

Guide Advocate

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Display Ad., all plate, .18c inch
Special Position, .5c per inch extra.
Theatrical Adv'tg 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, JULY 17, 1925

"Squibographs"

The recent earthquake did not dis-
lodge a brick on Uncle Sam's high
tariff wall.
Eminent alienists would have no
trouble in establishing that the earth
is "half cracked."
Taking a tip from Tennessee, fair
managers may stage "monkey trials"
as a special attraction.
While they are twisting the
monkey's tail down in Tennessee the
British lion can enjoy a well-earned
rest.
Strawberry shortcake having had
its too brief day cherry pie is a popu-
lar candidate for the premier dessert
dish.
The electric fan has an advantage
over many who are planning a vaca-
tion trip. It can always "raise the
wind."
It would be interesting to know
what the experts eat who prepare the
hot weather food budgets and diet
directions.
President Coolidge has left Wash-
ington to escape the heat, and plans
"keeping cool with Coolidge" at his
summer home.

Many amateur gardeners have now
ceased worrying about whether their
cellar-space could provide storage for
their garden products.
Dayton, Ohio, achieved fame by be-
ing the home of the airplane. Dayton
Tenn., had fame thrust upon it by be-
ing the scene of a monkey show.
"Tourists undertaking to climb the
higher mountain peaks are respect-
fully requested to pay their accounts
in advance;" reads a sign in a Swiss
hotel.
A knowledge of geography is not
the most important thing required
when planning a vacation. Passing the
estimates for expenses calls for cal-
culation and deliberation.
When the proposed bridge between
Detroit and Windsor is constructed it
is expected to greatly relieve conges-
tion of traffic on the ferry line.
Thirty Americans can march across
in massed formation.
Denver barbers sell the bobbed tress-
es of their women patrons to a fac-
tory where they are made into rugs.
Clipping of "permanent waves" are
said to be popular for rowboat rugs.
A Moroccan mule has accomplished
more in the way of overthrowing the
Riffian rebels than the combined
forces of France and Spain. It threw
the rebel leader off its back and broke
his leg.

Genuine
Bayer
ASPIRIN
Say "Bayer" - Insist!
For Colds Headache
Neuralgia Rheumatism
Lumbago Pain
Safe - Accept only a
Bayer package
which contains proven directions
Handy "Bayer" boxes of 12 tablets
Also bottles of 24 and 100 - Druggists
Aspirin is the trade mark (registered in
Canada) of Bayer Manufacture of Mono-
acetic Acid of Salicylic Acid.

Keep Your Shoes Neat
2 IN 1
WHITE
Shoe Dressing
CAKE OR LIQUID

At an athletic meet in New Jersey
last week the world's record for the
running broad jump for women was
broken. A leap of seventeen feet was
made without being paced by a mouse

Probably the most expensive piece
of furniture on the continent was dis-
posed of in New York last week
where a seat on the stock exchange
was sold for the record price of
\$116,000.

The Dominion minister of finance
reports a marked increase in the qual-
ity of raisins imported by the dry
provincer. It is surmised that they are
not all used in making fruit cakes
and plum puddings.

A picnic exclusively for "well be-
haved" pupils of an Ontario school
was marred by the mysterious dis-
appearance of the ice cream and
sandwiches provided for the feast. A
gang of "bad boys" are under suspi-
cion.

To familiarize them with agricul-
tural methods and prospects a short
course for bank managers has been
arranged at the federal farm at Fred-
erickton, N.B. Turning a furrow and
turning down a loan are two different
exercises.

The New Jersey Board of Health
announces that the mosquito is prac-
tically extinct in that state. The Jer-
sey "skeeter" was noted for being the
fiercest of the species. A day of
thanksgiving may be observed to ex-
press gratitude for the extermination
of the pest.

A Boston observer with a marvel-
ous knowledge of human frailties
estimates that 97 per cent. of the
population is guilty of the art of
evading the truth. The world is im-
proving. The Psalmist said: "All men
are liars." A gain of 3 per cent. since
David's time.

Thomas A. Edison, the famous in-
ventor, is expected to appear as a wit-
ness for the defense in the Dayton
evolution case. The monkeys never
forgave the inventor of the gram-
ophone. It put the hand organ out of
business and deprived thousands of
"collectors" of an easy living.

The present state of business gen-
erally is due in a large measure to
the mania for automobiles, but the
retail business is very much overdone
in smaller places, competition being
too keen, in the opinion of the Mid-
land Argus which says:

"The fact that building permits
were issued in Midland last month to
the amount of nearly \$36,000, ap-
pears to indicate that the town is
not in such a bad way after all, and
that we are vastly better off than
they are in most other places. True
the retail business here has not been
as good as it might be for some time
back, but this is mainly due to the
fact that competition is too keen.
There are too many places of busi-
ness here in every line for the
amount of business to be done. Then
we have the automobile mania, if
you might call it such, the problem
that every town is grappling with to
provide people with sufficient means
to keep their families and allow them
to buy cars. The unfortunate part of
the situation is that the business man
is driven to his wit's end to keep
things going, while those who should
be making it easier for him by pay-
ing their bills are letting him worry
while they pay monthly upon a car.
This has got to be a common evil
over the country and it will mean a

Too Much Competition

Widely Known Hotelman Dies Sud-
denly From Heart Failure
Saturday Evening

BORN IN WARWICK

Many life long friends learned with
deep regret that John J. Cox, 69
years old, one of the most widely
known hotel men in the province,
died very suddenly on Saturday eve-
ning while sitting in a chair in the
lobby of the Dominion House, Lon-
don, which he owned. Mr. Cox,
though in ill-health for the past two
years, took an active share in the
work of the hotel.

All week, he had been down to
Port Stanley, returning Saturday
night to relieve his son on the desk,
Sunday. About ten o'clock, W. E.
Smith, of Toronto, and P. J. Henry,
King street, who were sitting in the
lobby saw Mr. Cox fall forward in
his chair. They thought nothing of it
for a few moments, till his body sagged
almost completely out of the
chair. They investigated, and found
Mr. Cox dead. Dr. W. J. Stevenson
was called, and pronounced death
due to heart failure.

The late Mr. Cox was born in War-
wick township, a few miles from
Watford. When a young man he be-
came a grocery clerk in Watford.
Some years later he moved to London
and purchased the London View Ho-
tel, situated two miles south of the
city on the Wharcliffe road. His
ability as a hotel keeper was marked,
and the business prospered greatly.
Twenty-seven years ago he bought
the Dominion House from Martin
O'Meara.

He quickly gained a reputation as
an ideal host among travellers, and
his hotel became one of the best
known hosteries for commercial
men in the Dominion. Mr. Cox had
the faculty of making many personal
friends, and he could count friends
in every part of Canada.

He was a devoted member of the
Roman Catholic church, and a regu-
lar attendant at St. Peter's cathedral.
He was a member of the Knights of
Columbus.
Survivors are his widow; two daugh-
ters, Margery and Madeline; and one
son, John, all of London. Two sisters,
Misses Katharine and Mary Cox, for-
merly of Watford, who are now liv-
ing in London, also survive.

Worms feed upon the vitality of
children and endanger their lives. A
simple and effective remedy is Moth-
er Graves' Worm Exterminator. m

KEATING'S
KILLS
BUGS, FLEAS, MOTHS, BEETLES
Sprinkle in chicken houses and on chickens
and fowls to KILL LICE

sudden and radical check
of these days, or we may
of trouble among the business in-
terests. The deferred payment plan
on automobiles has given legitimate
business of every kind the greatest
black eye it ever got and has sent
business firms sprawling for the time
being at least. However, we have
been particularly fortunate in weath-
ering the storm here thus far, and,
with a little care, we may be able
to pull through, but every business
man is going to have to use a lot of
energy and care in management be-
fore he recovers his feet again."

THE ORANGE PARADE IS
DIVERTED

The mammoth parade of Orange-
men in Toronto on Saturday was di-
verted so that a citizen who is ser-
iously ill might not be disturbed by
bands in the parade passing his resi-
dence.

The most interesting feature in
this episode is that Peter Ryan, the
man for whose comfort the parade
course was altered, is a staunch Rom-
an Catholic. But as far back as mem-
ory goes, the annual twelfth of July
parade has passed by Mr. Ryan's
home and in honor of his Orangemen
friends he put up decorations on his
residence, because he recognized that
while the Orange Order had the repu-
tation of being opposed to certain
doctrines that might be dear to the
heart of Mr. Ryan he realized that
the whole subject was a problem in
human nature and environment and
if men were his personal friends in
many relations of life they could not
be wholly bad, therefore, he was the
exponent in a great example of tol-
eration and broad-minded sympathy.

It was so effective that the biggest
procession of Orangemen in the
world was sent around several blocks
from its wanted route in order that
a bed-ridden Roman Catholic neigh-
bor may have, in the shadow of afflic-
tion, as much quietness as it is pos-
sible to give.

If all Orangemen and all Roman
Catholics will interpret the incident
for what it represents, the world will
make more rapid progress, it getting
over a lot of the unfortunate misun-
derstandings that have been the fet-
ters on true civilization.

J. J. Cox Expires
in Hotel Lobby

Bible Thoughts for
This Week

July 18
THERE IS NO FEAR IN LOVE; but
perfect love casteth our fear.
—John 4:18.

July 19
O LORD REVIVE THY WORK IN
THE MIDST OF THE YEARS.
Habakkuk 3:2.

July 20
HE THAT WILL LOVE LIFE AND
SEE GOOD DAYS, LET HIM RE-
FRAIN HIS TONGUE FROM EVIL;
AND HIS LIPS THAT THEY SPEAK
NO GUILE.—I Peter 3:10.

July 21
I HAVE FOUGHT A GOOD FIGHT,
I have finished my course, I have kept
the faith. Henceforth there is laid up
for me a crown of righteousness.
—Titimothy 4:7.

July 22
WITHHOLD NOT THOU THY TEN-
DER MERCIES FROM ME, O LORD:
LET THY LOVING KINDNESS AND
THY TRUTH CONTINUALLY PRE-
SERVE ME.—Psalm 40:11.

July 23
IF I HAVE WITHHELD the poor
from their desire, or have caused the
eyes of the widow to fail; or have
eaten my morsel myself alone, and
the fatherless hath not eaten there-
of; if I have seen any perish for
want of clothing, or any poor without
covering; then let mine arm fall from
my shoulder blade, and mine arm be

Save the Children

Mothers who keep a box of Baby's
Own Tablets in the house may feel
that the lives of their little ones are
reasonably safe during the hot weath-
er. Stomach troubles, cholera infan-
tum and diarrhoea carry off thou-
sands of little ones every summer, in
most cases because the mother does
not have a safe medicine at hand to
give promptly. Baby's Own Tablets
relieve these troubles, or if given oc-
casionaly to the well child they will
prevent their coming on. The Tablets
are guaranteed by a government anal-
yist to be absolutely harmless even
to the newborn babe. They are
especially good in summer because
they regulate the bowels and keep the
stomach sweet and pure. They are
sold by medicine dealers or by mail
at 25 cents a box from The Dr. Wil-
liams' Medicine Co., Brockville, Ont.

Children Cry for
Fletcher's
CASTORIA

MOTHER:- Fletcher's
Castoria is especially prepared
to relieve Infants in arms and
Children all-ages of Constipa-
tion, Flatulency, Wind Colic
and Diarrhea; allaying Feverishness arising therefrom, and, by
regulating the Stomach and Bowels, aids the assimilation of
Food; giving healthy and natural sleep.

To avoid imitations, always look for the signature of
Absolutely Harmless - No Opium. Physicians everywhere recommend it.

ARKONA
Create Your
Own Currency
YOUR ownership of a Savings Bank
Account creates a currency all
your own. A cheque bearing your
signature jointly with that of the
Standard Bank adds the prestige of
our name to the integrity of yours, a
combination of inestimable value to
you from a business and social view-
point, while offering other practical
advantages of incalculable number.
The deposit of one dollar to your
credit in the nearest Standard Bank
Branch will lay the foundation for a
currency all your own.
THE
STANDARD BANK
OF CANADA.
WATFORD BRANCH—H. W. Nixon
Branches also at Arkona, Strathroy

(Heft) it (Once)!
Then You Will Want One for Your Own Kitchen
The very feel of it will make you want to own it.
It balances so nicely, seems to be just right. The
handle is rigid and does not tip around like a hinged
handle. That means no slipping, scalded hands or
accidents. See how you fill it? You lift the hinged
lid and can fill it right under the tap or by dipper
because the opening is at the side, not the centre.
Most important, these new up-to-date kettles cost no more
than the old fashioned kettle.
SMP
ENAMELED
TEA KETTLE
Sold in Watford by
J. R. McCORMICK J. McKERCHER

Use
MURINE
NIGHT &
MORNING
KEEP YOUR EYES
CLEAN, CLEAR AND HEALTHY
WASH FOR FREE, SEE CARE BOOK, MURINE CO. CHICAGO, ILL.
broken from the bone.—Job 31:16-21
July 24
THE LORD shall persevere thy going
out and thy coming in from this time
forth, and even for evermore.
—Psalms 121:8.

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