

Guide-Advocate

WATFORD, ONTARIO
Member of Canadian Weekly Newspapers Association.

W. C. Aylesworth, Publisher.
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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.

FRIDAY, MAY 23, 1924

District Publishers
Convene At Blenheim

BYRON LANE OF LEAMINGTON IS CHOSEN PRESIDENT OF ORGANIZATION

Essex, Kent and St. Clair district printers and publishers, at their Spring meeting in Blenheim last Friday, May 16th, elected as officers: Hon. president, Mrs. M. C. Dawson, Parkhill; president, Byron Lane, Leamington; vice-president, A. E. Dobie, Petrolia; secretary-treasurer, W. C. Aylesworth, Watford; executive, the officers and H. J. Pettypiece, Forest; J. M. Denholm, Blenheim; A. W. Marsh, Amherstburg.

The next meeting is to be held in Leamington in October.

The Blenheim Board of Trade, in co-operation with J. M. Denholm, publisher of the News-Tribune, had charge of the entertainment of the visitors, and there was nothing lacking in their efforts to make the publishers feel at home in the snug little town.

The morning session was featured by an address by Fred Elliott of Alliston on "Cost Finding in the Newspaper Offices." He used a number of charts and answered endless questions regarding the method he followed.

The noon luncheon was served in the Cadillac Hotel, C. W. McPherson president of the board of trade, assuring the visitors of the welcome that was theirs in Blenheim. Vice-President A. G. Shillington, who is also mayor of Blenheim, coupled

with this a civic welcome. The reeve of Harwich Township and Councilors John Hoffman and W. D. Nicholson were also guests for the occasion.

Mr. Denholm introduced the visitors to the large number of members of the board of trade who attended the luncheon, and in an intimate way referred to each of the visitors.

Responding to the toast of the visitors were Byron Lane of Leamington Post and News, W. H. Hellens of the Kingsville Reporter, Fred Elliott of the Alliston Herald and Arthur Kennedy of The London Advertiser.

Following this the company assembled outside, where a group photo was taken. The publishers present included: Byron Lane, Post and News, Leamington, vice-president; V. A. Pettypiece, Free Press, Forest; W. C. Aylesworth, Guide-Advocate, Watford, secretary-treasurer; Fred B. Elliott, the Herald, Alliston; Walter W. Marshall, the Standard, Merlin; T. F. Epplett, the Journal, Wheatley; W. H. Hellens, Reporter, Kingsville; J. C. Sheppard, the News Job Printing Company, Chatham; Ross V. McGuire, Herald, Thamesville; Herb. McDonald, Dominion, Ridgetown; A. W. Marsh, the Echo, Amherstburg; W. A. Dunlop, the Standard, Forest; Ewart Evans, Age-Dispatch, Strathroy; Mrs. Dawson, Gazette, Parkhill; George Colwell, News, Wallaceburg; A. E. Dobie, Advertiser-Topic, Petrolia; A. W. Ellis, Petrolia.

The daily press was represented by the following visitors: Nelson Wilkinson, Chatham News; R. J. Newell, Border Cities Star, and Arthur Kennedy of the London Advertiser.

During the afternoon an auto trip was taken to Government Park and other points of interest.



The Oil for the Farmer. A bottle of Dr. Thomas' Electric Oil in the farm house will save many a journey for the doctor. It is not only good for the children when taken with colds and croup, and for the mature who suffer from pains and aches, but there are directions for its use on sick cattle. There should always be a bottle of it in the house.

"Squibs by Dad"

If the Queen of Roumania received a royalty on her matrimonial matches she would be assured of a handsome income.

The aviator who has been sentenced to a term in Sing Sing will have to confine his aerial stunts to flights of imagination.

An Oregon poultryman is collecting last year's straw hats to be converted into hen's nests. Leghorn lids preferred.

The three mules that were sold for one dollar at a sale in Alberta the other day might be excused for making a kick.

It is easier for a camel to pass through the eye of a needle than for a horse from California to enter Arizona.

Believing that the end of the world is near, Russian peasants are said to have refused to plant a crop. When harvest time comes they may be asking: "Where do we eat?"

A deep crack has been discovered in the neck of the Sphinx. It is surmised that it was caused by twisting its head to watch the operations in the vicinity of King Tut's tomb.

When fire broke out in a Paris cafe the waiters organized a squirt brigade and extinguished the blaze with siphon bottles.

Alberta's new liquor act is now in effect, leaving Saskatchewan the only arid space between the Pacific coast and the head of the Great Lakes.

Two blind bootleggers were arrested in Kansas City for keeping a blind pig. Patrons frequented the place in search of "eye openers."

A provincial tax of 12 1/2 cents a gallon has been placed on beer in Alberta. When the beverage is "heavy" consumers contend that the "collar" should be exempt.

The abnormal demand for government publications by Russian peasants was explained when it was discovered that they use the leaves for making cigarette papers.

After careful analysis a Nebraska editor is convinced that home-grown onions have the same strengthening effect on the breath as the fragrant corner grocery variety.

In sporting events the "breaks" of the game have much to do with the result. Long distance flying appears to be a succession of breaks. Even the airbrakes fail to control.

United States department of commerce experts are investigating why underwear shrinks. There is a popular impression that it is caused by contraction of the fibre of the fabric.

Coney Island street caterers have introduced a new delicacy to the patrons of that popular resort. It is called "waffle dog" and resembles the old circus "red hot" baked in batter.

A New York chemist claims to have discovered a process for making fuel oil out of peanuts. The time may come when motorists will boast of how many miles they made on a bag of "goobers."

Experiments have established the fact that fleshy men can withstand heat better than thin men. Portly persons also enjoy the economic advantage of being able to fry in their own fat.

Jewelers predict that the supply of diamonds will be exhausted within a hundred years. Present owners of the gems who happen to be alive at that time may realize a handsome profit on their sparklers.

To introduce the "straw hat" season Portland dealers presented the traffic officers with sailor lids Friday. It is doubtful if the summer headgear will pay attention to the "stop" signal on a windy day.

A vote in a western state on the most popular article of diet resulted in a majority in favor of chicken, with ham and eggs a close second. Ice cream cones would make a strong appeal to the juvenile palate.

Radio has penetrated the jungles of Africa. Native mothers soothe the young savages to sleep with cradle songs and bedtime stories while the warriors prance around the camp fires to the music of the Ethiopians Blues.

A Banker's Advice
YOU know, of course, that a banker comes in contact with many different lines of activity. Do you always remember, however, that from his knowledge of other businesses, he may be able to supply just the idea that will help yours?
Consult the Sterling Bank manager. In addition to his broad knowledge of business he has as a background the conservative management which has brought the Sterling Bank to its present position of stability.
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THE STERLING BANK OF CANADA

DO NOT RISK YOUR MONEY
in doubtful stock promotions. Make the SAFETY OF YOUR CAPITAL the first consideration. You can achieve this and obtain 5 1/2% interest payable half-yearly, by investing in Debentures of the Lambton Loan and Investment Company. Canada's oldest and one of its strongest financial institutions. It was founded in 1844, more than twenty-three years before Confederation, and from small beginnings has grown till it now has
Paid-up Capital \$ 789,750.00
Reserve Fund \$ 900,000.00
Assets \$ 3,940,593.63
Lambton Loan & Investment Company
191 FRONT STREET—SARNIA, ONT.
NORMAN S. GURD, a18-2m President. JOHN B. PARDEE, Manager.

It pays to use MARTIN-SENOUR MARBLE-ITE FLOOR FINISH
Nothing like it for Hardwood Floors
It wears like Iron
Write to Head Office, Montreal for Free Booklet HOME PAINTING MADE EASY
SOLD BY J. MCKERCHER Watford

CHEVROLET -meets all the Standards by which a car is judged
BY whatever standard you judge a car—whatever qualifications you demand—Chevrolet can meet your closest scrutiny.
Chevrolet economy is an established fact. No other car can be run so inexpensively. Chevrolet is the world's lowest-priced, fully-equipped car.
Chevrolet dependability is proven by thousands of owners every day, in all kinds of weather, over all kinds of roads. Chevrolet appearance and construction set new standards among low-priced cars.
Chevrolet Service is the final factor in determining the value of the car. Wherever you travel, throughout the length and breadth of the Dominion, Chevrolet service is close at hand. There are Chevrolet Dealers and Service Stations everywhere, where you can be sure of getting genuine Chevrolet parts and expert service by men who thoroughly understand the car.
Weigh all the evidence carefully—and you will more fully appreciate Chevrolet value. Ask us for a demonstration.
Ask us about the GMAC Deferred Payment Plan C-816
for Economical Transportation.
H. HUMPHRIES Sales & Service
ONE BLOCK WEST OF WATFORD POST OFFICE

Blenheim—the Town Progressive
It was a most enjoyable day that the publishers of Essex, Kent, Lambton and Middlesex spent in Blenheim last Friday. The weather was ideal, the attendance at the business sessions exceptionally large, and discussions vitally interesting, and the hospitality of Blenheim as a town was demonstrated to a marked degree. To those of us from the northern country who were receiving their first introduction to this progressive town of South Kent, it was a revelation. While "Blenheim, the prettiest town in Southwestern Ontario" and "The News-Tribune, Ontario's model printing office" have always been agreed unanimously at any of the district newspaper conferences, it remained for the unacquainted to accept Mr. Denholm's kind invitation to visit his town for the spring meeting.
Perhaps it would be sufficient on our part to compare for the moment this southern town with our own. Blenheim's population number around 1,400 against Watford's 1,029. Both have fine concrete pavement from end to end, although their business section has an even wider street than ours. Modern buildings and store fronts are also the rule in Blenheim, although in our town Brown's for a dry goods and clothing store, McLaren's Drug and Morningstar's garage can equal them.
While both have waterworks systems, we have an abundance, while they must use cautiously, particularly in case of fire. They depend on the speed of their new truck and the chemicals to subdue any blaze before it makes much headway. In fact, we might submit for the local Fire Company's consideration, their chemical tank is mounted on a Ford roadster and is well away immediately after the alarm is sounded. Watford's chemical tank, although purchased many years ago, is very seldom used. Blenheim tells us it is very rare that water is used. Hence, no destruction of property by water.
While Blenheim has no Federal Square to beautify while waiting for a new postoffice (they got their

postoffice before the war, and a fine one it is too) they spread their civic beauty throughout the town. The streets are all curbed, boulevards are uniform and flower beds are almost innumerable.
Blenheim has a real live Board of Trade. The luncheon tendered the visiting publishers was an example of their thoroughness in detail, while their good fellowship is at once apparent. In testimony thereof, we know positively, that no stranger can shake hands with their President Chas. W. MacPherson, or their secretary, Mac Huffman, without unconsciously addressing them as "Charlie" and "Mac".
Surrounding farms are prosperous and well equipped with modern homes, barns, etc. Good crops of tobacco, seed corn and beans assure a practically non-competitive market. A little further south, along the marshy lake front, is one of the few big onion beds of Ontario, where a acre means anywhere from \$800 per acre and up.
On the whole, Blenheim is ideally situated; wealthy countryside, good highways in all directions, six miles from the lakes, live business men, citizens with civic pride in their hearts and a love of the beautiful, more engrossed in the enjoyment of life and beauty than in the accumulation of material wealth.
Blenheim—the town progressive, Visit it.
Childhood Indigestion
Nothing is more common in childhood than indigestion. Nothing is more dangerous to proper growth, more weakening to the constitution or more likely to pave the way to dangerous disease. Fully nine-tenths of all the minor ills of childhood have their root in indigestion. There is no medicine for little ones to equal Baby's Own Tablets in relieving this trouble. They have proved of benefit to thousands of homes. Concerning them Mrs. Jos. Lunette, Immaculate Conception, Que., writes: "My baby was a great sufferer from indigestion but the Tablets soon set her right, and now I would not be without them." Baby's Own Tablets are sold by medicine dealers or by mail at 25 cents a box from The Dr. Williams' Medicine Co., Brockville, Ont.

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