

Watford Guide-Advocate

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LOCAL HAPPENINGS

THE GUIDE-ADVOCATE welcomes all items of interest for this column. Call Phone 11, send by mail or drop item in GUIDE-ADVOCATE Letterbox.

99 IN THE shade on Monday.
Are you preparing to exhibit at the Watford show this year?
LOOK OVER our ladies' coats first cool day.—SWIFT'S.

THE PRICE of news print paper has advanced 3 1/2 per cent.

PATRONIZE the man who invites you through the newspaper to deal at his store.

EATING onions, it is said, will build you up physically and pull you down socially.

SOME gravel is being placed on the side streets this week and many nasty holes are being filled up.

THE Ailsa Craig Fair will be held on Sept. 28th and 29th and not on the dates previously advertised.

THE Kaiser says he strove for peace, though war was inevitable. Chalk up another against Wilhelm.

THE Epworth League and Prayer Service will be withdrawn in the Methodist church this (Thursday) evening.

A CRATE of dishes arrived this week. Get your thrashing dishes now while the stock is complete.—P. DODDS & SON.

THE Canadian National Exhibition grand stand has a seating capacity of 16,800, with room for 8,000 more on the lawn.

THE RECENT RAINS have been a great blessing in this part of the county and everything is looking wonderfully improved as a result.

POULTRY WANTED.—Highest prices paid for poultry. Phone or write us before selling. Crates furnished.—S. STAPLEFORD & SON, Watford.

NINETY-SEVEN in the shade on Sunday last. 1916 will hold the record for hot Sundays, and Aug 20th will be remembered as exceedingly sultry and oppressive.

WE need more correspondents in Warwick, Brooke and Plympton. If you would like to act in that capacity, call or write us and we will send you the necessary supplies.

"EMOND." Is a crib blanket for the kiddies, and a beauty, all shades.—SWIFT'S.

AMONG the names of officers granted certificates from the Infirmary School at London published Thursday last we notice those of Capt. W. G. Connolly and Lieut. R. D. Swift.

HOGS ARE bringing an unheard of price and the indication is that the highest has not yet been reached. Bacon and other cured meats have taken a corresponding jump upwards.

FARMERS, having articles for sale, have found it a paying investment to use our condensed advertising column. The cost is small and the results are quick. Try a "want" column ad.

IT is hoped that the Watford hydro committee will keep in touch with the Hydro Commission and urge them to start the construction of the line to the town as soon as possible.

OILED STREETS are growing in popularity every year, and water sprinkling will soon be a thing of the past. At times Watford's main street is like a pavement since it has been treated with oil.

IN THE DEATH of Mr. Manigault of Strathroy the Guide-Advocate loses its oldest advertiser, Mr. Manigault having carried continuously for over thirty years a professional card in these columns.

DON'T DELAY your orders for tailoring, new goods all in.—SWIFT'S.

THE LAMBTON Publicity Association are having a list of Lambton farms for sale published in pamphlet form to distribute at the Toronto Exhibition and elsewhere. The list comprises thirty-three general farms and nine fruit farms.

THE intense heat on Sunday last depleted the attendance at the local churches and Sunday Schools. Most people considered it pretty trying to listen to an ordinary sermon with the thermometer registering in the nineties.

ON Sunday next the Presbyterians and Congregationalists will hold union services in their respective churches. In the morning the service will be in the Presbyterian church, in the evening in the Congregational. Rev. R. M. Stevenson will preach at both services.

MRS MARGARET BELL SAUNDERS, formerly of Watford, now engaged in journalism in London, England, is writing an article for The Portnightly Review on some of her experiences in helping to feed destitute women and children in Belgium.

THE ROCHE HOUSE and the McManus House have made application for standard hotel licences for the year commencing Sept. 16th. This "standard hotel" license assures the travelling public of a certain degree of comfort. It also means that the hotels will be protected against competition from places of the boarding house type and will have the sole right to sell soft drinks, cigars, etc.

SPECIAL LINES of cotton blankets, white, dove, grey and fancy, all sizes.—SWIFT'S.

MAJOR STEWART of the 148 is laid up with typhoid.

FIRST SHIPMENT of ladies' and gents' sweater coats, \$2.00 to \$5.00.—SWIFT'S.

OUR stock of school shoes is complete. All kinds at old prices. See our stock before you buy.—P. DODDS & SON.

PETROLIA BOWLERS were here Wednesday afternoon to play a League game with the home club. Results, Petrolia 15 up.

THE Patriotic League meets in the Lyceum every Thursday afternoon to work on Hospital supplies. Any lady taking an interest in patriotic work will be welcome.—M. OSBORN, Sec'y.

ONTARIO BAKERS have been notified by Jos. E. Rogers, superintendent of the Provincial Police, that they must make loaves of a uniform weight of one and one-half pounds. This notice has caused the raise in the price of bread in many places where a smaller loaf was being sold.

THE duck and goose shooting will commence on the 5th of next month and will last until the 15th of December. No quail shooting will be allowed for two years and a heavy penalty will be assessed if any persons are found shooting or killing the bird. This is done to prevent the bird becoming extinct.

CAPT. W. A. WILLIAMS of Lambton 149 and his recruiting staff were in Watford Friday and Saturday looking for recruits to fill vacancies in the battalion. It is expected that the Lambton boys will leave Camp Borden for the front in from four to six weeks. Capt. Williams speaks highly of Camp Borden.

MARY LEVINA, the four months' old daughter of Mr. and Mrs. Bernard Anderson, passed away on Wednesday last week after two weeks illness with enteritis. The funeral was held on Friday at the Watford cemetery. Rev. E. H. Sawers taking the service. Many friends extend sympathy to the bereaved parents in the loss of their only child.

LADIES, we can make your suit in city style.—SWIFT'S Ladies' Tailoring Dept.

A TREATY between Great Britain and the United States for protection of insect destroying birds on both sides of the Canadian boundary was signed at the state department at Washington last week. The treaty is very broad and covers practically all kinds of bird life. So far as is known this is the first treaty of the kind ever signed.

THE corner stone of the new parliament building at Ottawa is to be laid on September 1st by the Duke of Connaught. Those in charge of the building operations concluded a two-days' sitting Friday, and selected this date owing to the fact that it was on September 1st, 1860, that the corner-stone of the old building was laid by the late King Edward VII.

THE BANK ACT has been amended to permit the Minister of Finance to claim from all the banks of Canada the balances unclaimed for more than five full years, the moneys to be used for the Patriotic Fund or for any other purpose in the public interest. Formerly any unclaimed deposits after five years were claimed by the banks.

IN HIS MONTHLY bulletin, Dr. C. J. C. Hasings, M. O. H., Toronto, strongly advocates the use of pasteurized butter only. He advises purchasers to ask for pasteurized butter and to see that the word 'pasteurized' is on the wrapping of purchased article. This will ensure their getting what they ask for. In a household where there are children under 15 years of age, pasteurized butter should, he says, be used for the sake of safety.

THE growing importance of irrigation in the agricultural development of Canada is suggested by a new folder just issued by the Department of Natural Resources of the Canadian Pacific Railway. The folder deals with the irrigation enterprises in the neighborhood of Calgary. It is handsomely illustrated and complete with valuable information for the farmer and home-builder. A copy may be had free by writing the Publicity Branch, Department of Natural Resources, Calgary, Alberta.

THE MITCHELL ADVOCATE says:—"A case that aroused a good deal of interest came before the Police Magistrate on Wednesday. Wm. Honey had John Burch arraigned for pruning trees fronting his house. Burch is employed by the town, and the chairman of the Park and Shade Trees committee gave him instructions to cut the trees. The trees in all cases, are owned by the persons whose property they front. Mr. Honey swore the trees were ruined. The pruning was done without the authority of council by resolution, and the Magistrate felt that the statutes were not complied with. A fine of \$5 and \$3.75 costs was imposed.

IF, AS A RESULT of the war, the business of publishing newspapers comes to assume a more business-like character, there will be one gain to count. Why should the person who purchases a newspaper get it for a price generally below its cost of production? Yet that is the case in practically every instance, the difference being charged to the advertiser. Should there not be a leveling up as between the two sorts of customers? Or is the advertiser better satisfied to pay so long as he gets his announcement into the hands of the people? At all events newspaper publishers are up against a real problem. Either more revenue must be found or costs of production curtailed. The problem is as acute for the town and village weekly as for the metropolitan daily. Just now the weekly publishers fancy an increase of subscription price from one dollar per year to one dollar and a half will meet their case. In many instances the resulting increase in revenue will not more than cover the actual rise in the publisher's personal expenditures, leaving nothing to cover the many and serious advances in paper, ink, metal and wages. The publishers of the daily newspapers of New York decided they had to do something and at a conference they have agreed to decrease their various issues by a total of 121 pages per week. This is applying the pruning knife with a vengeance. Yet so large and unwieldy had the New York papers come to be that it is doubtful if any reader will protest. Meanwhile it is not possible that there is something for Canadian publishers to learn from the action of these big daily men at Gotham.

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PERSONAL.

Mr. S. J. Harper left for Edmonton on Tuesday.

J. F. Elliot left Tuesday on his annual trip to the West.

Capt. Stapleford was home from Camp Borden over Sunday.

Guy Strangeway, Sarnia, visited at Mr. Carl Class' last week.

Mrs. H. A. Cook is visiting her mother, Mrs. McLeay, Main st.

Sergt. R. H. Trenouth was home from the big camp over Sunday.

Mrs. Reginald Smith returned Monday to her home in Edmonton.

Jean L. Fitzgerald is visiting her uncle, W. L. Young, banker, Markdale.

Leander Griffith and Manfred Thompson motored to Toronto this week.

Mrs. Manfred Thompson and son Foster are visiting Glencoe friends this week.

Miss Agnes Williams is in Toronto this week, attending the millinery openings.

Rev. S. P. Irwin is expected home from his vacation this (Thursday) evening.

Dr. and Mrs. Newell motored to their old home near St. Thomas on Wednesday.

Mrs. Wykesmith, Toronto, spent Sunday with her parents, Mr. and Mrs. T. Dodds.

Miss Florence Lovell is attending the millinery openings at London and Toronto.

Mrs. T. N. Langan, Kankakee, Ill., is visiting her parents, Mr. and Mrs. D. Roche.

Miss S. C. McKenzie is spending a few days at her old home in Adelaide tp. and elsewhere.