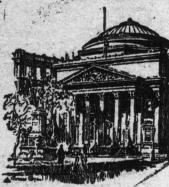
### Let Your Banker Collect It

F you wish to collect a debt from a party in another section, you can have your banker draw a draft on him at sight or for a given time. This will be presented through his local banker as request for payment from you. When your draft is paid it is turned over to the payer. It is his receipt for an account paid.

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#### Buide-Advocate WATFORD, ONTARIO

Member of Canadian Weekly
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W. C. Aylesworth, Publisher.
Average Circulation for year ending
December 31, 1923.....1,565
(Covering East Lembton) 1,565 ADVERTISING RATES

Display ada, set, transient, 25c inch. Display, yearly contract, set, 18c inch. Display Ada., all plate....18c inch. Special Position. 5c per inch catra. Theatrical Advt'g with reader or cut Business Locals, Front page 10c per line; Inside pages its per line.
Classified Ads., One Cent per word each insertion. Minimum 25c.

FRIDAY, SEPTEMBER 18, 1925

#### THE SMALL TOWNS AND MAIL ORDERS

The development and growth of the chain stores and mail order houses, together with the general use of automobiles and the building

changes in these ratios the future will bring, if any, will depend to a large extent upon the enterprise of the small town merchant himself. It will be a case of the survival of the fittest, with a healthier condition resulting from the elimination of the less efficient. This is equally applicable to the newspaper field. The preserver of edwarding costs, coupled with

more than it serves the man who publishes it. The time is coming when everywhere business men will feel a personal interest in the newspaper's welfare. The fact is, a community cannot make progress without it. It can exist, but it cannot grow. With this realization there has al-

so come an understanding that one newspaper serves better than two or three. It has become a simple prob lem of business mathematics to cen tre the strength of the community behind the newspaper that has made itself, through work and service, the strongest journalistic factor in com-

munity development.
So far as Canadian newspaper ar concerned there have gone out or business nee 1914 fifty daily news

to eight weeklies have suspended.

The amouncement of newspaper consolidations will continue. The result will be better and more outstanding weekly papers, with improved service to advertisers, subscribers and the community generally.

#### Best Bulbs for Fall Planting

CLOWERS are, no doubt, enjoyed more in the spring than at any other period of the growing season. After a long winter the first flowers SPEED USUALLY EXPLANATION THE STORAGE AND

(Kincardine Review-Reporter)
"Sunday ought to be a day of rest
for a lot of over-worked speedometers." That is a humorous statement TRANSPORTATION OF SEED POTATOES eters." That is a humorous statement of a very serious need. The Monday newspaper has become a motor casual ty list. One is tempted to look down the columns not for whether auto accidents occurred but whether one's serious effect upon the market.

Several factors influence the successful storage of potatoes. These designs are successful storage of potatoes.

cidents occurred but whether one's friends were among the victims. And this situation prevails largely because speedometers have been overworking.

Despite all that has been said that at times it is safe for autoists to attain high speed, the facts are that it is not safe. Just where the dividing line between safety and danger lies is for others to determine, but high speed in the popular sense is nine times out of ten the cause of accidents. A car runs off a culvert. It could not if the car were under control. One car is ramined by another. Even the victim had its speed been lower. A child is run down. More often than not this tragedy might be averted if the auto were going slower. In most instances are solved to read a corn read within the law is a serious effect upon the market.

Several factors influence the successful storage of potatoes. These are temperature, ventilation, humidity, depth of pile, and sound stock free from dirt.

Potatoes should be stored in as cool a temperature as possible without freezing. A good average temperor others to determine, but high speed in the popular sense is nine times out of ten the cause of accidents. A car runs off a culvert. It could not if the car were under control. One car is ramined by another. Even the victim that a serious effect upon the market.

Several factors influence the successful storage of potatoes. These are, temperature, ventilation, humidition, humid The development and growth of the chain stores and mail order houses, together with the general use of automobiles and the building of good roads, have given occasion to considerable speculation as to the fate of the small town and the individual merchant.

The Renfrew Mercury" says that in the United States it is estimated, by expert authority, that 68.3 per cent. of the regular old-time retail shops and general merchandise stores, with 31.7 per cent. by the mail order houses and chain stores. These ratios may also apply to Canada. What changes in these ratios the future will bring, if any, will depend to a large

bagged. Tr. explains the real reason

small town merchant himself. It will be a case of the survival of the fittest, with a healthier condition resulting from the elimination of the less efficient. This is equally applicable to the newspaper field. The pressure of advancing costs, coupled with the demand from advertisers, will be a case of survival of the medium that renders the greatest service to its community.

Everywhere there is a growing understanding among business men that the newspaper, while an individual business problem of some publisher, is, at the same time, a community proposition—a community asset. The newspaper serves the community newspaper serves the community asset.

SIMBALL.

PARCEL POST CARRIES UP TO 15 POUNDS

The Honorable Charles Murphy, they have be used. Directly or indirectly the responsible for the arrivation of the public of present and prove a real con, will be in the interest and prove a real con, will be a case of survival of the medium that renders the greatest of the provent of the public of the medium that renders the greatest of the provent of the public of the medium that renders the greatest of the public of the medium that renders the greatest of the public of the medium that renders the greatest of the public of the medium that renders the greatest of the public of the public of the medium that renders the greatest of the public of the public of the medium that renders the greatest of the public of the medium that renders the greatest of the public of the medium that renders the greatest of the public of the public of the public of the p

during transit. It is always advisable o so arrange the tiers that they will slant back and thus eliminate the -S. G. Peppin, Plant Pathologist.

## Bible Thoughts for

essens the possibility of bruising Young Tender Leaves

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