

## FREE AT LAST OF KIDNEY TROUBLE

"Fruit-a-tives" Brought Her  
Health and Strength

624 CHAMPLAIN ST., MONTREAL  
"For 3 years, I suffered constantly from Kidney Disease and Liver Trouble. My health was miserable and nothing in the way of ordinary medicine did me any good."

Then I started to use "Fruit-a-tives" and the effect was remarkable. All the pains, Headaches, Indigestion and Constipation were relieved and once more I was well.

All who suffer from such trouble should take "Fruit-a-tives"

Madam HORMIDAS FOISY.  
50c a box, 6 for \$2.50, trial size 25c  
At dealers or sent postpaid by  
Fruit-a-tives Limited, Ottawa.

## You Must Tell 'em to Sell 'em.

On your shelves, in your stock room or warehouse, are the goods you have for sale.

In the homes all round are the folks for whom those goods were produced—The Buyers.

You have the goods, they have the money. But there's no particular reason why the public should come to you. Mr. . . . down the street handles the same line of goods. The happiest solution and the logical one is to ADVERTISE. Tell 'em.

Advertising is today the greatest force in modern business progress. Its powers can be quickly, efficiently, economically applied to your business.

Get the facts from "The Guide-Advocate."

### A WORD TO THE WISE

The advertisements you see in our columns are the invitations to you of responsible, progressive business men.

Shop Where You Are Invited To Shop

Issued by Canadian Weekly Newspapers Association, Head Office, Toronto, Canada.



## Accidents!

Be prepared! Get Zam-Buk to-day! Prove for yourself how, directly this magical herbal balm, is applied to a cut, burn, scald or wound, all soreness and inflammation disappear and healing starts.

Zam-Buk's pain-soothing, disease-dispelling and skin growing powers create amazement everywhere. It stands supreme whether regarded as a first-aid for simple injuries or remedy for obstinate skin diseases.

Mr. B. Hager, of Edmonton, says: "Zam-Buk's speedy healing beats me, but I recommend it everywhere. One day I was opening a pineapple when the can-opener slipped and the rough jagged tin edge ripped open a two-inch wound in the palm of my hand. The pain was fearful and the blood simply spouted out."

"Having a box of Zam-Buk handy I immediately applied some, and to my great relief pain was quickly ended and bleeding stopped. For sores and wounds Zam-Buk leaves everything else far behind." Also for eczema, cold sores, bad legs, ulcers, abscesses, piles, ring worm, poisoned wounds, etc. 60c. box.

**ZAM-BUK**  
The Ever-Ready First-Aid

## WHEN DO YOU PRINT THE PAPER?

The above question is asked in nearly every weekly newspaper office in the country very often and the following from the Cass City Chronicle is about the best advice we have heard along this line:

The weekly newspaper game in a small town would be a much easier job if the work could be done as quickly as some people imagine. A young lady brought in quite a bit of copy late Wednesday afternoon, and when asked why she hadn't sent it in earlier in the week exclaimed, "Why, they told me you set the type for the paper on Wednesday night." Quite often part of the paper is printed as early as Tuesday and type for that portion of the paper was set on the linotype on Monday or even the Saturday before. The young lady acknowledged that she could have brought the paper earlier in the week just as well, and now that she knows the typesetting on a weekly newspaper is more than a "Wednesday night job" she says she will be the bearer of "early in the week" copy, and the printers will wear more smiles and forsake their grouchy ways when more people effect a like reform.

So many seem to think that the mere act of doing the press work is all there is to it, that if they get their matter in at the time of going to press it can be handled, and there is no use getting in early. The fact is that as soon as one week's issue is off the press the work of getting ready for the next week commences and all that can be put in type early in the week is that much that is ready and is a great help to the force.

## IF YOU HAVE A BAD COLD

To a statement telling people how to dress in order to avoid taking cold by exposure to excessively severe weather, Dr. Henry F. Vaughn has added this word of advice that can bear every emphasis: "Anyone catching a bad cold should forget his work, and take to bed immediately, and rest for a day or two in order to build up the body."

Generally a cold is a serious thing only when it is neglected. And the most flagrant neglect, is failure to rally physical resources in order to fight it and drive it out of the system. The man or woman who "keeps going" while suffering from a bad cold is courting pneumonia or bronchitis or tuberculosis. That man or woman is flirting with death. While ordinary quiet at home helps a great deal in the fight for quick and thorough recovery, there is nothing quite so beneficial and sure as complete relaxation between the covers, with nothing to do but eat and sleep.

A good many people who are now in their graves would be alive and happy if they had not allowed themselves to be victims of the mistaken idea that a cold amounts to little and can safely be ignored. In a climate like ours that idea is a pernicious fallacy.—Detroit Free Press.

## ATTRactions OF COUNTRY VERSUS THOSE OF CITY

The Farmer's Sun says that one of the outstanding differences between town and country is the presence of bright lights in the former and their absence in the latter. Therefore, to stop rural depopulation brighten up the country by the introduction of hydro.

By all means, let the country be made as bright as it is possible to make it; still it is very doubtful if rural depopulation will be stopped by any process of imitating the ways of the city. They cannot hope to compete with the city in regard to certain attractions, nor should it try. The mere attempt at imitation is more likely to stimulate than to satisfy a desire for city life. The country has attractions of its own, attractions in regard to which the city cannot compete. Would it not be better for dwellers in the country to develop the attractions peculiar to the country and to cultivate a keener appreciation of them, than to seek for things that are impossible?

It is possible to make a strong case for the advantage of country life; it would be possible to make a much stronger case if rural people were alive to their opportunities. There is much misery in the cities of which the country dwellers are happily ignorant. It is not all a scene of joy that the city lights reveal; far from it. The average of human happiness is probably far greater in the country than it is in the city, and it might be made much greater still.—Glencoe Transcript.

It has Many Qualities.—The man who possesses a bottle of Dr. Thomas' Electric Oil is armed against many ills. It will relieve a cough, break a cold, prevent sore throat; it will reduce the swelling from a sprain, relieve the most persistent sores and will speedily heal cuts and contusions. It is a medicine chest in itself, and can be got for a quarter of a dollar.

## Notice to Church Treasurers!

THE GUIDE-ADVOCATE Commercial Printing Department is running steadily at the present time furnishing the various churches for miles around with printed Financial Statements from the auditors' reports. Our Linotype being fully equipped enables us to specialize on this class of work and give our customers the best possible service and at reasonable prices. Our charges are based on the number of pages printed—100 copies \$2.00 per page; 150 copies \$2.50 per page.

Send in your copy by mail if necessary and we will mail the printed reports to your address. You will be pleased with our service.

## WHY NOT CANADIAN?

The Kingston Whig is strongly in favor of recognizing in the census returns that there is a Canadian race and a Canadian nationality. Persons whose ancestors for three generations were born in Canada are still classed as something else than Canadian. This is manifestly not only unjust but absurd. The Whig says:

"Think what it means to the new Canadian. Here, let us say, are a Swede and his wife who came to Canada fifteen years or so ago. They have a family who scarcely know the Scandinavian tongue or where Sweden is on the map. The census taker comes. Yes, he is a Swede and not ashamed of it, but his children, they are Canadians. No, says the Government of this Canada, they are Swedes. If, in the course of a dozen years more, one of the Swede's sons marries a young girl born in Canada of Scottish parents, their children are—what? Either Swedes or Scottish by choice—but not Canadians. About how long will it take to build up a healthy Canadian sentiment and patriotism under such absurd and grotesque methods?"

Newcomers from foreign lands are

sometimes accused of herding together and refusing to be assimilated; and yet the Government insists upon putting a European label on every citizen of Canada. In many cases, too, the label is misleading, even an indication of racial origin. There may be three or four racial strains in an individual, and no earthly intellect can tell how far each enters into his physical, intellectual and spiritual make-up. It is mere guesswork. The best way is to recognize that Canada is a nation, and that everybody who is born here should be described as a Canadian, and nothing else.—Globe.

## PASS THE BUTTER

"Gimme some butter," more or less elegantly requested Pop Consumer at the head of the table. "Sure, I'll send it up!" answered Old Si Producer at the other end of the table, as he handed a pound of the precious food to the dairyman on his right. "I get a small hunk of this for my services," said the dairyman, suiting the action to the word and passing the dish on to the forlorn looking railroad magnate on his right hand. "I'm not allowed much, but such

as it is, I must take it," explained the railroad, taking his toll and passing the butter to the wholesaler.

"For storage, handling and credit accommodation," said the wholesaler cutting off three portions and handing the butter to the retailer.

"Upkeep, long credit, losses and distribution," said the retailer as though repeating a magic formula. And there was a sort of magic in it, because lo! at this instant what was left of the butter vanished.

"Hey, where's that butter?" indignantly demanded Pop Consumer. "Sorry, but the butter's all gone," said the retailer. "Wasn't enough to go around. I have here, however, some very excellent margarine that you may have for the price of butter."

"That's a heck of a note!" exclaimed Pop Consumer. "I pay fine prices for butter and get margarine! I used to do better than that when I sat down next to old Si Producer."

"Yes," agreed old Si, "but that was before you got so snick up and demanded so many improvements and so much service. There are so many folks livin' off a pound of butter these days that it's a wonder some of 'em live at all."



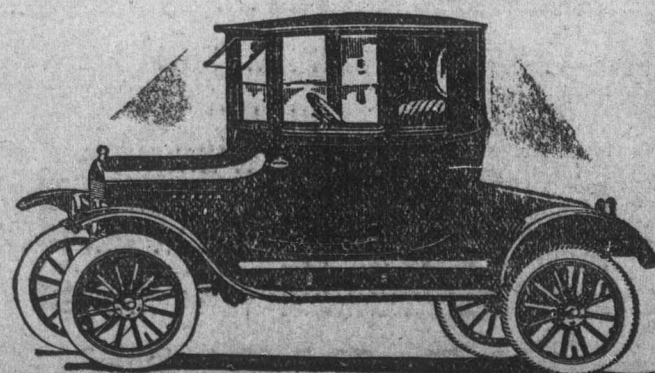
## Can You Imagine Better Motoring Weather?

Ford owners have certainly enjoyed their cars this winter! All country roads as smooth as Watford Main st. pavement, and the weather mostly clear and frosty! Glorious motoring weather! If you have decided to have a new Ford this spring, don't wait -- get it now! If you have not yet convinced yourself that you need a car -- do it now! Prices are now down so low for a better car than ever. Come in and pick your model -- we can give you terms if you prefer, and make delivery at once.

## Wat-Ford Garage

Including Freight and Sales Tax

TOURING	\$564.00
TOURING, with starter	\$651.00
SEDAN, with starter	\$975.00
COUPE, with starter	\$880.00
ROADSTER	\$525.00
ROADSTER, with starter	\$610.00
DELIVERY, with starter	\$638.00
DELIVERY	\$551.00
CHASSIS	\$472.00
CHASSIS, with starter	\$557.00
TRUCK	\$605.00
TRUCK, with starter	\$692.00



A Corrector of Palms  
Many testimonials  
ment showing the gre  
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but the best testimonial  
and the Oil is recom  
who suffer from these  
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## LOOK AT YOUR

WINTER TERM  
JANUARY

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Western Ontario's  
mercial School w  
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Is strictly first class  
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D.D.S., TRINITY UNIV  
Royal College of Dental Surg  
of Bridge and Crown work.  
Porcelain work. The best in  
preserve the natural teeth.  
OFFICE—Opposite Taylor  
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At Queen's Hotel, Arkona,  
2nd, of each month

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GRADUATE of the Royal  
Surgeons, of Ontario, and  
Toronto. Only the Latest a  
Appliances and Methods used  
to Crown and Bridge Work  
Office—Over Dr. Sa  
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## Veterinary

## J. McILLIC

Veterinary  
HONOR GRADUATE ON  
any College, Dentist  
Diseases of domestic animals  
principles.  
Office—Two doors south of  
office. Residence—Main St  
of Dr. Siddal's office.

## Auction

## J. F. ELI

Licensed Au  
For the Count; of  
PROMPT attention to all  
terms. Order may be  
Advocate office

## INSURAN

## THE LAN

Farmers' Mutual  
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