Guide-Advocate

Watford, Ont.

PUBLISHED EVERY FRIDAY.

SUBSCRIPTION—$1.00 per annum in advance. $1,50 not so paid.

ADVERTISING RATES.

Space	One Year	Half Year	3 Months
One colum	$60	$35	$20
Half colum	35	20	12
One fourth column	20	12	8
One-eighth "	1	8	
One twelfth "	8	5	

Mercantile advertissrs will be allowed a change of matter every two weeks. Weekly changes can be had at a slight extra cost. Copy of change must be in printer's hands by Wednesday afternoon.

TRANSIENT—First insertion per line, 3 cents; subsequent insertions 4 cents each time per line. 12 lines makes one inch.

BUSINESS CARDS—Six lines and under, per year $5 00.

LOCALS—10c. per line each insertion. Miminum barge 25 cents.

Advertisements without specific directions wi l be nserted tillforbid and charged accordingly.

HARRIS & CO.
PROPRIETORS.

Guide-Advocate

HARRIS & CO. PROPRIETORS

WATFORD, FEBRUARY 3, 1911.

Small Doses for Retail Advertisers.

Advertising is salesmanship multiplied.

Good advertising and good sense are first cousins.

A business that is not worth advertising is not worth running.

Advertising money, spent right, is an investment, not an expense.

A good ad sells goods to-day, and makes a good reputation for to-morrow.

Illustrations that illustrate are best. Pictures don't do much good.

Advertising done right is buying business—often future business.

Advertising is never any better than the man or woman behind the pencil.

The time to stop advertising is when you are ready to close up your business.

The merchant who can't think of anything to advertise is a dead one and doesn't know it is funeral time.

One robin doesn't make a summer, neither will one good advertisement keep the store full of customers.

Advertising is the business news of a store. When it stops the public have a right to believe that there is "nothin' doin'."

Always leave something unsaid in your ad. Telling the whole story is not wise. Judgment is seldom influenced when you rob the reader of his natural desire to find out more about the article than is told in the ad. This desire to find out more often produces a sale.

There is no advertising value in one-time insertions. It is the keeping at it which brings results in advertising.

What Every Country Boy Knows.

There are children in New York, perhaps there are some in Toronto, who have only a picture-book knowledge of the cow. Impressed by this fact, the Park Commissioner of the metropolis will have a Jersey added to the herd of animals at Central Park. He might go further and add a few sheep and hens. There are doubtless New York youngsters of impish wisdom with regard to city things who have no idea of the periodical sheep shearing and of the "clucking" propensities of the mother of all omelettes.

But Toronto cannot afford to laugh at the city-bred ignorance of the big-city. Within a radius of a few hundred feet from the corner of King and Yonge streets, there are quite a number of grown-ups who could not tell a field of wheat from a field of barley. Young Toronto may be inclined to jibe, sometimes, at the "hayseeds" who come in from the country and stare up at the tall buildings in the downtown district. There is no necessity for an assumption of superior knowledge on the town-dweller. There are spheres of knowledge vitally important to the nation's welfare in which the country lad can stand under a mile handicap and yet catch him on the second lap. Who is the seal hayseed; the countryman who knows little of the man-made cities or the city man who knows little of the God-made fields and the great out-of-doors?

Her Secret

Why She Always Looked So Young

Everyone refers to her as one of the most attractive women in town. It wasn't her features, for while regular, they were not unusual. But the charm lay in the head of splendid, vigorous hair that made a veritable crown. It had that peculiar lustre and the sun gave it an added brilliance—you couldn't look at her without unconsciously commenting on the beauty of her hair.

When asked how she kept it so beautiful she replied that it was no secret, simply proper shampooing, regular combing and the conscientious use of Hirsutone. She admitted it had not always been in that condition, but that she found Hirsutone the best thing she ever got for the hair. It gave the scalp such a cool, refreshed feeling, and the hair was so much easier to dress after its use.

There are plenty of heads that would be just as attractive for Hirsutone soon brings the hair and scalp into good condition.

Your Nyal Drug Store will cheerfully guarantee Hirsutone to do all that is claimed for it, and every woman owes it to herself to try it.

Sold and Guaranteed by
WATFORD DRUGGISTS.

Nyal's FAMILY REMEDIES
LOOK FOR THE DANDELION COLORED PACKAGE

One for each everyday ailment

PAINS THAT MAKE MISERY

A Talk With Our Lady Readers.

Have you ever noticed how miserable and unhappy the little pains and aches make one? A stinging cut, badly chapped hands, a nasty burn, a sore foot, a poisoned finger—none of them wounds or ailments ever likely to cause serious trouble, which come to every woman—and man too—and are just sufficient to take the edge off one's temper and give one a "grouch."

Zam-Buk is just the thing at such times. As soon as you put it on to a sore, a cut, a burn, or any skin injury, it stops the pain, and the smarting, and starts up healing. Don't make the mistake that because Zam-Buk is so widely used by medical men, by nurses, and for serious skin diseases and accidents, that it is only for serious cases. Keep it handy and use it immediately you get some trivial injury or have some little sore.

Mrs. Chas. H. Barrett, Harmony Road, Truro, N.S., says: "I had an ingrowing toe nail, which caused me acute agony. Sometimes the pain was so severe I could not sleep. It became so bad that I feared blood-poisoning had set in. I was advised to try Zam-Buk and bound up the sore toe with it. In a few days it was much easier, and I continued the treatment. The result is that to-day the toe is sound and I have no more trouble with it. We always keep Zam-Buk in our house, and I would strongly recommend it to every housewife."

Zam-Buk is just the thing, too, for the little ones. Pure in its composition, and herbal in nature, it is suitable for the most delicate skin. It also cures piles, eczema, varicose ulcers, cold sores, abscesses, blood poisoning, ringworm, and all similar skin diseases. Sold everywhere at 50c. a box, or post free from Zam-Buk Co., Toronto, upon receipt of price.

Items of Interest.

A little girl with a good figure, wavy hair, a smooth complexion and pretty teeth never has to worry about brains.

Corns cause intolerable pain. Holloway's Corn Cure removes the trouble. Try it and see what amount of pain is saved. m

We think we know our affairs best, but it is hard to bring our friends to agree with us.

Let not the sun go down on your wrath. Take it out of the other fellow while you are in the mood.

IT REACHES THE SPOT.—There are few remedies before the public to-day as efficacious in removing pain and in allaying pulmonary disorders as Dr. Thomas' Eclectric Oil. It has demonstrated its powers in thousands of instances and a large number of testimonials as to its great value as a medicine could be got were there occasion for it. It is for sale everywhere. m

The tuatara lizard found in New Zealand is one of the most ancient forms of animal life found on earth, says Harper's Weekly. Originally this lizard possessed four eyes, but in the course of the ages it has lost one pair and must now get along with two. It is asserted that one of these lizards, owned by a naturalist, had the misfortune some time ago to lose an eye, and that a complete new eye, perfect in every way, has grown in the place of the old one.

Soon after the arrival of his first baby, his wife went upstairs one evening and found him standing by the side of the crib and gazing earnestly at the child. She was touched by the sight and tears filled her eyes. Her arm stole softly around his neck as she rubbed her cheek against his shoulder. He started slightly at the touch. "Darling," he murmured dreamingly, "it is incomprehensible to me how they can get up such a crib as that for 99 cents."

A Lancaster newspaper had this interesting paragraph: Apropos of the annual meetings of the Bible Society's Auxiliaries, it is not generally known that the first Bible printed on this continent was Eliot's Indian Bible, whose title was this: "Mamusse Wunneetupanatamwe Up-Biblum God naneswe Nukkone Testament kah wonk Wusku Testament. Ne quoshkinnumuk nashpe Wuttineumoh Christ noh oscoewesit John Eliot." This was printed in 1663. The Indian language in which it was printed is extinct and only one man living in 1873 could read it. The next Bible printed in America was Saur's, in German, in 1743. The first English Bible printed on this continent was at Boston, in small quarto, in 1752.

"HE SAID, IN PART."

Of all the many woes that smart
And rack and break a speaker's heart
The worst is this, "He said in part."

"He said in part," and then a bit
Of commonplace, no force, no wit,
No logic in the whole of it.

"He said in part"—the anecdote,
The finely thrilling lines you quote,
The eloquence whereon you gloat,

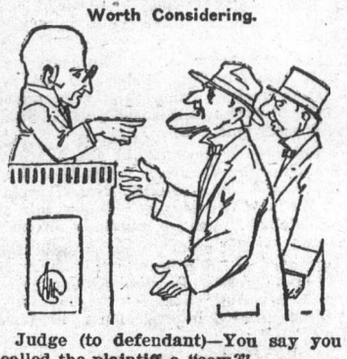
All, all are gone, and there remain
Some doddering remarks inane,
The very refuse of the brain.

Hereafter in the time of rue,
When those are stewed that ought to stew,
That editor will get his due.

The fiends will give him for his dress
Just half a coat, no more, no less,
And pants that but one leg possess.

And he must on his journey start
Wearing on his remorseful heart
The legend grim, "He wears—in part."
—Amos R. Wells in Puck.

Worth Considering.



Judge (to defendant)—You say you called the plaintiff a "cow?"

"Yes."

Judge (to plaintiff)—And you want $50 for reparation. Don't you think that a big sum?

Plaintiff (a drover)—But, judge, take into consideration the high price of cattle.

The Cause of the Trouble.

A minister found at his door a needy looking knight of the crosstie, who asked for a job that he might earn his breakfast.

The minister could think of no work he needed done, but he had a barrel of potatoes, some of which had become slightly decayed, so he told his guest that he might pay for his meal by sorting out the good potatoes.

Coming down from his study later, he found the stranger with his chin resting between his hands and a look of deep perplexity on his face.

"What's the trouble?" he inquired. "Is the work too hard for you?"

"No; the work's not hard," was the dispirited reply, "but it's an awful strain on the judgment."—Success Magazine.

Still Running.

A very small negro boy was a regular attendant at a boys' reading club and always called for the same book and always turned to the same place, at which he looked eagerly and then laughed heartily.

The attendant's curiosity was aroused by a performance many times repeated, so he followed the little fellow one night and, looking over his shoulder, saw that he opened the book to a picture of a bull chasing a terrified negro across a field. He was just about to ask what the joke was, for the laugh had again come rippling up to him, when the boy looked around, grinning.

"Golly," he cried, "he ain't kotched him yit!"—Housekeeper.

Two Bullseyes.

Senator La Follette was talking about two corporations that had been attacking one another in the press.

"They both scored," he said. "They made me think of two prisoners in Atlanta, one of whom had been convicted of stealing a watch, the other of stealing a cow.

"These two prisoners hated each other, and as they passed one morning in the exercise yard the cow stealer said, with a sneer:

"'What time is it?'

"'Milking time,' the watch stealer answered."—Boston Globe.

In the Interests of Economy.

"Tompkins is quite a society man, isn't he?"

"Yes, but it took a lot of hard training."

"Training?"

"Sure. Why, Tompkins has got himself down so fine that he can eat enough at one society function to last him until the next one."—Cleveland Plain Dealer.

Two Dilemmas.

"I want to see you just a minute," says the lady at the bottom of the steps, "but this hobble skirt is so tight I can't climb the stairs. You come out, won't you?"

"I would if I could, but this new hat of mine is too wide to go through the doorway," sighs the one on the inside.—Life.

Shiloh's Cure
quickly stops coughs, cures colds, heals the throat and lungs. . . . 25 cents.

BLACK KNIGHT STOVE POLISH

Don't use as much "Black Knight" as you have been using of other stove polishes.

You don't need as much, to bring a brilliant, glittering, lasting polish to the iron-work.

A little of "Black Knight" goes a long way.

And you get a bigger box of "Black Knight" than of any other stove polish that sells for 10c.

If, for any reason, you can't get "Black Knight" Stove Polish at your dealer's, send 10c. for a large can postpaid.

THE F. F. DALLEY CO. LIMITED, - HAMILTON, Ont.
Makers of the famous "2 in 1" Shoe Polish. 20

KERWOOD ROLLER MILLS.

OUR FLOURS:

Ladies' Choice, Silver Leaf and Scotch Thistle.

The Best on the Market. All Tried and Proven.

FEED OF ALL KINDS.

Including a Big Shipment of Corn Just Arrived.

Best Attention Given to Gristing and Chopping

HIGHEST PRICE PAID FOR WHEAT.

Thanks for past favors, and we solicit further orders which will receive our prompt and careful attention.

G. A. DUNLOP, Proprietor.

A. D. HONE

PAINTER and DECORATOR

Specialist in Hand Painted Decorations.

The Best Work at Reasonable Prices. Estimates Furnished

A COMPLETE LINE OF

Samples of WALL PAPER on Hand.

When you have work n his line let him figure on it.

OUR

Furniture Sales

Continue to increase each year and we appreciate the very generous patronage that it has been our pleasure to enjoy during 1910 and during 1911 we shall be in a better position than ever to give you

The Newest. . . .
The Best . . . . .
And the Cheapest FURNITURE

that the wholesale trade supplies, because we buy in large quantities and receive large discounts which means bigger values for our patrons. We cordially invite you to share in those advantages.

H. A. COOK,

Main St., Watford. Furniture and Undertaking.

Some men are good because the devil has found no use for them.

The superiority of Mother Graves' Worm Exterminator is shown by its good effects on the children. Purchase a bottle and give it a trial. m

Some girls are said to be worth their weight in gold, but some others are not worth their weight in the food they waste in trying to cook it.

When the weather man hands us out some shop worn weather left over from last season we wish we had not been so charitable as to give away all our last season's clothing.

A RECOGNIZED REGULATOR.—To bring the digestive organs into symetrical working is the aim of physicians when they find a patient suffering from stomachic irregularities, and for this purpose they can prescribe nothing better than Parmelee's Vegetable Pills, which will be found a pleasant medicine of surprising virtue in bringing the refractory organs into subjection and restoring them to normal action, in which position only can they perform their duties properly. m

An excellent remedy for sprains and rheumatism can be made at home (says a medical writer) as follows: Half a pint of the best vinegar, halt an ounce of camphor, half an ounce of spirits of wine, one ounce of best turpentine, one new-laid egg. Break up the camphor and put it in the spirits of wine in a bottle. Beat up the egg into the vinegar, and when the camphor is melted, add the egg and vinegar to the spirits of wine, then add the turpentine, and shake it all up so that it gets thoroughly mixed. Cork the bottle well.

The man who went out to milk and sat down on a bowlder in the middle of the pasture and waited for the cow to back up, was a brother to the man who kept a store and wouldn't advertise because he reasoned that the purchasing public would back up to his place of business, when it wanted something.

STATE OF OHIO, CITY OF TOLEDO, LUCAS COUNTY. } ss.

Frank J. Cheney makes oath that he is senior partner of the firm of F. J. Cheney & Co., doing business in the City of Toledo, County and State aforesaid, and that said firm will pay the sum of ONE HUNDRED DOLLARS for each and every case of Catarrh that cannot be cured by the use of Hall's Catarrh Cure.

FRANK J. CHENEY.

Sworn to before me and subscribed to in my presence, this 6th day of December, A. D. 1886.

(SEAL.) A. W. GLEASON, NOTARY PUBLIC.

Hall's Catarrh Cure is taken internally, and acts directly on the blood and mucous surfaces of the system. Send for testimonials free.

F. J. CHENEY & CO., Toledo, O.

Sold by all druggists, 75c.,

Take Hall's Family Pills for constipation.

Every winter, shortly before the close of navigation in the St. Lawrence, it has been the custom to bring to Canada a cargo of Holland gin. This year's cargo is the largest on record, consisting of 120,000 packages. If each package contains twelve bottles, this will mean close to a million and a half of bottles of these ardent spirits for Canadian consumption. The duty collectable by the Government on this importation will reach the sum of $720,000.