

SUPPOSE THE GUIDE-ADVOCATE CEASED PUBLICATION

JUST suppose this community was left without a local newspaper! What would become of its local pride? Watford would just be a name on a railway time-table or a post office guide. Men and women might die, or marry, or go away, or suffer accidents, or entertain friends, and you would hear about it all only through gossip. Farm sales and other announcements of interest to this particular part of the wide, wide world would have no publicity. Our local merchants would have no cheap and quick way of telling you what they provide for you. Our churches and schools and other institutions would have no medium of news or appeal. And this whole community would slip back and be the sport of joke-smiths.

Would City papers take the place of The Guide-Advocate?

You know they would not.

THE point of it all is: We are raising The Guide-Advocate on December 1st to \$1.50 a year. Now if you "kick" and drop your subscription, you say, in effect, "This community doesn't need a local weekly. If I can do without The Guide-Advocate, all others can."

We do not believe for one moment that the good people of Watford, Warwick and Brooke and neighborhood mean to "kick" or drop their subscription to The Guide-Advocate. We expect all our subscribers to recognize the new conditions of living and publishing that have made the old dollar rate impossible to continue. But we want to let you see that your weekly newspaper at the higher rate of 3 cents a week—the price of a postage stamp—still costs an insignificant sum when you reckon up the service your weekly newspaper renders you and this whole community.

Be loyal to and proud of the community you live in. Keep it on the map.

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ONION LAKE, SASK., April 22nd, 1915.
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Children Cry FOR FLETCHER'S CASTORIA

ORIGIN OF LAUGHTER.
Carrying the Analysis Back to the Lowly Prehistoric Clam.
Laughter is an involuntary physical reaction. Hughlings Jackson calls it "one of the innumerable epilepsies to which man is subject." It is apparently a universal heritage, though certain causes may operate more powerfully upon one individual than upon another to produce it. In the little child whose sensibilities are uncomplicated by any mental experience unless they be racial ones the shock of delicate touch—tickling, as we call it—first causes laughter. Why?
The claim of our psychologist carries us a long leap backward to the most elemental form of animal life. Beyond the savage stands the monkey and dimly far beyond him the mollusk, whose only sense was that of touch. Picture this great-grandfather of living things lying motionless save for those nervous, fluttering, sensitive feelers extended to play the part of sight and hearing. A bit of seaweed bumps against them. A spasm racks the mollusk's whole being, crushing him into his shell until the surprise has abated; then the fact that no further attack follows brings relief.
This is the germ of the cause of our laughter spasm—a sudden shock, instantly followed by a feeling of relief. Only such shocks as were followed by relief became racial memories. Where relief did not follow the clam did not live to leave a heritage.—Burgess Johnson in Harper's Magazine.

SPOILED HIS SYSTEM.
He Thought It Couldn't Be Done, but He Is Wiser Now.
I know a man who wears his shirts in chronological order—that is, if he buys a new shirt he tags it with his initials, numbers it and places it at the bottom of the pile. And, no matter how much he likes it, he does not wear it until it comes out at the top of the pile. He went into wordy detail about the economy of his system, and he added that he arranged his socks and underwear in the same manner.
I told him that he would meet the woman of his dreams some fine day and that she would knock the spots out of his system. I told him that she would admire a particular shirt, caress its delicate stripes lovingly and ask why he didn't wear it oftener. And then he would send it to the laundry as soon as it was soiled and wear it as soon as it got back, and he would buy other shirts like it, and he would forget the system.
"Don't you believe it!" he said. "The person doesn't live who could upset my system!"
But I met him a few days ago—for the first time in a year. He was hurrying to catch a car, so I had only time to ask him how he was and how things were going. And he didn't have time to explain. He only shouted over his shoulder jubilantly, "I'm wearing 'em every which way!"
And I hadn't even heard he was married.

Crossing the Bar.
Tennyson's famous poem "Crossing the Bar" was written, said his son, in the poet's eighty-first year "on a day in October when we came from Aldworth to Farringford. Before reaching Farringford he had had the 'moaning of the bar' in his mind, and after dinner he showed me the poem written out. 'That is the crown of your life's work,'" said his son, who was the first man after the poet to read "Crossing the Bar" and who passed the first criticism upon it in such fitting and generous language. "It came in a moment," said the poet, and he explained the plot as the Divine and Unseen, who is always guiding us. A day or two before he died the poet, calling his son to his bedside, said, "Mind you put 'Crossing the Bar' at the end of all editions of my poems."

The Forehead and Health.
The forehead is the first feature of the face to show indisposition. The minute one's stomach is out of order there will be yellow spots on the brow. When one feels faint the forehead will instantly show it. When one is sick there will be freckles and pimples upon the brow, which was smooth and clear before. The forehead is as good an indication of one's general health as is the pulse.—London Globe.

Ugly Comparison.
"Dad, what do they mean by perennial?"
"Continuing from year to year," answered pop.
"Like my hat," interposed ma.
And then there was a deep, portentous silence.

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that your skin trouble is incurable because ordinary treatments have failed? If so get Zam-Buk and prove, as thousands of others have, that Zam-Buk is capable of healing after everything else has failed!
Mrs. Horgab, of 183 Manning Ave., Toronto, writes: "For eight months my little son's face was simply covered with eczema. The pain and irritation were so intense that he could not sleep. He received treatment at a hospital, but it did him no good. Then I heard of Zam-Buk and commenced using it. It really worked wonders. The pain and irritation soon disappeared, and I could notice a decided improvement. I persevered with the treatment until now his face is quite free from sores and his skin is perfectly clear. I cannot be grateful enough for what Zam-Buk has done, and I shall never be without it."
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