

5 - 59c
the even
ng, suit-
wear and
59c

ES

gs

ALLS,
USERS
IES

\$1.69

\$1.39

in heavy
te stripe

c Drill
ide
white stripe

white stripe

eductions

2 Price

98c

\$1.25

\$1.50

\$1.75

College
You.

n request.

velyn Johnson, Lizzie
Richardson, Trevah Ir-
lunch was served by
at the close of the

DATES REVISED

Sept. 8, 9, 10

Sept. 23, 30

Sept. 21, 22

Sept. 17

Sept. 14-19

Sept. 23, 24, 25

Sept. 28, 29

Oct. 5, 6

Sept. 30, Oct. 1

Oct. 1, 2

Sept. 28, 29

Oct. 6, 7

re Sept. 29, 30

LE!

NOW and

INKLERS

1.00 \$1.50

25 95c

00 85c

75c

Stoves, Cheap

oline Stove

oal Oil Stove

in Price

RAYERS

00 75c

Tools 10% Off

SON

Your Home Paper

Over 1,000 Families in East Lambton Read The Guide-Advocate

CIRCULATING in Watford and for miles on every side, nine out of every ten families are paid subscribers of the paper you are reading. —And Remember—Your Home Paper is read by each member of those families.

Therefore—Your Ad. in this paper is placed before the eyes of over 4,000 of your prospective customers each week.

WHAT DOES THIS MEAN TO YOU?

Are You Using Local Advertising to hold your business?

Are you devoting as much attention to Your Advertising as the Mail Order men are devoting to Your customers?

The Guide-Advocate is ready at any time to give its advertisers a complete service—with copy, cuts and suggestions if desired.

IDOLATRY

What is an idol, what and where? For many shrines will claim our prayer

What we desire! what we revere! The idol of our soul is here

And we should know it

For covetousness but seeks her own Yet as an idol it is known

And draws us to the brink of ruin And leads us from desire to doing

Let us destroy it.

It blurs our sky and makes a wreck Destroys our peace, steals self respect The sun but shines on us in vain

Our greatest blessings give us pain Makes suicide.

Old Herod felt its power no doubt In grand oration, with the shout

And great applause, he took God's place

And tumbled headlong to disgrace

In withered pride.

Materialism is our trend

And paganism is her friend

In us there seems a queer demand To worship what we have in hand

Of form or style.

Unconscious we may be at first With a desire to quench our thirst

It needs no genius, art, or skill

To form a god to suit our will And self beguile.

The holiest symbols we can take And gods of beauty from them make

And worship them with human love And dream that they come from above

A perfect chart.

Worship of creed is pure deceit

To worship self is very sweet

But what we need is more than creeds 'Tis loving kindness that proceeds—

Out of the heart.

When the essential things depart We hug our creeds still to our heart

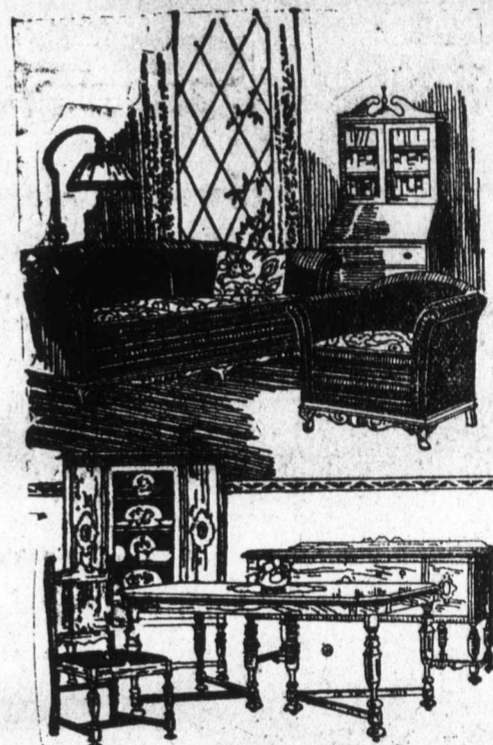
The tender sympathetic tear



French Canada Celebrates Its History

June 24th of every year is the great day of the French-Canadian. In every city and every hamlet of Quebec Province and in the cities and centres of the New England States and in those parts of Ontario and the West where he has migrated St. Jean Baptiste Day is never overlooked. It is well that it should be and it introduces into Canada an Old-World seventeenth century atmosphere that Canadians as a whole could ill afford to lose, either artistically or historically. Our pictures show some interesting features taken from floats exhibited on this occasion. There is the heroic 17th century farmer defending gun in hand his crops which his father and women folk are reaping. The children on their way to school watch the housewife baking her bread in the old-fashioned oven which is still in extensive use in Quebec Province. The making of maple sugar, an industry developed from the researches of Dr. Sarrazin in 1685, is yet another popular float which always figures in the celebrations.

Fine Furniture For Every Home



We Can Supply Any Grade of Furniture For Any Size Purse

BEING WATFORD AGENTS for a score of Ontario's finest furniture makers, we can supply you with your exact requirements and at a most reasonable price. If the piece or suite you desire is not in stock in our showrooms, we have it brought on immediately from the makers, priced at very little more than cost as there is no stock-carrying expense.

TWO-PIECE Living Room Suites
of Fine Craftsmanship

A suite that is hospitable and restful—consisting of large comfortable davenport and armchair. Deep spring seats and reversible cushions. Upholstered in high quality mohair.

WALNUT Dining Suites
in various designs
Rare Values!

Bedroom Suites
of Enduring Charm
WALNUT or OAK
And in a multitude of designs

HARPER BROS.

WE DELIVER FURNITURE THROUGHOUT EAST LAMBTON

From that dry fountain can't appear When e'er it should.

We know right creeds can never fail. But God's own nature should prevail

His spirit must possess our tent And banish what each idol meant

And make us Good.

July 8, 1925. W. B. LAWS.

I've Never Advertised in Twenty Years

"Yes, I'll admit times are a bit slow with me but I'm hoping for the turn of the tide."

Waiting for their ships to come in has spelled disaster for all too many Canadian merchants. Don't think along the lines of the man above. Advertise!

Advertising in The Guide-Advocate will keep your name and store constantly before the people in this town. Advertising is a wonderful business-building force—and profitable to use. Talk it over with us.

Progressive Merchants Advertise

YOUR AD. HERE WOULD PAY!



Charged with the theft of gravel from Canadian waters, Capt. James Marcero, of the gravel sucker, Marysville, owned by the Wills-St. Clair Company of Marysville, Mich., was released on bail of \$500 on Monday. He was arrested while in the act of taking gravel from the Canadian channel of the St. Clair by Provincial Officer William Scott, in the presence of federal customs officers. It is alleged that the Marysville has been receiving gravel from the Canadian side all summer without permit and without reporting to the Canadian customs department.

Parkhill Gazette—"The 'Holy Rollers' encamped above the village of Sylvan on the sand hills all last week and they drew a large crowd to their meetings each evening and won many converts. The getting of 'The Glory' was the chief feature of these meetings and those who got it lay stiff on the straw floor of the tent, unconscious of all that went on about them and were declared to be 'speaking with tongues.' The old time fervor of the camp-meeting and the Hallelujah Band came into full force and seemed to touch the people of today as much as the people of yesterday. The Rollers were encamped under 20 tents and were a small village in themselves. The meetings ended last Wednesday evening."