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Gentral Business Gollege STRATFORD, ONTARIO Western Ontario's best commercial School with Com-

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MEDICAL

JAMES NEWELL, PH. B., M.D., L.R.C.P.& S., M.B.M.A., England, Coroner County of Lambton, Wat-ford, Ont. Office-Corner Main and Front Sts. Residence-Front st., one block east of Main st. GOOD WORK PROMPT ATTENT_ON SATISFACTION GUARANTELD

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DENTAL

GEORGE HICKS, D.D.S., Trinity University, L.D.S., Royal College of Dental Surgeons, Post graduate of Bridge and Crown work,Orthodontia and Porcelain work. The best methat a price you can afford to pay CHANTRY FARM

GUIDE-ADVOCATE. WATFORD FRIDAY, MAY 26, 1922 **BOOMING BETTER SIRES**

Publicity Methods Used in Forwarding the Campaign.

Motion Pictures the "Reel Thing"-Lantern Slides Also Useful-The Use of Gate Signs Is Becoming Popular With Breeders — Can't Have Eggs and Mites, too.

(Contributed by Ontario Department of Agriculture, Toronto.)

The ultimate object of the campaign for better sires is to improve the quility of the beet and dairy herds of the country. To achieve the object it is necessary, first, to create in the minds of farmers an interest in and a desire for a better class of cattle. This cannot be done by writing and talking alone. The ideal way to create this interest would be to have the people see numbers of good nave the people see numbers of good cattle. As this is seldom practicable, the next best thing is the use of good pictures. It is in this direction that we have found motion pictures useful. If you can show an audience a number of reels of high class cattle, you secure their interest immediate-by and when shown in nasily consist. you sectre their interest immediate ly, and when shown in pastures 'simi-lar to the pastures in their own fields the appeal is very strong. Wherever such pictures have been shown, it has resulted in a number of the audience making enquiry about breeding, feeding and methods of caring for cettle to obtain the of caring for cattle to obtain the best results.

Motion Pictures Have Their Limita-

tions. Motion pictures are not well adapted for making studies of type. It is in this connection that we have found lantern slides valuable. The slides we have used have included close-up pictures of ideal representatives of all breeds contrasted with slides of undesirable and unprofitable types. One of the most interesting is a series showing a number of scrub cows, the good bulls to which they were bred and the resulting calves. This is the next best thing to hav-ing the animals actually there. In brief, motion pictures secure the Ing the animals actually there. In brief, motion pictures secure the attention of the audience and greate a desire for more information; lan-tern slides illustrate types and methods. Motion pictures made on Ontario farms have been used to ilustrate the leading beef and dairy breeds. Wherever possible, groups of animals by one sire are included to show uniformity and high standard of breed type.

of breed type. It is proposed to prepare a picture of markst animals showing different grades. Some examples of grade cows of poor to fair quality with their calves by high class bulls, showing marked improvement in one gener-ation by the use of a good sire, have been secured. It is hoped to secure more of these as they are the very best of object lessons.

The Use of Gate Signs. In an educa In an educational campaign there are a number of essentials, one of which is to create an interest in the minds of those you wish to influence. It is not an easy matter to reach the man who most requires instruc-tion. Bulletins and other literature sent to him often find their way into the proceed backet unneed. Wa is not the waste basket unread. He is not easy to get out to meetings where the matter is to be discussed. The Apple Production Ontario continues to lead among Ontatio continues to lead among the provinces of Canada in apple production with a total yield of 1,621,800 barrels, valued at \$13,-073,765, an average price of \$8.06. Nova Scotia was not far behind with 1,160,000 barrels, valued at \$10,-931,420, or an average price of \$9.42. British Columbia, on the oth-er side of the continent, the pro-vince which is fast taking the lead in fruit production, held the third place with a production of 504.540 barrels. main object in using these signs is to reach the man who does not read builtetins or attend meetings. When he sees a sign on his neighbor's gate announcing the fact that a pure gate announcing the fact that a pure-bred bull is kept on that farm, it starts him thinking. If every farm where a pure-bred bull is kept is indicated in this way, natural curlos-ity will as a rule lead a man to make inquiries. Such an individual will probably have been claiming that his grade bull is inclus as good as the purefruit production, held the third place with a production of 504,540 barrels, which at an average price of \$10.12 were worth a total of \$5,106,905. Quebec's total yield amounted to 88, 000 barrels, worth \$569,688, or an average of \$6.47, and that of New Brunswick 30,000 barrels, valued at \$167,371, an average of \$5.78. grade bull is just as good as the pure-bred, but he soon realizes that if he keeps a bull and has no sign up statkeeps a bull and has no sign up stat-ing that it is pure-bred, the inference is that it is inferior. The spirit of "Keeping up with the Joneses," while it may in some cases cause discomfort, is a real fac-tor in human progress. When you get a man in a receptive frame of mind, you have accomplished con-siderable; in other words, you have fertile soil. The mission of the gate sign is to create interest, and in this it is succeeding in a great measure. The total increase for the year in production amounted to 69,680 barproduction amounted to 69,680 ber-rels over the figures of 1919, and in value \$5,452,939. The Provinces of Ontario and Quebec are responsible for these increases, both recording substantial gains over the previous year, while the other three fruit-growing provinces registered slight declines. it is succeeding in a great measure. —J. E. Rettie, Assist. Live Stock Director, Toronto.

SEASON OF 1922 THE FASHIONABLY BRED CLYDESDALE STALLION BARON'S JIM NO. 8488 C. S. B. OF CANADA

ROUTE

Monday, May 8-Will leave his own stable, Lot 27, Con. 12, Brooke, and proceed to Nichol MacIntyre's, lot 19, Con. 11, Brooke, for noon; W. W. Taylor's, lot 8, con. 10, Brooke, for night

Tuesday—James Wilson's, lot 22 con. 10, Enniskillen, for noon; night, Isaac Ferguson's, lot 18, con. 14, Enniskillen.

Enniskillen. Wednesday—Noon, Robert Capes, lot 1, con. 14, Brooke; night, Swanton Chambers, lot 11, con. 5, Warwick, Thuraday—Noon, James McIntosh's lot 18, N.E.R., Warwick; night, Jas. Parker's, lot 28, Con. 2, Warwick. Friday—Noon Thence to his own stable where he

Thence to his own stable where he remains until the following Monday morning.

WM. P. REID, Proprietor and Manager Watford, Ontario

IN THE STUD-SEASON OF 1922



PETER V. DILLON (63080 - 1895)

Enrolled under the Ontario Stallion Act. Inspected and Approved. Enrolment No. 4324. Form II.

2 year old record 2:28¼, 3 year old trial 2:15. Foaled in 1912. Bred by Vimont Brothers, Millersburg, Ky. Sired by Peter the Great, by Pilot Medium. Dam, Little Wonder,

by Baron Dillon. Peter V. Dillon will make the sea-son of 1922 at the Race Track, Watford, with the exception of Tuesday night when he will stand at Chas. Anderson's stable, Forest.

For particulars address George Kilmer, Forest, or James O. Brush, Watford.

The New Farm House and Trees. When planning to build a farm house it is well to select a location house it is well to select a location near good trees, so that their shade may be used and enjoyed by the fam-ily every day during the summer. It takes so long to grow good trees that existing ones should be cherish-ed and utilized to the fullest extent. If trees must be planted they should not be placed directly in front of the farm house, but should be put some-what to each side so as to make a frame through which a view of a portion of the front is obtained. PAGE SEVEN

ELARTON SALT HOME—CATTLE—LAND Unsurpassed for Strength and Purity. To be obtained from nearly every Store in this District ELARTON SALT WORKS CO., Ltd.

Use

WARWICK, ONT.



ROYAL MARK (imp.) [23359] (20170)

FORM A1 and PREMIUM Enrolled under the Ontario Stal-lion Act. Inspected and Approved. Color, black, with white hair, face and legs white, foaled 1917. SIRE—Royal Print, by Dunure Foot-print. DAM-Kirkton Jean, by Dunure

Blend. Imported by Brandon Bros., Forest,

ROUTE MONDAY—will leave his own stable for Walter Mansfield's, 2nd line, S.E.

R., for noon; thence to Roche Barns, Watford, till three o'clock, Tuesday. TUESDAY-Night at Frank Moffat's 2nd line, S.E.R.

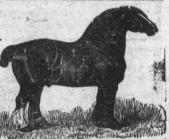
WEDNESDAY-At Wm. Howden's, Main Road, for noon; thence to David Ross', Main Road, one mile East of Warwick Village for supper and then home to his own stable for

night THURSDAY & FRIDAY-At his own stable

SATURDAY-At C. Anderson's barns Forest, till four o'clock, thence to his own stable till Monday morning. Royal Mark held the Central For-

farshire premium in Scotland in 1921. He is one of the nicest and best horses in Canada and is being held at very reasonable terms. Anyone hav-ing good mares should see him and use him

TERMS-\$15.00 to insure. BRANDON BROS, Forest. may 19-3t



in October, 1921.

The Highly Bred Stallion

and Porceian work. The best meth-ods employed to preserve the natural teeth. Office-Opposite Siddall's Drug Store, Main st., Watford. At Queen's Hotel, Arkona, 1st and 3rd Thurs-day, of each month.

G. N. HOWDEN, D.D.S., L.D.S., Graduate of the Royal College of Dental Surgeons of Ontario, and the University of Toronto. Only the Latest and Most Approved Appli-ances and Methods used. Special attention to Crown and Bridge work. Office—Over Dr. Sawers', Main st., Watford, Ont.

VETERINARY SURGEON

J. McGILLICUDDY, Veterinary Surgeon. Honor Graduate Ontario Veterinary College. Dentistry a speciatly. All diseases of domestic animals treated on scientific prin-ciples. Office—Two doors south of the Guide-Advocate office. Residence —Main street, one door north of Dr. Siddall's office.

AUCTIONEER J. F. ELLIOT, Licensed Auction-cer, for the County of Lambton. Prompt attention to all orders, rea-sonable terms. Orders may be left at the Guide-Advocate office.

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THE LAMBTON FARMERS' MUTUAL FIRE INSURANCE COMPANY

(Established in 1875) JOHN W. KINGSTON....President JAMES SMITH....Vice President ALBERT G. MINIELLY...Director THOMAS LITHGOW.....Director GUILFORD BUTLER.....Director JOHN_PETER McVICAR..Director JOHN COWAN K.C......Solicitor J. F. FLLIOT J. F. ELLIOT

ROBERT J. WHITE.Fire Inspectors ALEX. JAMIESON

P. J. McEWEN. Auditors W. G. WILLOUGHBY, Manager and Watford Sec.-Treasurer PETER McPHEDRAN, Wanstead Agent for Warwick and Plympton

of worms by using Mother Graves' workmen. Far better to keep on hand Worm Exterminator. It is a standard a bottle of Dr. Thomas' Electric Oil. remedy, and years of use have en- It is just as quick in action and does hanced its reputation. m

KERWOOD ONTARIO GRAND TRUNK SYSTEM

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A. D. Hone

PAINTER AND DECORATOR

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WATFORD - - ONTARIO

REASONABLE PRICES

RESIDFACE ST CLAIR ST.

SHARTHORN CATTLE LINCOLN SHEEP

SILVER GRAY DORKINGS BLACK LEGHORNS

Sheep trade looks better. In-quiries starting for fall trade

already. Some nice calves coming on, and eggs for sale

ED. DE GEX

ESTIMATES FURNISHED

. . . .

TO ENJOY

PERFECT HEALTH

Read Mrs. Cassady's

Experience

Every Woman's Wish-

TIME TABLE Trains leave Watford station as follows :

GOING WEST



remember

WHEN WE advertise that we are baking first-class bread and cakes we back that up with our goods. That also applies to

our Confectionery, Chocolates and Etc. Just try us and see for yourself.



A Prime Dressing for Wounds .-In some factories and workshops carbolic acid is kept for use in cauteriz Protect the child from the ravages ing wounds and cuts sustained by the not scar the skin or burn the flesh. m

Can't Have Eggs and Mites, Too. Can't Have Eggs and Mites, Too. Hot weather brings the roost mites. They multiply so fast that the hen-house is swarming with them and the egg yield has dropped to al-most nothing, perhaps, before you realize what is the cause. Therefore, don't wait for them. Make the house disagreeable to these pests before they show themselves. The process of keeping out the mites is one of Pest Insurance. Premier Oliver of British Columbia buggests a levy be made against all brehards as a "pest insurance," the funds to be used in compensating growers whose fruit or blossoms have been destroyed in the fight against the codling noth. disagreeable to these pests before they show themselves. The process of keeping out the mites is one of the simplest in poultry culture. Kerosene will do it. It is easily ap-plied, either by a broad flat paint brush or a spray. The paint brush will save kerosene, but takes time. The spray will save time and use kerosene. Take your choice, but paint or spray the roost and supports with kerosene before the mites put in an appearance. The morning is the best time, as the roosts will be dry and much of the odor from the oil will have disappeared before the hens return at night. Spray or paint every two weeks during warm weath-er. A good-sized egg check every month keeps the ball rolling. Don't let the mites get 32. Everybody knows that in Canada there are more

Templeton's **Rheumatic Capsules**

Sold than all other Rheumatic Remedies combined for Rheu-matism, Neuritis, Neuralgia, Sciatica, Lumbago, etc.

Many doctors prescribe them, most druggists sell them. Write for free trial to Templeton, Toronto.

Local Agent-J. W. McLaren

CKAR THUSAUD

The Premium Percheron Stallion LOGAN JR. (7818) 135366 Enrolled under The Ontario Stallion Act. Inspected and Approved. Enrol-ment No. 5231. Form A 1.

Description and Pedigree LOGAN JR., [7818] 135366, Male is a handsome type of dapple grey Percheron Stallion; was 2nd in a class, of twelve, eight of which be-longed to the Lafayette Stock Farms, Indiana, at the Western Fair, London, 1921. See this horse before

breeding. DAM—Bertha [8361] 91172. Bess [7140] 67227. Gean [7138] 47595. Hattie [7137] 16641. Pecadille [1153] (18345) 16601. Mouvette (2330). Rose, belonging to M. Char-

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 Chicago

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 (7485)
 6947.
 Madeira
 [150]
 (770) 1546.

ROUTE 1922

Over the week end at Angus McKin-ley's, 10th con., Plympton (the old Burr farm.) MONDAY-Jas. Greenlees, 10th con.

Plympton, for noon; Jas. Need-ham's, Camlachie, for night. TUESDAY—To Tim Carrigan'sMain Road, for noon; south to Dan., Anderson's, lot 23, con. 2, Plymp-ton, for night.

ton, for night. WEDNESDAY John McKenzie's, lot 4, con. 2, Plympton, for noon; Roche House, Watford, for night. THURSDAY To John Akin's, Main THURSDAY—To John Akin's, Main Road, Warwick, for noon; Tom Grogan's (Arkona hotel) night.
FRIDAY—J.H.Willart's, (Thedford Hotel) for noon; R. R. Anderson's con. 8, Bosanquet, for night.
SATURDAY—. Chas. Anderson's Horse Barns, Forest, for noon. This route will be continued through out the sesson health and wather

out the season, health and weather

permitting. TERMS-To insure \$15.00, pay-able January 1st, 1923. All accidents to mares at owner's risk. Mares must be returned regularly to the horse, or insurance rate will be charged whether in foal or not.

W. L. FRASER. Promistor. .m5-4 R.R.2, Forest.