

A. BROWN & CO.

The Store of Practical, Inexpensive Gifts

For Every Member of the Family.

Showing in the Woman's Store

Handkerchiefs

Plain Hemstitched Linen Handkerchiefs..... 10c, 15c, 20c, 25c

Dainty Sheer, embroidered or lace edge.....15c, 20c, 25c, 40c and 50c

Pieture Handkerchiefs for the kiddies, in endless variety.....5c each

Furs are a Real Gift

25% discount off all fur pieces in the store. Make an ideal gift and take advantage of January prices.

Silk Blouses

at \$3.25, \$4.50, \$5.00

She would appreciate one of these dainty waists, made from the finest quality silks. All the popular shades, sizes 32 to 42.

Fancy Ribbons for Christmas

The demand for fancy ribbons is very great. Our range of plaids, stripes and brocaded effects are very attractive and most suitable for work bags, vanity boxes, etc.

25c, 35c, 50c and 75c per yard.

Christmas Aprons

White Tea Aprons, large or small sizes, embroidery or lace trim.....25c and 50c

Bungalow and Princess Aprons, assorted patterns and well made...50c, 75c, \$1.00

Linen always in good taste

Hand made Linens right from Japan will please any woman—Doylies, Runners, Centre pieces and Table Covers in most artistic designs. —25c to \$6.00

Ladies' and Children's Gloves and Mitts

Fownes' Kid Gloves are to be had only at this store. Each pair carries a positive guarantee.

Dressed and Undressed qualities in black, tan, gray or white...\$1.25, \$1.50, \$1.75, \$2.

Good warm all-wool mitts, short or long cuff, in black, gray, blue or red...35c and 50c

Wool gloves, all sizes, very warm and serviceable, in white, heather, gray, black or red..... 35c, 50c and 75c

Fabric Gloves, fleece-lined, in gray, castor or white.....\$1.00

Found in the Man's Store

Christmas Cravats

Very few city stores have such a display of Christmas Neckwear. Each tie in a dainty gift box...25c, 50c, 75c, \$1.00, \$1.50

Regal and Arrow Shirts

The kind of shirt a man would buy for himself. Plain whites, fancy weaves and silks. French and stiff cuffs. \$1.00, \$1.25, \$1.50, \$1.75, \$2.00

Handkerchiefs for Men

Men's plain hemstitched linen, "Kum-Sealed" quality. 2 for 25c 3 for 50c 25c each

Men's Linen Initial Handkerchiefs.....25c

Men's Silk Initial.....15c, 2 for 25c

Men's Silk Handkerchiefs, in white or khaki.....50c and 60c

Sweater Coats of Real Value

Not a coat in the store could be bought to-day at the price we are asking. Our range includes the very highest grade of all wool garments.

A very special all wool sweater coat comes in four shades—gray, tan, brown or blue —at \$4.00

Other values at \$1.65, \$2.00, \$2.75 and up to \$7.50.

Boys' Sweater Coats and Pull-Overs, all shades sizes 24 to 34.....\$1.00 to \$3.00

Men's Gloves

Exceptionally Low Priced

Mocha gloves, wool lined, in grey or tan.....\$1.75, \$2.00 and \$2.25

Kid gloves, wool lined...\$1.75, \$2, \$2.25

Mocha Dress glove, unlined or silk lined.....\$1.50 and \$2.50

English Cape glove, unlined or silk lined.....\$1.50 and up.

Men's Kid Wash Gloves, in gray or tan —at \$2.75

All wool Mitts and Gloves for men and boys, in black, gray, or castor...50c, 75c, \$1

Silk or Cashmere Hose —35c, 50c, 65c and 75c

Silk Mufflers...\$1.00, \$1.25, \$1.50 and up

Eze and President Suspenders, in gift boxes..... 50c

Arm Bands and Hose Supporters, fancy boxed.....25c and 50c

Pyjamas, made from best English flannel-ette, nicely trimmed...\$1.25, \$1.50 and \$2.00

A. BROWN & CO.

"The Store That Satisfies"

<p>BOARD OF EDUCATION</p> <p>Minutes of a regular meeting of the Watford Board of Education held in the library board room on Monday Dec. 3rd, 1917 at 8 p.m.</p> <p>Present—Dr. Hicks, W. E. Fitzgerald, C. W. Vail, Dr. Howden, Wm. Harper and John Mc Kercher.</p> <p>Vail—Fitzgerald, and carried, that Dr. Hicks be chairman pro tem.</p> <p>The minutes of the last meeting were read and confirmed.</p> <p>The public school report for November was read.</p> <p>Harper—McKercher, and carried, that the principal's report be received and filed.</p> <p>Fitzgerald—Howden, and carried, that following accounts be paid.</p> <p>HIGH SCHOOL.</p> <p>Parker, work.....\$1.80</p>	<p>KERWOOD</p> <p>A very pleasant evening was spent at the home of Mr. and Mrs. Geo. Routley, fourth line, on Wednesday last when about ninety of their friends and neighbors met to bid them goodbye prior to their departure to the sixth line, and presented them with two oak rockers.</p> <p>The evening was spent in music and dancing. A number of speeches were made by the men, Mr. R. Waltham acting as chairman. An address was read by Mr. Alex. Westgate, to which Mr. Routley made a suitable reply. The address was signed on behalf of the community by Geo. Patterson and Wm. Callahan.</p> <p>By a vote of 200 to 17, the people of Parkhill carried a by-law authorizing an expenditure of \$12,000 for the installation of hydro-electric power there.</p>
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LOCAL HAPPENINGS

THE GUIDE-ADVOCATE welcomes all items of interest for this column. Call Phone 11, send by mail or drop item in **GUIDE-ADVOCATE** Letter Box.

THE county councillors returned home on Saturday.

JOHN IRWIN, brother of Rev. R. Fulton Irwin, Glencoe, died suddenly at Toronto last week.

WE have to put in extra ticks these times on everything, but particularly on the new three-cent stamp.

THE Christmas store of the whole family.—A. BROWN & CO.

WATCHING the present campaign, one wonders where all the fellows have gone to who used to talk so loud about petty-coat government.

How quickly a man can change from saint to sinner by changing his allegiance to his political party. His old crimes soon go back on him.

Conserving food is very good. While this is true, What shall we do About our Christmas dinner.

THE Ontario Government farm tractors, seven in all, which have been doing fall plowing in Lambton county, have been laid up for the season. It is estimated that about 2,000 more acres have been added to the plowed area of Lambton county through their use.

LADIES' dainty collars and waists opened this week.—A. BROWN & CO.

LITTLE or no talk has been heard yet in connection with the approaching municipal election. Perhaps its importance has been overshadowed by the Dominion election. Good town government however, is also necessary and should not be lost sight of.

MAJOR-GENERAL Mewburn issued a statement setting forth the urgent need of infantry reinforcements, and said that the question of giving a furlough to the survivors of the first Division depends upon the success of the Military Service Act in providing reinforcements.

AN old lady advertised some time ago for a housemaid. Among the names of the applicants was one "Del Gratia." Being struck by the name, she engaged her and when she questioned her as to her Christian name, she answered with some hesitation, "It was one of Queen Victoria's names, father found it on a coin."

LADIES' coats at January prices.—A. BROWN & CO.

THE little 22 rifle in the hands of the boys is a serious menace to bird life. Give a young lad one of these miniature rifles, and he is at once ambitious to test it out on killing something. If school boys were taught their dependents upon the work the birds do to protect man's food supply from destructive insects, they would place a much greater value upon their feathered friends.

A HOWLING BLIZZARD from the northwest swept over this section Saturday night and Sunday. The thermometer sank below zero and remained only a few degrees above all day Sunday. Not in many years have Watford people suffered more from the cold, the condition being intensified by the shortage of fuel.

THE high wind which accompanied the drop in temperature and snowfall searched out every crevice in the homes of citizens and it was with difficulty that houses were kept anything like comfortable.

THAT boy would like a good warm overcoat or a Mackinaw. We have his size.—A. BROWN & CO.

JUDGING from the political speeches this election the lady voters are usurping the foremost place from the horny-handed farmer.

THIS Christmas time election is not as popular as it might be at some other time. Union government may be alright but you can't effect a union between Santa Claus and politics. There is not enough "good will to men" in the composition of the politicians.

THE women who are in politics seem to be still "The Ladies." While we are talking about doing away with titles in Canada why not put this one in the scrap-heap. They are the Women of Canada who have suffered and sacrificed. There is no higher title for women than the word Woman unless it be the word Mother. But thank heaven the women are not any more the "Ladies in the gallery" for whose benefit each speaker must tell some little story. They are at last "fellow-voters" and they sit side by side with their husbands in conducting the affairs of their country just as they do in conducting the affairs of their homes.

It is estimated that the total number of people killed in the Halifax explosion will reach four thousand. The damage to property will run into forty or fifty million dollars. The Mayor of Halifax has made an appeal to the people of Canada for twenty-five million dollars. A calamity like this should touch the heart of all municipal councils, and the utmost liberality should be exercised. It is to be hoped that Watford will do its share. Let a meeting of the council be called at once and a substantial sum voted and forwarded without delay. There should not be a dissenting voice in the whole town.

MILLINERY hall-price.—A. BROWN & CO.

THE Watford Progress Club at their meeting on Monday evening were favored with the company of Mr. Washburn, of Worcester, Mass., the president of the Andrews Wire Company, of Watford, and also president of several other wire companies in the United States. When called upon for a few remarks Mr. Washburn gave some very interesting information about the manufacture of wire goods, especially the lines made in Watford, and told of the advancement made by the firm since starting business in Watford. The extent of the business, the variety of articles made and the bright prospects of the Company was a revelation to most of those present. The greatest drawback that the Company is subject to is the shortage of help. If this can be overcome the extension of the already large business is a certainty, and Mr. Washburn assured his hearers that the output of the factory would be greatly increased if sufficient help were procurable. The members of the Club assured Mr. Washburn that they would give the Wire Co. every assistance in their power in helping them to secure the necessary workmen. The work is steady all the year round, with no slack time, the wages are liberal, the factory light, pleasant and sanitary, and in every way a desirable place to work.



Family Dr. says Don't buy your Christmas Presents until you see what we have.

A BOTTLE OF OUR RARE PERFUME, A BOX OF SWEETLY-SCENTED SOAP, A COMB AND BRUSH OR A TOILET OR MANICURE SET WILL MAKE AN ACCEPTABLE CHRISTMAS GIFT FOR ANY MEMBER OF YOUR FAMILY OR FRIENDS.

THESE ARE ONLY A FEW OF THE MANY THINGS IN OUR STORE. COME IN AND SEE OUR HOLIDAY GOODS AND YOU WILL BE SURE TO SEE THINGS IT WILL DELIGHT YOU TO GIVE AND YOUR FAMILY AND FRIENDS TO RECEIVE.

YOUR CHRISTMAS MONEY WILL "GO FAR" IN OUR STORE AND YOU CAN "RELY" ON WHAT YOU BUY.

J. W. McLAREN

"DRUGGIST The Rexall Store STATIONER"

Volume

LOCAL

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CHRISTMAS DE...
FOR SETS FOR J...
HAVE you tried...
If you have at...
Want Column...
THE GUIDE-ADV...
readers a joyous...
CHRISTMAS CE...
eating apples at...
ROGERS & JAC...
CHRISTMAS...
Now that the e...
have a little mor...
SEND in the ne...
visitors, and any...
you know.

STORE OPEN T...
Monday evenings...
ORANGES, nuts...
raisins and all ch...
ies at P. DODDS &...
THE schools...
Christmas vacati...
day, Jan. 3rd.

MISS WILLIAM...
still on. Bargain...
a few hats left.

SHOP in the...
SWIFTS' Xmas st...
EVERYTHING C...
But the fellow w...
is apt to get wi...
sooner.

Two firms in...
licenses to manu...
and three hundr...
granted to import...
We intend ha...
loysters for the...
LOVELL'S.

PHONE 89.—On...
candy, nuts, oran...
gins, figs, Valencia...
margarine.—ROG...
ANONYMOUS ite...
ed, so it is only w...
writing them. Y...
someone that way...
"GERMAN'S S...
Says a headlin...
Well, her stoma...
But her hand...
LADIES' and C...
chiefs, sheer Iris...
stitched, 25c and...
in a box.—SWIFT

THE pastor of...
will preach Chr...
Sunday and the...
music. You are...
there.

P. J. DODDS wis...
customers a joy...
Prosperous and H...
Two ministers in...
their congregati...
government, and...
town talked to the...
hall.

"WHERE was yo...
"In the abdomen...
"Where's that?"...
"Don't know—s...
I suppose."

RAYO hanging...
lamps \$3.00, electr...
\$4.50, carpet swee...
carving sets \$1.00...
Christmas goods.—

HEY, listen, M...
split the kindlin...
swept the porch, f...
wiped the dishes—...
we can do, Ma?"

STORE OPEN Th...
day and Monday n...
The editorial...
page four will bear...
is from the pen o...
ractor of Watfor...
written by request

HAVE you a son...
from home? If so...
their old home tow...
Advocate, for a yea...
message from hom...
year.

FOWNES guarant...
shades and all siz...
A. BROWN & CO.

NELSON'S CHOC...
Christmas gift. C...
LOVELL.

THERE will be...
Holy Communion a...
Christmas Day. A...
o'clock in the morn...
be present at the...
Christmas music wi...

HERE is a gift...
spot—a smoking o...
\$7.50.—SWIFT'S.

FOOD CONTROL...
Issue a dispensati...
eat turkey, goose, r...
kind of meat on the...
and the first Tuesda...
and New Year's. D...
days but the peop...
interference with...
war or no war...
Join the Christ...
store now.