

Guide-Advocate

Member of Canadian Weekly Newspapers' Association. W. C. Aylesworth, Publisher. T. Harris, Editor.

ADVERTISING RATES

Display Ads., set, transient 25c in. Display Ads., set, year contract 16c in. Display Ads., plate.....16c in. Special Position.....25c in. Theatrical Adv't'g with reader or cut.....35c per in. Business Locals, Front Page 10c per line, inside pages 5c per line.

FRIDAY, JANUARY 11, 1924

NOTE & COMMENT

The shrewd merchant will not slacken his attention to his newspaper advertising as soon as the busy season is over.

The franc dipped below five cents in New York. It is a warning to France that until she begins to collect Germany's debt to her she should stop increasing her own.

Mayor Wenige, of London, has endorsed the move for opening of the reading room at the Public Library on Sundays, declaring that he would submit a resolution to this end at the first meeting of the 1924 library board.

A sad commentary on life today is that 75 per cent. of the crime of our times is committed by men under 25 years of age. Wonder where does the responsibility rest for a condition of affairs such as this. Some say the average home is the recruiting ground for such statistics.

Because the old habit, or practice, of taking snuff has largely been done away with 1 of the 2 famous Scottish dealers is going out of business. Here's the place for the Moderation League to stand up on their hind legs and bray about the "tyranny" of good habits driving men out of their livelihood.

According to figures compiled by the Federal Department of Labor. The average cost of a weekly family budget of twenty-nine staple foods was \$10.69 at the beginning of Nov. as compared with \$10.65 for October, \$10.29 for November, 1922; \$11.08 for November, 1921; \$16.92 for June 1920 (the peak) and \$7.96 for November, 1914.

Armprior Chronicle: The average head of the family today considers eight hours a day as the maximum time it should take to support those dependent upon him. A generation ago father worked ten or twelve hours regularly, supplemented by a son in the field or shop, and a wife with a flock of chickens, and a shelf full of preserves, gathered and prepared by herself.

Owen Sound Sun Times: All cannot attain to eminence. If that were possible eminence would be impossible. All would be on the same level. But each can attain to his or her best and to do that is to succeed in the very truest sense of the word. Set your heart on being somebody, on doing something worth doing and on doing it better, if you can, than any one else has ever done it. That is success. In the attempt even if you fall you will succeed, succeed to make the best of the most of your self and of your life.

Municipal matters here apparently are "in extremis," excepting the lively interest manifested by a majority of the taxpayers over the H. C. O. L., writes a correspondent from a neighboring village. However even though he must dig down a little deeper to help meet increasing municipal expenses, the digging should be not in vain if it but helped to awaken in his quiet breast some spark of interest in the future of his home and fireside. We are of the candid opinion today that the reason for the larger towns and cities absorbing the vitality of our villages is because of no special effort of their own, but rather the indifference of the village voter to see to it that the office seek the man and not the man of the office. We have no "pick" on any individual but believe frankly that if dozens and dozens of our fair villages want to stay on the map they must in some way arouse more interest in municipal elections, dispense with the "was-in-the-beginning-is-now-and-ever-shall-be" system and install men who glory not in the past but desire to awaken the interest not only of their fellow citizens but the interest of those at large who are looking for something worth while.

Everyone reads the "Guide-Advocate Want Column" on page 4.

Lloyds is betting four to one that the new 6 per cent. sales tax, which the Federal Government proposes to inaugurate on January 1st, to replace the system of sale tax collection now in vogue, will not be enforced. The law regulations provide for the collection of a 6 per cent. tax from the manufacturer. By the present method of sales tax of fractionally better than 2 per cent. is collected from the manufacturers.

Motor license plates this year will not be available until the 1st of February, instead of on the 1st of January, as has been the case in previous years. The causes for the delay in issuing them are two in part, the government's indecision over its policy of taxation, and in part the fact that the manufacturers of the license plates have not delivered sufficient to permit the meeting of the whole demand during January.

Owing to the influx of Western turkeys, which can be sold at 20 cents in Toronto, local producers have little chance of regulating the market. However, aside from Western importations entirely, Turkeys are most plentiful throughout this district this season. Many farmers, though disappointed with prices, state their intention of keeping their flocks over for another season. One man from the surrounding district, declared that although he had 150 turkeys, which he had expected to market this year, in view of the price he had decided not to put them on the market at all.

More than one hundred and seventy million dollars came to Canada through tourist traffic last year, according to an estimate by Canadian National Railway officials. In addition to the great number of tourists brought into Canada by the railways during the regular tourist season, which this year was the heaviest the Canadian National system has ever known, it is estimated that over a million automobiles entered the nine provinces of Canada on business or pleasure during the season. During last year, according to Government estimates, tourist traffic, as a revenue producer, took fourth place in Canada's industries.

All doubts as to whether or not the new sales tax will go into effect on January 1 was removed Friday night, following a lengthy sitting of the Cabinet at Ottawa, when Premier King stated positively that the tax would be enforced. The Prime Minister said that the Government must carry out the will of Parliament which had approved the new tax. He intimated, however, that the Minister of Customs was prepared to consider appeals against the tax, and that where its operation appeared to work an injustice, effort would be made to remedy this. The new tax has met with strong opposition from business organizations which favor the substitution of a turnover tax.

London Free Press: It is surely debatable whether creation of a third party has actually contributed to the volume of independent political thought in this country. On the contrary, new parties usually gather in a certain number of malcontents who have never rendered consistent allegiance to either of the old parties, and by thus tying up "floaters" increase the possibility of counting heads in advance. Be that as it may, the record of Canadian elections gives support to a belief that this country has never been without an important body of "independent political thought," certainly since the inauguration of the secret ballot, at any rate.

Many municipalities throughout the province are making protest against being compelled to prepare the voters' lists for provincial elections, and they are justified, as there is no good reason why the province should not foot its own bills and show up in its own accounts the full cost of government. In these days of expensive road making and the high cost of everything, the municipalities find financing strenuous enough without adding to their budget, expenses that really belong to the province, which is not under the necessity of making direct levy on the ratepayers. The Assessment Commissioner of Toronto stated the other day that it cost the city over \$18,000 for the purpose of making up these lists. All over the province the expense has been proportionate to the size of the municipality. Every tub should stand on its own bottom, and it is not fair that the province of Ontario, with its many resources, should saddle half a million dollars of its expenses on the backs of the municipal council.

Hard and soft corns both yield to Holloways' Corn Remover, which is entirely safe to use, and certain and satisfactory in its action.

U.F.O. men who have been financing the Farmers' Sun must realize that there is no gold mine in running a newspaper. In the last fifteen months The Sun has been conducted at a loss of \$15,161, according to the official statement of the secretary-treasurer. Operating costs have increased, while receipts have decreased. The fact is that even on the large seemingly prosperous papers, the margin of profit has been cut down pretty fine and will be still further reduced by the six per cent. sales tax which the publisher has no way of passing on to the customer.—Barrie Examiner.

London Advertiser: If the Government continues with the present discrepancy in its numbers, the Progressives will find themselves in an advantageous place. So far they have voted against it on budget issues which contained a better thing for them than would be offered by any other party. Premier King has not at any time had a definite majority, large enough to enable him to work freely and fearlessly. He has had to compromise at times with the reactionaries in his own party, and it has been a situation throughout that has called for an unusual amount of tact and patience on his part. The situation that exists now is one that the cabinet will have to face fairly and fearlessly. If the Progressives want to force matters to the point of an election, the Government will have to accept that challenge; if, on the other hand a fair working arrangement can be arrived at, an election nobody wants and that no section needs can be avoided until the proper time for it.

There is no class of men who serve the public faithfully and perform their duties with clocklike regularity to beat the rural mail couriers. They are granted no holidays while the rest of us gadabout when we like; they cannot pick the nice days for their outings; the pay they receive is not commensurate with the present day program; and the "chores" they are commissioned to look after the goods asked to convey often require a good memory and a trailer to accommodate the freight. Don't blame them if your letter or paper occasionally does not reach you according to your way of figuring; they are not the whole

postal service. Santa Claus time is past, and if the long whiskered, jolly old fellow we used to know dropped a "sugar stick" in the mail box the smile of appreciation on the courier's face would do you good if you could see it.

Have you seen the single pin yet? It is a small pin, showing a very yellow sun across a very azure sea, with the letter "S" in the sky behind. The object is clear. It is to advertise to the world that the wearer is unmarried, against his will. It is more than simply a single pin; it is a signal pin, the wistful symbol of involuntary celibacy. It is the idea of a bright young Toronto man who has been married for five years and is so delighted with the results that he has become a sort of a matrimonial missionary. He believes both men and women are going round in need of such a friend. The single pin, he pointed out, was a social need. The absence of a wedding ring meant very little. It might mean that the young woman was unmarried, or it might mean that she regarded wedding rings as a symbol of bondage, or merely that she had left her wedding ring in the wash room. On the other hand the single pin was a definite challenge. It was just as though the wearer were going about with a large sign saying; "Bachelor, lonely, would like to meet a lady of suitable age," or "Widow, attractive and intelligent, would like to make the acquaintance of unmarried gentlemen" or "I am 25 and unmarried, and no man has called on me since 1918. Would like a suitable life companion."

AN AUTO INVENTION

A Danish inventor has perfected a device that will prevent serious damage to the car or injury to the passengers when the front axle or front wheel is broken while driving. The device consists of a pair of "trailing shoes," made of steel spring of various widths for the different sizes of cars. They are attached to the front axle in such a way that, if the axle or wheel breaks, the car can only drop until the shoe, instead of the axle, rests on the ground. Tests have been made, during which a wheel was run off the axle without throwing the car out of its course.

Is Your ad. in this paper this week?

KEEP LITTLE ONES WELL IN WINTER

Winter is a dangerous season for the little ones. The days are so changeable—one bright, the next cold and stormy, that the mother is afraid to take the children out for the fresh air and exercise they need so much. In consequence they are often cooped up in overheated, badly ventilated rooms and are soon seized with colds or gripe. What is needed to keep the little ones well is Baby's Own Tablets. They will regulate the stomach and bowels and drive out colds, and by their use the baby will be able to get over the winter season in perfect safety. The Tablets are sold by medicine dealers or by mail at 25 cents a box from The Dr. Williams' Medicine Co.; Brockville, Ont.

The Guide Advocate is well equipped to handle all printing orders.

A DOCTOR IN A TIN BOX!

Sounds strange, does it not? Yet that is how Mr. J. Cartier says Zam-Buk is regarded by his family. Mr. Cartier, who is a member of the family of the late Sir George Cartier, is Justice of the Peace and Assistant Clerk of the Circuit Court, Montreal. He first discovered the wonderful power of Zam-Buk by using it for eczema, which it completely ended. Since then his family is never without it.

"Allow me to express my gratitude," he writes, "for the benefit I have derived from the use of Zam-Buk. I have proved that it is, without doubt, the finest remedy for eczema. Its general healing and curative powers are immense. We call it 'Our Family Doctor,' and are never without it." Mothers should see that Zam-Buk is always handy, for not only does it end pain, draw out inflammation and prevent blood-poisoning, but it heals skin diseases and injuries in the shortest time possible. All dealers, 50c. box.

Zam-Buk

Advertisement for Gurney electric appliances. Includes an illustration of a woman using a Gurney electric range. Text: 'Gurney the old and famous stove-makers, co-operating with the Northern Electric Company'. Lists products: 'The Gurney Electric Washer', 'The Ohio Electric Cleaner', 'Plenty of Hot Water'. Dealer: 'Fred H. Just, DEALER WATFORD'.

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