

"SAVE, BECAUSE"

The Thrift Campaign, carried on by the Sterling Bank of Canada since 1913, has now become a National Campaign.

From the Toronto Star of September 7th, 1916

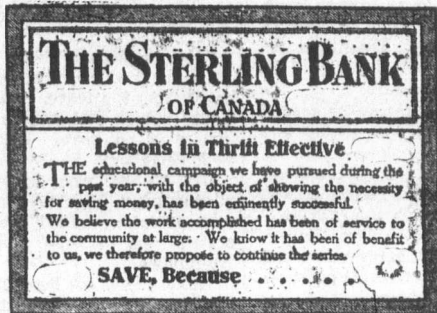
From the Toronto Star of June 25th, 1913

**A NEW CAMPAIGN TO
URGE PEOPLE TO SAVE**

Will Be Opened in a Few
Weeks by the Dominion
Government.

LOOKING TO FUTURE

Canada Must Further Help Brit-
ain, and in Return Will
Secure Orders.



**THE STERLING BANK
OF CANADA**

Your Weekly Newspaper

PERHAPS you haven't been thinking much about it—just taking for granted that \$1.00 a year is a right price for The Guide-Advocate, year after year, let other things cost what they may. But you are a reasonable being, and so can see that the price of a weekly newspaper should no more remain "fixed" year after year than the prices of such common things as

beefsteak	wheat	motor cars
sugar	eggs	lumber
coal	potatoes	horses
boots	clover seed	land

CAN you think of any other commodity except newspapers and their like whose price has remained unchanged and unchanging year after year? Why, then, should your newspaper's price remain forever the same—the same, for example, as when you could buy

a cord of wood for \$1.50
a bushel of wheat for 50 cents
a common fowl for 25 cents
a dozen eggs for 10 cents
a pound of butter for 12 cents
a cow for \$25

THE war has brought to a crisis a condition of things which has vexed publishers for years; the selling-price of their newspaper. It has sent prices of paper, ink, type and supplies skyward. It is costing us many more dollars a week now to produce The Guide-Advocate than before the outbreak of war. Where do we get off at?—in the slang language of today. The answer is: we must get more for The Guide-Advocate. And so on and after December 1st the subscription price of The Guide-Advocate will be \$1.50.

You are reasonable, and so we count on you to meet the necessities of the situation cheerfully. Three cents a week for your local newspaper—it is worth the price, is it not?

Less than the price of a "Smoke"

Next year no minister of the London Methodist district will receive less than the minimum salary of \$900.

Fifteen dairy cows were killed by lightning under a tree in the township of Dereham during a storm last week.

Mrs. Metcalfe, wife of Rev. H. B. Metcalfe, rector of Courtwright, died at St. Joseph's Hospital, London, on Sunday.

ARKONA

Mrs. A. M. Thomas is visiting her daughter, Mrs. P. A. Blackburn, Sarnia.

Mrs. Jno. Norton and family of New Dundee are visiting friends in town.

Mr. Tom Dunn of Morrisburg is renewing old acquaintances in town.

Miss Moule of London is visiting her brother, Rev. Moule.

Misses E. Waterman and Lida Lucas are spending a few days with Mrs. S. Lucas of Alvinston.

Mr. and Mrs. Tanner of Petrolia are visiting at Mrs. R. George's.

Mr. and Mrs. Atkinson, son and daughter of Caledonia spent the week end at Dr. Huffman's.

The Women's Institute meeting will be held Saturday, Oct. 7, at the home of Mrs. J. G. Brown. A full attendance is requested.

Rev. Dr. Bates of Toronto will occupy the pulpit in Baptist Church next Sunday morning, Oct. 8th. All are welcome.

Mrs. Clarence Wilson and son of Glanworth are the guests of Mr. and Mrs. Fred Nelson this week.

Mrs. Rev. J. N. Norton and Misses Jean and Nellie Norton of Hagersville are visiting friends in town.

Mrs. Wm. Evans who has been visiting friends in Durand, Mich., returned home last week.

Flannellettes and wrapperettes at the old prices.—Fuller Bros.

Mr. Geo. Dunn of Denube, Cal., is visiting his sister, Mrs. Thos. McPherson this week.

Pte. Walter Woollett of the 142nd Battalion is visiting his parents this week.

Mrs. Sanford Lucas who has been visiting her father, Mr. Waterman, this week returned home to Alvinston this week.

Methodist church anniversary services next Sunday.

KERWOOD

The Kerwood school fair will be held in the Kerwood school grounds, Friday Oct. the 6th.

The Misses Fanny and Ella McNeil and Mr. Clarence McNeil and Mr. Floyd Earl, motored from Detroit and visited their uncle, Mr. Wm. Leacock.

The Woman's Missionary Auxiliary of the Methodist church will meet at Mrs. Frank Wright's, Thursday Oct. 12th.

Mr. Willard Pole returned to Windsor, after spending a few days with friends here.

The Patriotic circle will meet at the home of Mrs. Wm. Waddell, Tuesday Oct. the 10th.

An excellent sermon was delivered by the Rev. A. Shore, of Elderton, in the English Church, Sunday, the occasion being the Harvest Home Anniversary.

The Big Fair Next Week

Next Tuesday and Wednesday will be Fair days in Watford. The East Lambton County Fair is an annual event that is eagerly looked forward to, and the village and surrounding country should join hands to make it a big success.

The directors are now completing final arrangements and everything points to a most successful fair. There will be good exhibits, good speeding contests, good platform attractions, and on Wednesday night there will be a rattling good concert in the Armory.

Red Cross Collection of Old Papers

The young ladies who are collecting the car of papers for the Red Cross Fund are greatly encouraged with the peoples' response to their appeal for help. The first gathering has brought in about a quarter car load.

The next gathering in town will be made next week on Friday and Saturday. The citizens can spare the collectors a lot of labor by:

(1) Having the parcels ready when called for.

(2) Having them tied with strong cord.

(3) Keeping in separate bundles: (a) the newspapers, (b) the magazines, (c) smooth, glossy papers such as Church and S. S. papers, (d) pamphlets and reports, (e) card board, wrapping paper and all scraps. Break corners and flatten out cardboard boxes, and fold wrapping to 1/4 newspaper size.

The ladies ask the people of the country to make a special effort to bring in their bundles to R. Johnston's office on Saturday or early next week.

Everybody help.

SCHOOL REPORTS.

September report, S. S. No. 8, Warwick.

Class IV.—Arthur Percy 81, Clare Dunlop 72, Shirley Benedict 48.

Class III.—Sr.—Winnifred Eastman 80, Mildred Benedict 77, Beatrice Thompson 76, Joe Percy 71, Bertram Evans 66, Joe Dunlop 63, Irene Eastman, Greta Muma 59.

Jr.—Edna Dunlop 65, Clifford Sitter 63, (Gertie Thompson, Ethel Dunham) 58, John Cadman 53.

Class II.—Olive Dunlop, Edgar Sitter, Ellwood Benedict, Cecil Dunham, Olive Boyd, Wilbert Eastman.

Part II.—Harold Evans, Gordon Dunlop.

Jr.—Harold Dunlop, Vera Fitzsimons, Stewart Cadman.

Primer class.—Leona Butler, Hettie Percy, Alice Wambough.—OLIVE A. OAKES, Teacher.

Report of S. S. No. 15, Warwick, for the month of September.

Class IV.—Hector Robinson, Blanche Burton.

Class III.—Sr.—Doris Robinson.

Jr.—Mary Prince, Gordon Wilkinson, Willie Ferguson.

Class II.—Pearl Kilmer, Jennie Prince, George Wilkinson.

Class I.—Arthur McRoie, Murton Learn, Hugh Ferguson, Victor Atkinson, Harold Barnes, Clarence Wilkinson.

Primer.—(a) Vera Kilmer.

Primer.—(b) Gertie Prince, Allan Learn, Charlie Hawkins.—V. M. BRISON, Teacher.

Report of S. S. No. 10, Warwick, for the month of September.

Class IV.—Linda McIntosh, Basil Watson, Arthur Minely, Russell Parker.

Class III.—Sr.—Franklin Adams, Willie Minely, Alma McGillicuddy, Mary Williams, Zelma Conkey, Jr.—Gordon Adams, Mac Wiley, Ina McIntosh.

Class II.—Keith Howden, Elsie Minely, Sarah Williams.

Pt II.—Gordon Minely, Fred McIntosh, Ivan Parker.

Pt I.—Harold Howden, Martha Williams.

Primer.—Alvia Cundick, Adeline Evans, George McIntosh, Willie Williams.

No. on roll, 24. Average attendance 22. MARY MANSFIELD, Teacher.

Report of S. S. 16, Warwick

Sr. IV.—Florence Williams, Gordon McKenzie.

Jr. IV.—Allan McKenzie, Rufus Botsford, Borden Sutton.

III.—Lloyd Jones, Nettie Saunders, Cecil Saunders, Willie Jackson, Ella Claypole.

II.—Hazel Bryce, Verna Williamson, Mabel Jackson, Ruby Williamson, Loretta Bryce, Willie Maher.

Sr. I.—Betty Saunders, Clarence Walker (equal), Bobby Hickson, Amy Williams, Frank Bryce.

Jr. I.—Gordon Williamson, Bruce Sawyers, Willie Claypole.

2nd Primer.—Dorothy McKenzie, Pearl Claypole (equal), Mary McKenzie, Mary Maher (equal), Marie Walker, Dick Watson, Stanley Thompson (equal).

1st Primer.—Orville Williams, Merton Bryce, Florence Bryce, Jacob Saunders, Alvin Williamson.

M. E. MCKERCHER, Teacher.

The following is the report of S. S. No. 2 and 7, Brooke and Warwick, for month of September. Names are in the order of merit.

Class IV.—Lily Leacock, Harold King, Gordon Miller.

Class III.—Sr.—Mary Trotter, Rosena Acton, (equal), Sybil Routley, Charlie Barron.

Jr.—Hilda Trotter, Orville Acton.

Class II.—Pearl Acton, George King, Emma Trotter.

Primer.—Mary Barron, Winnifred Hume, Mary Mitchell.—EDITH MCCORMICK, Teacher.

Report for S. S. No. 6, Brooke and Warwick, for September.

Class IV.—Jessie Cran, Edith Stilwell, Joe Ruth, Donna Cameron, Gordon Cran.

Class III.—R. V. Davidson, John Clothier, Vera Davidson, Clara Ruth, Frank Gilliland, Ben. Stilwell.

Class II.—Mary Clark.

Class I.—Clare Cran, Phoebe McNeill, Sarah Clark, Earl Davidson.

Primer.—Sr.—Christina Ruth, Bessie Stilwell, Earl Gilliland, Melville Gilliland.

Jr.—Mary Gilliland.

SADIE MAINS, Teacher.



LAME HORSES PUT BACK TO WORK QUICK

TRY Kendall's Spavin Cure. It has saved a great many horses—has put them back to work even after they had been given up. Over 35 years of success has proved the merit of

KENDALL'S Spavin Cure

HUNTSVILLE, ONT., March 6th, 1916.

I have used a good many bottles of Kendall's Spavin Cure for sprains and lameness and I do not think it has an equal, especially in stubborn cases. Kindly send me a copy of your Treatise on the Horse.

G. T. YOUNG.

Sold by druggists everywhere. \$1.00 a bottle, 6 bottles for \$5.00. Get a copy of "A Treatise on the Horse" from your druggist or write

Dr. B. J. Kendall Company, Enosburg Falls, 114 Vermont



Why A Child Needs Glasses

(Parents should realize this)

MANY children are born with a defect of vision. Unless it is very great the child does not particularly suffer until the school period. Then the young mind becomes intent upon study and any defect of vision becomes a direct strain upon the brain. To relieve this the child will squint, or turn the head, in many cases using only one eye. This habit grows until we almost have a deformity of the eye. Parents; do not let this be the experience of your child. We will gladly and thoroughly examine your child's eyes, and tell you truthfully how best to remedy it. See to it now.

CARL CLASS

Jeweler and Optician

ISSUER OF MARRIAGE LICENSES