

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, 15c. in.
Display Ads., all plate... 10c. 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, JULY 25, 1924

"Squibs by Dad"

The storage house containing North Bay's supply of ice was destroyed by fire the other night. The contents leaked out.

Over in Washington they are experimenting with escalators to help salmon over the dams. The fish take kindly to the sliding scale.

When a watermelon train was wrecked in Georgia the other day the girth of all the pickanninies in the vicinity increased by inches.

A political picnic at which no speeches were made was recently held in an Ontario district. It was unanimously voted the most enjoyable event of the season.

The visiting British fleet was given a rousing reception in San Francisco. While in that port the warships were under sealed orders—the liquor stores were under seal.

Lawmakers at Ottawa, like many athletes, do not get into their best form until the hot weather arrives. It is then time to adjourn.

Finnish athletes are making a fine showing at the Olympic games. The Finns ought to be right at home in the swimming events.

Laziness is defined by a Chicago professor as "controlled power." Many remarkable instances are known where the will to work was restrained by perfect control.

Governor Charles W. Bryan of Nebraska, candidate for vice-president on the Democratic ticket, was formerly a cigar salesman. His opponent is now asked to watch his smoke.

A Niagara Falls merchant found a stick of dynamite in the letter box of his front door when he opened his shop the other morning. It was marked "handle with care" and it was.

Knowing where to draw the party lines is an important qualification for the redistribution committee engaged in preparing a political map of the Dominion.

By saving the pennies when he was young, John D. Rockefeller is able to give away dimes on his 84th birthday. A well-oiled stone gathers the moss.

By judicious timing of his visit to Canada the Prince of Wales escapes being conscripted for harvest duty on the E. P. ranch. As on the occasion of his last visit, H. R. H. may help fill the silo.

Ambitious to have "the biggest show on earth" viewed by his own countrymen, an enthusiastic American visitor advocates having the British Empire Exhibition transferred to the United States after its close at Wembley.

A novelty in campaign publicity has been introduced across the border. Motor cars carry plates, similar to license tags, bearing the name of their owner's favorite candidate—"Coolidge 1924" or "Davis 1924."

A Philadelphia man has invented a vacuum cleaner to be attached to any automobile. It should prove useful in gathering up the fragments of dogs, chickens and occasional pedestrians encountered on the highways.

For a wholesome, refreshing and invigorating summer drink the Ohio state health commissioner says there is nothing better than the old-fashioned raw oatmeal in a pitcher of cold water. "A handful of oatmeal in cool water distributes certain ingredients throughout the liquid that are both nourishing and thirst-quenching. The main one of these is starch."

During the recent visit of the Spanish royal party of Italy Queen Victoria sang for the sailors on one of the battleships in Naples harbor. Just to show that there was harmony in the family King Alfonso joined in the chorus.

According to a recent order, bobbed hair is made compulsory in China. The regulation applies to both sexes and natives appearing with braided tresses hanging down their backs meet Samson's fate with the police doing the Delilah operation.

When Jefferson Davis was president of the Confederate States during the Civil War. "We'll hang Jeff Davis on a sour apple tree" was a popular campaign song in the North. Republicans would probably be satisfied with keeping his distinguished namesake out of the White House.

Neighbors of citizens who abandoned their household pets when leaving for their vacations do not have to depend on radio concerts for their evening entertainment. The homeless cats and dogs provide a programme that makes a jazz orchestra sound like a lullaby.

Note and Comment

The following advertisement is from the Moncton Times: "Notice to the Public. This is to notify all persons that I intend getting married, and I hereby request that anyone having any objection to offer will file such objection within thirty-five days with the undersigned.—Joseph Gallant, Moncton, N. B. Born in P. E. Island."

Edward W. Bok, whose first job was washing windows at 50 cents a week and whose last job was editing the largest woman's magazine in the world at goodness knows what salary, owes his success to using rung in the ladder as a step to the next higher. He is in a position to give pages and pages of advice to young men, but instead he sends them the same message given him by his grandmother when he started on his career. "Make you the world a bit better or more beautiful because you have lived in it."

While driving along 18 sideroad last night, the writer saw a horse drawn buggy ahead. It was visible only because its shadows were shown up by the headlights of a motor car coming from the south. The motor crossed to its right side of the road and the buggy completely disappeared, nor did any amount of eye straining render it visible. If we were driving a buggy at night, we would certainly carry a light for our own protection.

One of the weekly newspaper men on the Overseas trip writes from Southampton:—"Two things especially impress the visitor—the vast numbers of able-bodied men out of work, tramping the streets, and the multiplied number of drinking places everywhere. While driving from the 'New Forest' to the C. P. R. docks I took the opportunity of counting the number of tap rooms and liquor stores on the direct drive between these two points, and I was amazed to find that we passed 67 of these places. England's drinking habit and the out-of-work problem are evidently very closely related."

There has been some talk at Toronto to the effect that there is a "farmers' strike" in Ontario. It is suggested that the farmers are curtailing production with the idea of forcing up prices. It may be that farm production in Ontario is decreasing; but this is not the result of any concerted movement; it is the result of conditions which farmers have not been able to control. With the low prices at which farm products are selling, as compared with the prices of other goods, farmers simply cannot afford to hire help to cultivate their farms as thoroughly as they did in former years, and as a rule they are putting in just enough crop for the farmer and his family to handle without hired help. Even at this they could not get through their work, especially in the busy fall season, without the neighborhood co-operation which is so general a feature of farm life in Ontario. The city folks need not be afraid the farmers are not doing their share. There is no eight-hour day in the rural districts. There is no "strike fund" available for farmers. The farmer gets no pension. When the city chap is off in the evening to the movies, or joyriding, or sitting on his front steps grumbling at the high cost of living, the farmer is still working away at his chores and figuring on an early start in the morning for another hard day's work. There is no "farmers' strike."

We would like to know if the story of the fellow finding a pearl in a sardine, is really true, or merely an advertising stunt to boost the sale of sardines.

After a young couple from Arkona were married in Forest church they requested the local newspapers to make no mention of the event. It would be interesting to know which was 'shamed of 'other.

A scarlet fever epidemic has broken out in Kincardine and all schools, picture shows, dance halls and other gatherings will be closed indefinitely. They have over 70 cases in the town. This shows to what an alarming extent this disease will go if not checked and the utmost precautions are not observed.

The big printing firms of Toronto which have the name of their publishing house prominently advertised on every school book they publish do not print text books at the price advertised on the books. They get direct grants from the Legislature to pay the cost of the plates and any loss they may have at the low price of printing the school books. This extra comes under the heading of what is known as subventions to publishers as supplementing retail prices of text books. Here's the haul six firms got from the Provincial Treasury:—Copp Clark Co., \$13,578.18; T. Eaton Co., \$106,692.94; W. J. Gage & Co., \$13,212.76; Hunter Rose Co., \$174.59; McMillan Co., \$1,475.16; Ryerson Press, \$22,921.15. The T. Eaton Co. isn't printing those public school books so cheaply after all.

This, from the Ridgeway Dominion, is equally applicable to Watford. The advent of warm weather has brought the usual Saturday night throngs to town. Everyone is glad to see them come. Like all other good things, however, the situation is not perfect. Many of the merchants feel that some of their customers are not quite fair in putting off their shopping until the last thing before leaving for home. It seems not unreasonable to ask that shopping be done early and the social activities relegated to the time after business is transacted. We believe that customers would see the point if they would place themselves in the place of the clerks in the various stores. These clerks, under existing conditions, work on Saturdays from fourteen to sixteen hours—an unfair strain at any time and particularly in the hot weather. Shop early and make the other fellow think well of you.

He Should Worry. An old Scotchman was threatened with blindness if he did not give up drinking. "Now, McTavish," said the doctor, "it's like this: You've either to stop the whisky or lose your eyesight, and you must choose." "Aye, weel, doctor," said McTavish, "I'm an auld man noo, an' I was thinkin' I ha'e seen aboot everythin' worth seein'."

Where Everybody Knows Everybody

(London Advertiser) The automatic telephone is in operation in one of the Toronto exchanges. A little dial on each phone enables the user of the phone to call any number. The girl central has disappeared.

This is the price we are paying for a mechanical triumph, and it is the price people pay for huddling together in a great city like Toronto. It may be very efficient, but the girl at central is missing. No more of those romances where the tired businessman was soothed by the creamy voice that said "Line's busy."

But in the smaller centers, out in the towns and villages, the girl at central remains, and she's a wonder.

When a call goes in for the town's leading merchant, there is no curt reply, "He doesn't answer." Not a bit of it. The explanation is given that "He passed here just a few minutes ago, and he'll be at the store shortly."

When the town lawyer is wanted, she states that he went out to the lake on Saturday afternoon and won't be back until Tuesday morning.

That's service. It saves time, worry and delay. That girl is sort of pivot on which the town turns. No dials, no clicking machinery, no triumph of invention—just plain, wholesome service that not only tells you that you can't get the party but explains why.

And the best of it is that the girl at central in these smaller centers is not going to be swept off her pedestal. She's as important as the town constable and pay day for the school teachers.

A Personal Interest in Clients
The Sterling Bank manager takes a personal interest in his clients' success. Successful firms and successful men make the community a better place in which to carry on a banking business.
Take advantage of his services, therefore, for sound financial guidance. His knowledge of the conservative management which is responsible for our own strong position today is of added assistance to him in advising you.
THE STERLING BANK OF CANADA

EIGHTH of the series dealing with the establishment of the BANK OF MONTREAL at representative points in CANADA and elsewhere
IN THE CAPITALS OF CANADA
Illustration of a city street scene.

THE year 1867, when the foundations of modern Canada were laid by Confederation, was the year in which the Bank of Montreal celebrated the 50th anniversary of its foundation. By that time the Bank was already a strong and stable institution, with branches well distributed throughout Upper and Lower Canada.
Established in Montreal in 1817, the Bank opened an Office in Quebec in the same year, in York (now Toronto) in 1818, in Ottawa in 1842, in Halifax in 1868, in Winnipeg in 1878, in Regina in 1882, in Victoria in 1891, in Fredericton in 1899, in Edmonton in 1903, and in Charlottetown in 1907.
Today the Bank has more than 550 Branches in Canada and offices in New York, Chicago, San Francisco, Spokane, London, Paris and Mexico.

BANK OF MONTREAL
Established over 100 years
Total Assets in excess of \$650,000,000

Town of Leaside, Ont.
5 1/2 % Bonds
Due June 15th, 1945-1946-1947-1948-1949-1950-1951.
DENOMINATIONS: \$1000
The Town of Leaside adjoins the City of Toronto on the north-eastern boundary at Eglinton Avenue. This district is steadily growing and it is expected that some day Leaside will be annexed to the City of Toronto.
PRICE: 100 Flat—Yield Over 5 1/2 %
Investors whose orders are received prior to August 1st will receive accrued interest from June 15th but will not be charged for same.
TORONTO BOND EXCHANGE LIMITED
Dominion Bank Building, Toronto Adel. 0432
Orders may be placed through your local dealer or telegraphed or telephoned direct to the Toronto Bond Exchange Limited.

DR J. D. KELLOGG'S ASTHMA REMEDY
A SAFE AND EFFICIENT RELIEF FOR ASTHMA AND HAY FEVER. IT IS COMPOSED OF HERBS WHICH, WHEN BURNED AND THE FUMES INHALED ACTS PROMPTLY, ALLAYING ALL IRRITATION. A TRIAL WILL CONVINCE.

Sarnia Business College
IT'S A GOOD SCHOOL.
ENTER ANY MONDAY.

"OLD HOME WEEK" August 17, 18, 19, 20

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