

Let Your Banker Collect It

If 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.

This is only one of the numerous ways in which the Bank of Montreal can be of service to its customers.



"A Bank Where Small Accounts Are Welcome"

BANK OF MONTREAL

Established over 100 years

Total Assets in excess of \$700,000,000



Banking Service and Prosperity

BANKING FIFTY YEARS

THE STANDARD BANK OF CANADA

WATFORD BRANCH—H. W. Nixon, Manager
Branches also at Arkona, Strathroy

money can't buy this course
but you can secure it

FREE



Guide-Advocate

WATFORD, ONTARIO
Member of Canadian Weekly Newspapers Association.
W. C. Aylesworth, Publisher.

Average Circulation for year ending December 31, 1923.....1,565
(Covering East Lambton)

ADVERTISING RATES
Display ads, set, transient, 28c inch. Display, yearly contract, set, 18c in. 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 4c 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 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 retail trade is still done by 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 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 pressure of advancing costs, coupled with the demand from advertisers, will compel the consolidation of newspapers where the field can be adequately and more efficiently served by one paper. Where consolidation cannot be brought about economic pressure will aid the elimination process and it 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 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 also come an understanding that one newspaper serves better than two or three. It has become a simple problem of business mathematics to centre the strength of the community behind the newspaper that has made itself, through work and service, the strongest journalistic factor in community development.

So far as Canadian newspapers are concerned, there have gone out of business since 1914 fifty daily newspapers while two hundred and twenty four weekly newspapers have disappeared. In Ontario from four to eight weeklies have suspended.

The announcement 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

FLOWERS 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

(Kincardine Review-Reporter)
"Sunday ought to be a day of rest for a lot of over-worked speedometers." 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 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 rammed by another. Even the victim car might have avoided the accident 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 speed, even speed within the law, is responsible for the bloodshed and the property damage. The lesson that the motorist needs to learn is moderation. The people lost their liquor because they did not know how to use it. They have lost other things and will lose more unless they learn the lesson of moderation. Under certain conditions the law allows speed up to 25 miles an hour. If the motorist elects to go beyond that he must expect consequences. A speeding motorist is erringly found. That the speeder explains the real reason for a smash.

PARCEL POST CARRIES UP TO 15 POUNDS

The Honorable Charles Murphy, Postmaster General, announces that the postal service will now accept parcels weighing up to 15 pounds for transmission through the mails. There are a good many articles of general use slightly over the present limit of weight which it will now be possible to forward by parcel post. The convenience which will be in the interest of the public and prove a real convenience which will be appreciated by both business men and the public. In cases where such heavier articles are forwarded by parcel post the only means of conveyance. The limits or size for parcel transmission by post will remain as at present.

THE STORAGE AND TRANSPORTATION OF SEED POTATOES

Improper storage of potatoes results in the loss of thousands of bushels annually. The careless handling of potatoes in transportation means financial loss and tends to have 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 temperature ranges around 36 degrees F. Good ventilation is essential to assist in carrying off excess moisture, particularly where potatoes are stored in large heaps. Control of temperature, moisture, and ventilation can be obtained by using false floors, wall-racks and air-shafts. Too dry an atmosphere causes shrinkage, therefore, a certain amount of humidity is necessary. In a blight year careful grading should be practiced. Potatoes showing rot should not be placed in storage. Avoid the use of tubers by white-wash. Potatoes should be stored in a cool, dark place, or in a cellar, or in a room where the temperature is between 36 and 45 degrees F. The humidity should be maintained at 75 per cent. The ventilation should be such as to keep the potatoes from becoming too dry, but not so much as to cause them to become too moist. The humidity should be maintained at 75 per cent. The ventilation should be such as to keep the potatoes from becoming too dry, but not so much as to cause them to become too moist.

What shall we do? We have lost our money. We have lost our time. We have lost our health. We have lost our happiness. We have lost our peace of mind. We have lost our hope. We have lost our faith. We have lost our love. We have lost our life.

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length of time. Salt should not under any be used. Directly or indirectly the responsible for the arrival stock in a sound condition by far the greatest obstacle. Care must be taken stock is not chilled during from the farm to the shipping. The liberal use of straw and in the cold weather is essential. In the railway cars straw at paper will reduce the possibility of freezing. Careful handling at sidings where no loading platforms are provided will prevent bruising. It is unusual for several potatoes in a bag to be badly damaged by rough treatment. Careful piling in the car

lessens the possibility of bruising during transit. It is always advisable to so arrange the tiers that they will slant back and thus eliminate the danger of falling between the car doors where bulkheads are not used. —S. G. Peppin, Plant Pathologist.

Bible Thoughts for This Week

September 19
BLESSSED ARE THE PURE IN HEART, FOR THEY SHALL SEE GOD.—Matthew 5:8.

September 20
A MERRY HEART doeth good like a medicine; but a broken spirit drieth the bones.—Proverbs 17:22.

September 21
EYE HATH NOT SEEN, nor ear heard, neither have entered into the heart of man, the things which God hath prepared for them that love him. —1 Corinthians 2:9

September 22
IF THINE ENEMY be hungry, give him bread to eat; and if he be thirsty give him water to drink. —Proverbs 25:21.

September 23
TAKE NO THOUGHT for the morrow: for what shall we eat? or what shall we drink? or what shall we put on? for all these things shall be added unto you. —Matthew 6:25-34.



Best of all Fly Killers 10c per Packet at all Druggists, Grocers and General Stores

Young Tender Leaves

and tips used in

"SALADA" GREEN TEA

are sealed in air-tight aluminum foil. Their fresh flavor is finer than any Japan or Gunpowder. Try SALADA.

Children Cry for



MOTHER:—Fletcher's Castoria is especially prepared for children. It is a safe, reliable, and effective remedy for all the ailments of infancy and childhood.

Don't stay in a rut, learn a trade now!



Win This \$475 Piano FREE

This Announcement May Not Appear Again. Send Your Answer to-day

Find The Missing Numbers

