



**NOT BEST BECAUSE WE SAY SO
BUT BEST BECAUSE---**

They are the smartest cut garments in the market.

They are absolutely and beyond all argument the best and most conscientiously tailored garments in the market—

They are trimmed and finished as only high-class clothes are trimmed and finished—

There are more exclusive fabrics in this line than in any other—

The price is from \$5 to \$15 less than you must pay a good tailor for garments of the same quality.

They fit, they wear, they keep their shape, they give entire satisfaction—

Demand 20th Century Brand.

WE ARE EXCLUSIVE AGENTS

A. BROWN & CO.

**THE STERLING BANK
OF CANADA**

SAVE, Because---

Childhood's lessons last—your children will follow your example.

Prompt Returns From Shipments



When you ship Grain, Butter, Cheese or Fruit, put through The Merchants Bank a Draft on the buyer. This is the business way of securing prompt and satisfactory settlement.

It saves time and possible loss.

**THE MERCHANTS BANK
OF CANADA**

Head Office: Montreal. Established 1864.
WATFORD BRANCH, F. A. MacLEAN, Manager.
ALVINSTON BRANCH, G. H. C. NORSWORTHY, Manager.

**T. B. TAYLOR & SON
Druggists and Stationery**

Have just received a large and fresh stock of all kinds of Drugs, Medicines and Chemicals and everything needed in that line will be found there. Our very large turnover—buying for seven busy stores at once—gives us the advantage of having our stock always fresh, strong and reliable, and at prices much lower than the ordinary druggist, despite the continual scarcity of drugs and chemicals.

Taylor's Throat and Lung Balm
Taylor's Stomach and Liver Cure
Taylor's Cream of Roses
Dr. Morin's English Rheumatism Capsules

No home should be without them. Give us a call when in need. Our Store Opens at 8 a.m.; closes at 8 p.m. PHONE 38 R 2

Precautions Against Influenza

- (1) The sick should be separated from the healthy. This is especially important in the case of first attacks in the household.
- (2) Discharges from the nose and mouth should not be allowed to get dry on a pocket handkerchief or inside the house, office or factory. They should at once be collected in paper or clean rags and burned. If this cannot be done, they should be dropped into a vessel containing water.
- (3) Infected articles and rooms should be cleaned and disinfected. Use disinfectants everywhere. Wash the hands frequently.
- (4) Those attacked should not, on any account, mingle with other people for at least ten days from the commencement of the attack. In severe cases, they should remain away from work for a longer period.
- (5) Special attention should be given to cleanliness and ventilation. Warm clothing should be worn, the feet should be kept dry and all necessary exposure avoided.

Teachers' Institute

The annual meeting of the East Lambton Teachers' Institute was held in the Methodist church, Petrolia, Thursday and Friday, Oct. 10 and 11.

Mr. White of London Normal school, delivered two very interesting addresses on history and primary arithmetic. The splendid heritage and opportunity that is handed down to Canadians can be seen through the study of history. The dry leaves of any subject should not be held up to the child. In the early years of school little attention was paid to primary work.

Mr. W. H. Shrapnell in the president's address spoke about the teachers' duties outside the school. A healthy body must be possessed by all to have a healthy, active mind. Suitable preparation must be made by the teacher. Energy and enthusiasm must go along with study.

Inspector McDougall spoke about the benefits obtained by attendance at the Institute. Helpful remarks for new teachers were made. The surroundings of the school house very often show the kind of work being done inside. Care should be taken of school property.

The various summer courses and their benefits were discussed by Misses Mott, Lucas and Wordsworth. Misses Stevens and Hoban took up the oral reading very fully. The discussion on the Ontario readers was taken part in by many of the teachers. The criticism brought out both the good and bad points in the readers.

The reports of the delegates to the O. E. A. given by Misses Park and Ross were full and showed to the teachers the benefits of attendance at the O. E. A.

The report of the nominating committee was adopted.

The choice of books for the library was left in the hands of the executive committee with the request that teachers send in the name of any books they would like included.

The Thursday evening meeting was held in Victoria Opera House, Dr. H. A. McKinn, of Toronto, spoke on dental hygiene. Solos were rendered by E. D. Fletcher and H. F. McDougall. The girls of the high school gave the Folk Dance in splendid style. The Petrolia orchestra played a number of selections before and during the program. Inspector McDougall acted as chairman.

Report of Nominating Committee:
Hon. Pres. N. McDougall, B. A.
Hon. Vice Presidents, A. B. Steer, B. A., P. McKinn, B. A.
President, Miss Jennie Ford,
Vice-Pres., Miss Annie Ross,
Sec.-Treas., R. J. Campbell,

Auditors, Miss Mary McDonald, Miss Gleeson.
Executive Committee: Pres., Vice-Pres., Sec.-Treas., and W. H. Shrapnell, Miss Trot, Walter Kelly.
Delegates to the O. E. A. left to the executive.
Committee on Physical Training: N. McDougall, B. A.; Miss Gorman, Miss Spurr, Miss Reid and Robt. Henderson.

KERWOOD

Mr. Pole, of Sarnia, called on friends in the village.
Mr. John Becton, of Vancouver called on old friends here.
Mr. Tom McMahon, of Inwood, called on friends here recently.
Mr. and Mrs. Wm. Brigham have a young daughter.
Mr. and Mrs. Tedball, of Glencoe, spent Sunday at Mr. J. Richardson's.
Miss Ross, of Lucan, visited this community in the interest of the Parkhill Canning plant. They are aiming to get ten thousand chickens to send overseas to the hospitals. The Red Cross societies and Women's Institutes are requested to canvass for fowl and a special date will be given for this district's shipment.

The Red Cross societies have supplied all the sugar for canning the fruits this season and a Hamilton company provided the sealers and the Woman's Institute have provided the plant which has been enlarged extensively this year. The Red Cross societies and Woman's Institute of Middlesex get full credit, as is indicated on the labels.

The "Olde Time, Harde Time Soshul" held in S. S. No. 1, Metcalfe under the auspices of the North Metcalfe Red Cross Circle was a decided success. The chairman for the evening was a colored man from Texas. The program was well rendered and much appreciated by all present. The prize given for the worst dressed couple was captured by Mr. Wm. Johnson and Mr. Geo. Freer. The proceeds, which amounted to \$28.00, will be used to fill Christmas boxes for the boys over seas. The Circle wish to thank all who so liberally helped in the program and collection.

The Honor Flag

A pleasing feature in connection with the Victory Loan Campaign, apart from the primary importance of securing funds for the successful carrying-on of the war is the honor flag, which it is possible to obtain if sufficient effort is put forth by each and every city, town, village or municipality. It is considered a great honor to be in possession of one of these flags, and if Watford is to be honored the assistance of every individual is required. In the first place the Honor Flag itself will be in two sizes—4' x 6' for small cities, towns and villages, and 12' x 20' for cities of over 10,000 inhabitants. The Honor Flag is made of bunting, the border being red, the centre field being white, with five blue stripes (to indicate the five War Loans) starting from the upper left hand corner and running to the centre of the flag, each stripe being longer to show the increase in size of Canada's War Loans. In the lower right hand corner is the Crest containing the Coat of Arms of the nine provinces. To allow for special credit being given where a canvassing district exceeds the quota, there has been prepared a quantity of British Crowns

printed on white bunting. Canvassing Districts exceeding its quota by 25 per cent, will be allowed to place one of these crowns on the white field of the flag. If they exceed it by 50 per cent, they are allowed to have two crowns, 75 per cent three crowns, etc. The quota is based on the assessment of the municipality. Lambton County is divided into ten canvassing districts as follows:

1. Sarnia, Sarnia Township and Village of Point Edward.
2. Moore Township, including the Village of Courtwright.
3. Township of Sombra.
4. Township of Plympton, Village of Wyoming, and that part of Forest that lies in Plympton Township.
5. Township of Haniskillen, including town of Petrolia and Oil Springs.
6. Township of Dawn.
7. Township of Bosanquet, Village of Theford, and part of Arkona that lies in above township.
8. Township of Warwick, part of Forest, Watford and Arkona that lies in above township.
9. Township of Brooke and Village of Alvinston.
10. Township of Euphemia.

BLOOD-MAKING MEDICINE

It took centuries for medical science to discover that the blood is the life. Now, it is known that if the blood were always abundant, rich and pure, very few people would ever be ill. It was not until the end of the 19th century that an instrument was invented for measuring the red part of the blood. Then doctors could tell just how anemic a patient had become, and with medicine to make new blood the patient soon got well.

All the blood in the body is nourished and kept rich and red by the food taken daily, but when, for any reason, a person is run down and cannot make sufficient blood from the food to keep the body in health, then a blood-making medicine is required. The simplest and very best of blood-makers suitable for home use by anyone, is Dr. Williams' Pink Pills. When a course of these pills is taken their good effect is soon shown in an improved appetite, stronger nerves, a sound digestion and an ability to master your work and enjoy leisure hours. For women there is a prompt relief of, or prevention of ailments which make life a burden. As an all-round medicine for the cure of ailments due to weak, watery blood no medicine discovered by medical science can equal Dr. Williams' Pink Pills.

You can get these pills through any dealer in medicine, or by mail at 50 cents a box or six boxes for \$2.50 from The Dr. Williams' Medicine Co., Brockville, Ont.

School Reports

Report of S. S. No. 10 Brooke. No. on roll 17. Average attendance 16.
Class IV—Honors—Aileen Reid, Amy Hair, Willie Miller.
Class III—Honors—Charlie Miller, Ruby Atchison. Pass—Elsie Hair and Maggie McLean (equal), Helena Bowie.
Class II—Honors—Harold Hair, Pearl Powell. Pass—Johnnie Scott, Ervin Dempsey.
Class I—Pearl Miller, Minnie Ried. Primer—Minnie McLean, Clarence Hair, Johnnie McLean.
L. I. TANNER, Teacher.

Family Dr. says:
Have on hand our
Household Preparations
for sudden
Sickness.



Just at this particular time of the year you will do well to have on hand a few of the Reliable REXALL Remedies.

- REXALL DIARRHOEA REMEDY.....25c
- " MENTHOLINE BALM—for sunburn, insect bites, etc.....25c
- " TAN AND FRECKLE LOTION.....25c
- " ORDERLIES—one at night for constipation.....25c and 50c
- " PEROXIDE OF HYDROGEN.....25c
- " LIVER SALTS.....35c and 65c
- " MEDICATED SKIN SOAP.....25c
- " HEADACHE WAFERS.....25c
- " CLOTHES CLEANER—for removing stains.....25c

J. W. McLAREN

DRUGGIST The Rexall Store STATIONER

Wa
Volume XLIV—No

LOCAL HAPPENING

THE GUIDE-ADVOCATE welcomes a items of interest for this column. Call Phone 11, send by mail or direct item in GUIDE-ADVOCATE Letterbox.

FRIDAY, Nov. 1st. All Saints' Day. PAY YOUR TAXES AS SOON AS POSSIBLE. WATFORD COUNCIL, meets. Meeting next.

THE GUIDE-ADVOCATE for the 1st of the year for 25c.

THE Epworth League service in Methodist church will be withdrawn week.

FRANK H. SHAGER, at one time resident of Watford, has opened a dry store in Sarnia on Crownwell str.

THE place to buy Smart Clothing SWIFT'S.

OWING to the exceedingly favorable weather farmers in this district are advanced with their fall work.

SIR WILFORD LAURIER will attend meeting of representative Liberals Western Ontario on Nov. 19th, at Le.

MR. W. CRAWFORD was in Le last week attending the funeral of mother who died on Wednesday and buried in Woodland cemetery on F.

TAKE the war loan and influenza out of the daily papers these days there is little space left for anything but war news being neglected.

MISS ALMA BARNES, Port Huron her brother, Mr. S. A. G. Barnes monoton, spent a few days in W and vicinity last week.

IN THE London Free Press subscription the two Watford canvassers: pling up the votes. Mr. Geo. Ste son now has 2,897,600 and Jack \$87,000.

PROF. HOWARD GORDON, teach vocal, violin, 'cello, etc., will test Watford on Wednesday instead of days as advertised. Letters can be for him at the Guide-Advocate.

THE prevailing perfumes these are camphor, sulphur and assaf. You can perceive the odor of the three in almost any old place. The smell than the "flu," however.

OFFICERS commanding Militia tricts have been notified from C that they must leave to draftees has extended to Nov. 15th on account influenza epidemic.

ALL PLACES of business in Watford being fumigated regularly as a preventive of Spanish influenza. Every caution is being taken to preserve the health of the citizens and to bring business in town.

DO NOT spit on the sidewalk. I do not you good to pass on to others of the influenza germs you may be harboring. The local Board of means to enforce the Provincial respect to this disgusting habit.

SMART styles in Ladies' Cos SWIFT'S every week.

SPANISH INFLUENZA and pneumonia to be on the decline in Ontario number of cases reported each day smaller and the epidemic is spreading itself out. The cases in W are light and all progressing favorably.

THIS (Thursday) is Halloween account of the "flu" epidemic the people are requested to observe instructions of the Board of Health a congregated together. Forego the are of the frolic, this year, and it will counted to your credit.

THE VICTORY LOAN objective for district No. 8, composed of Warwick, Ford and part of Forest and Arkona: been placed at \$235,000. For the loan \$218,000 was subscribed. Mr. Hume is canvasser for Watford vicinity. Fight the Hun with dollars.

IN renewing his subscription Guide-Advocate, Mr. Frank Cro Richardson, Sask., says:—"Always to get your paper and wish it every perity. The thrashing is nearly all around this district. Wheat yields 25 bushel to the acre. Oats were in most places."

C. W. WALTERS, of Montreal, in-law of Rev. Canon and Mrs. De Sarnia, died of influenza on M. He was manager of a munition 1 in Montreal and 28 years of age; wife is the youngest daughter of Davis.

ON TUESDAY, October 22nd, the of Death carried Home one of God angels in the person of Francis Doreen, infant daughter of Mr. an N. J. Harper, Provost, Alta. Th was only 3 months and 22 days old she developed pneumonia and die in a few short hours. She lies mourn her loss two heart-breaking.

THE wet weather is broken. I pared by purchasing a pair of ri Our stock is complete. All kinds and low, heavy and light.—P. Do SON.

MR. CHARLES FITZGERALD has only presented to the Watford School three handsome water sketches which he executed while fined to the house by illness. The pictures have been placed in a frame and will form a valuable a to the already large artistic collection owned by the school. They are exhibition in Taylor & Son's wind