

THE STERLING BANK
OF CANADA

SAVE Because--

Thrift is not saving at a sacrifice,
it is spending at a profit.

Guide-Advocate
Watford, Ont.

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charge 25 cents.

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inserted till forbid and charged accordingly.
W. C. AVLESWORTH, Publisher.
T. HARRIS, Editor.

Guide-Advocate
WATFORD, MARCH 7, 1919

YOU AND JIM
Should Understand Each Other Much
Better—Help Him, He Will
Help You.

Only a storekeeper—that's all.
Down street—yes, in your own town.
Plain sort of a fellow, him—not much of a merchant, no. Decent chap, though, and honest.
When you drop into his store, it's like him, plain.
He calls you "Bill" and you call him "Jim"; home folks, you know.
He asks you how the children are, and wife; he knows them, too.
He shows you what you want to buy, he tells you if it's good or bad—and names the price.
"Just charge it, Jim," you say, "I'm a little short, rightnow."
"All right, Bill," he says, and wraps it up.
He pays his taxes here; he chips in all he can to help along the fire department and police, the schools and churches.
He sits in lodge with you; he calls around when you are sick.
He hires home folks to clerk and keep his books; he buys his groceries, meat and clothes, the little furniture at home, of neighboring merchants.
"Tisn't much, but what it is your town gets all the benefit.
Your bill comes due, and still you're short of ready cash: "I'll have to stand you off awhile," you say.
"All right, Bill," says he, "I know you'll pay me when you can," and neither growls nor grumbles.
Pretty decent sort of chap, isn't he? You know it.

But what about the catalogue you keep at home and study nights and Sundays?
You read the sideshow line of

Catarrh Cannot Be Cured
with LOCAL APPLICATIONS, as they cannot reach the seat of the disease. Catarrh is a local disease, greatly influenced by constitutional conditions, and in order to cure it you must take an internal remedy. Hall's Catarrh Medicine is taken internally and acts through the blood on the mucous surfaces of the system. Hall's Catarrh Medicine was prescribed by one of the best physicians in the country for years. It is composed of some of the best tonics known, combined with some of the best blood purifiers. The direct combination of the ingredients in Hall's Catarrh Medicine is what produces such wonderful results in catarrhal conditions. Send for testimonials, free.
F. J. CHENNY & CO., Props., Toledo, O.
All Drugists, 75c.
Hall's Family Pills for constipation.

talk about the stuff it lists.
Yes, and when you have the coin, maybe, you make an order for some things you think you've got to have and with the order send the dough; you buy it sight unseen.
In time the shipment comes—you'd hate to have Jim know. 'Course, it's none of his business, but then, he might feel hurt because you haven't paid him what you owe.
Somehow the plunder that you get doesn't seem so wonderful as the story of it read; in fact, it isn't what you thought it was.
And if you're stung, as others often are, you don't put up a holler and ask your money back. Nary!
You read the line of talk again, and find the chap who wrote it was darn sight smoother than you thought; he worded his description with such clever skill that you yourself filled in his artful gaps and now your stung, you'd a leetle rather no one'd ever find out.

But Jim, oh, that's another matter quite. If accidentally you happen to forget to warm the axe you bought of him, before you chop, and bust a clean-out semi-circle from its edge; or if the cook-stove Mandy bought of Jim doesn't suit her notion about the way it bakes or draws; or if the barrel churn he sold you slacks because the girls forgets to keep a little water in it—

Why, you go right back to Jim and if he doesn't hustle around and smile and hand you out another axe, no charge, or send a man to see the stove and clean your soot-clogged chimney out, or tighten up your churn—by thunder, you cut loose and rip him up the back and down again—that's different.
Yep!
Poor old Jim!
Only a storekeeper—that's all.
"He can't compete with mail order folks," you say. "He don't know how to buy; he hasn't the outlet; his prices are too high."
If he can't compete the fault is yours as much as his.

You measure by a double standard. You finger over his stock, you blow your breath on his razor blades, you get his guarantee and then you stand him off and let him sweat until you're good and ready to pay—while to the strangers, who neither know you nor care a tinker's cuss about you, you must pay before you see or get the goods.
You make Jim earn the slender profit that he makes on you; you make him be your banker when you're short of funds; you squeeze poor Jim and jew him down and strain the truth to beat the band; you strew his path with thorns and rocks.

And if your neighbors do like you and send their ready cash away to swell the sales of those who never help your town or you, some day, not very far away, poor Jim will reach the point where he can't longer hold the bag, and when he closes up or moves away, there's one more vacant business place in town.

And real estate is on the bum—your town grows backwards; somehow taxes keep acclimbing up, but stores are fewer, business worse and worse each year. The schools are getting punk, you've got to send your children to the city for a decent education—and for that you must pay cash.

Why? Think it over. —Mike Kinney.

Operated either by electricity or compressed air, a wood planing and grooving machine has been invented that does the work of fifteen to twenty men with hand tools.

Dr. Masaryk
a Great Patriot

THE Czecho-Slovak people owe their splendid preparation for unity and independence to the labors of a group of devoted patriots! To Masaryk, Dencs, Stefank, and others. Of these, Dr. Thomas Masaryk, President of the new Czecho-Slovak Republic, is the most remarkable. Like Mazzini, his whole life has been given to the cause of liberty and nationality, which he has tried to realize by strengthening and deepening the spiritual and cultural life of his people. He is really the last of the "awakeners" of Bohemia. He has always urged his people to assimilate the progressive ideas of other nations, particularly those of the western democracies.

He became known throughout Europe before the war as the fearless critic of the brutal and reactionary regime that held Austria-Hungary in its grip. Every attempt at injustice was sure to find him in the opposition. The attempt to rouse horror Semitism in Austria through accusations of ritual murder failed largely because of his noble defence of the Jews. When the 53 Jugo-Slavs were convicted of treason in the celebrated Agrain trial of 1909 and sentenced to death, Masaryk proved that the documents that had supplied the proof of their conviction had been forged by officials of the Austro-Hungarian Foreign Office in order to bring about a war with Serbia. It can be readily understood how the Austrian bureaucrats have hated him. He was, indeed, a marked man, and when the war broke out had to flee for his life in order to continue the work of redeeming his country.

Under the pressure, writes Stephen P. Duggan in the American Review of Reviews, of an afternoon visit with him and came away impressed by the depth of his patriotism, the soundness of his judgment, and his magnanimity. He is probably the greatest enemy of the Magyars and Germans of Austria-Hungary, but he does not hate them, nor does he wish their destruction. He does demand, however, that while they shall have the opportunity to lead their lives as they will, they shall be compelled to grant the same privileges to the nationalities they have hitherto suppressed. Dr. Masaryk is not opposed to federalism, but the federation must be one voluntarily formed by free states.

The Czecho-Slovaks are the most western of the great Slav peoples. They are composed of the Czechs who inhabit Bohemia, Moravia and Silesia, which are provinces of Austria, and of the Slovaks who live in Slovakia, i.e., in the most northern counties of Hungary. They number about 9,000,000, of whom three-quarters are Czechs and one-quarter Slovaks. Both peoples are of the same race, and the two languages are so closely akin that a person who knows Bohemian (Czech) can read Slovak probably more readily than an Englishman can read Robert Burns. The Czechs are far more advanced, politically, industrially, and intellectually, and have had a truly heroic history. The Slovaks have had no independent history since they were conquered by the Magyars (Hungarians) early in the tenth century.

When the great war burst upon Europe the Czecho-Slovaks were filled with consternation and horror. They were called upon to fight the nations which they loved and to take up arms in favor of their own oppressors—to weld their own chains the firmer. They refused. The Czech regiments went to the front singing their own national anthem, and when they arrived there they deserted to the enemy. It is estimated that altogether more than 200,000 of them went over to the Russians, Serbians and Italians. The people at home refused to buy the Austrian war bonds, gave valuable information to the enemy, and indulged in every variety of obstructive tactics to cripple the Austrian war efforts. This brought forth the most ruthless form of terrorism on the part of the Government. It is estimated that not less than 30,000 Czechs have been executed since the war began and the prisons are still full. But persecution at home only brought forth increased efforts abroad. Under Masaryk's inspiration Czech emigrants to England, France, Russia and especially in America, formed powerful organizations for the purpose of carrying on the fight for freedom.

The Bohemian National Alliance and the Slovak League formed in the United States have been the principal financial support of Masaryk's campaign, for he declared at the start that the Czech fight must be backed by Czech money and he refused to accept funds from other friendly sources. With the money thus contributed he raised and equipped volunteer armies on the French and Russian fronts. When the Russian revolution broke out he went to Russia and organized the 100,000 Czecho-Slovak prisoners of war into an army which rendered invaluable service against the Germans before the Russian collapse, and which is still the main hope in Russia of the allied nations.

The Farmer-Banker Alliance

You go to your lawyer for legal advice; to the doctor for medical advice; why not to The Merchants Bank for financial advice?
If you want a loan to buy cattle, hogs or equipment—if you want information as to how to invest money—come to those who make a business of financial matters, and are in a position to give you sound and impartial advice.

THE MERCHANTS BANK
OF CANADA Established 1864.

Head Office: Montreal. F. A. MACLEAN, Manager.
WATFORD BRANCH, ALVINSTON BRANCH, G. H. C. NORSWORTHY, Manager.

Sir Herbert Holt Tells Why Thrift is Necessary To-day

Canada must supply her own capital and War Savings plan will help.

Sir Herbert Holt, president of the Royal Bank has heartily endorsed the War Savings Stamp campaign, stating, in addition, the reasons why thrift was especially necessary at the present time, he said recently:—
"As all our trade enterprises both at home and abroad must be financed by Canadian capital, their success will be measured by the extent of our national capacity for self-denial. To encourage the habit of thrift among all classes, the Government has inaugurated a War Savings Stamp campaign similar to that which proved so popular in Great Britain and the United States. It is unnecessary to enlarge on the value of individual and national thrift. In England the War Savings Committee have recently announced that the organization built up by it throughout the country will be continued as a permanent part of the national machinery. The development of the habit of saving in England has met with marked results, the number of holders of Government securities increasing from 345,000 at the beginning of the war to over 17,000,000 to-day. The success of the movement in England would seem to justify its permanent retention in this country."

For literally shooting trees to death a pistol has been invented by an Englishman that fires steel bolts into their limbs to tear out the living cores.
Tin mine owners in Bolivia are taking large profits from metal which was rejected and thrown into heaps by early Spanish explorers seeking for gold and silver.

"Lest We Forget"

Made the Supreme Sacrifice

- WATFORD AND VICINITY
- Lt.-Col. R. C. Kelly
 - Capt. Thos. L. Swift
 - Sergt.-Major L. G. Newell
 - Pte. Alfred Woodward
 - Pte. Percy Mitchell
 - Pte. R. Whalton
 - Pte. Thos. Lamb
 - Pte. J. Ward
 - Pte. Sid Brown
 - Pte. Gordon Patterson
 - Pte. F. Wakelin, D. C. M.
 - Pte. T. Wakelin
 - Pte. G. M. Fountain
 - Pte. H. Holmes
 - Pte. C. Stillwell
 - Pte. Macklin Hagie
 - Sergt. Clayton O. Fuller
 - Gunner Russell Howard Trenouth
 - Pte. Nichol McLachlan
 - Corp. Clarence L. Gibson
 - Signaller Roy E. Acton
 - Bandsman A. I. Small
 - Capt. Ernest W. Lawrence
 - Lieut. Leonard Crowe
 - Pte. John Richard Williamson
 - Lieut. Chas. R. Hillis
 - Lieut. Gerald I. Taylor
 - Pte. Charles Lawrence
 - Lieut. Basil J. Roche

Boiling for a few minutes in olive oil will harden and waterproof wood.
Rats every year destroy about 5 per cent. of the growing sugar cane in Jamaica.
The highest speed at which elevators are operated is about ten miles an hour.

A rich deposit of manganese has been discovered in Honduras with two miles of a railroad.
Simple and sure—Dr. Thomas' Electric Oil is so simple in application that a child can understand the instructions. Used as a liniment the only direction is to rub, and when used as a dressing to apply. The directions are so plain and unmistakable that they are readily understood by young or old.

Fresh, rich, full-flavored tea
—the same every time

RED ROSE
TEA "is good tea"

Sold only in sealed packages

1919

FREE

For all gardeners—a combined textbook and catalogue. It tells you everything—Study it before you commence your season's work.

FREE

For all poultry keepers and stock raisers, a book that tells you what to do, what to use, and where to get it.
Write for it, Hang it in a handy place—Of infinite value as a ready reference.

Dominion Seeds, Limited
LONDON, CANADA

WAR-SA

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NOTICE

In the Estate
late of the
County of
Deceased.

NOTICE is hereby given that all persons having claims against the estate of James Earl Wilford, who died on or before the 31st day of March, 1918, are to present the same to the undersigned at their names and say, on or before the 15th day of April, A.D. 1919.

AND take notice that the estate having regard to the time of such claims they shall claim them at the time of such distribution.

Dated at Watford A.D. 1918.

NOTICE

In the Estate
late of the
County of
Deceased.

NOTICE is hereby given that all persons having claims against the estate of Robert J. Brooker, deceased, who died on or before the 31st day of March, 1918, are to present the same to the undersigned at their names and say, on or before the 15th day of April, A.D. 1919.

AND take notice that the estate having regard to the time of such claims they shall claim them at the time of such distribution.

Dated at Watford A.D. 1919.

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