

Advertising induces a first sale

But "Quality" alone makes permanent custom

"SALADA"**TEA**
Once tried, is never forsaken
Sealed packets only Black, Green or mixed

Banking by Mail



Those living at a distance can do their Banking By Mail just as safely and conveniently as though done in person. Many Farmers save themselves special trips to town by adopting our system of Banking By Mail. The Manager will explain this helpful plan. Write or see him, the next time you are in town.

THE MERCHANTS BANK

Head Office: Montreal. OF CANADA Established 1864.
WATFORD BRANCH, F. A. MacLEAN, Manager.
ALVINSTON BRANCH, G. H. C. NORSWORTHY, Manager.

PRICE CHANGES !

ALL 15c TOBACCO NOW 2 for 25c

GROCERIES	HARDWARE
SODA BISCUITS.....18c	No. 12 GALV. PAIL.....45c
GINGERSNAPS.....18c	No. 14 GALV. PAILS.....50c
FANCY LINES.....35c	No. 16 GALV. PAILS.....55c
FANCY RICE.....10c	No. 14 ANTI RUST PAILS 90c
TAPIOCA.....10c	No. 140 ANTI-RUST PAILS 90c
GRAPELAD.....35c	No. 9 COPPER BOILER \$3 75
GLASSES JAM.....\$1 00	No. 9 Copper Teakettle \$2 50
LIBBY'S CATSUP.....25c	MEN'S JERSEY MITTS.....25c
HEINZE CATSUP.....35c	MEN'S JERSEY GLOVES 25c
OLD CHEESE.....30c	MEN'S HORSE MITTS \$1 00
	MEN'S PIGSKIN MITTS \$1 50

SUGAR PRICES WILL BE LOWER NEXT MONTH

N. B. HOWDEN ESTATE**Horse Shoes For Luck**

are vogue at Weddings and over racing stable doors, but will not help to build up your sales volume.

Business success, or "luck", as jealous rivals call it, is the product of wise planning, a square deal policy of service and ADVERTISING.

ADVERTISING keeps the public informed of your business. Such knowledge breeds confidence and Goodwill. An expenditure in advertising will prove an interest-bearing investment.

Get the facts from "The Guide-Advocate."

A WORD TO THE WISE

A list of advertisers from "The Guide-Advocate" in your handbag or pocket is the best "Horse Shoe" you can carry for "luck" in buying. An advertisement is an invitation.

Shop Where You are Invited to Shop

Issued by Canadian Weekly Newspapers Association
Head Office, Toronto, Canada.

FRIDAY THE THIRTEENTH SUPERSTITION

Last Friday was the thirteenth, supposed to be an unlucky day. Our hockey team went down to defeat that day, but this might have occurred had the date been different. Every body is supposed to watch his steps on that day and if he escapes without misadventure he may escape ill luck until October when the same conjuncture occurs. The superstition that the thirteenth is unlucky is said to be one of the oldest which has come down to this day, even ante-dating the idea that St. Swithin is a weather prophet, and probably it would not persist unless from time to time events tended to confirm it. We have no doubt whatever that there is a great deal more reason for the superstition regarding both Friday and the number thirteen than for believing St. Swithin to be anything but a fraud. Rarely, if ever, does the weather fall out as St. Swithin foretells, but it is obvious that since there are only seven days in the week a lot of misfortunes must occur on Friday.

Due to Astrologers.

Similarly, since there are never more than thirty-one days in a month it would be curious if in the course of centuries a great number of tragedies and world-shaking events did not occur upon any given date. If the thirteenth is not more unlucky than other days it must be that the superstition grew up as a result of some calculations of the ancient astrologers, who always held that some magical powers inhered in certain numbers. The number three is more often employed in religious symbolism than any other, although seven has also been popular and is supposed to have peculiar qualities. It does not need an astrologer, but merely one versed in figures, to know that the number nine has some amazing mathematical properties, and that one acquainted with its vagaries can perform feats with the pencil or in mental calculation that in other days might have led to a prosecution for witchcraft.

The Lost Month.

There are various explanations of how the number thirteen acquired its somewhat sinister significance, but the most reasonable ascribes to it an origin with the Children of Israel. There were twelve tribes of them, but they recognized thirteen lunar months. In time, however, the lunar calendar was dropped in favor of the solar calendar with its twelve months. In other words the thirteenth month disappeared, which was sufficient to cause the Israelites to believe that the number carried with it some misfortune. Once the idea was acquired we may be sure that supporters of it were on the watch to note trouble associated with the number and they would not look in vain. They would not be so alert to note disaster associated with other numbers and gradually the evil reputation of the number thirteen became established. Another explanation is that the superstition comes from Norse mythology, according to which Baldur, the sun god, had to die because there were thirteen gods in the circle of Valhalla.

Thought Lucky by Some.

Some believe that the thirteen superstition originated in the Christian era because of the twelve disciples and Christ making thirteen. Those who take this view consider Judas to have been the thirteenth, though it is obvious that the Saviour was the thirteenth and that His death preceded that of Judas. Some who believe that the ominous significance of the number is of modern origin can point to the fact that there were those who regarded it as fortunate. Among them was Pope Gregory the Great, who every morning gave a breakfast to twelve unfortunates. One morning Christ appeared to make the thirteenth and bless the number. Louis XIII, of France, did not consider the number unfortunate but on the contrary tried to identify himself with it as much as possible. He called himself Luys de Bourbon and his wife Anna d'Autriche because there were thirteen letters in each. Throughout his career he chose the thirteenth of the month as the day on which to launch any important enterprise and he died rejoicing in the knowledge that he would not pass away on the thirteenth.

Thirteen in United States.

No nation ought to regard the thirteenth with greater respect than the American. The War of Independence was waged by thirteen colonies which were to become the thirteen original states, and the national flag

consisted originally of thirteen stars and thirteen stripes, while the thirteen stripes remain to this day. In the national motto "E Pluribus Unum," there are thirteen letters, and the eagle displayed in the escutcheon of the Great Seal has thirteen feathers in each wing, and it was on the thirteenth of April, 1818, that the new flag was first raised by Congress over its meeting place. This recurrence of the number thirteen gave occasion for a rather scurrilous wit in the London Chronicle to assure readers that one distinguished American took thirteen glasses of grog every morning with the result that he had thirteen rum blotches on his nose; that every regular rebel household had thirteen children; that Washington had thirteen teeth in each jaw and thirteen toes on each foot and that his wife had a cat with thirteen yellow rings around its tail.

NO QUIBBLING WITH WATFORD SPORTS

(Sarnia Canadian Observer, Jan. 13)

Fred Rogers, the little Watford sportsman, will likely handle the bell in tonight's contest at that place between the Sarnia and Watford teams. When the two teams played here in the first game of the local season the Watford man was to have handled the game, but he came away without his skates and Bill McCart, who was to have handled the game in Watford, filled the bill. The management of both teams, at that time, agreed to allow the Watford man to handle the return game. And there was no quibbling about the matter. This spirit between the two clubs is a mighty welcome relief as compared with some of the other sporting bodies the blue and white deal with in other branches of sport.

ALBERTA PREMIER'S WIFE DIES AFTER OPERATION

Edmonton, Alta., Jan. 14.—Mrs. Herbert Greenfield, wife of Premier Greenfield, of Alberta, died in the General Hospital here early this morning after a short illness.

She failed to rally from the shock of an operation on Friday. After the operation she started to sink. A transfusion of blood was given at 5.30 and at midnight it was hoped that the patient might rally. She kept sinking, despite physicians' efforts, although there were faint hopes at times she would subjugate the effects of the operation.

Mrs. Greenfield was born in Adelaide Township, County of Middlesex, on December 29, 1871. She was the eldest daughter of the late Samuel Harris and Mary J. Harris of Strathroy, Ont. On February 23, 1900, she was married to Herbert Greenfield at the old home in Adelaide Township. The family moved to Westlock, Alta., in 1906.

Mrs. M. Henderson, of Adelaide, and Mrs. George Matthews of Delaware, are sisters. Mrs. Greenfield was visiting at Strathroy when she received word of her husband's elevation to the premiership of Alberta. Two sons, Frank and Arnold, besides Mr. Greenfield, survive her.

Edmonton, Alta., Jan. 16.—That Premier Greenfield and his two sons, Arnold and Frank, gave their blood in an effort to save the wife and mother from death during the early hours of Saturday morning was learned today.

When the physicians in attendance on Mrs. Greenfield decided that a transfusion of blood was the only possible means of saving her life, Premier Greenfield at once took his place by the bedside to have an artery opened.

When the result did not come up to expectations, Arnold and Frank in turn poured their blood into their mother's veins in an effort to give her the strength to shake off the icy fingers of death.

But the wracked body of the mother failed even after the third infusion of new blood to renew its strength.

As a last resort, one of the students at the university, a friend of the boys, was called on, and as his heart slowly pumped new blood into Mrs. Greenfield's veins, the first favorable reaction was noted.

Hope burned high again among the watchers at the bedside, but it was but for a brief space, and death would not be denied, and claimed his victim shortly after 3 o'clock.

HAS NEVER FELT THE RHEUMATISM

Since Taking "Fruit-a-tives" The Famous Fruit Medicine

P.O. Box 123, PARRISBORO, N.S.
"I suffered with Rheumatism for five years, having it so badly at times I was unable to get up."

I tried medicines I saw advertised, and was treated by doctors but the Rheumatism always came back.

In 1916, I saw in an advertisement that "Fruit-a-tives" would stop Rheumatism and took a box, and got relief; then took "Fruit-a-tives" right along for about six months and I have never felt my Rheumatism since."

JOHN E. GUILDERSON.

50c a box, 6 for \$2.50, trial size 25c. At dealers or sent postpaid by Fruit-a-tives Limited, Ottawa.

Long service medals should be presented to Alex Stewart, Reeve of Wilberforce, who has a record of membership of 50 years in that municipal council, and this year enters on his 42nd term as Reeve by acclamation, and also to Nathaniel Vermilyea, who has sat at Thurlow board for the past 41 years, and is still there for 1922.

Try Guide-Advocate Want ads.

**NIGHT COUGH**

CHESTs torn and made sore by an incessant night cough, are comforted and strengthened by Peps.

When placed in the mouth, Peps dissolve away into powerful healing and germicidal vapours that are breathed straight to the lungs. Harmful germs in the throat are immediately destroyed, soreness and inflammation in the bronchial tubes is soothed away, obstructions are softened and got rid of. In Peps you have the benefits of pine-forest treatment at home. Take them for a cough, cold or a chill, for grippe, sore throat, infectious colds and bronchitis.

All druggists and stores sell Peps at 50c. 3 boxes for \$1.25, or send 1c stamp for TRIAL SAMPLE to Peps Co., Dupont Street, Toronto.

PEPS**Ford New Prices**

Effective January 16, 1922 Including Freight and Sales Tax

TOURING.....	\$564.00
TOURING, with starter.....	\$651.00
SEDAN, with starter.....	\$975.00
COUPE, with starter.....	\$880.00
ROADSTER.....	\$525.00
ROADSTER, with starter.....	\$610.00
DELIVERY, with starter.....	\$638.00
DELIVERY.....	\$551.00
CHASSIS.....	\$472.00
CHASSIS, with starter.....	\$557.00
TRUCK.....	\$605.00
TRUCK, with starter.....	\$692.00

Wat-Ford Garage