

Guide-Advocate

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HARRIS & CO.
 PROPRIETORS

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HARRIS & CO. PROPRIETORS.
 WATFORD, JULY 11, 1913.

Naming the Farm

In the older settled parts of Ontario the custom is coming into general use of naming the farms. It is a good idea. As the Guelph Mercury says, an appropriate name for a farm has more significance and sounds better than the bare fact that "Mr. So-and-so" lives on lot 3, con. 4." Many farmers are using stationery with the name of the farm on it and sometimes a picture of the place. This is good business. It conveys impressions of a man established in a substantial way. It conveys the idea of a property or an estate, with a responsible owner.

When a wholesale fruit or vegetable firm in Toronto or Montreal or Hamilton or London receives a letter from John Smith, Elmroot, Ont., asking if they are open to accept, three days a week, shipments of fruits or vegetables and what they will pay for this, that or the other, boxed or crated, in such a way, does anybody suppose that it makes no difference how the enquiry is worded, shaped and framed?

Take the old way. John Smith, of lot 3, concession 4, near Elmroot P. O., writes his enquiry with a lead pencil on a post card, and awaits the answer. He writes like a settler on a subdivision of the original survey, where nothing worth mentioning has happened since the lines were struck.

Take the new way. John Smith, of Beechwood Farm, Elmroot, Ont., sends a typewritten letter, typed by his daughter, on a letter head bearing a picture of a farm house, surrounded by beeches.

It is true enough that business is business, and perhaps if the wholesaler had time to go out and see for himself he might be well satisfied with lot 3, concession 4, as with Beechwood Farm, but he hasn't time to go and see, and there is nothing in the pencilled scrawl on the postal card to touch his imagination, but on the pictured letterhead from Beechwood Farm, there is that which arrests and ensures attention. No underling would think of disposing of it without consulting the head of the firm. The head of the firm is usually a very sentimental person who makes money in the city, always promising himself that one of these days he will go to the country and really live. That picture gets him. The letter head gets him. He aspires one day to own a Beechwood farm and with two hundred of his own acres under his feet be a free man at last.

Between the old way and the new way the new way wins every time. The farmer should have a name for his farm. He should have printed letterheads and if his wife has a good house, or if he has a good barn, the photo of it should be on his letter head. This costs about one per cent. of what it is worth.

Dr. Morse's Indian Root Pills

exactly meet the need which so often arises in every family for a medicine to open up and regulate the bowels. Not only are they effective in all cases of Constipation, but they help greatly in breaking up a Cold or La Grippe by cleaning out the system and purifying the blood. In the same way they relieve or cure Biliousness, Indigestion, Sick Headaches, Rheumatism and other common ailments. In the latest issue of the words Dr. Morse's Indian Root Pills are

A Household Remedy

NOTE AND COMMENT.

You can tell a man's character by the company he keeps and his heart by listening to his opinions about good people. When a fellow has no use for a straight man you will find that it is because he is knock-kneed morally; when you hear him sneer at virtue or benevolence you can put it down that he is a betrayer of innocence, or a close-fisted, low-browed hater of his own kind. "He that is upright in the way is an abomination to the wicked." There is no hatred so bitter and lasting as evil against good. Birds of a feather flock together, not because of the feathers, but of what is underneath. Hawks and doves, lions and lambs, thieves and honest men do not sort, and the strange thing is that the hatred is all on the side of the oppressor. When you find yourself carping at the righteous take a look within.

The provincial Board of Health is waging insistent warfare on the fly. With the coming of the tourist season and the exodus to summer resorts, hundredweights of circulars warning people of the dangerous consequences following the ignoring of these pests are being issued. By co-operation with health authorities in every provincial municipality an attempt is being made to educate society in general out of their indifference. "Every year flies kill more people in Ontario than are killed by murders, lightning, storms, cyclones, mad dogs, poisonous reptiles, angry bulls and other vicious animals combined," states Dr. J. W. S. McCullough, Chief Health Officer. He points out that the germs of all intestinal diseases, including typhoid fever, dysentery, tuberculosis and smallpox, are carried daily about careless households by the fly. A man's flies are those of his own household and neighborhood, it is pointed out, and their existence about a home may be taken as an index to the sanitary conditions of the surroundings. Suggestions are given as to the most feasible way of clearing a neighborhood of the plague, and designs of traps and classes of poisons recommended. The menace of malaria and similar diseases to the summer tourist, who is now preparing for the summer outing, is made the subject of another pamphlet which is being distributed in large numbers. The treatment suggested is the disposing of all stagnant water within easy distance of a house and efficient screening of rooms. First aid remedies for bitten persons are also given. The tenor of the entire warning is for watchfulness to prevent malarial contraction after bites and to provide unusual precaution for children.

P. E. Island and the Auto

Prince Edward Island, which has always banned the motor car, reconsidered its action and at the same time introduced a new feature into Canadian government methods. The reconsideration was left to the people to decide by a plebiscite taken during the annual district school meetings. The man who drives a horse, the pedestrian who walks the country roads, and the family who live by the side of a dusty road that is a thoroughfare will rejoice with the men responsible for the upkeep of the roads of the island that the auto car has been prohibited. It is a modern engine for the destruction of road-beds. It makes life on an ill-kept country road, that is much frequented, unendurable when the wind blows from the road to the house. The people in rejecting it have also prevented a most common mode of modern extravagance. They will not have to vie with each other as to which owns the largest, most powerful or most finely appointed car, but will have the money to put into productive use. The only ones to suffer will be the hotelkeepers, who might, had auto cars been admitted, had a greater amount of tourist traffic. It does not seem impossible that they could secure this increase, however, by advertising that theirs was the only place to go to get away from a modern mode of progress that many persist in disliking.

State of Ohio, city of Toledo, ss.

Frank J. Cheney makes oath that he is senior partner of the firm of F. J. Cheney & Co., doing business in the City of Toledo, County and State aforesaid, and that said firm will pay the sum of ONE HUNDRED DOLLARS for each and every case of Catarrh that cannot be cured by the use of HALL'S CATARRH CURE.

FRANK J. CHENEY,
 Sworn to before me and subscribed in presence, this 6th day of December, A.D. 1886.

(Seal) A. W. GLEASON,
 Notary Public.

Hall's Catarrh Cure is taken internally and acts directly upon the blood and mucous surfaces of the system. Send for testimonials, free.

F. J. CHENEY & CO., Toledo, O.
 Sold by all Druggists, 75c.
 Take Hall's Family Pills for constipation.

The Caterpillar Plague

The tent caterpillars have done the largest proportion of the damage that they will do this season. That damage has been enormous. Although some millions of them have been destroyed in and around Montreal, and by the more enlightened farmers everywhere throughout Eastern Canada, the effect on this silent host of invaders has really been infinitesimal. This is attested by the fact that localities in which it was thought all the caterpillars had been exterminated are now invaded again by thousands of caterpillars from outside. When these animals have attained their full growth they set out on their travels to see the world. Their curiosity is insatiable. They will climb to the roofs of houses and to the tops of telegraph poles, they will traverse dusty roads, perform wonderful feats of acrobatics by means of silken threads, scale mountains, descend valleys, and even at-

tempt, not always with non-success, to cross rivers. As a result of all this activity, they select some cosy and sheltered spot in a tree, wall, or house, to spin a cocoon. From that cocoon later on will appear a moth, and that moth's prime business in life will be to deposit eggs for a new crop of caterpillars next spring. The battle with this plague is, therefore, by no means over. While it is difficult to kill any appreciable portion of the caterpillars now that they have started out on their travels, many of their cocoons may be located later on and destroyed. Unless some effective measures are taken the damage next spring will be far greater than now. As it is whole wooded areas of the countryside have been devastated, and so serious is the loss that in some French-Canadian communities special prayers have been offered up in the churches for deliverance from the plague. There is a theory that the multiplication of the caterpillars results in an automatic multiplication of the parasites which kill them, and that, therefore, a year when caterpillars are plentiful is always followed by a year when hardly any appear. That this is a fallacy is shown by the present year's experience. The caterpillars were present in large numbers last year. "Examine any cocoon you like," said the entomologist, "and you will find the chrysalis dead, killed by a parasite." Superficial examination showed that their contention was to some extent true. But that it was incorrect is shown by the crop of caterpillars this year. Possibly another year of numerous caterpillars has so increased the growth of parasites that they will have the victory next year. In the meantime we cannot afford to neglect the destruction of cocoons on the chance that nature will so favor us.

Novel Forestry Exhibits

In connection with the Canadian Forestry Association Convention in Winnipeg, on the 7th, 8th and 9th of July, there will be interesting exhibits of Forest woods and forest insects, which will enable the people of the prairies to see at once the quality of the various kinds of timber growing in the province and the pests which are most destructive to them. Experts have been engaged in research and collection with the object of making the form of these exhibits as interesting as possible to the general public. It is expected that there will be a number of other features in connection with the convention which will give it a distinctly unique interest to all those attending. There are assurances from a large number of forestry experts and officials, both in Canada and the United States, that they will be in attendance, and it is assured that the convention will be one of the best in the history of the Association.

To Avoid Lightning

Every year quite a large number are killed by lightning because they did not know what to do in a thunderstorm.

First of all, it is safer to be indoors than out. Most people get killed when out in the open. If you are caught in a thunder storm then don't be afraid of sheltering under a tree just because you heard it is dangerous.

It is dangerous to shelter under a solitary tree because lightning likes to strike the highest point, and a solitary tree is the highest point as a rule for some distance around. But you are pretty safe if you

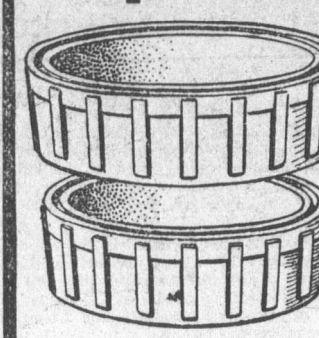
Every Woman

is interested and should know about the wonderful MARVEL Whirling Spray. The new Vaginal Spray. Best Most Powerful. It cleans, soothes, and restores. Ask your Druggist for it.

If you cannot apply the MARVEL spray to either, we send you for free a special 200-needle. It gives full particulars and directions for use to ladies.

WINDSOR SUPPLY CO., Windsor, Ont. General Agents for Canada.

What This Sectional Fire-pot Means to You



The "Sunshine" has a straight-sided semi-steel firepot, extra heavily ribbed and made in two sections. The two sections allow for contraction and expansion—which prevents cracking. The heavy ribs and semi-steel give extra strength and added radiating surface. Ashes cannot adhere to the straight sides which assures an all-over clear fire. This means the greatest heat from the fuel consumed.

These are some of the advantages of the Sunshine Furnace. Our agent will be pleased to show you others, or write for booklet.

McClary's Sunshine Furnace

London Toronto Montreal Winnipeg Vancouver St. John, N.B.
 Hamilton Calgary Saskatoon Edmonton 334
 Sold by T. Dodds & Son

Plumbing and Heating

If you are building this year we will be glad to estimate the cost of a bath room for you. Our man has city experience and will guarantee work to pass any inspector.

Bucks Reliance, Pease Economy and Kelsey Furnaces are leaders that require no description. Our prices are low and guaranteed.

The N. B. Howden Est.

EAVETROUGHING AND REPAIRING ON SHORT NOTICE

Dad's Dope

In a contest to decide which is the most popular musical instrument, the steam calliope would receive a solid juvenile vote.

Petty thieving is so common in Ottawa that the citizens have discontinued the practice of leaving milk tickets out all night on the back porch.

Speaking of "splendid isolation" the strawberry that adorns the summit of a restaurant shortcake is more remote from its fellows than the white Eskimo.

Winnipeg is confronted with a temporary water famine and the street sprinkling service has been discontinued. So far the mortality from drought is very low.

A glance through the albums of the first families fails to reveal any of our ancestors who wore hobble or slashed skirts. At that, the old fashioned "crinoline" is said to have given Count Zepelin the idea that resulted in the dirigible balloon.

President Wilson did not hesitate to call on a boy friend who was afflicted with the mumps. Having had the disease in his youth he was immune. Former Presidents Roosevelt and Taft were troubled with lumps in their necks last November.

Listen to this, will you, please. "No person ever was hypnotized into committing a crime or a wrong that might reflect discredit on their character or family." This statement is made by Dr. John D. Quackenbos, eminent New York authority on hypnotism, said to be the most eminent eminence of his kind in the United States. Well, if the dictum of Dr. Quackenbos settles it, away goes Trilby, a lot of other fine chunks out of novels and tales, many a whimpered but clever excuse for crime and shame, and lots more ideals we've been kowtowing to for lo, this quite a while back. The novelists will miss the hypnotism ingredient in their plots, the girls who run away with the old lad with the hypnotic eye will need a new excuse—unsettling these sudden discoveries of the scientists sometimes are.

Winnipeg, July 2.—While reaching for a tin can which was floating in the tub of an ice cream freezer to-day, two-year-old Gertie Wolf slipped and fell in head first, and drowned in 18 inches of water.

Children Cry

FOR FLETCHER'S CASTORIA

SUMMER WE H FLY SWATTERS DOORS, VACUUM OIL STOVE T. DO

House MASON & RISCH PIANOS, GRAMAPONES, STRING INSTRUMENTS, MUSIC BOOKS, SHEET MUSIC, EDISON RECORDS

HARP FINE FURNITURE

We Do All Guide-Advocate

Write the Canada Cen Information Bureau, Montreal, for a free copy "What the Farmer Do With Concrete."