

Guide-Advocate

WATFORD, ONTARIO
Member of Canadian Weekly Newspapers Association.
W. C. Aylesworth, Publisher.
Average Circulation for year ending December 31, 1923... 1,565

ADVERTISING RATES
Display ads, set, transient, 25c inch.
Display, yearly contract, set, 18c in.
Display Ad., all plate... 18c inch
Special Position... 5c per inch extra.
Theatrical Advt'g with reader or cut... 35c per inch
Business Locals, front page 10c per line; inside pages 5c per line.
Classified Ads, One Cent per word each insertion. Minimum 25c.

FRIDAY, OCTOBER 31, 1924

Note and Comment

Employer (to applicant for a position, who has handed in testimonials from two ministers—"We don't work on Sundays. Haven't you a reference from some one who sees you on 'week days'?"

An American religious organization declares that there is no Hades. This has impressed us so deeply that we have decided to send for our income-tax collector and tell him what we understand it isn't possible for him to do as we told him. U. S. paper.

The ridiculous way that Sir Oliver Lodge and Conan Doyle talk about heaven reminds one of the little girl who rummaging in a drawer, exclaimed: "There 'Grandma's gone to heaven without her spectacles!"

A battered old Bible, printed in 1591 by John Wolfe for the assigns of Richard Day, believed to be the volume carried by Oliver Cromwell on his campaigns in the war with King Charles, is owned by Harold Cromwell, of Port Stanley, a lineal descendant of the Protector.

When fiscal matters engage the attention of the Canadian Parliament at its next session there is likely to be a discussion of the remarkable growth in the trade between Canada and her late enemy, Germany, and of the possibility of taking steps to facilitate that commerce.

A sad feature of the Old World situation is that Ireland is not the only country pursuing war ends. There is desperate fighting in several other lands, even Pacifist China leads the way with the bloodiest of struggles. But if Ireland is wise she will not add to the European and Asiatic carnage.

The palm for pure, unadulterated candor must, of necessity, be handed to editor of the Glencoe Transcript, who after meeting Mayor Wenige of London at luncheon tendered Western Ontario newspaper men by the London Chamber of Commerce, returned home and wrote this one:—

"The daily papers have been giving so many details of the private life of the Prince and perhaps we may be excused if we draw attention to the fact that His Royal Highness did not retire to his bed until his train had passed through Glencoe. London, however, has no interest for him; even the possibility of seeing Mayor Wenige did not keep him awake."

He Found Them Polite

Arthur W. Ellis, who publishes the Petrolia Advertiser-Topic, recently returned from a three months' visit to Europe. Mr. Ellis crossed the pond with the Canadian Weekly Newspaper party, but spent an extra month on the Continent. In a recent issue Mr. Ellis had the following interesting paragraph: "One thing with which we are particularly charmed when in England and Scotland was the politeness of everyone. It was no more marked amongst the persons in the street than it was amongst persons of high degree. "Thank you sir," came as naturally to the lips of one as to the other. The same applies to Holland. In our hotel in Amsterdam the first morning's greeting was "Good morning" from the chambermaid, elevator boy, porters, assistant manager or manager, and revolving door attendant, who also thanks you for allowing him to swing round the door to let you out. It is not given in any fawning way, but seems to have been part of their education. In France they may have been just as polite, but as our French vocabulary was limited to two words, 'Oui' and 'consomme', we are unable to say. The French, however, know how to charge in English, and many of us consider that they mistook us for Germans and were collecting reparations as they went along."



IF OUR MERCHANTS and their sales clerks were not a mighty good natured bunch of folk, whose rough edges have been worn down by much contact with human nature, they would have reason to get quite grouchy at times. There are some persons who will go, or send, to more or less distant cities and make important purchases. Then when they want some little thing in a hurry and must have it for some pressing need, will rush to the home store and demand that it must be supplied to them right away and sometimes ask that it be charged. They expect their home men to keep stocked up with carloads of goods yet fail to supply their share of the patronage that would warrant their keeping such stock. A group of retail stores link up a town with a wonderful system for distributing modern products for home merchant brings to your door the comforts of advanced civilization where you can examine and see what you want. Are you doing what you should to encourage them? The men who own and conduct the stores in Watford are mostly a loyal force working to build up this community, helping by paying taxes and providing modern facilities to improve its civic advantages and promote its prosperity. When you deal with them you back up and help them in making Watford a bigger and better town. Think of these things the next time you take your pen in hand to sign a cheque or P. O. money order to order goods from some place that has no more interest in Watford than they have in Europe or Africa.

Observe Armistice Day

The usual Armistice Day two-minute silence will be observed on Tuesday, November 11th, at 11 o'clock, throughout the British Empire. This is in addition to the observance of Armistice Day and Thanksgiving Day on Monday, November 10.

DRUNKEN DRIVERS

The best way to deal with the drunken driver is not only to put him in jail, but to deny him the right to drive a car for long period after his release. The number of such drivers is large enough to constitute a grave menace to the public safety. It ought to be an established policy, applicable without exception in such cases, that the menace must be removed from the highways.

The enforcement of such a policy might tend to make the prohibition laws better observed and that certainly would be a good thing. But the immediate and main advantage of life and limb, so far as this is humanly possible, is the first duty of organized government.

BARNUM WAS RIGHT

(Forest Free Press)
A few weeks ago a Forest merchant ran a ten-inch advertisement in a city paper, which cost him \$15.00 of his good money. Not more than 50 copies of the said paper came to Forest and neighborhood, therefore the advertisement was of very little, if any, benefit to the merchant. The same advertisement in The Forest Free Press would have cost the merchant \$2.00, and it would have gone into 900 homes in Forest and vicinity, and have been of great value to the merchant. Besides that, the \$15.00 that went to the city paper will be kept there, whereas the \$2.00, if spent with The Free Press, would have been returned to the Forest business places, and probably to the same merchant.

WEEKLY PAPERS GONE

The meeting of the Western Ontario division of the weekly newspaper publishers, held in London, last Friday, brought out the interesting fact that there are today forty-five fewer weekly papers published in the eight counties represented than there were ten years ago. The eight counties are Essex, Huron, Kent, Lambton, Middlesex, Norfolk, Oxford and Perth. When the war broke out in 1914 there were 99 papers in these counties, and today there are only 54, which means that the greatly increased cost of publication has wiped out 45 weekly papers, a loss of nearly 46 per cent. The greatest falling off was in Lambton, there being now only five weekly papers in the county, compared with fifteen in 1914. It is those publishers who advanced their rates to a living basis that have survived. There has been a similar falling off all over the Dominion.

"Squibographs"

The Swedish decree prohibiting the killing of eagles may be regarded as class legislation by the cows.

There is said to be keen rivalry among Detroit girls for the privilege of having a ride in the Prince's special, made-while-you-wait, fli-ver.

Toronto is considering the feasibility of establishing a civic gasoline service. The aldermen have generously offered to provide the "free air."

A New York policeman who died the other day left an estate valued at \$65,000. The cop saved the coppers and the dollars looked after themselves.

The British and Turks are tangled up in another diplomatic complication. The wily and oily Ottoman has the faculty of wriggling out of situations that would stump Houdini.

A cable from Hungary conveys the alarming announcement that Jackie Coogan is threatened with chicken-pox. It is impossible to keep that youthful prodigy out of the spotlight.

Dirigible balloons and certain bumptious individuals have one characteristic in common. Both have their noses in the air.

The death of a noted weather forecaster is reported. We may now have to take the weather just as it comes.

There is no excuse for not attending Sunday morning service in a Pittsburg church. Breakfast is served in the basement.

Another link connecting the East and West has been established. Sockeye salmon are reported to be flourishing in the waters of Lake Ontario.

Premier Mussolini of Italy may dictate the grades of bread his countrymen are permitted to eat, but he would be well advised to keep his hands off macaroni and spaghetti.

An insect has been discovered that bores into the metallic furnishings of telephone instruments. The buzzing sound frequently heard may be due to the operations of the invisible drillers.

To provide maintenance for hungry Simians the monkeys in the Berlin zoo may pass around the hat. Owing to the high price of peanuts the directors purpose letting them forage for themselves.

New York housewives are complaining of the scarcity of washerwomen owing to the strict immigration regulations. They are now forced to junk their washtubs and wringers and send the family 'wash' to the laundries.

A Philadelphia woman complained to the court that she was unable to sleep and was losing weight on account of her husband's sonorous snoring. The judge ordered the nasal trombone soloist to consult a specialist.

A correspondence doctor advises his readers who show symptoms of mental disturbance to press the top of their heads with their fingers. If a dent is left there is something wrong with the old cerebrum. The test does not apply to "ivory" and "boneheads."

An old lady in St. Louis who recently celebrated her 102nd birthday attributes her long life to taking care of the two t's—teeth and tonsils. "Keep the gateway of your system in good condition and the rest will take care of itself," she declares.

Castor oil is said to be one of the principal ingredients used by the French chemists in manufacturing a substitute for gasoline as motor fuel. There is a strong sentiment in juvenile circles in favor of devoting the entire output of this unpalatable liquid to mechanical purposes.

SOME KICK

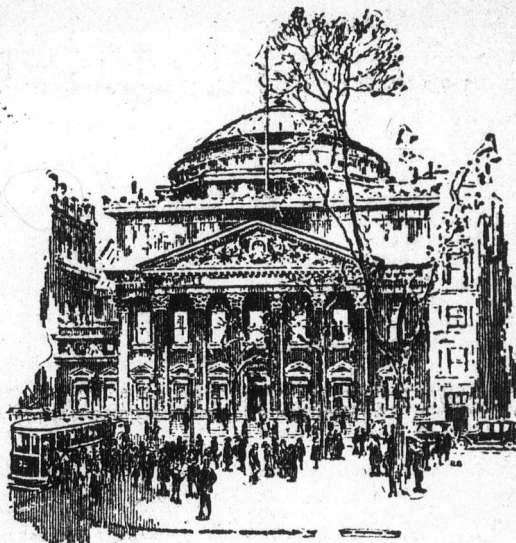
Now that the plebiscite campaign is over, it may perhaps be permissible for us to reprint the following story from the Prince Albert News:—

Dopy tells a story about a tiny ant who gazed longingly, but helplessly, at the body of a dead horse. Just then a bootlegger's truck rattled by and a case of stuff fell over the tail gate and crashed to the ground. A puddle formed and the ant took one sip. Then he seized the dead horse by the tail and shouted: "Come big boy, we're going home!"

The Principal Functions of Banking

THE two principal functions a bank performs are receiving deposits and advancing credit. Our resources and liquid position, due to a continuous policy of conservative management, enable us to offer absolute security for savings. They place us in a position, also, where we can offer generous terms of credit to firms whose financial position warrants it.

THE STERLING BANK OF CANADA



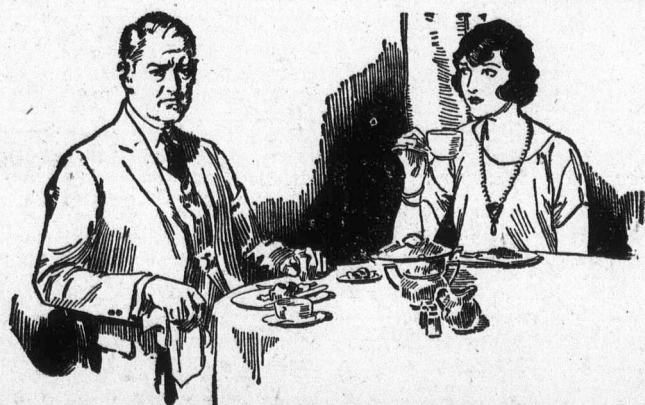
Victory Bond Interest

When your interest coupons become due, or when you receive cheques for interest on registered bonds, deposit them in a Savings Account in the Bank of Montreal. The money you receive on your investment in bonds will then earn interest for you.

Watford Branch: T. W. COLLISTER, Manager.

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Established over 100 years



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In Five Minutes all the Indigestion, Flatulence, Heartburn and Acidity will be Gone

Why be miserable another moment when a few tablets of Pape's Diapepsin will correct your out-of-order stomach and your digestion? Harmless! Pleasant! Effective! Get a 60 cent package from any drug store, then if you or one of your family should eat something which upsets the stomach with gases, sour fermentations, acid or causes distress you can, like millions of others, get prompt stomach relief and correction.

Internal and External Pains are promptly relieved by DR THOMAS' ELECTRIC OIL

THAT IT HAS BEEN SOLD FOR NEARLY FIFTY YEARS AND IS TO-DAY A GREATER SELLER THAN EVER BEFORE IS A TESTIMONIAL THAT SPEAKS FOR ITS NUMEROUS CURATIVE QUALITIES.