

Guide-Advocate
WATFORD, ONTARIO
 Member of Canadian Weekly
 Newspapers Association.
 W. C. Aylesworth, Publisher.
 Average Circulation for year ending
 December 31, 1923..... **1,565**
 (Covering East Lambton)
ADVERTISING RATES
 Display ads., set, transient, 28c inch.
 Display, yearly contract, set, 18c in.
 Display Ads., 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 17, 1924

Note and Comment

A slump was seen coming in the United States by Henry Ford so he arranged to spend \$7,000,000 in newspaper advertising this year. The moral is obvious.

The Province of Ontario gave dry majorities in 1894, 1898, 1902, 1919 and 1921. What she will do in 1924 depends on the interest or indifference of the voters.

Another buggy was demolished when it was struck by an automobile during a heavy rainstorm on Sunday night, near London. Had the vehicle been equipped with lights the accident in all probability would not have occurred.

The autumn has arrived. Colder winds and chillier rains are now the rule, and it will not be long ere the snow flies. Nature has been at work, the trees are beginning to put on their gorgeous fall clothes, the leaves are turning to brilliant colors and are found here and there scurrying and scraping along the sidewalks. Brilliance and browns have replaced greens. Christmas and winter are almost upon us.

Wm. Monkhouse, of Thedford, while strolling along the creek, near the old slaughter house, on the 4th con., picked up an old Indian relic, in the form of a solid copper kettle. The utensil has about a quart capacity, had no handle, but the lugs were on the kettle. The probability of its origin, is, that Indians many years ago had left it there, it becoming covered with the earth, and the stream in time had washed the soil off and left it exposed.

It is recorded that at an A. Y. P. A. meeting near Tillsonburg a furore of laughter was created when in a debate it was stated that the present bootleg whiskey being sold was nothing but embalming fluid. But why laugh? Embalming fluid consists mostly of formaldehyde, which something tells us is also used extensively in the modern method of curing bacon to get it quickly on the market. You get the odor of it in the cooking. Well, when you get a whiff of somebody's breath who has been indulging in a bootleg jag, just note the resemblance of fried hog.

Local radio fans who listened in on Friday evening's concert last week would get the news from station W. F. B., Atlanta, Georgia, of the safe arrival there of two well-known young men, La Verne Morden, Wyoming, and Chas. Patterson, Arkona, who were present at the concert that evening, having stopped there over night on their motor trip from Detroit to Tampa, Fla. Later word has been received here of their final arrival in Tampa. They report the weather ideal there and their journey accomplished with very little motor trouble, three blowouts and one puncture. Charlie has a large orange grove at Tampa and he expects to be very busy until spring when he and Verne plan a further trip to Lower California before returning to their homes here.

Those of us who were inclined to doubt the benefits of athletics in the schools would have had this dispelled after attending the "Wossa" exercises in Watford last week. "A sound mind in a sound body" can only be secured by vigorous exercise, and hard, everyday work cannot take the place of pleasurable recreation such as competition on the athletic field awards. It was gratifying to note the clean, sportsman-like manner in which the events of the "Wossa" meet were conducted and the good feeling that prevailed among the competitors. Such augurs well for the return of the days of real sport in the larger world of athletics when the young of today enter into the years of maturity. Commercialized, unprincipled sport, so common in recent years, will then, it is hoped, have had its day.

In Ypres, Belgium, where so many of our Watford boys saw severe fighting during the war, the tourist is assured that no attempt will be made to reconstruct the famous Cloth Hall, which is to be preserved as a memorial of the great war for all time. But from a central office source it is gleaned that this is a sentimental fiction. The Cloth Hall, like the Cathedral, is presently to be rebuilt precisely as it originally stood. Some of the most famous churches in Ypres have already been thus restored, with marvellous precision and skill. The Square is once more practically as our first divisions saw it in 1914. The ramparts blossom with shrubs and flowers. The British memorial at Menin Gate is being built. Hell Fire Corner is a delightful spot of civic suburban rest. Flowering beds surround a band-stand near the railway station. The derelict canal is once more in smooth working order.

The Prince of Wales has tired of the simple life on the ranch and has left for other parts. He is a bundle of nerves and simply can't stay put. He seems to crave excitement and it is said what he does day after day would kill most men. We advise him to buy a weekly paper. Then all he would have to do would be poke about here and there for anything to make a news item about, edit the correspondence, attend Town Council meetings and listen to an hour's dissertation on how to keep the expenditures for the remaining two months down to a minimum so as to balance with the tax rate and not have a deficit for nomination night; collect accounts, explain why an important item was left out of last week's issue, explain why an important item was put in last week's issue, rejoice with the living, sympathize with the sorrowing, urge upon advertisers the necessity of handing in copy for their advertisements early (which they forget the following week) read proofs, feed the press when the "devil" has a social engagement, explain the difference between news matter and advertisements, tell—but why continue. He'll learn it all when he heats the editorial seat.

No need to suffer with corns, or to run the risk of paring them. Remove them surely and painlessly with Holloway's Corn Remover.

"Squibographs"

It is claimed for a new patent wringer that it is only excelled by the good right hand of the Prince of Wales.

The proposed new palace for the League of Nations is to cost \$2,400,000. Rather an expensive coop for the dove of peace.

The Quebec poultryman who recently had 500 chickens drowned by floods has decided to raise ducks in future.

Although unemployment is rife in the Old Country there are few applications for the office of fence viewer on the Ulster boundary.

A market report predicts an increase in the price of canned fruit. Prunes are an ever-ready substitute and do not require a can opener.

A special ward in a Chicago charity institution is reserved for snores. Maxim silencer walls protect the other inmates from the trombone chorus.

The Shanghai rooster is noted for its size and aversion to engaging in a fight. The defenders of the Chinese city of that name appear to have the same characteristics.

A newly married couple in England had their wedding breakfast served on an airplane. The groom is said to have felt more at ease than he did during the ceremony.

An American railroad reports that its lost \$98,000 on its dining service last year. Passengers who were charged 25 cents for a baked potato can not understand the deficit.

The effects of war are far-reaching. A San Francisco paper fears that the ruction over in China may result in a shortage of firecrackers for Fourth of July celebration.

The Washington scientist who, simply for the love of digging, tunneled under the streets of that city, would probably register a vigorous protest if his wife asked him to dig up a mess of potatoes in the back garden.

Unquestioned Security For Depositors

THE Sterling Bank has never departed from the rigid policy of conservative management adopted by the Bank's founders. As a result, our resources and liquid position to-day present positive security for savings. Deposit your money in our Savings Department. We will keep it securely — return it promptly on demand. Or we will lend you OUR money — if you can give it the same protection we give yours.

THE STERLING BANK OF CANADA

Mark Tapley had nothing on the Quebec farmer who, when his crop was destroyed by floods, was grateful that the watercress was spared.

High River, Alberta, the Canadian home of the Prince of Wales, is much in the limelight at present. When winter comes White River, Ont., can shade it by several degrees.

Dr. Mayo is credited with saying that the way many people eat resembles putting molasses in the gasoline tank and sand in the gears. This results in parking in a hospital ward.

The old saying, "corporations have no souls" does not apply to the Home Bank. The investigation of that defunct institution revealed that a shoe factory was included in its long list of doubtful assets.

An incident of cold commercialism is reported in Valdez, Alaska. The peak of the famous glacier that forms the background of the city is reported to be receding rapidly. To keep step with nature local taxi drivers have added 10 per cent. to the fare for taking tourists to the top.

Scientists are puzzled over the fish recently taken from water holes in an oasis of the Sahara Desert. Their discovery gives a new angle to the art of angling. Instead of being hauled out with a rod and line they can be dug out.

An Oregon barber offered a special prize of a free hair cut at a local fair. It was won by a bald-headed man.

An Ohio woman boasts that she has baked a fresh pie for her husband every day for twenty years. Some men are gluttons for punishment.

Owing to the light wheat crop in France dog owners are urged to not feed their pets white bread. Most dogs prefer a bone to bread of any color.

At the National Horseshoer's convention held in Baltimore last week delegates deplored the scarcity of apprentices. The muscular youths who formerly recruited this useful trade now devote their energy to cranking flivvers.

Hamilton's chief of police is not worrying about the practice of pasting bathing girl pictures on the windshields of automobiles. "Let them ride," he says, "they are safer on the glass windows than sitting beside the driver."

When a blacksmith in Westbourne England, was married to his old "spark" the ceremony was performed in his smithy. In keeping with the environment Tubal Cain's wedding march and the anvil chorus would have been appropriate.

Booze Must Not Come Back! Only By Voting Can Ontario Citizens Defeat the Desperate Liquor Interests

THE lawless liquor traffic dies hard. But good citizenship is a patient executioner in Ontario. Again and again Ontario citizens have registered their determination that the moral and economic waste caused by booze must cease. On October 23rd the men and women of this Province must tell the self-seeking liquor interests still more emphatically that booze shall not come back. A half-million majority for continuance of The Ontario Temperance Act is language that brewer, distiller and bootlegger will understand.

O.T.A. is Hated for Its Good Work

Desperate because the O.T.A. has cut down drinking by 90%, the liquor trade seeks the death of the finest temperance measure Ontario has ever had. Distiller, brewer and bootlegger are arrayed against the forces of reform. The issue itself is sharply drawn, but John Barleycorn is using a new disguise. Only his desperation can explain his reckless effrontery and his astonishingly low estimate of the common sense of the people.

No good citizen, familiar with the miserable conditions before The Ontario Temperance Act brought sobriety to the homes and happiness to the women and children, would deliberately vote for a return to the bar-room. Yet today Ontario faces, as the only alternative to the O.T.A., a step that will lead to conditions in some respects even worse than the open bar produced.

Rally to Its Defence!

The same sordid story comes from every province where so-called government "control" has been blindly adopted. More drinking, more drunkenness, more crime, more accidents, more misery, more waste—and, above all, infinitely more of the curse of bootlegging. This prospect should send every earnest man and woman in Ontario to the polls on October 23rd to vote for the continuance, strengthening and vigorous enforcement of The Ontario Temperance Act.

To legalize the sale of booze for beverage purposes, though in sealed packages, is to re-establish the liquor shop

without the former restrictions of the licensed bar-room, and bring back the treating system, the hip-pocket flask, and the drinking club. To vote for government sale is to bring back to old Ontario the free dispensing of that bottled misery which will blight and destroy the hopes, the character, the life of young and old in every community where liquor shops are permitted to exist.

Your Ballot is Your Weapon

You know that, but you must VOTE. Your weapon, the ballot, must be used. Vote yourself, and use your influence to have every qualified elector within your home and your place of work do likewise. The only votes counted will be those placed in the ballot box on October 23rd, 1924.

Apathy and over-confidence have lost many a good fight. The liquor trinity—bootlegger, brewer and distiller—are at work, night and day. Foil their efforts by polling an overwhelming majority for The Ontario Temperance Act. Mark your ballot thus:

1	Are you in favour of the continuance of The Ontario Temperance Act?	X
2	Are you in favour of the sale as a beverage of beer and spirituous liquor in sealed packages under Government control?	

The Ontario Plebiscite Committee
 2 Toronto Street, Toronto
 G. B. Nicholson, Chairman