

Guide-Advocate

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

FRIDAY, SEPTEMBER 2, 1921

CHANGES IN MUNICIPAL ACT

The following are some of the changes made in the Ontario Municipal Act at the last session of the Ontario Legislature:

By a change made in the law, a bylaw making a grant to a hospital will only require a majority of those voting on it.

Members of councils in counties and townships may be paid at a rate not exceeding \$8 a day for attendance at meetings of the council instead of \$5 as formerly.

In actions for damages against a county or township for injury sustained by any person by reason of neglect to maintain the highway in repair, notice of the claim must be given to the clerk within ten days instead of within thirty days as formerly.

IRISH SITUATION IN FEW WORDS

Here is a digest of the Irish situation:

Britain is willing that:
Ireland should have the full rights of a Dominion.

Ireland should control her own finance and taxation;

Ireland should have the right to maintain a force of territorials and police.

Ireland should control her own industrial affairs, and her postal and educational systems.

Britain insists that:
The British navy must control the surrounding seas;

Britain control air and communication facilities;

Ireland shall impose no restrictions on commerce between the islands;

Ireland shall assume a share of the British debt;

Ireland shall keep her territorial forces within reasonable limits;

Ulster's powers and privileges shall not be interfered with except by her own consent.

Ireland demands:
Complete but amicable separation

—a political detachment free from imperial entanglements;

Arbitration of the British debt.

BANKING HELP TO CATTLEMEN

At a conference of Government officials and leading bankers, an arrangement has been made to provide special banking accommodation to livestock raisers. The need for this has grown out of the critical state of the industry, particularly in the West, arising from steadily falling prices. The banks are adopting the policy of giving longer time on loans, of renewing notes, and generally of caring for the man who wants to carry his cattle for better market conditions instead of almost giving them away.

This is wise policy. One of the merits of our branch banking system is that when extra accommodation is ordered from headquarters for any group of borrowers, the amount made available is large enough to be of real help. If the banks were local, as in the United States, falling prices of cattle would impair the security of advances, and compel the small banker to call in loans. With the central system, funds can be transferred to the scene of the crisis, and provided that a cattle-raiser's general credit standing is good he can be carried through even though temporarily he may seem swamped. It is the basic worth of the business that is the foundation of generous help.

This is one of the measures taken by the Dominion Government to help the livestock industry. It is taken without fuss or advertisement. Recently a conference of railway managers was held in Ottawa to arrange for lower freight rates on cattle. A substantial cut, amounting to approximately \$10 a head, was agreed upon. The efforts of Dominion Government officials to build up British markets for our live cattle have been very successful. Recent exportations, nearly all from Ontario have yielded good results. The Government Merchant Marine should have cattle boats for this growing business. If the banking and transportation interests co-operate so well,

the hardships of the Canadian cattle-raiser will be less than those of his United States competitor who is dumping cattle on the Chicago market at give-away prices, because of lack of financial accommodation. Mail and Empire.

OLD COUNTRY LASSIES SEEK HUSBANDS HERE

London, August 30.—The growing excess of women over men, as revealed in the recent census in England and Scotland, has acutated a special correspondent in The Times to revive and discuss the ancient and hoary remedy of the emigration of women to relieve the disparity.

The writer in The Times has discovered, however, that the excess of marriageable men in the overseas dominions does not lend encouragement to the idea. In Canada, he points out, there are only 200,000 excess male eligibles in the marriage mart; in Australia, 50,000; New Zealand, 12,000, and South Africa, 30,000—or roughly speaking, about 300,000 husbands for the some millions of English and Scotch lassies who are likely to remain husbandless in the old country.

The Times does not accept this or advocate it as an argument against the emigration of women, however. It maintains that in any case the marriageable opportunities are probably a little greater in the dominions. Political economy also makes female emigration desirable, for if women continue to crowd the home labor market the wages for females must decrease.

Incidentally the figures of the Scottish census, as recently announced show the smallest increase yet recorded.

MOULDING THE FACE

It is a matter of common observation that husbands and wives in the course of years very frequently come to resemble each other physically, and that the growing harmony in their views and habits of thought expresses itself in their physical features. Another fact which no one will dispute is that the form and expression of a countenance reflect the character and the life history of its possessor. This is something that cannot be explained, except by assuming either that our mental habits are the product of our faces or that upon our faces. A third fact of this kind is the common observation that people engaged in certain religious sects and social castes, often resemble each other physically to a striking degree. Similar pursuits, calling into play similar thoughts, are recognizable in the features of those upon the plastic matter from which human races are created may express itself in two ways. It may change the features of individuals to conform with the mentality of their environment; and it may influence the unborn child by giving it the features already stamped by their thoughts upon the parents.

Children Cry FOR FLETCHER'S CASTORIA

Is your subscription paid in advance?

Wedding Stationery

ANNOUNCEMENTS
INVITATIONS
CAKE BOXES
CARDS

Newest Designs
Finest Quality

The Guide-Advocate

SWIFT'S SWIFT'S SWIFT'S SWIFT'S SWIFT'S SWIFT'S SWIFT'S

First Showing LADIES' SUITS and COATS

All that is New in
COATS, SUITS, DRESSES
Silk, Wool and Canton Crepe

NEW YORK MODELS, MADE-IN-CANADA. EXCLUSIVE STYLE—CORRECT PRICES

ASK TO SEE OUR NEW DRESS, SKIRTS—EXTRA SPECIAL
TAKE A GOOD LOOK AT OUR WAISTS. CHOICE STYLES
OUR DRESS GOODS, IN PLAIN AND FANCY DESIGNS
HOSIERY, GLOVES AND UNDERWEAR, FINE STOCK
10 DOZEN MEN'S HEAVY SHIRTS, BEST VALUE IN ONTARIO \$1.25
10 DOZEN HEAVY SNAG PROOF OVERALLS, \$1.25

Swift, Sons & Co.

SWIFT'S SWIFT'S SWIFT'S SWIFT'S SWIFT'S SWIFT'S SWIFT'S

WANT COLUMN.

Five lines and under 25c.
Card of Thanks 50c.

ARE YOU WANTING SALT?
See "ELARTON" ad on page 5.

MILLINERY, DRESS MAKING
and Plain Sewing at home.—Miss
King, care of H. E. King, R. R. 7,
Alvinston. 2s-2t

FOUND—A sum of money. Owner
can have same by proving property
and paying this ad. Apply to
Jack McIntosh.

FOUND—A purse containing valuable
papers. Owner can get same at this
office by proving property and paying
for advertising.

FOR SALE—FURNACE, Large
size Pease Economy. Suitable for
store, school, church, hall or large
residence. Bargain if taken at once.
Andrews Wire Works of Canada Ltd.

TINSMITING AND REPAIRING
—neatly done at reasonable prices.
Phone or leave orders at Howden's
store, or at my residence just in the
rear.—Geo. Dodds, Watford.

LAWN MOWERS, Binder and
Mower sections sharpened. A trial
will convince. General Repairs.—
Bulder's Old Stand. jys-1

WANTED—At once a good reliable
farm hand, good wages paid
including board. Apply R.R. 2, Al-
vinston, or lot 28, Con. 10, Brooke.
jul22-tf

CARD OF THANKS—Mr. and
Mrs. H. S. Graham wish to thank
their many friends and neighbors
who were so kind during the long
illness of their little son, and also at
the time of his death.

Mr. and Mrs. H. S. Graham.

CARD OF THANKS—Mrs. Coch-
rane, Dutton, and Mrs. W. McCor-
nick of Watford, wish to express
sincere thanks to the many friends
in Watford and vicinity for kindness
and sympathy (and especially the
Rev. S. P. Irwin) during their recent
bereavement in the death of their
sister, Miss Saunders.

CORRUGATED IRON, Preston
Safe-Lock Shingles, Metal Ceilings
and all kinds of metal goods. Also
Brantford Asphalt Shingles and
Roofing. Anyone requiring any sup-
plies in this line will find it to their
advantage to get in touch with GEO.
O. STEVENSON, Phone 74, Wat-
ford. u19tf

Make your Birthday the oc-
casion for a new ROBSON
Photograph of yourself.
—Studio, Petrolia
War Tax on Photographs
has been removed.

STRATHROY REAL ESTATE
EASTMAN & SEARSON
Farm, Town and City Property
sold and exchanged.
Office opposite P.O. Phone 158
d15s-6m

SCHOOL SHOES

GIRLS' MAHOGANY BAL., BROGUE STYLE
GIRLS' BLACK BAL., LOW HEEL
BOYS' BROWN BAL., ENGLISH LAST
BOYS' BLACK BAL., ENGLISH LAST
BOYS' BLACK BAL., WIDE TOE, HEAVY SOLE

JUST THE THING FOR SCHOOL
GOOD WEARERS, LOW PRICE

COMPARE OUR SHOES FOR
QUALITY, STYLE AND PRICE

P. DODDS & SON

WATFORD'S BUSY STORE

BEST MEDIUM OF ALL

(Hamilton Spectator)

A young man started a small
men's clothing store in a middle
western city. He had a capital of
\$12,000 and had \$9,000 more. He
also had ideas and nerve. Before he
opened his door he had invested
\$5,000 in newspaper advertising.

Today, 32 years later, he is re-
puted to do the largest retail men's
clothing business of the world, and
his store has a nation-wide reputa-
tion as a leader. In those 32 years
he has spent \$5,000,000 in news-
paper advertising.

Speaking of the part newspaper
advertising played in his success, the
other day this man said:

"It may seem strange, but the
people believe what they read in the
newspapers. That's what makes ad-
vertising in the newspapers so valu-
able. I have always made it a point
to state the truth exactly never to
exaggerate. I would rather have the
customer a little surprised when he
looked at the goods than a little dis-
appointed."

"I've tried advertising on bill-
boards, in street cars, in magazines,
pamphlets, in novelties. I once sent
up a flock of balloons with letters
tied to them, and prizes—\$500, \$100
and other rewards—to the finders."

"I stuck up sign posts all over the
city. Well, some of them went to
kindling wood; some were torn down
by the city. I tried many other ways
of advertising—but the newspapers
proved by all means the best, and I
kept everlastingly at it. Advertising
is to the building up of a business
what steam is to commerce."

**MAIL CONTRACT**

Sealed Tenders, addressed to the
Postmaster General, will be received
at Ottawa until noon, on Friday, the
23rd September, 1921, for the con-
veyance of His Majesty's Mails on a
proposed Contract for four years,
over Watford No. 3 Rural Route,
from the 1st of October next.

Printed notices containing further
information as to conditions of pro-
posed Contract may be seen and
blank forms of Tender may be ob-
tained at the Post Offices of Wat-
ford, Ontario, and at the office of
Post Office Inspector.

D. J. McLEAN,
Post Office Inspector in charge.
Post Office Inspector's Office,
London, August 12th, 1921.

**MAIL CONTRACT**

Sealed Tenders, addressed to the
Postmaster General, will be received
at Ottawa until noon, on Friday, the
23rd September, 1921, for the con-
veyance of His Majesty's Mails on a
proposed Contract for four years,
over Watford No. 8 Rural Route,
from the 1st of October next.

Printed notices containing further
information as to conditions of pro-
posed Contract may be seen and
blank forms of Tender may be ob-
tained at the Post Offices of Wat-
ford, Ontario, and at the office of
Post Office Inspector.

D. J. McLEAN,
Post Office Inspector in charge.
Post Office Inspector's Office,
London, August 12th, 1921.

HAVE YOUR PIANO TUNED NOW
Pianos Tuned properly by one on
your own town. All work guaran-
teed. Graduate of Brantford Insti-
tute. Terms reasonable.
GLEN GRAHAM