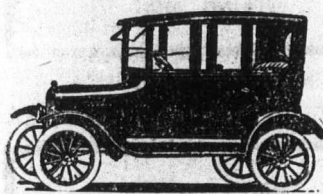


# Only FIVE weeks 'til Christmas!

**GET BUSY!** It's time your Christmas Cake was made. It's time the most of your prettily worked gifts were completed. It's time now to plan out how far your money will go this Christmas. The best and easiest way to do this is to study the ads. of Watford merchants as they appear in *The Guide-Advocate*. You will find many, many suggestions and all at saving prices.



**DON'T FORGET—** You get a Ticket on the Ford Sedan with every \$1.00 purchase.

Buy in Watford and Win the Ford Sedan

## Unequaled for Healing **Zam-Buk** For SORES WOUNDS & INJURIES



### DRECO

The Wonder Kidney Liver & Stomach Tonic as Nationally Advertised

Sold by  
SIDDALL DRUG CO., Watford  
and by a good druggist everywhere

### YOUR CHRISTMAS GIFT DELIVERED NOW

—and Every Week Throughout 1924

The most practical, sensible, economical Gift you can make to any friend or relative at a distance this Christmas is to send them the Old Home Town Paper every week throughout the New Year 1924. Your thoughtfulness and kindness will be appreciated each and every week, by anyone at a distance who is a former resident of East Lambton.

**And the Cost ?**  
**\$2.00**

to any address in Canada, or \$2.50 to United States on account of extra postage. What can you buy today for \$2.00 that will be remembered and appreciated for a whole year?

**BALANCE OF THIS YEAR FREE IF ORDERED AS GIFT.**

Any new subscriptions ordered by present subscribers to be forwarded to other addresses as Christmas gifts will be placed on our mailing lists for the balance of this year Free. This offer will apply only to above conditions—and is only made to encourage more new names being placed on our circulation lists by present subscribers.

**The Guide-Advocate**  
WATFORD

"East Lambton's Newspaper"

### MAKE OUT GIFT LIST EARLY

Thoughtful Shoppers Start Task Several Weeks Before Rush Begins in Busy Stores.

**T**HE buyer who really puts some altruism into her Christmas gifts makes out her list several weeks in advance. If she be a canny somebody she has kept her list of the year before and is able to see what were her gifts the preceding season, and thus avoid the risk of repeating herself. Still more canny is she if she has made mental or written notes from time to time of various articles for which she has heard a desire expressed by friends. Such note taking will greatly lessen her labors.

For it is no light thing to choose Christmas gifts judiciously. The whole secret of their acceptability lies in their appropriateness. Not only must they be appropriate to the person from whom they come and to whom they go, but to the circumstances in which the latter is placed. For an instance, there are few housekeepers who do not welcome an addition of fine linen to their store. But if to a housekeeper who lives plainly in simple surroundings one sends a superb lace-trimmed tea cloth or doilies that throw all her other possessions into the shade, there is an unsuitability about the gift that robs it of much of its charm.—Harper's Bazar.

### ART AND SCIENCE IN TOYS

Playthings for the Kiddies Necessary to the Proper Conduct of Their Society.

**W**HILE the making of toys is an art that is probably practically as old as the world itself, it has been only within recent years that science has bothered itself about them. Less than half a century ago they were regarded merely as playthings—amusing diversions for children that were by no means necessary to their well-being. Today, however, science insists that there is a well-defined philosophy underlying the use of toys; that they are the tools with which the little ones ply their trade; the paraphernalia necessary to the proper conduct of their society; that dolls, for example, are more to them than the associates that help to entertain them in that they aid them in the attainment of their mental growth by stimulating the natural emotions which must be experienced in later life.

Whether this theory of the scientists is correct or not, the fact remains that children have always had the playthings requisite for their imitations of the domestic life and business affairs of older people; that they have always required their elders to provide them with such inventions, and that, when they could not obtain these toys by any other means they themselves have sought and found objects that might be made to suit their purposes. Even the somnolent middle Ages did not put an end to their pastimes. The toys in which they found diversion may have been more simple, but, as they met the demands of nature, they played their allotted part in the scheme of human development.—Public Opinion.

### Ancient Christmas Custom.

Many quaint customs are observed at Christmas time in various English country parishes. In that of Cumnor, in Berkshire, of which the living is a vicarage and the church a beautiful specimen of an old English parochial edifice, all who pay tithes repair, after evening service on Christmas day, to the vicarage where the vicar is held in duty bound, by a usage centuries old, to regale them with four bushels of malt brewed into ale or beer, two bushels of wheat baked into bread, and half a hundred weight of cheese. Any remnants of this feast are distributed among the poor of the parish after morning prayer the next day.



**POOR THINGS**  
Tramp Birds: They might throw us a few crumbs on Christmas morning.

**Traditions of Christmas Festival.**  
In the records of every nation we find traditions of the Christmas festival, traditions which have been handed down from generation to generation in oft-told tales which thrilled the hearts of the listeners with alternate fear and delight. Sir Walter Scott tells us that they who are born upon Christmas or Good Friday will see spirits, and will have the power

or commanding them. He also adds that the Spaniards imputed the downcast looks of their monarch, Philip II, to the disagreeable visions to which this privilege subjected him.

### Bring Smiles of Gladness.

It is not so much the thought of receiving the customary holiday gifts which most pleases the fancy, but rather that pleasure the heart derives from dwelling upon joyful surprises it may bestow upon others. To bring a smile of gladness upon another's face is, indeed, a boon more precious than a Christmas gift, and the joy of bestowing can never be equalled by the receiving.

### DO'S AND DON'TS AT THE P. O.

Thoughtfulness on the Part of Patrons Will Assist Clerks and Carriers.

**D**ON'T put off mailing that package until Christmas eve.

Don't neglect to tie it properly. It is handled at least five times before it reaches its destination.

Don't forget to write your own return address on all parcel post matter.

Don't guess at the postage and give your friends the pleasure of paying "postage due."

Don't plaster Red Cross stamps on the face of packages or letters; take care not to "seal" parcel post packages with them. It raises the rate.

Don't forget that a little thoughtfulness on your part can help to make the Christmas happier for our postmen, his horses and his automobiles.

Do mail early, preferably before December 20th, writing on your packages: "Not to be opened until Christmas."

Do your best to use the post offices in the forenoon, the earlier the better.

Do write legibly, both the address to which you are sending the gift and your own return address.

Do be courteous and "Christmassy" to the post office men who serve you. They are handling thousands of pieces of mail matter.

Do be brief at the counter. You keep someone else waiting if you are loaded like an express truck, with packages and foolish questions.

### THINGS THE BOYS LONG FOR

Youngsters Prefer Toys or Contrivances to Test Their Muscular Skill or Endurance.

**W**HAT shall be said of that blundering kindness of home folk that considers giving the boy only presents of such things as he actually needs? It is an outrage upon the spirit of Christmas to present him with new shoes, ties, handkerchiefs—something that he knows he will get anyway—when his sleeping and waking dreams for weeks before have been filled with visions of tops, balls, guns and magic lanterns, says Maud Sanders in the Woman's Home Companion. The most beautiful knitted muffler woman's fingers ever constructed cannot compare with a jack-knife with four blades and a cork-screw attachment, when exhibited over the back fence to a neighbor boy on Christmas morning. Very soon after the days of kilts a boy reaches the age when he yearns with his whole soul after any toy or contrivance that will test his muscular skill or endurance. At this age an appropriate present would be a rawhide or rope lariat, such as is used by the Buffalo Bill riders. A pair of hand or arm stiltis will be received with equal favor, and in the same category comes a new fishing rod, snow shoes, tennis racket, golf clubs, a good ball, lamp or cyclometer for his wheel, or even a live pet, a new dog, a pair of rabbits or guinea pigs—something that he can pet and train for his own.

### Funny Christmas Habit.

There is not a drug store, cigar shop or barroom in the larger cities which has not been made the storage room for Christmas presents bought before the rush sets in. The strange part of it is that every man who utilizes the friendship of his favorite place round the corner thinks he is the only one who thought of the plan. Realizing that the stores will be crowded, many far-sighted heads of families bought their presents a week in advance, and then, fearing the nature of the mysterious package would be discovered at the office or at home, they hit upon the device of making a cache in some resort near home.

**Children Cry FOR FLETCHER'S CASTORIA**

Read the Want Ads on Page Four.



**ANNUALLY**  
Toys for little Willie.  
Something for the cook;  
Make, with forty other things  
The empty pocketbook.

### Plants for Christmas.

Other things being equal, it is better to buy plants near one's home than to travel afar. Do not be tempted, even by cheap offers, to go miles away, for counting car fares, packing, expressage and lost time, the ultimate cost is very likely to be more than if you paid a good deal higher price at home. Of course it may happen that one grower or florist has a large stock of some one thing and can sell at a low rate, but dealers usually have an understanding with one another especially regarding holiday prices, and for weeks before the holiday season they have been balancing stock with each other, so that the better quality plants are of an almost fixed value.

### Christmas in Days of Yore.

There are many old and stately ceremonies and many historical events connected with Christmas that are well worth perusing, and that give us glimpses of ye ancient times when our fathers and our fathers' forefathers celebrated and revelled and gave of their abundance to those for whom nothing was prepared.

### SHOULD MAKE OTHERS HAPPY

Best Way to Celebrate Christmas is to Do Something in Memory of Childhood Days.

**I**T SEEMS that when one has grown a little old, the best and the happiest way to celebrate Christmas is to do something for remembrance—in remembrance of one's own childhood, for Christmas is really for the children, after all.

It is for children more than for others because it is a day that commemorates the birth of a child—that wondrous Christ child that was born in a manger of a stable in the little town of Bethlehem 2,000 years ago.

Now, there will be scarcely a child in all the world who will not await the dawn of Christmas morning with a wondering soul. It is the dawn of that day when the morning stars sang together, and when peace on earth and good will toward men were proclaimed from the high heavens. But, there will be many a child to whom Christmas will not bring its dearly longed-for happiness.

The children of the rich will not be disappointed, nor will the children of the very poor be disappointed. It is the child who has not rich or well-to-do folks, but who, at the same time, is not subject for charity, who will be unhappy when Christmas comes.

And it is this child that you should seek out and make happy—for remembrances.

You see, it is a fact that we can make a happy Christmas for ourselves only by making some one else happy. Do not think that you can make a happy Christmas for yourself any other way, because you cannot do so.

Try the way here pointed out. The child is easily found, and when you have found that one and have made it happy, the very angels of God will envy you the gladness that you will feel.

### Devil's Food Cake.

Beat to a cream five level table-spoonfuls of butter and one cupful and a quarter of sugar. Add 3 1/2 squares of unmelted chocolate, three unbeaten eggs and one teaspoonful of vanilla and beat together until smooth. Sift 3 1/2 level teaspoonfuls of baking powder with one-half cupful of flour and stir in with the butter, sugar and egg mixture. Then add alternately milk and flour until you have used three-quarters of a cupful of milk and one cupful of sifted pastry flour. Beat smooth and bake in a loaf in a moderate oven. Pastry flour is always better for cake than bread flour.

### After Santa Has Filled to Overflowing—

—the stockings of each girl and boy, with trumpets and horns made for blowing, and every known kind of a toy—I wish that he'd buy me a present, a gift that no other could match, that would make me feel jolly and pleasant—some woolens that never would scratch.