS and Carriers—All prices.

DOLL CARRIAGES and GO-CARTS.

J. W. McLAREN

DRUGGIST STATIONER.

Issuer of Marriage Licenses

770 Renall St.

Wa

Volume XL—No. 1

LOCAL HAPPENINGS

THE GUIDE-ADVOCATE welcomes all items of interest for this column. Call Phone 11, send by mail or drop them in GUIDE-ADVOCATE Letterbox.

FRIDAY.
FRIDAY Bargains at SWIFTS'.
NEXT Sunday is Palm Sunday.
COUNCIL meeting next Monday.

EASTER millinery is right at BROOKS. Schools close for the Easter holidays next Thursday.

The millinery display will be closed on Sunday, weather permitting. All the newest things in wall at McLAREN'S.

BEFORE getting your Easter Miss Williams' new styles just arrived. Your Bell Telephone account is due. Call at Central and get a receipt. D. A. GRAMHAM sold his 50-acre in the 2nd con. of Plympton Tp. to and M. C. Kerton.

Boys' bloomer pants, sizes 24 special Friday Bargain 69c and SWIFTS'.

Now is the time when thou teamsters drive over boulevard lawns, doing untold damage.

HANDSOME new mail deliver have been purchased from Reg. tosh by Messrs. Edwards and the for routes 2 and 8.

NOTICE.—Parties who have ashes on the street during the must remove them forthwith.—N. TRERSON, Constable.

CHOICE sweet pea and nasturtium by the ounce at McLAREN'S.

MRS. ISABELLA LOWERY has so Hastings the shop and lot now on by him on the northwest corner of and Warwick streets.

SOME people imagine that to mean letter is an evidence of great As a rule it is an evidence of great of principle and intellect.

CHILDREN'S gingham and dresses.—SWIFTS'.

S. B. HOWDEN'S spring stock and shoes is now complete. Call and get first choice, no trouble in goods, cheaper than the cheapest.

Do your wall papering now. Patterns will please you both in and price. Call in and see few remnants left at your own price. DODDS & SON.

REV. Mr. Darling, of Oil Springs occupy the Methodist pulpit this Sunday, morning and evening. Curry takes educational anniversary the Oil Springs circuit.

ALEX. (HECK) JOHNSTON left for St. Marys, where he has so good situation. Heck will be missed by the boys as he was a good ball and a hockey player.

FOWNS' Bros for Easter, Kid—A. Brown & Co.

MR. N. McDUGALL, P. S. I. address in the Armoury on evening next, under the auspices Army Progress Club. His subject "Democracy and its Perils."

THE Hockey Club will give concert on Wednesday evening. They have secured the service well-known comedian, Harry and his company. Particulars next week.

ORDER your clothing—we busy.—SWIFTS' Tailoring Dept. HENRY CONN, B.A., of Sarnia school inspector for West Lambton give an address on "Elementary culture" at the meeting of the Educational Association at Easter week.

WATFORD merchants have for a big spring business and wires are already telling of about what is going on. Our columns are money-makers for mess men and money-savers customers.

THE new hats, shirts, collars SWIFTS' Easter Display.

ACCORDING to an answer the Secretary of State in the Victoria day will be celebrated on May 25th. The anniversary Victoria's birth comes on a Sunday according to statute, the fall in such case becomes a public holiday.

THE London Free Press reprinted hydro-radial deputation to Ottawa. "There was an early rush for Cabinet row and Reeve St. Watford, held Premier B. before the hearing started. bank, of Petrolia, had the sitting in Sir Wilfrid Laurier's ARROW COLLARS, Royal Shit erican Tubular Ties for E. BROWN & CO.

A PLEASANT event took place Methodist parsonage here on Cline, both of Stratford, wet marriage by Rev. H. E. C. the ceremony the new couple took the evening train visit among friends in Wind Scott.

SPECIAL price Friday on an finest after dinner mints, at McLAREN'S.