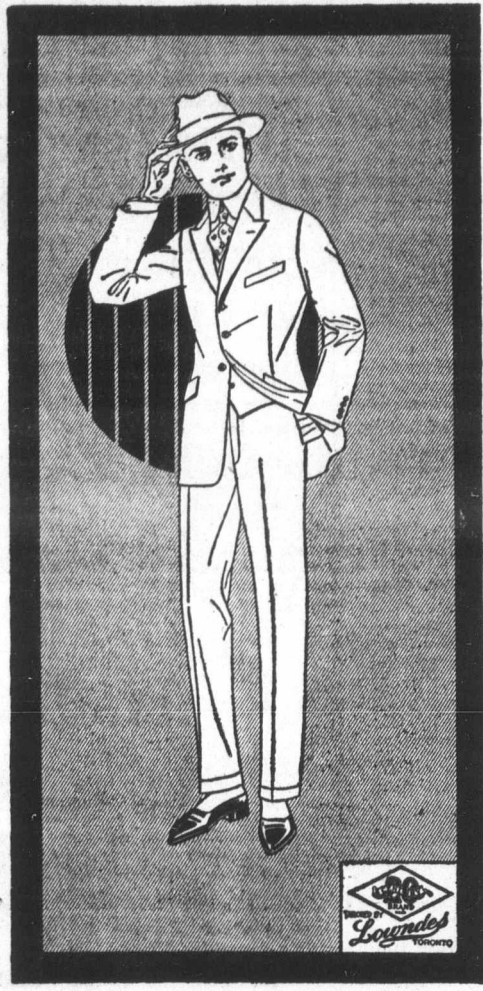


NOT BEST BECAUSE WE SAY SO --



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.

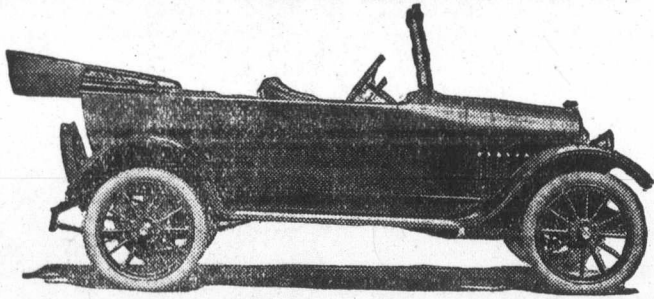
The Price is less than you must pay a good tailor for garments of the same Quality.

They Fit—They Wear—They Keep Their Shape—They Give Entire Satisfaction.

DEMAND THE 20th CENTURY BRAND -- WE ARE EXCLUSIVE AGENTS

A. BROWN & CO.

"THE STORE THAT SATISFIES"



## Beautiful 1918 Maxwell Now On Exhibition

Without altering the world champion motor, the famous perfected clutch and transmission or the mighty axles, the Maxwell builders have produced a new wonder car, far superior in construction and in appearance to anything yet turned out by the Maxwell factories—we have this new and beautiful car—come and see it.

The car is larger and roomier, for one thing—the wheelbase has been increased six inches. It is also a stronger and more rigid machine for the road. The frame is now six inches, instead of three inches deep. And the body rests directly on this powerful frame, instead of on brackets extending from the sides, as in the past. Do you know what that means? It means this: The firmness with which the wheels grip the road and the steadiness of the car at high speed give you a sense of security such as you have been able to enjoy before only in cars shackled with a battery of shock absorbers.

**This New Car is 50 Pounds Lighter**

There's a marvel of engineering for you, friends! The car is made bigger and stronger—and yet actually lighter. This means greater ease and comfort on the road. More than that—it means greater economy.

Touring Car \$1045; Roadster \$1045; Coupe \$1540; Berline \$1540; Sedan \$1540  
All prices f. o. b. Windsor

D. A. MAXWELL, - WATFORD

And the Maxwell before was the most economical 5-passenger car in the world. Compensating underslung rear springs—the last word in spring suspension—mark this wonderful Maxwell of 1918. They mean greater comfort—greater economy, by lessening wear and tear on the car.

**Maxwell Now Has the Style of the Costliest Cars**

The new Maxwell is a car of great beauty. It has a sloped windshield and rakish lines never before produced in any car costing less than \$2000. Its good looks now equal its proved mechanical efficiency. The new upholstery is richer and gives a new comfort. Inside and out the new 1918 Maxwell is a perfected car. We're proud to sell it. You'll be proud to own one.

Geo. McBeth, of Strathroy, died very suddenly last week. Mrs. George Hardy, aged 71, of Sarnia Township, was burned to death Thursday, when her clothing caught fire as she was preparing a meal.

Anna Myrtle, daughter of Councillor R. D. and Mrs. Thompson, of the 2nd line, Bosanquet, and Marshall Fitchett, son of Mr. and Mrs. Simeon Fitchett, 6th con., were married at the manse, Theford, on Wednesday, Sept. 26th, by

the Rev. James Foote. J. R. Raymond, of London, who was injured in a motor accident near Forest a few weeks ago has entered suit for \$20,000 damages against the township of Bosanquet.

## THE STERLING BANK OF CANADA

SAVE, Because--  
Saving is a National Service.

## THE MERCHANTS BANK OF CANADA

CAPITAL AND REST OVER - \$14,000,000.00  
LOOK TO THE FUTURE

Times may change and work become less plentiful for you with advancing years and you will have no such help anywhere as your nice little few hundred dollars saved in some sound Canadian Bank.

Begin now with only one dollar. Make a hobby of it. See how far behind you can leave trouble and hard times. Above all things do not look backward in your run to the harbor of comfort.

WATFORD, ONT., BRANCH - F. A. MacLEAN, Manager.

### WANSTEAD

Mrs. Jas. Russell and daughter, Emma, spent Thanksgiving with relatives in Springfield. Mr. Coventry, of Woodstock, spent a few days of last week visiting relatives on the second line. Mrs. Peter McPhedran, Sr., returned on Saturday from a trip to Welland, Ottawa and Montreal. Mr. and Mrs. Bryan Maw have vacated their house in the village and have moved to Wyoming. Pte. Lynus Garnham, who is receiving treatment at the Convalescent Home for Returned Soldiers, London, spent a few days of last week at his home here. Mrs. Chas. Wisdom and daughter, Isobel, who have spent the past two months with the former's mother, Mrs. Wm. Butler, returned to their home in Detroit on Friday. The meeting of the Wanstead Red Cross Society was held at the home of Mrs. W. E. Morningstar on Thursday, Oct. 4th. Owing to the inclement weather all the members were not present. The work of the afternoon consisted of knitting, hemming towels and making pyjamas. Penny bag collections

amounted to \$3.25 and fees \$2.55. Next meeting Oct. 16. All members requested to be present.

### Sale Register

Saturday, Oct. 13, household furniture, Miss A. Barnes. See ad. Monday, Oct. 15, farms and farm stock, B. F. Gregory. See ad. Friday, Oct. 19, farm stock, etc. Frank Jenken. See ad. Tuesday, Oct. 16, farm stock, Russell A. Clark. See ad. Thursday, Oct. 25, farm stock, E. H. Houlton. See ad. Friday, Oct. 26, on lot 22, 21 sideroad, con. 14, Brooke. Sale at 2 p.m. Household furniture, 1 cow coming in March 1st, 1 one-horse plow, 1 cream separator, 20 colonies bees, hens, etc. 6 months' credit. C. Salisbury, proprietor; R. Brock, auctioneer.

### FARM FOR SALE

WEST HALF of Lot 6, Con. 1, N. E. R., Watford, 100 acres, 80 acres cleared, 20 hardwood bush. Small orchard. For particulars apply to S. J. HARPER, Watford.



Family Dr. says:  
You want us  
when you want  
Leather Goods + Stationery

A HANDBAG IS ONE OF THE MOST PROMINENT ARTICLES OF A WOMAN'S TOILET. IT IS ALSO USED A GREAT DEAL. THEN YOU WANT A HANDBAG WHICH NOT ONLY LOOKS WELL BUT WEARS WELL. OUR LADIES' HAND BAGS, CARD CASES AND LEATHER GOODS OF ALL KINDS PLEASE AND SATISFY. WE HAVE ALSO POCKET BOOKS AND ALL SORTS OF LEATHER GOODS FOR GENTLEMEN. USE OUR EXCELLENT STATIONERY WHEN YOU WRITE YOUR LETTERS; IT WILL GIVE THEM "TONE." LADIES AND GENTLEMEN, COME TO US FOR YOUR LEATHER GOODS AND STATIONERY; YOU CAN "RELY" ON WHAT YOU BUY.

J. W. McLAREN

DRUGGIST The Rexall Store STATIONER

W  
Volume 2

LOCAL H

THE GUIDE-ADVOCATE  
Items of interest  
Call Phone 11, see  
item in GUIDE-ADVOCATE

CORRECT MILLING  
FRANK YERKS  
and returned from  
for a time.

Who dies for liberty  
and who dies for money  
who died for all.

If Jules Verne were  
to ride across the Atlantic  
in new airships.

LADIES' and GENTLEMEN'S  
SWIFT'S.

BRITAIN has more  
matoes than she needs  
port any from Canada.

The anniversary  
of the Methodist church  
recently to have been very  
successful.

REV. S. J. ALLEN  
occupy the Methodist  
day, both morning and  
evening.

TWINE accounts  
paid by October 1st  
—T. DODDS & SON.

AFTER November  
one cent on letters  
come into force in  
the Dominion.

THE Militia Dep't  
that the word "co"  
used when referring  
to the Militia.

Lieut. Frederick  
Regiment, 149th O.V.  
F., has been placed  
in the Militia.

HEAVY work shirts  
stock, price right.—  
The frame of the  
owned by T. A. A.  
auction on Saturday  
being the purchaser.

A NUMBER of you  
have made application  
for exemption papers  
especially from the town  
of Watford.

REFERENCE to the  
Act published on 1st  
of confusion with regard  
Class 1 and other delin-  
quents.

COULD not some  
secure some of that  
supplied by the district  
people of the district.

You will soon see  
stock is complete in  
the celebrated Fleet  
passed anywhere.

possible.—P. J. DODD  
R. W. BRO. E.  
Brydges, the District  
Master for St. Clair  
an official visit to  
& A. M., on Tuesday  
last.

THE young ladies  
Class purpose having  
in the basement of the  
this Friday evening  
o'clock. Admission  
free.

A NEW immigrant  
gone into effect when  
required to sign a card  
at the immigration office  
on this card is used as  
sent to Ottawa daily.

Boys' all-wool jerseys  
gray, navy and red.—  
By a recent regulation  
Office Department, le-  
active service in France  
only 3 cents in postage  
in France, not  
require 5 cents postage.

R. STURRETT, Esq.,  
occupy the pulpits of the  
on the Watford—W  
Sunday, Oct. 21st, an  
interests of the Domini-  
vices at the usual  
welcome.

PROVINCIAL revenue  
licenses this year is  
\$900,000. Returns to  
75,000 licenses have  
with 50,000 last year  
licenses has brought  
eue of approximately  
\$1,000,000.

PENMAN'S cashmere  
all wool, full stock la-  
—SWIFT'S.

In future the police  
Canadian municipal  
bound to see that the  
Food Controller area  
was announced last  
department, who sa-  
tions had not been in  
federal laws.

OCTOBER the 21st  
brated over the contin-  
The world owes a  
Edison and it is ap-  
services to humanity  
in some special man-  
more important inven-  
ograph and the incan-

Mr. T. HOWELL, of  
of the Federated Br-  
ada, gave an excellent  
the suffering people of  
Presbyterian church  
morning and in K  
road, in the afternoon  
an offering was made  
about \$490.

ORDER your clothing  
ready to wear suits, n-  
good.—SWIFT'S.