

Guide-Advocate

HARRIS & CO. PROPRIETOR

WATFORD, JANUARY 5, 1912.

OURSELVES.

This issue of the Guide-Advocate is Vol. XXXVIII, No. 1. In marking the commencement of a new volume we wish to thank our many friends and patrons for their substantial support during the past year. At this season of the year \$1.00 a year in advance is a phrase prominently in the minds of all editors and (we are pleased to say) of quite a number of subscribers. A large proportion always think of the editor about New Year's and when you thank them for their dollar they will tell you that you are entirely welcome. We wish to confide a secret to our readers. It is this:—If a man pays his subscription to the home weekly, promptly in advance, and everything is favorable, the publisher will probably make 10 or 15 per cent. profit on that dollar. If it is not paid promptly, and he has to spend something for postage, etc., he does not make more than 5c profit on each subscription, and sometimes, if it is a year or two behind, he makes less than nothing. The big city papers don't make anything on their subscriptions, but their advertising rates are high and they come out alright.

The home paper is the same price now that it was when butter was 10c. a lb. and eggs 8c. a dozen, and if you ever hear of an editor getting rich, lay it down as a sure thing that he didn't accumulate it from the profits of his subscription list.

The Guide-Advocate stands for making Watford a good town to live in, as well as a good town to do business in, and also endeavors to bring the advantages of Lambton County to the front and show to the world that it is the best county in the province.

We are grateful for the past, hopeful and confident for the future, and wish all our readers a Happy and Prosperous New Year.

NOTE AND COMMENT.

In Chicago the school children are now provided with lunches at a cent apiece. Lessons in table manners are thrown in. How much table manners can be utilized with a one-cent lunch?

Ontario has been serving as press agent of Western Canada so long that she begins to resemble the fond father who writes pretty compositions so that his boy may get the credit. Why not have a little boom of our own down this way?

As a result of the action of the Goderich authorities, who are sending a deputation to Ottawa for the purpose of having the annual military camp made a fixture at that place, the aldermen of London will take up the matter of urging London's claims. The camp was removed from London to Goderich owing to the fact that the former's training grounds provided insufficient accommodation. However, Londoners are willing to purchase a tract of land near Springbank Park, which will be conveyed to the Government for the purpose of a training camp.

I. O. F. Officers.

At the last regular meeting of the Independent Order of Foresters the following officers were elected for the year 1912, viz:—

C. R.—S. W. Louks.
V. C. R.—M. Moore.
R. S.—W. E. Fitzgerald.
F. S.—D. A. Maxwell.
Treasurer—J. A. E. Dowling.
Orator—George Cook.
Organist—George Pike.
S. W.—E. A. Edwards.
J. W.—J. Wynne.
S. B.—Manfred Thompson.
J. B.—C. E. Hollingsworth.
Trustees—Robert Fleming and E. D. Swift.
Auditors—S. W. Louks and W. E. Fitzgerald.

Daughters of the Empire.

The January meeting of the Daughters of the Empire was held at the home of Mrs. Fitzgerald, Mrs. Lowry assisting hostess. There were eleven members and eight visitors present. The meeting opened in the usual way and after business and correspondence were dealt with the Chapter sang "The Maple Leaf." Mrs. Fitzgerald gave a splendid Scotch recitation; Miss Baird a fine piano solo, The Chapter sang "My Ain Country," and the papers were reviewed and Miss Baird concluded the program by giving an excellent reading. Luncheon

The Holiday Reunion offers an opportunity for having that Group Picture made.

We are equipped to produce the best in groups or individual portraits.

We offer a variety of styles and sizes.

Make an appointment now while you are all home.

Aylesworth's Art Studio

was served and a pleasant meeting closed by singing the National Anthem. The next meeting was appointed for the home of Mrs. A. Mitchell.

CHOP STUFF.

The mother of Mrs. R. R. Brett, Essex, died in Michigan last week in her 90th year.

Samuel Carruthers, Alvinston, is dead after an illness of several weeks with pneumonia.

John Smith, an Essex farmer, lost his barn, nine horses and other live stock and grain by fire. The total loss is about \$10,000.

Dr. Grant and Reeve Woodhall, of Thedford, have sold their tobacco leaf to the Empire Tobacco Company for 10c. per lb. They will have in the neighborhood of 3500 lbs.

George Burridge Peacock, a shoemaker, of Delaware, died in that village at the age of 75 years, without ever having spent a night away from home or ever having been on a railway train.

A quiet wedding took place on Wednesday, Dec. 27th, at the home of Dr. J. V. Frazier, of Lapeer, Mich., when Miss Elizabeth, third daughter of Mrs. J. M. Gibson, of Bruden, Ont., was united in marriage to John T. Doherty, of Sarnia.

J. A. Edgar, has on exhibition in his store window, Forest, a home-grown lemon, weighing one and one-half pounds. It was grown by Wm. Jennings, Forest, who brought the tree from the south two years ago.

Mrs. John Rae, one of Alvinston's most esteemed residents, died at her home on January 2nd, after a brief illness with pneumonia. She had resided there for 50 years, and was the mother of Mrs. (Dr.) J. B. Martyn.

Mrs. David Gray, of Sarnia, is laid up at her home with painful injuries as a result of falling from a Rapid Railway car at Port Huron on Saturday evening. Mrs. Gray was descending from the car and fell backwards, sustaining injuries which will confine her to the house for some time.

The two-year-old son of Walter Gibson, of Lucan, will lose the sight of both eyes as the result of abscesses developing from unknown cause. Physicians have practically given up all hope of saving the little fellow's sight and are doing everything to relieve the terrible pain he is suffering.

On Christmas night an accident occurred at Mr. E. Bailey's, Jericho, and serious consequences were averted only by prompt action. Mr. Elijah Bailey, sr., had a coal oil stove burning in his room, and during the night he had occasion to get up, when he fell over the stove. His son heard the noise and rushed to the room, and only prompt action probably saved a life and the building. The bed had caught fire, but the old gentleman was not burned.

Last fall a number of farmers living around Port Burwell formed an association to ship their apples to the old country. Altogether between two and three thousand barrels were shipped. Only the very choicest hand-picked fruit was sent, the farmers doing the packing and furnishing the barrels. A few days ago the returns were received and one of the members of the association, a prominent farmer from that section, stated the other day that after expenses had been paid the fruit brought 52 cents a barrel, and as the barrels cost 47 cents each, actually only five cents a barrel was realized on the apples. As buyers here were offering \$1.25 and \$1.50 for the apples on the trees, doing their own picking, naturally the association is very much disappointed.

His Prayer in Trouble.

Dear God, I need you awful bad;
I don't know what to do,
My papa's cross, my mama's sick,
I hain't no fren' but You.
Them keener angels went and brung
'Stid of the boy I ast,
A weenchy, teenchy baby girl;
I don't see how they dast.
And, God, I wish You'd take her back,
She's just as good as new;
Won't no one know she's second hand,
But ceptin' me and You.
And pick a boy, dear God, Yourself,
The nicest in Your fold;
But please don't choose him quite so young,
I'd like him five years old.
S. M. TALBOT.

The Greatest CLEARANCE SALE YET

Our new year starts 1st of February and for the coming month every possible article of winter goods must be sold regardless of profit as our enormous stock must be reduced. Think of this big money saving proposition. Come and get your share of the bargains.

The Great Sale Is Now On SWIFT BROS.

Read This List Taken at Random, Thousands of Others.

Men's Beaver and Melton Overcoats	See the Rush Out Sale Price on Men's Heavy Overcoats	Two Big Bargains in Men's Suits
50 inch fly fronts, neat velvet collar, Chesterfield style, fine twill linings, sizes 35 to 42, a splendid coat for \$12.50. Sale price \$8.75.	double-breasted, high storm collar, Presto collar, convertible collar, just what you want, \$11.00 coat for \$7.75, \$12.50 for \$8.75, \$15.00 for \$10.50. Think of this money saving. Come while the stock is heavy. Big choice.	Men's tweed suits in nice shades of grey, brown and green, sold in the regular way for \$12.50, and splendid value, sale price \$8.75. Men's fine tweed suits, sold by city stores at \$16.50 to \$18.50, Sale price \$12.50.

Bargains in Boys' Heavy Convertible Collar Overcoats (Sizes 29 to 34.)

Children's and Girls' Coats at Exactly Half Price, Think of it Ladies' Coats, All Our \$10.00 to \$15.00 Garments for \$7.50.

We Will Make to Order in January	A Big Dress Goods Bargain	A Great Hat Bargain at \$1.50
as many suits as we possibly can, saving you 20 per cent., \$20.00 suits for \$16.00, \$18.00 suits for \$14.50, wonderful value, but the stock must be sold. About 20 overcoat lengths same saving. All first class in cut, style and finish.	in navy, black, brown and green, 50 inch serge. Sold in all the big city stores at \$1.20, our sale price 85 cts. Soap shrunk Priestley's, wonderful value. Our 36 inch silk, sold at \$1.10, only 8 dress ends, 88 cents, and our Dollar silk for 80 cents. Draw your money out of the bank quick.	Every stiff hat ranging in price from \$2.00 to \$2.50, the entire stock at \$1.50 each. Few blocks. Big choice. See our window. Take your choice of shapes. On sale now.

Wonderful Bargains in Boy's Clothing - Startling Prices.
Big Stock of Furs and Fur Coats at Sale Prices.
Blankets, Comforters, Rugs, Underwear, Fur Caps, Heavy Smocks, Sheepskin Coats and Heavy Shirts at Sale Prices.

Attend This Sale Get Your Share of the Big Money Saving.

The most wonderful sale in the history of our business. See next week's Guide for further particulars.

SWIFT BROS. - Direct Importers - WATFORD.

WANT COLUMN.

FOR SALE—Thoroughbred Rose Comb, White Wyandotte and R. I. Red cockerels for quick sale. Apply to D. G. PARKER, Watford. 53jt

WE would be pleased to have your business, and we will try to please you with our's.—R. C. McLEAV, Lumber and Coal Dealer. d22-1f

FOR SALE—Two young well bred grade cows, in calf, two or three pair registered Lincoln ewes, and Shorthorn bulls.—S. W. EDWARDS, Lot 25, Con. 3, S.E.R., Warwick, Watford P.O. 53jt

CARD OF THANKS—Mr. Richard Edgar wishes to thank the friends and neighbors for their kindness and sympathy on the occasion of the illness and death of his sister, Mrs. Wm. Chittick. d22-4t

TO RENT—A good dwelling house, stable and drive shed in Watford, centrally located near Main street. Good brick cellar under house. Hard and soft water. Possession can be given soon, when present tenant moves out. Apply to W. E. FITZGERALD, Barrister &c., Watford.

THE IMPROVED I. J. HASTINGS' SLEIGHS, made by himself at his shop in Chambers' Factory, are superior to anything of the kind now on the market. If in need of a sleigh see him before buying. Examine one of his make and you will buy no other. d22-4t

Dr. Warner Cornell, the well-known eye, ear, nose and throat specialist, of Port Huron, will resume his visits to Watford, and will be at the Roche Hotel on Friday, January 26th, when he can be consulted on all diseases of those organs. Glasses properly fitted. 529-1f

Stock Taking Sale

A Big Reduction in Parlor Lamps.

\$1.75 Lamps for \$1.23
2.25 " " 1.69
2.50 " " 1.87
2.75 " " 1.97
4.50 " " 3.56
5.00 " " 3.97

The above are a nice lot and will be sold at the reduced prices to clear.

FELT SLIPPERS—A big reduction on all Felt Goods to make room for Spring Shoes.

Dinner and Toilet Sets.

\$12.00 Dinner Sets for \$10.30.
\$2.50 Toilet Sets, 10 pieces, \$2.10.

Cash Paid for Butter and Eggs.

P. DODDS & SON.

Guide-Advocate Ads. are Business Bringers