

Guide-Advocate

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ADVERTISING RATES
Display ads, set, transient, 25c inch.
Display, yearly contract, set, 18c in.
Display Ads., all plate... 18c inch
Special Position... 5c per inch extra.

FRIDAY, FEBRUARY 6, 1925

Note and Comment

Many a man who is a good shot in this world hopes to miss fire in the next.

Better count your chickens before they are smacked—the darkey's hour is just before the dawn.

The only difference between the difficult and the impossible is, that the impossible takes more time.

Some are born honest; others are taught honesty; while others are honest simply because they are watched.

There is some chance that the municipal voters' lists that will be made this year will be taken as the standard for the lists that will be used in the next Dominion elections.—Port Rowan News.

A farm hand, on leaving his place of employment near Woodstock, took with him a team of horses, a women's gold watch, 14 chickens, 2 roosters and \$12 in money. He overlooked the barn and two brindle cows.

A Serbian who had been decorated for valor in war, made a vow that he would never work again. Arraigned before a Yorkville magistrate for begging, he said eight times in eight different languages "I won't work." The magistrate in only one language said "thirty days"—and it worked.

Including purchase price of cars, upkeep and depreciation as well as the expense of maintaining motor highways, Hon. W. F. Nickle says the people of Ontario spent more money on automobiles last year than the total value of the crop of the Province. That is something to think about.

According to the Calgary, Alberta people of Alberta spent more than 4 million dollars in beer during the past seven months, and \$12,000,000 in liquor during the year. This is no doubt a real exaggeration as it would mean at least \$25,000 a year for every family in the province, and is keeping with many statements that have been made by either side of the temperance issue.

In a survey made by "Marketing" it is found that 1925 will be a bigger year for national advertisers than last year. From a careful investigation made it is found that 54% of national advertisers will spend more in 1925 than they did in 1924, while 41% will spend the same and only 5 per cent. will spend less than they spent last year. As advertising is a controllable expense, these figures show renewed confidence.—Barrie Examiner.

The 400th anniversary of the founding of the Mennonite faith was celebrated in the Mennonite churches of Canada on Sunday. Four hundred years ago the Mennonite faith was founded in Switzerland. Thru persecution, the followers fled across seas to Pennsylvania, and then, hoping for even greater freedom to worship God under the British flag, a large number of them "trekked" to Canada. Crossing the border line, hundreds settled in the Niagara district. A large section pushed on to Waterloo County.

Although Ontario's rural public school system is to be further revised to meet the needs of the farming community, such revision will not go to the limit of separating rural from urban schools under a general institution. Premier G. Howard Ferguson made this statement last week following a long conference with Dr. F. W. Merchant, Director of Education, who recently returned from a study of the school system in rural Denmark. Dr. Merchant stated that he saw many things in Denmark which could be adapted to the use of Ontario rural schools, but that owing to the essential differences in conditions, the Danish school system could not be transplanted.

Canvassing the Merchants

HERE, as in other towns, there has grown up a traditional custom for the business men to donate and buy from every canvasser who solicits them. In the majority of cases the causes in question have been deserving and excellent, but this is a custom which is undoubtedly open to abuse. In other towns, at any rate, it appears that the business men are wearying of the practice. The merchants of the town of Hanover have signed an agreement not to give or donate to any institution, club, church or society nor to buy tickets to shows, concerts, fairs or other entertainments nor to give to or buy from beggars or pedlars during business hours. So runs an advertisement with thirty or forty names attached, appearing in the town paper. The Elmira Signet sympathizes with this movement of the merchants, while the Arthur Enterprise believes that this is worthy of general consideration by other towns and says: "For many a day, the business men along main street have been regarded as legitimate plunder to the extent of from \$1 to \$5 for almost anything religious, social, athletic, political, agricultural or any nonsensical thing that any handful of citizens might take a desire to put over. This is a general statement applicable to every town and village in the Province."

THE MUNICIPAL OFFICIAL

"Man that hath to do with the public business is of few days and full of trouble.

"He cometh forth in the morning with high hopes and ere the setting of the sun of that day he hath met with many reverses and continueth not.

"Yet, Oh Lord, have compassion on the children of Thy creation that have to do with the public business. Be present and administer them comfort in time of trouble, for they are in trouble most of the time."

It would be wise for every person to clip out this little piece of wisdom and save it. It is a good natured rebuke for the many critics of municipal officials who know not where they speak—Emporia Gazette.

THE IMPORTANCE OF PUBLICITY

(Walkerton Telescope).... The merchant who doesn't believe in publicity soon gets to be a back number. The same rule applies to public organizations which rely upon the interest the public takes in them for their success. A good many local organizations overlook the opportunity that might be freely theirs to get a lot of good publicity through the local newspaper. For instance secretaries of fraternal organizations might hand in lists of newly elected officers for publication without having to have this information pried out of him by a painful process. There are a lot of happenings connected with various organizations that are of the nature of interesting news and that would be gladly accepted for publication. But in many cases the officers of the organization who know about these things let the opportunity get by them.

THE VALUE OF THE TOWN NEWSPAPER

(Acton Free Press) Mayor McLean of Acton, in his inaugural address referred to the service rendered the Council and town by the Press. Unquestionably the newspapers do render a service that is seldom recognized. None are more loyal or more energetic boosters of the town than they, and while at times there may be matters in Council that invite criticism, in the general interests of the community the questions are treated from a helpful rather than a fault-finding standpoint.

HAVE YOU BRONCHITIS?

Advertisement for Bayer Aspirin. Text: Sufferers from deep-seated coughs and bronchitis find wonderful relief in these breathable Peps tablets—their medicinal fumes pass straight into the inflamed bronchial tubes. Includes image of a box of Peps tablets.

"Squibographs"

Having money to burn, Uncle Sam can afford to smoke sixty-three billion cigarettes annually.

Senate senators will be expected to see that their togas drape properly when women become members of that august assembly.

The popularity of the crossword puzzle is assured. A crossword puzzle Blues has been composed and a cigar named in its honor.

While naval experts are discussing gun elevation some method might be devised to restrain bandits from insisting on elevating hands.

Cupid's darts have pierced the armor of other members of the royal family but fall like harmless "duds" at the feet of the Prince of Wales.

The crossword puzzle now enjoys the distinguished patronage of royalty. Queen Mary and other members of the royal family have taken up the pastime.

According to the evidence of an eminent entomologist given in a recent Ottawa court action there are 154 types of fleas. They are all noted for their speed and elusiveness.

Caterpillar automobiles are used to negotiate the trip across the Sahara Desert. Flivvers may contract the worm's habit of turning when endurance is taxed to the limit.

Weather forecasts announcing a cold wave have a peculiar effect on temperamental people. They start to shiver as soon as they read the weather reports in the paper.

Should each of the Overseas Dominions present the Prince of Wales with a farm he would have about as many estates as there are varieties of pickles.

The rice bag effect that features the new designs in men's nether garments is taken advantage of by a Chicago clothier, who advertises, "two Zeppelins with every suit."

Commenting on the handsome dividend paid by a chewing gum concern, a Boston paper is convinced that the United States is a nation of jaws as well as laws.

A combine that will be resented by all the small boys in the land is reported in Virginia. Dealers propose to reduce the number of peanuts in a bag.

According to a weather sharp, December, January and February furnish us with a third of our winter weather. March provides the other two-thirds.

Political wisecracks are divided as to whether there shall be a Dominion election this year or not. Digestion waits on appetite but elections wait on opportunity.

Corned beef and cabbage was the special dish served at a banquet given by an eastern service club. In compliment to "Maggie," guests were presented with miniature rolling pins as souvenirs.

Having brought down a rhinoceros in South Africa the Duke of York can qualify as a big game hunter. The "rhino" is a heavily-armored monster whose hide is as hard to pierce as that of a seasoned politician.

Beauty and popularity contests have about reached the limit. A vote is being taken to determine which is the best mule in the United States army. The usual "kick" may be expected from the unsuccessful competitors.

Ghandi, leader of the Indian Nationalist movement, demands that each member of Congress be required to spin at least 2000 yards of yarn a month. Spinning a few thousand yards would be a simple exercise for some of our Canadian representatives.

For the accommodation of women passengers, a ladies' hairdresser is provided on one of the limited trains of an American railway. Patrons can leave Chicago with their tresses hanging down their backs and have them delivered in a neat package on arriving in Los Angeles.

To protect her pet dog from being run over when rambling streets at night a California woman has attached an electric light bulb to its tail fed from a dry battery fastened on the back. Mistaking the light for a motorcar all vehicles and canine acquaintances give Fido the right of way.

Advertisement for The Standard Bank of Canada. Text: Prosperity Follows the Dairy Cow. Includes logo and 'BANKING FIFTY YEARS' text.

Advertisement for Bank of Montreal. Text: How the Bank can help the Farmer. Includes illustration of a farmer and text: THERE are scores of ways in which your Bank can help you—methods that will surprise you by their convenience and safety.

Large advertisement for Bayer Aspirin. Text: FOR Rheumatism ASPIRIN. Includes Bayer logo and 'Safe' text.

Opinion Divided On Taking Over Plank Road

No Definite Action on The Plank Road by The Lambton Council

Discussion of the proposed take over of the Sarnia-Flamborough (Plank) road, now privately owned and designated as a provincial road, first broached at the December session of the Lambton county council, took goodly portion of the time of the 1925 council at Wednesday noon's session. The debate re a division of opinion on the subject but did not result in a definite action.

The subject was first mentioned under the inquiries order of business when Reeve Ed. Armitage, Sombera asked if the council named to go into the matter in December was ready to Reeve Sproule of Oil Springs that ex-warden Leslie Harkne attended a meeting and would a report to the council.

Talk Business. Mr. Harkness subsequently arrived and advised the council had received an eleventh hour notice of a meeting of the Sarnia Florence Road Company and intended after trying unsuccessfully to get one of the other members of the committee. He had expressed views of the county council, meeting, concerning the advice of getting rid of the toll gates after a discussion he was advised report back that if the council was prepared to go before the company directors with a proposition and to give a plan of what it was proposed and a guarantee that the department would approve the scheme, then the company would be prepared to talk business.

The ensuing debate disclosed the Reeve and deputy Reeve of held opposite views on the proposition. Reeve Miller said he would like to see the road taken over and toll gates abolished. They were then now in existence in the province. He believed that the people would back him up and agree to take it over if they had the assurance that the county would assume the road.

Opposition. Deputy Reeve William F. declared that he was opposed to the road being taken over. In his opinion the county should not over any more roads until roads were put in good passing condition.

Reeve Alfred Hillier of township said he had taken the ratepayers in his mind and had yet to hear one voice over the little toll paid on the road. Before any action was taken assurance was wanted that the road be kept in as good condition as was under private ownership. The county and the province would have to take it over after the township would be willing to take it over, he believed.

Speaking for the second time Reeve Miller of Moore said the road was taken over by the county road there would be a subsidy on it and the portion of the city would probably be over in the suburban area. It was not a burden to the county government got behind it.

The discussion then petered out and the council went on with business.

Committees. The striking committee of the selection of the following committees for the year: Roads and bridges, Thomas, chairman, and the revenue municipalities.

Public buildings: John chairman, R. F. Rilet, James Currie, J. B. Scot Gammon, A. Hillier, James Finance: J. T. Sproule, A. Loocemore, W. Edwards, ley, E. Armitage, M. Spea G. Connolly, Alex Wark.

Printing: B. Muma, chairman, F. Rilet, D. F. McIntyre, James Currie, A. E. Shaur H. Barrett, Charles Howson Educational: M. Spearman, F. Eastman, A. Loos Barron, R. Hair, J. B. Scot Gammon.

Equalization: W. W. Milne, D. F. McIntyre, J. M. Johnston, J. McDonald, M. C. Edwards, W. H. Barrett Huey. Legislative, R. Hair, ch H. Johnston, M. McVies Shaunessy, Charles Howson itage, Alex Wark. House of Refuge: F. Advisory board: John chairman; A. Hillier, B. M School settlement board,