

Guide-Advocate

WATFORD, ONTARIO
Member of Canadian Weekly Newspapers Association.
W. C. Aylesworth, Publisher.
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ADVERTISING RATES
Display ads, set, transient, 28c inch.
Display, yearly contract, set, 18c in.
Display Ad., all plate, 18c inch.
Special Position, .5c per inch extra.
Theatrical Adv'tg with reader, or cut, .35c per inch.
Business Locals, front page 10c per line; inside pages 4c per line.
Classified Ads, One Cent per word each insertion. Minimum 25c.

FRIDAY, JANUARY 23, 1925

BACK TO TWO DOLLAR WHEAT

On some of the American markets wheat has changed hands at two dollars a bushel, the highest price since the world war. On the Winnipeg market which is the premier Canadian exchange the two dollar mark has not been attained, but it is only a few cents away.

There has been a serious depression in the farming industry attributed to the low prices prevailing for wheat. The farmers can no longer ascribe their failings to that fault. Wheat is bringing a good price. If it continues for some time at that figure it is more than likely to inaugurate a high price period for other agricultural products, in fact for everything that anybody has to buy or sell for it is a basic product and readily affects the whole fabric of trade.

Nevertheless business in general will rejoice that the trend of affairs is in favor of better times for agriculture. When the farmer is buying harvest machines, stoves, furniture, automobiles and good clothes it is a prosperous season, for everybody and when he is off these things through shortage of money, all lines of business feel the effects.

Note and Comment

To-morrow's the day the Moon-shine makes the Sun-stand-still!

To get a proper idea of Eternity, try paying for a two-thousand dollar automobile on the instalment plan.

The Department of Public Health at Toronto is asking the Middlesex county council to appoint an inspector of cemeteries. Evidently there are still a few soft-snappers who are out of a job.

St. Catharines Standard:—Paris is reported as concerned about why women put on evening gowns. A more difficult question is how they keep 'em on.

St. Catharines Standard:—"Who will pay for our next war?" is the caption over an editorial. Who's gonna pay for the last one is a query of more immediate concern.

"It's an ill win' that blows nobby guid." The big freight wreck at Mandaumin last week blocked the mainline through Watford for a couple of days and all through freight and passenger trains were routed around the north line through Parkhill and Forest. As a result the natives of the northern towns had the time of their lives watching from twenty to thirty trains a day instead of their one train a week through the winter months.

Barrie Examiner:—Speaking before an audience of business men in Walkerton last week, Mr. E. Roy Sayles, manager of the Canadian Weekly Newspapers Association, made several timely remarks in regard to the threatened extinction of the small town merchant by the metropolitan centres. He said: "In order to succeed the local merchant has to fight the department store with their own weapons of publicity. There are many good forms of advertising, but the cheapest of all is the weekly newspaper, through which the merchant can reach many hundreds of homes in town and district for a what it would cost to reach them in any other way."

After a man gets off one witty remark he is expected to give a continuous performance.

The resignation of United States Secretary of State Charles E. Hughes removes from diplomatic life one of the outstanding statesmen of the nation. He is admitted to be the "brains" of the cabinet. During his official career he has displayed a grasp of international questions and breadth of view that characterized few of his predecessors. Only a man of high calibre can fill his shoes.

Sir Henry Thornton, in replying to a number of requests made to him by the New Glasgow board of trade, said: "As I understand it, my instructions are that this railway is to be operated on as businesslike a basis as my ability will permit, and in such a fashion as to remove as quickly as possible the pressure on the public purse of Canada. You cannot run it as a business proposition and mix it up with some sort of philanthropy."

Hon. Howard Ferguson, premier of Ontario, and Sir Adam Beck, chairman of the Ontario Hydro Commission, declared that the provincially owned Ontario Hydro electric system is and will continue to be, a paying proposition, despite the statement attributed to Samuel S. Wyer, associated in mineral technology in the United States museum, to the effect that the system was in reality losing money.

In Northern Oklahoma there is an oil well that is probably unique. It produces not crude oil but high-test gasoline. The well is four thousand feet deep. Its flow is fifteen hundred gallons a day of gasoline that tests seventy gravity. Just what conditions underground could have brought about the natural refining is a puzzle to geologists. The owners of the well sell their product at ten cents a gallon just as it comes from the ground.

Newspaper amalgamations continue to take place, the latest being the absorption of the Aytton Advance by the Hanover Post. It is a matter of serious loss to a community where a paper is forced out of existence, but unless it gets the undivided support of the locality in which it is published that surely is its fate. The great est publishing agent of any town or village is the newspaper and when it passes out the community where it was published suffers a decided handicap.

Bothwell is the next small town to propose Main st pavement to put an end to the eternal shovelling on and scraping off of gravel and mud, each spring and fall. The Times, however, takes a precautionary view and comments as follows:—"Some have gone so far as to say that the Council has the power by statute to do so without first ascertaining the will of the rate-payers who would have to pay the largest proportion of the actual cost of construction by frontage tax. If it is so, it is not justice, and especially so when only two of the Council own property on Main street. The Times always welcomes anything pertaining to the welfare of the town and its progress, but with a tax rate of forty four mills and the town nearly forty thousand dollars in debt the time is not opportune for such a scheme."

The Old And The New

(Stratford Beacon-Herald)
Somebody, who has been looking over the back files of some of the London papers, has told us how the battles of Trafalgar and Waterloo were reported. Trafalgar had been fought and won some days before the news appeared in the London Times, and when it did appear it bore the heading "Admiralty Office" and it was necessary to read more than half way through a two-column report before realizing what it was all about. The Battle of Waterloo was reported in another London journal under the heading: "Commencement of Hostilities in the Netherlands." It was necessary to read through a solid column in The Times to learn that Napoleon had been defeated.

They do things differently in the newspaper world these days. For instance: A Los Angeles newspaper has had the enterprise to print, and a great news-gathering agency has had the thoughtfulness to spread over the continent the news that the sixteen-year-old bride of Charles Chaplin expects the stork some time next summer, that she wants a girl and so does Charlie, but they'll be satisfied either way.

Somehow it doesn't seem so natural to laugh at the old-time silliness which caused the story of Trafalgar to be printed under the heading "Admiralty Office," after seeing the story of Mrs. Chaplin and the stork. No doubt these news stories represent extremes.



The Profit Lies in the Finish

IT PAYS to market cattle with the proper degree of finish. A quality product always commands a premium and is readily saleable at a profitable price. If you have stock which needs a little more time for finishing, and the feed is scarce, see the local manager of the Standard Bank. It is a simple matter to arrange a loan to carry the stock until a favorable market warrants a profitable sale.



THE STANDARD BANK OF CANADA

WATFORD BRANCH—H. W. Nixon
Branches also at Arkona, Strathroy

Stopping The Paper

(Gananoque Reporter)

Occasionally the editorial mail contains an epistle from an individual with a hobby or a grievance. Part of the time these epistles emit wrath about something that has been printed in the paper; part of the time about something that hasn't been printed. But they have an unvarying conclusion, which is a threat to "stop the paper."

Of course every editor respects the opinions of his fellow men, whether they chance to be readers of his particular paper or not; if he didn't he couldn't expect his fellow men to respect his opinions. But the editor who undertook to vary the policy of his newspaper to suit every complaint or humor every hobby of several thousand readers would soon find himself in the poor-house or the padded cell division of the lunatic asylum. For this reason an editor with a mind of his own and a certain amount of work to perform every day is obliged to keep a special corner of his waste basket ready for the communications of heated individuals who feel the impulse to "stop the paper."

People have been "stopping papers" for a great many years, but for some inexplicable reason newspapers continue to be published. The answer probably is that where one individual with narrow conceptions and hide-bound prejudices takes offense at some truthful article several hundred more are inclined to applaud it. Another reason why editors are more or less contemptuous of the "Stop-the-Paper," bull-dozers is that the great bulk of

citizens respect a newspaper which is frank and courageous, even when they disagree with its policies, while they have only disgust for one which turns its sails to catch every passing breeze.

This is a free country, and nothing is freer than the privilege of taking a newspaper or leaving it alone. Editors would be the last persons to wish it otherwise. But the reader who imagines that "stopping the paper" stops the presses is the victim of a childish illusion. He hurts himself far more than he hurts the offending editor or newspaper.

Many Children Are Defective In Their Vision

Bad Lighting Arrangements in Rural Schools of Lambton Held Responsible.

A disturbing condition of affairs has been discovered in a number of rural schools in the county by the inspections carried out preliminary to Public Health Week.

Dr. W. J. Bell, of the department of public health, that departmental nurses going through the schools were struck by the number of cases of defective vision among the children.

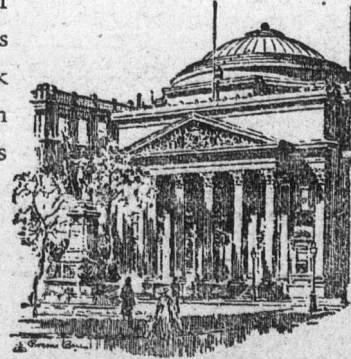
Out in the sunlight and fresh air of the countryside vision should have been generally good and it was found to the contrary.

Bad lighting arrangements in the classrooms is held responsible for these many defects in vision.

Let Your Banker Collect It

If you wish to collect a debt from a party in another section, you can have your banker draw a draft on him at sight or for a given time. This will be presented through his local banker as request for payment from you. When your draft is paid it is turned over to the payer. It is his receipt for an account paid.

This is only one of the numerous ways in which the Bank of Montreal can be of service to its customers.



"A Bank Where Small Accounts Are Welcome"

BANK OF MONTREAL

Established over 100 years

Total Assets in excess of \$700,000,000

THREE



How Many Objects

The above picture contains a list of all the objects in a family join in—see who can find the fifty best lists of word visible objects shown in the best, second prize, etc.

Young and Old Join

The Mail and Empire another puzzle game in which participants by sending in the most "P-Words" will find how large a list of words they can find in a few minutes' study and try it—Then, send in your big prizes.

Observe The

- 1. Any man, woman or child and is not a resident of Toronto...
2. All answers must be mailed...
3. All lists of names should be...
4. Only such words as appear in the puzzle...
5. Words of the same spelling, even though used to denote different objects...
6. Do not use hyphenated words...
7. The answer having the longest list of names of visible objects...
8. Any number of people may join...
9. In the event of a tie for full amount of such prize will be awarded...
10. Subscriptions (both new and old) at \$5.00 per year...
11. A new subscriber is any person who has not received the Mail and Empire...
12. All new subscribers must be notified by the Puzzle Manager...
13. Three prominent Toronto citizens will be selected to act as judges...
14. The judges will meet to decide the winners...
15. The winners will be notified by mail...
EXTRA LARGE PICTURES REQUIRED

Subscription Rates--Pay by Mail \$5.00 Per Year

Rural Route Subscribers

C. A. Montgomery, Puzzle Manager, Dept. 1

Buy a BIRD BAR today
Beautiful Bird Card in Every Bar
290 page Bird Book free
Patterson's Candy Co. Limited TORONTO

Sold in Watford by J. W. McLaren

For Colds ASPIRIN
Bayer Aspirin
Proved safe by millions and prescribed by physicians for
Colds, Headache, Pain, Neuralgia, Toothache, Lumbago, Neuritis, Rheumatism

Safe - Accept only "Bayer" package which contains proven directions. Handy "Bayer" boxes of 12 tablets. Also bottles of 24 and 100—Druggists.