

Guide-Advocate

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ADVERTISING RATES
Display Ads, set; transient 25c in.
Display Ads, set; year contract 16c in.
Display Ads, plate..... 16c in.
Special Position..... 25c in.
Theatrical Adv'tg with reader or cut..... 35c per in.
Business Locals, Front Page 10c per line, inside pages 5c per line.

FRIDAY, JUNE 9, 1922

RADIOGRAPHS

If a pound of wool brings 10 cents what ought a pair of wool socks to cost.

Cities that save daylight merely to add it to their night life do not gain much.

Going to sleep at the advertising switch has ditched many a business man.

There seems to be more knockout to hootch than to most of the jokes sprung about it.

The florists originated the term "Say it with flowers," and it has proved a good advertising slogan.

It is mighty hard for old-fashioned folks to become accustomed to some of the modern brands of religion.

"Think before you speak" is a good maxim, but if some people did stop to think they might not get started again.

Conan Doyle's detective stories are interesting but do not seem to be as good fiction as some of the stuff he is now writing.

Conan Doyle would please a lot of people if he would find out whether there will be automobiles in the next world.

Speaking of names, we heard of an old colored mammy who called her eldest boy, "Prescription," because she said it cost a lot to get him filled.

The wool raiser is certainly not responsible for the high price that is still asked for a suit of clothes, if one considers the low price he gets for his wool.

A 13-year-old Quebec girl has killed herself as a result of a "lover's quarrel." They seem to begin the loving and quarreling early in Quebec.

Things are looking bright for prohibition now that there is reported to be less moonshine. To make up for this run running flourishes when the moon is dark.

Nearly all the good-looking girls have removed the puff adornments from their shell-like ears and are now better prepared to hear a proposal of marriage.

When driving a car it is better to wait two or three minutes at a railway crossing than spend two or three months in some hospital, or longer in a cemetery.

It might be interesting to know how many Ontario farmers went "busted" because of the auto traffic past their farms, as many of them predicted years ago when only city people owned cars.

An office seeker always thinks he is interesting when he talks of the laws he thinks ought to be passed for the welfare of the voter, but generally has a short memory after he is elected.

BETTER KNOWN THAN MARY'S LITTLE LAMB

is the little fox terrier that listens so wistfully to "His Master's voice." ADVERTISING did it. ADVERTISING has made the signature of Thomas A. Edison nearly as familiar as your own. ADVERTISING has filled you full of flaked and shredded breakfast foods, canned vegetables, fruits and meats, then sold you a Chiropactic adjustment or Aspirin to get rid of the headache. ADVERTISING has put a Gillette against your stubble. Arrow Collars around your neck. Paris Garters around your legs. ADVERTISING has stuck cigars between your teeth, kept your jaws busy on Spearmint, posted you on what to buy to cure corns, warts, bunions and in-growing toe nails. ADVERTISING not only brings more business to the seller but invariably lowers the price and directly benefits the buyer and consumer.

Study the ads. in The Guide-Advocate.

NOTE AND COMMENT

A Western Ontario man shot at a cat and hit his wife. The cat had been worrying the chickens. This is not the first time chickens have got a man in wrong with his wife.—Sun.

Horse-drawn vehicles in Toronto must carry lights in future. The lamps are needed, but not so much as on the roads of the country, where every driver without a light risks his own life and that of motorists.

The Conservative members of the Legislature presented their leader Hon. G. Howard Ferguson, with an address and a purse containing about \$2,000 as an expression of their esteem and good-will.

Stratford Herald:—How much longer will it take the bituminous operators and miners to come to an agreement, both sides lacking the concerted action that exists among the anthracite people? If they should commence conferring tomorrow and proceeded no more rapidly than the anthracite conferees they would find themselves in the first week in August no nearer a settlement than they are today.

Premier King has been made a member of the Imperial Privy Council, and, while this honor always has come to the Premier of this country, he was the recipient of many congratulations. He will henceforth be known as the Right Honorable Mackenzie King. The only other commoner having this title is Mr. Meighen. Both leaders will now be addressed in the House as the "Right Honorable member."

Owen Sound Sun-Times:—However, we celebrate Victoria Day, it should heighten our enjoyment and deepen our gratitude to remember how worthy she was for whom the day is named and in whose honor it continues to be celebrated—"Victoria the Good." Queen of Great Britain and Ireland and of her overseas Dominions and Empress of India who reigned from 1837 to 1901, a period which is generally and popularly known and referred to as the Victorian Era.

Abolition of the contract system under which rural mail carriers have been losing on an average of \$326 per year, and the substitution thereof of a mileage rate of 70; consideration of claims for money lost on these rural routes since 1917, and a betterment of other conditions, are some of the things for which the Canadian Rural Mail Contractors and Postoffice-to-Railway Association are asking the Dominion Government.

During the twelve months of 1921 there were 4,826 deaths from cancer in Canada (exclusive of Quebec), according to figures issued by the Dominion Bureau of Statistics. Deaths from all causes totalled 37,717 during the year which gives cancer a ratio of one death in every 14 from all causes. There were more deaths from cancer than from all forms of tuberculosis, the latter totalling 4,773 for the year.

H. A. Stevenson, Labor member for London, introduced in the legislature an amendment to the Motor Vehicles Act which, if passed, would increase the speed limit in the country to 30 miles an hour. It would also permit the use of parking lights on the rear left fender of an automobile, and make inoperative the penalty clause relating to failure to slow down to 12 miles an hour at intersections. It would also give municipal councils the right to close parks to motor cars.

Pope Pius has ignored the conventions of centuries, by installing his old servant, Signora Linda, with in the precincts of his apartment, appointing her his housekeeper and wardrobe maid, says the Rome Giornale d'Italia. Signora Linda has been with the Ratti family for forty years. Since this was the first time a woman has been admitted to such a position some of the conservatives in the Vatican ventured to make respectful remonstrances.

Did you ever stop to think what a reasonable thing our taxation system is? For instance, John Jones is content to live in a hut and puts his surplus earnings in the bank he receives interest on it and it is not assessable by law till he is a very rich man. John Jones and the banking institutions are the only two benefitted. Let his brother, William, put his surplus earnings in a home and improvements, thereby making the town more beautiful and increasing the valuation of real estate generally throughout the municipality say nothing of environment the assessor in accordance with law comes along and assesses him for his enterprise and good works and practically establishes a life-long obligation. Is such a system just?

The department of highways has decided to take over the section of the Longwoods Road passing through the village of Thamesville.

The bill introduced in the Ontario Legislature with reference to the holding of municipal elections at an earlier date than now prevails, passed the House. This means that the new conditions are really law. Of course the matter of a change in the date for holding municipal elections is left optional with the municipalities. For years it has been asserted that the holiday season was not a good time for holding the municipal elections. It was contended that the last Monday in January did not attract people to consider the many municipal questions in the light in which such questions should be considered.

A GOOD MEDICINE FOR THE BABY

Nothing can equal Baby's Own Tablets as a medicine for little ones. They are a laxative, mild but thorough in action and never fail to relieve constipation, colic, colds and simple fevers. Once a mother has used them she will use nothing else. Concerning them Mrs. Saluste Pelletier, St. Damas des Aulaines, Que., writes:—"I always keep a box of Baby's Own Tablets in the house. They are the best medicine I know of for little ones and I would not be without them." The Tablets are sold by medicine dealers or by mail at 25c a box from The Dr. Williams' Medicine Co., Brockville, Ont.

BONDS AND BOOTLEGGERS

"Landed a \$22,000 order for bonds on Saturday," remarked the bond dealer, radiant smiles of satisfaction on his face.

Now \$22,000 orders for bonds are not so common that they are taken as a matter of course. Usually on an order of that size a bond house has to shave its price to the absolute minimum, but the bond man gave assurance that he made his full profit on this deal.

"I sold them to a bootlegger on the Essex frontier," he explained. "The bootleggers and rum-runners are the richest people in the country today."

Here evidently is a bootlegger who is salting away his wealth for the time when the harvest season will be over. But all bootleggers and rum-runners are not convinced that their era of prosperity will be of short duration. Some of them are making their plans for an extended occupancy of their positions of affluence. Witness the action of the "king of the rum runners" in one border community who offered his regular business for sale. His advertisement was laconic. It read:

"Owing to the Pressure of Other Duties, My Garage is For Sale."
"The Pressure of other duties" is good, as Ring W. Lardner would say.—Financial Post.

LINGERING WEAKNESS FOLLOWING DISEASE

Due to the Fact That the Blood Has Become Thin and Watery

In almost every case the victims of la grippe, influenza, fevers and contagious troubles, are left weak, ailing and despondent after the disease itself has disappeared. They do not pick up strength as they ought, and remain tired, listless and discouraged. The only reason for this is that the blood has been impoverished by the ravage of the disease through which the victim has passed. Strength and full activity will not return until the blood has been restored to its normal condition. The blood can be enriched and purified, quickly and surely by Dr. Williams' Pink Pills. To enrich the blood and strengthen the nerves is the whole mission of these pills, and thousands have found them beneficial after disease had left them weak and run down. Among those who have proved the value of these pills in cases of this kind is Mr. Charles A. Turner, light-keeper, Thrum Cap light station, N.S., who says:—"In January, 1917, I took a severe cold which I neglected until it developed into pneumonia, which confined me to bed for some weeks. When I was able to get up and sit around the house, I found that I was not regaining my usual strength; in fact I seemed to be growing weaker and was reduced almost to a skeleton. I took an emulsion, but it did not help me. Then one day a friend who came to see me said, 'Here's some Dr. Williams' Pink Pills; just the thing to put you on your feet again.' I took them and then got six boxes more and soon could feel they were helping me. By the time the last box was empty I was doing my work again and feeling fine, and I had gained in weight. My health has since continued good, and I give the credit to Dr. Williams' Pink Pills."

You can get these pills through any dealer or by mail at 50 cents a box, or six boxes for \$2.50 from The Dr. Williams' Medicine Co., Brockville, Ont.

Additional Capital

The judicious use of capital can prove just as important in assuring successful farming operations as the selection of seed or the proper use of fertilizers. Your plans and needs in this connection will receive courteous, confidential attention from any Sterling Bank Manager.

THE STERLING BANK OF CANADA

SAVE Because

BIRD'S PAROID



Buy the Roofing the Railroads Use

The railroads use BIRD'S PAROID roofing because it gives them the longest and best service at the lowest possible cost per year. The railroads use it on every kind of building because of its weatherproof qualities and fire-resisting surface. Colors, red, green, grey. Make that new roof for your factory, garage or other building BIRD'S PAROID and get the best satisfaction that a roof can give.

BIRD'S PAROID is sure to deliver 100% downright satisfaction, that's why we're boosters for it.

Made by BIRD & SON, LIMITED, Hamilton, Ontario

J. McKercher WATFORD

Watch for the Red Trucks

FRICION---
THE UNSEEN ENEMY OF MOTOR VEHICLE AND TRACTOR EFFICIENCY

One of the most important factors in the operation of motor vehicles and tractors is correct lubrication "CERTIFIED" Lubricants are manufactured with scientific exactness (by one of the largest oil refiners in Canada) and eliminate wear by stopping friction; when used continuously creates in every motor in any make of car perfect and permanent lubrication.

Motorists whose policy is to save "maintenance-cost dollars" rather than "price per gallon pennies" consider "CERTIFIED" Oils and Greases by far the most economical motor vehicle and tractor lubricants obtainable. Upon request one of our Lubricant Service-Sales men will call and explain further the merits of "CERTIFIED" Oils and Greases—the better motor vehicle and tractor lubricants.

DELIVERED AT YOUR DOOR AT ATTRACTIVE PRICES

Consumers' Supply Co

LUBRICANT SERVICE TO MOTORIST'S PETROLEA, ONTARIO

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