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GUIDE-ADVOCATE, W ATFORD, JUNE 30, 1916

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LOVELL'S Confectionery

ICE CREAM made from pure cream just like velvet, put upin sodas and all the latest | up in s |
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| dishes. |

Confectionery fruits, bread and cakes.


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GUIDE ADSOCATE, WATFORD, JUNE 30, 1916

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The Philadelphia Record says that
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## All stores wi. day, July 1 st.

Miss Bessie Brown wisted triend $n \begin{aligned} & \text { Miss Bessio Brown } \\ & \text { London on Tuasday. }\end{aligned}$ in Lev. Ho Moulo is vitit
 Oilives, canned goods, etc.-Fulier
Bros.
Mr. and Mrs. J. Harrish and Mrs Adam Ridhter visited Sarriaia friend this week.
Mr, and Mrs. Fhien Smith and
family or Camlacolis spent Sunday
with Mris. John White with Mris. Joahn White. ${ }^{\text {s. }}$
 pricios.- Fuller Bros.
Mrrs. Ben Herring
 Dan Donaldson.
 lion, spent Sundar with friends in
tow
Rev. H. J. Fair and Mrs. Fair and
Miss Made Fair left this week for
for Atwoon wheros. Mr. Farir will takek or
the poastorato of the Atwood Metho dist ohurre.
Mr. Harold Eastman loetthis week to take up the pastorata or the Clinton and Abburn Baptist Ohurohes during
the ubsence of their pastor who is at
th the Front.
During July and Auggust thero will
be a ohange in ordier of servioes in Bea a ohange in order of ospries in in
Methodist Church as
follows Suo dav School in morring from 10 to

## NeW GOODS FOR JULY TRADE

## LADIES' SECTION MEN'S SECTION <br> Latest Attractive Novelties <br> new Suppy Styly

New. Bloses-right, from the factory, the
theast up.totho-minute styles, $\$ 1.00, \$ 1.50, \$ 2.00$,

 \$1.00 thaid is the best hose in Conado or the pricee;
Nemw Collars, Laces and Corsat Covers, Bmbroid-
 per yard are showing at 450 and 50 , are smart.
Now buttons open today, white and black Silk
SWIET'S





 SWIET'S
ask to see our new july styles in crepe, silk and MULLS IN WAISTS. THE NEW COAT MIDDIES ARE SMART.

## SWIFT SONS \& CO. <br> IIMPORTERS.



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## luding Pomps <br> Roman San- <br> t button with <br> t suitable for nner Sets and at low prices tock. <br> you; they are ll convince you <br> tore








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GUIDE-ADVOCATE, WATFORD, JUNE 30. 1916

## The Sterling Bank <br> of Canada

SAVE, Because--
No man needs to work throughout his lite when a savings laccount assures him of an old"age fund


The Bell Telephone Co. of Canada.

## WESTERN FAIR LONDON, ONTARIO

 SEPTEMBER 8TH to 16TH, 1916
## WHSTMRR ONTARIO'S POPUIAR 파XEIBITION

ART, MUSIC,AGRICULTURE \& AMUSEMENTS fine combination at London's exhibition. A Real Live Program of Attractions Twice Daily.
Two Speed Events Daily. Fireworks Every Night.
Now Process Building. Every Building Full of Exhibits.
SINGLE FARE on all Railroads West of Toronto SINGLE FARE on all Railroads West of To
spectal excursion days.
prize lists, entry forms and all information . J. REID, President



How to Make Home Laundering
Really Effectual.
AN EXPERT SPEAKS UP.


HEALTHY BABIES
SLEEP WELL AT NIGBT




 $\xlongequal[\text { SCHOOL REPORTS }]{\substack{\text { at } \\ \text { Medicne Co., Brockville, Ont. } \\ \text { at }}}$


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Earl Davidson.
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Westgate-Metcalte








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GUIDE-ADVOU:ATE, WATFORD. JUNE 30, 1916

## FimIII Doctoris GOOO ANVCE

To 60 On Taking "Fruit-a-fives" Beeause They Did Her Good




 "ult "Pruitatire""


 Soc. a box, 6 for $\$ 2.50$, trial size, 25 .
Atail dealers or sent tostraid by Fruit-
Atives Limited, Ottawa. anme

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D. a. MELLOHLII - PRIIOPIPL.
A. D. HONE

Painter and Decorator watford
ontario
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prompt attention
reasonable prices
satisfaction guaranteed esidence-st. Clair street
INSURANCE
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A Story of Old Mexico
By F. A. MITCHEL
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GUIDE-ADVOCATE, WATFORD, JUNE 30, 1916

## Half-Price Sale of Millinery in Full Swing

With the season just nicely started we present this great opportunity to secure the most correct millinery at Exactly Half Price. These semiannual half-price sales are too well
known to require any lengthy announce known to require any lengthy announce
ment. The mere mention will crowd our show rooms. An early visit will avoid disappointment.
\$7.00 Trimmed Hats $\$ 3.50$
$\$ 6.00$
ts $\$ 3.50$
$\$ 3.00$
$\$ 5.00$ "، ". $\$ 250$
Children's Hats, Flowers, Untrim
med and Trimmed Hats at
. Brown a 0 .
The Store that Satisfies

## Scarce Goods in <br> The Men's Store

Men's and Boy's Sport Shirts in white and tans......75cc, $\$ 1.00$ and $\$ 1.25$ M, .............7号, $\$ 1.00$ and $\$ 1.2$. and Linen Underwear, single gar ments or combinations, in long or short sleeves, knee or ankle-length drawers $\ldots .25 \mathrm{c}, 50 \mathrm{c}, 75 \mathrm{c}$ and $\$ 1.00$ All sizes in Summer weight Merino at Natty Wash Suits for Little Fellows a Oliver Twist Wash Suits, very special Silk and Silkine Half Hose, all shades, Men's and Boy's Straw Hats, neglige
and sailor shapes..

The Store that Satisfies


A Ford Car bought part by part costs only $\$ 40$ more than the list price of the complete car as against $\$ 940$ more for the parts of the average car priced around $\$ 1000$ and less.
$\$ 940$ - cost, over and above the list priee of the car itself, for enough spare parts to build the aver-
age touring car priced around $\$ 1000$ and less. 40 -cost, over and above the list priee of the car
itself, for enough spare parts to build a Ford touring oar complote.
\$900-Difference in part by part cost of cars.
And remember, both by laboratory tests and actual service tests, the parts of a Ford car have proved them-
selves superior, part by part, to those of any other car Don't these figures drive home what is meant by the,
apkeep cost of the Ford ?

## Ray Morningstar

Dealer for Watford and Warwick


THE FIRST
PAIR OF GLASSES
It is very tmportant that your first
pain of liseses stonld be irght. We
do not hesitate to say to you that our jo or hesitase too say to youghat oor
optical work is the best that skill can make it. We want you t.
from actual experience.
 Vision and the proper lenses to suit
Your individaal case. No genes work
but goo work come here first and
save time and mones.

Sight Testing Free
CARL OLASS Jeweler and Opticion
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## COUNTY BOARD

OF AGRICULTUR ontario Department of Agricultare






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ugriculture. He enumerated the number







 Army Post Office, England, B.E.



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 The Dr.
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## Initations

But Nothing Just as Good as

## REKALL

Violet Glycerine Soap REXALL

Rose Glycerine Soap
Large size cake 15 c 2 for $25 c$

For Baby's Bath try REXALL TOILET SOAP Oc a cake; 3 in a bo for $25 c$
J. W. MCLAREA

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