

Guide-Advocate

HARRIS & CO. PROPRIETORS.
WATFORD, DECEMBER 21, 1917
CHRISTMAS DAY

Christmas Day is one of the world's great assets. It is an important factor in human life and progress. For at least one day each year men rise above the ordinary levels and see clearer the higher things of life; Brotherly Love is lifted up; the Home Life is exalted; the good of others is considered. The world would be poorer in a thousand different ways if the influence of Christmas Day should fade away.

Thank God, the story of the Christ-child has lost none of its power as the years pass by—the story of a little child, of a winter's night, in a humble village among the hills, in the garb of poverty, with no pomp or splendour save that the skies were lit up for a few moments near the place where He was born, and shepherds heard music above them, like songs from a better world than this—IS STILL the world's most fascinating story. And this bleeding world needs more than ever to hear the angel's message "Glory to God in the highest, and on earth peace, good will to men." It is a proclamation from the King of Kings, to every soul and every nation. God offers peace, He does not force it. He gives it upon the condition that we accept Him as our King and His righteousness as our Law.

The existence of war, such as the present, reveals what humanity led astray can be guilty of, and it also reveals what humanity in its purpose to be loyal to the teaching and example of the Christ-child is willing to suffer and endure—and so we realize a better day is coming, for "Peace, perfect peace in this dark world of sin, The Blood of Jesus whispers 'Peace within.'"

"Peace, perfect peace, with loved ones far away, In Jesus' keeping we are safe and they."

—S. P. IRWIN.

**Children Cry
FOR FLETCHER'S
CASTORIA**

A CHRISTMAS MESSAGE.

Next Tuesday the Christian world will commemorate the birth of Christ. It is over nineteen hundred years since the first Christmas Day dawned upon this earth but even before that the same message of love and good fellowship was spoken to the world. The Creator of all things saw to it that no age of people was without a Christmas message. True, it was not known by such a name but since time began this same message has been ringing down the ages though men have been very slow to hear. Not until the Christmas message was made clear and plain that night at Bethlehem was it possible for men to understand the fullness of its truth. Not until then did men realize that it was a message that soothes the sorrows of a broken heart, and creates new faith and hope to lead us on to our appointed destiny according to the plan of God. At this time each one of us has his Christmas message, not for himself but for others; for friends and relatives, for the stranger, and especially for our noble boys who are defending our homes and loved ones in France and other European war theatres.

May the message of the angel song which vibrated on the midnight air over the fields where Ruth gleaned and David cared for his ewes, may the message of peace on earth and good-will towards men find fruition in your hearts this Christmas Day and in the days to come. May you see to it that your peace is with God, and with your neighbor and yourself

Sale Register

Stock sale at Roche House, Watford, Saturday, Dec. 22nd, at 2 o'clock. 32 dairy cows, steers and heifers. 8 months credit. Wm. Sangster, proprietor. J. F. Elliot, Auctioneer.

Dominion Canners have definitely decided not to rebuild in Strathroy next spring.

TEACHER WANTED

For Union Section 7 and 2, Warwick and Brooke. Fully qualified. State salary and experience. Duties to commence after the holidays. Apply to ALEX. BRYCE, Secretary-Treasurer, R. R. 3, Watford



Why give him or her a trinket? Give something sensible. A nice pair of shoes would be more appreciated than a cheap ring or other gew-gaw. If you don't know the size worn guess at it and we can change the shoes afterwards. We will enclose a note to that effect with the gift.

We have shoes at all prices to suit all ages in all the latest fashionable styles.

Some specials:
FELT SLIPPERS | LEGGINGS
FELT SHOES | HOCKEY SHOES

P. DODDS & SON



THE LAST CALL For Christmas Goods

Read Every Item. Visit Our Holiday Store. Make it the Happiest Season of the Year, When We Are All Thinking of Others. This Store is Filled With Such a Spirit of Happy Helpfulness to its Patrons. —SWIFT, SONS & CO.

CHRISTMAS COLLARS Three times a week—fresh from the hands of Fashion. All the new Jabots.....50c to \$2.00 White Cream Black	This week we put on a Special CHRISTMAS COAT SALE at a big saving in price. We have a fine stock, all sizes and shades.	LOVELY BLOUSES No two alike—in silk, georgette crepe. The new crepe de chine Blouses, pearl trimmed, in Christmas style. New designs.....\$3.50 to \$6.50
A Fine Stock of FURS with new shipments every week. Styles and prices right. Look through.	SILK SWEATER COATS at \$6.50 to \$12.50 Brushed Wool from \$4.50 to \$7.50 Good shades. Silk Motor Caps to match. Silk Scarfs \$1 to \$3.25	DENTS' GLOVES in all the new shades. In Kid and English Goat, \$1.75 to \$2.25 Buy Dents' and you get the best. They cost no more.
We have a fine stock of BLACK AND COLORED SILKS from \$1.00 a yard up. 36 inches wide. All the new styles for blouses.	MEN'S NECKWEAR in endless variety from 25c to 75c All in stock, with a few \$1.00 lines to come next week. Our 3-for-a-Dollar Ties will please you.	Don't forget we have a nice range of Hand-knit Polka Jackets for the Wee Babies 2 to 15 months old from 75c to \$2.50 Also mitts, booties, veils, leggings, "sleepers."
HANDKERCHIEFS Men's Irish Linen...25c, 35c. Bought a year ago. Plain, hemstitched and initialled. We have a large stock—put up in doz. to the box.	Get in your Christmas orders—large or small—EARLY. We will do the rest. Special Phone Orders carefully filled. Ring us up any time—store or house. —E. D. SWIFT	OUR TOWEL DISPLAY as usual is fine—from \$1.00 a pair up. Special showing in Fancy Towels. See what we are making in Canada—35c to \$1.00 each.
Special shipment of LADIES' FUR-LINED COATS next week. Prices from.....\$45.00 to \$65.00 Best value in the trade.	THE NEW CHRISTMAS COLLARS for Men. THE VIMY and THE SOMME 2 for 35c 3 for 50c 20c each	MEN'S HOUSE OR SMOKING COATS All the new styles at prices from.....\$5.00 to \$7.50. Also coats made to order from.....\$6.00 to \$10.00
MEN'S SWEATER COATS from \$1.75 to \$7.50 Boys.....\$1.00 to \$3.50 Caps to match...50c to \$1.00	MEN'S CHRISTMAS GLOVES in Greys and Tans, Mode and Browns. Sizes 7½ to 10. Priced at.....\$1.75 to \$2.75	Silk Embroidered Linen Pieces They are a new feature this season. All sorts and styles of useful bags and cushion tops.

WE WISH YOU ONE AND ALL
A VERY HAPPY CHRISTMAS.

SWIFT, SONS & CO.



KERWOOD

Mrs. Vanner is visiting her daughter, Mrs. Laundowngh.
Mr. Loftus Early, of California, is visiting his parents Mr. and Mrs. Wm. Early.
Mr. Alfred Richardson, of Alberta, is visiting his parents, Mr. and Mrs. John Richardson.
The patriotic circle met at the home of

Mrs. Drymond. The ladies made pillow slips, trench caps and slippers. The circle has sent away one hundred and fifty pairs of socks in the last two months. The circle gratefully acknowledges the following donations:—\$5.00 from Mr. J. J. Foster; \$5.00 from Mrs. Seymour Langford; \$1.00 from Mrs. H. Brogan.
The Caradoc potato crop is said to be moving slowly at \$2 per bag.

The acetylene generator in rear of the Holwell House, Thedford, exploded Sunday of last week. Not a brick of the gas building was left standing, and the damage to surrounding buildings will amount to a large sum. It is estimated that \$300 worth of glass alone was broken.
There is a growing disposition to have as many acclamations as possible in the municipal elections this year to avoid unnecessary war-time expenditure.

Sir Robert
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