





## SUPPOSE THE GUIDE-ADVOCATE CEASED PUBLICATION

**J**UST suppose this community was left without a local newspaper! What would become of its local pride? Watford would just be a name on a railway time-table or a post office guide. Men and women might die, or marry, or go away, or suffer accidents, or entertain friends, and you would hear about it all only through gossip. Farm sales and other announcements of interest to this particular part of the wide, wide world would have no publicity. Our local merchants would have no cheap and quick way of telling you what they provide for you. Our churches and schools and other institutions would have no medium of news or appeal. And this whole community would slip back and be the sport of joke-smiths.

Would City papers take the place of The Guide-Advocate?

You know they would not.

**T**HE point of it all is: We are raising The Guide-Advocate on December 1st to \$1.50 a year. Now if you "kick" and drop your subscription, you say, in effect, "This community doesn't need a local weekly. If I can do without The Guide-Advocate, all others can."

We do not believe for one moment that the good people of Watford, Warwick and Brooke and neighborhood mean to "kick" or drop their subscription to The Guide-Advocate. We expect all our subscribers to recognize the new conditions of living and publishing that have made the old dollar rate impossible to continue. But we want to let you see that your weekly newspaper at the higher rate of 3 cents a week—the price of a postage stamp—still costs an insignificant sum when you reckon up the service your weekly newspaper renders you and this whole community.

Be loyal to and proud of the community you live in. Keep it on the map.

### ORIGIN OF LAUGHTER.

Carrying the Analysis Back to the Lowly Prehistoric Clam.

Laughter is an involuntary physical reaction. Hughlings Jackson calls it "one of the innumerable epilepsies to which man is subject." It is apparently a universal heritage, though certain causes may operate more powerfully upon one individual than upon another to produce it. In the little child whose sensibilities are uncomplicated by any mental experience unless they be racial ones the shock of delicate touch—tickling, as we call it—first causes laughter. Why?

The claim of our psychologist carries us a long leap backward to the most elemental form of animal life. Beyond the savage stands the monkey and dimly far beyond him the mollusk, whose only sense was that of touch. Picture this great-grandfather of living things lying motionless save for those nervous, fluttering, sensitive feelers extended to play the part of sight and hearing. A bit of seaweed bumps against them. A spasm racks the mollusk's whole being, crushing him into his shell until the surprise has abated; then the fact that no further attack follows brings relief.

This is the germ of the cause of our laughter spasm—a sudden shock, instantly followed by a feeling of relief. Only such shocks as were followed by relief became racial memories. Where relief did not follow the clam did not live to leave a heritage.—Burgess Johnson in Harper's Magazine.

### SPOILED HIS SYSTEM.

He Thought It Couldn't Be Done, but He Is Wiser Now.

I know a man who wears his shirts in chronological order—that is, if he buys a new shirt he tags it with his initials, numbers it and places it at the bottom of the pile. And, no matter how much he likes it, he does not wear it until it comes out at the top of the pile. He went into wordy detail about the economy of his system, and he added that he arranged his socks and underwear in the same manner.

I told him that he would meet the woman of his dreams some fine day and that she would knock the spots out of his system. I told him that she would admire a particular shirt, caress its delicate stripes lovingly and ask why he didn't wear it oftener. And then he would send it to the laundry as soon as it was soiled and wear it as soon as it got back, and he would buy other shirts like it, and he would forget the system.

"Don't you believe it!" he said. "The person doesn't live who could upset my system!"  
But I met him a few days ago—for the first time in a year. He was hurrying to catch a car, so I had only time to ask him how he was and how things were going. And he didn't have time to explain. He only shouted over his shoulder jubilantly, "I'm wearing 'em every which way!"  
And I hadn't even heard he was married.

### Crossing the Bar.

Tennyson's famous poem "Crossing the Bar" was written, said his son, in the poet's eighty-first year "on a day in October when we came from Aldworth to Farringford. Before reaching Farringford he had had the 'moaning of the bar' in his mind, and after dinner he showed me the poem written out. 'That is the crown of your life's work,'" said his son, who was the first man after the poet to read "Crossing the Bar" and who passed the first criticism upon it in such fitting and generous language. "It came in a moment," said the poet, and he explained the plot as the Divine and Unseen, who is always guiding us. A day or two before he died the poet, calling his son to his bedside, said, "Mind you put 'Crossing the Bar' at the end of all editions of my poems."

### The Forehead and Health.

The forehead is the first feature of the face to show indisposition. The minute one's stomach is out of order there will be yellow spots on the brow. When one feels faint the forehead will instantly show it. When one is sick there will be freckles and pimples upon the brow, which was smooth and clear before. The forehead is as good an indication of one's general health as is the pulse.—London Globe.

### Ugly Comparison.

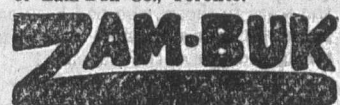
"Dad, what do they mean by perennial?"  
"Continuing from year to year," answered pop.  
"Like my hat," interposed ma.  
And then there was a deep, portentous silence.

The Proven Asthma Remedy. Since asthma existed there has been no lack of much heralded remedies, but they have proved short lived and worthless. The ever-growing reputation of Dr. J. D. Kellogg's Asthma Remedy has given it a place in the field of medicine which no other can approach. It has never been pushed by sensational methods, but has simply gone on effecting relief and making new converts.

## DO YOU IMAGINE

that your skin trouble is incurable because ordinary treatments have failed? If so get Zam-Buk and prove, as thousands of others have, that Zam-Buk is capable of healing after everything else has failed! Mrs. Horgab, of 183 Manning Ave., Toronto, writes: "For eight months my little son's face was simply covered with eczema. The pain and irritation were so intense that he could not sleep. He received treatment at a hospital, but it did him no good. Then I heard of Zam-Buk and commenced using it. It really worked wonders. The pain and irritation soon disappeared, and I could notice a decided improvement. I persevered with the treatment until now his face is quite free from sores and his skin is perfectly clear. I cannot be grateful enough for what Zam-Buk has done, and I shall never be without it."

Zam-Buk is equally good for ring-worm, salt rheum, blood-poisoning, ulcers, old sores, piles, burns, scalds, cuts and all skin injuries. 50c. box, 3 for \$1.25, all druggists or Zam-Buk Co., Toronto.



## A. D. HONE

Painter and Decorator  
WATFORD - ONTARIO

### GOOD WORK

PROMPT ATTENTION  
REASONABLE PRICES  
SATISFACTION GUARANTEED  
ESTIMATES FURNISHED

RESIDENCE - ST. CLAIR STREET

### INSURANCE

## J. H. HUME.

AGENT FOR  
FIRE, ACCIDENT AND SICK BENEFIT COMPANIES.

REPRESENTING  
Five Old and Reliable Fire Insurance Companies  
If you want your property insured call on J. H. HUME and get his rates.

ALSO AGENT FOR  
O. P. R. Telegraph and Canada Permanent Loan and Saving Co.

Ticket Agent for C. P. R.—Ticket sold to all points in Manitoba, Northwest and British Columbia

## THE LAMBTON Farmers' Mutual Fire Insurance Company.

(Established in 1875)  
J. W. KINGSTON, President.  
JAMES SMITH, Vice-Pres.  
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A. G. MINNELLY, Director  
THOS. LITGOW, Director  
GUILDFORD BUTLER, Director  
W. G. WILLOUGHBY, Manager and Sec.-Treas.  
J. F. ELLIOT, Fire Inspectors.  
E. J. WHITE, Fire Inspectors.  
P. J. McEWEN, Auditor.  
ALEX. JAMIESON, Auditor.  
PETER McPHEORAN, Wanstead P. O. Agent for Warwick and Plympton.

## CENTRAL Business College.

STRATFORD, ONT.  
COMMERCIAL, SHORTHAND  
—AND—  
TELEGRAPHY DEPARTMENTS

Students may enter at any time. We place graduates in positions. During July and August we received applications for over 200 office assistants we could not supply. Write for free catalogue at once.

D. A. McLACHLAN - PRINCIPAL.

Milk is frozen and sold in brick form in Siberia.

Very convenient paper pads come to put between the wire springs and the mattress. This prevents the mattress from being rusted.

It Testifies for itself.—Dr. Thomas' Electric Oil needs no testimonial of its powers other than itself. Whoever tries it for coughs or colds, for cuts or contusions, for sprains or burns, for pains in the limbs or body, will know that the medicine powers itself and needs no guarantee. This shows why this Oil is in general use.

**TAKAKE**  
The Harmless but Efficient remedy for Headache, Neuralgia, Anaemia, Sleeplessness, Nervous Exhaustion, &c.  
50c AT ALL DRUGGISTS, or by mail from  
GEORGIAN MFG. CO., COLLINGWOOD, ONT.

**HANDSOME, LUXURIOUS FURNITURE**

Buffets	Extension Tables	Brass Beds	Iron Beds
Sideboard	Parlor Tables	Walnut Beds	Oak Beds
China Cabinet	Card Tables	Pedestals	Dresser
Chiffonier	Magazine Stands	Child's Rockers	Book Cases
Dressing Table	Jardiniere Stands	Bed-Room Chair	Secretaries
Hall Seats	Umbrella Stands	Rocking Chairs	Desks
Morris Chairs	Hall Mirrors	Kitchen Cabinets	Hall Racks
Music Cabinets	Living Room Chairs	Felt Mattresses	Dining Chairs
Parlor Sets	Library tables	Couches	Pictures

Davenport, and anything kept in a first-class furniture store.

MASON & RISCH PIANOS  
Agents for Mason & Risch Pianos, Gramophones, String Instruments, Sheet Music, Edison Records, &c., and all kinds of repairs. New and second hand sewing machines and all supplies.

**HARPER BROS.**  
PHONE 31.  
FINE FURNITURE MUSICAL INSTRUMENTS UNDERFARERS

**Good For Man And Beast**

Kendall's Spavin Cure has now been refined for human use. Its penetrating power quickly relieves swellings, sprains, bruises, and all forms of lameness. It is just what you need around the house. Write for many letters from users to prove its effectiveness.

J. Smith, Spencedale, Ont., says—  
"I have used Kendall's for many years in my stable and house and it never has failed me yet."

**Kendall's Spavin Cure**

—has been used by horse-men, veterinarians, and farmers for over 25 years. Its worth has been proved, for spavin, splint, curb, ring-bone and the many other hurts that come to horses.

ONION LAKE, SASK., April 22nd, 1915.  
"Kendall's Spavin Cure is about the best all-round liniment for both man and beast that I know."  
THE HADSON'S BAY COMPANY.  
Get Kendall's Spavin Cure at any druggist's. For horses \$1. bottle—3 for \$5. Refined form 50c.—4 for \$2.50.  
Treatise on the Horse free from druggist or write to  
Dr. B. J. KENDALL CO.  
Enosburg Falls, Vt. U.S.A.

**Children Cry FOR FLETCHER'S CASTORIA**

We Do All Kinds of Printing  
Guide-Advocate Want Ads. Get Quick Results









## STANDARD MAKES OF UNDERWEAR AT LESS THAN MANUFACTURERS' PRESENT PRICES

All makes of Underwear have very materially advanced and are going higher. By placing our orders a year in advance and taking early deliveries we are in the enviable position of being able to offer you the finest makes of underwear at a great deal less than the maker's price today.

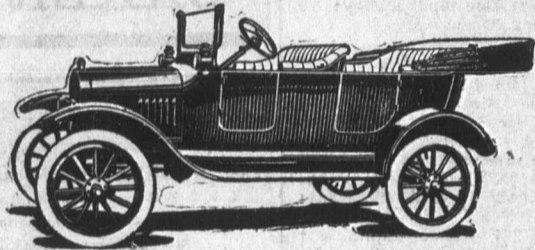
Stanfield's, Turnbull's and Penman's Standard and guaranteed lines are in this showing:—

Men's Fleece Underwear	50c, 75c and \$1.00 per garment
Men's Natural Wool	\$1.25 per garment, \$2.25 for combinations
Men's Elastic Knit Combination	\$1.25 per suit
Men's Very Heavy Elastic Knit, all wool	\$1, \$1.25 and \$1.50 per garment
Boys' Fleece Lined and Natural Wool in single garment or combination	25c and up

### LADIES' UNDERWEAR

Very Special at 25c per garment; other lines at 40c, 50c, 75c and \$1.00	
Ladies' Combinations	75c, \$1.00 up to \$2.50
Elastic Knit Corset Covers at 25c	
Children's Underwear in union and all wools, prices from	18c to 75c
Infants' Natural Wool Garments	25c, 35c, 45c
Equestrienne Tights, in black, children's and ladies' sizes.	

## A. BROWN & CO.



### \$495 F. O. B. FORD

The only trouble with this new model Ford is to get it. The Canadian factory is turning out 225 new cars daily and yet fall far short of supplying the demand. The same reliable car with new lines make it absolutely the best value on the market.

**RAY MORNINGSTAR**  
LOCAL DEALER

## Seasonable Suggestions

Cow Chains  
Cow Stanchions  
Lanterns, Gloves,  
Padlocks  
Stovepipes  
" Elbows  
Coal Skuttles  
Ash Sifters

Furnaces  
Ranges  
Base Burners  
Stoves  
Washing Machines  
Chemical Closets  
Paints  
Varnishes

WATFORD'S LEADING HARDWARE  
**T. DODDS & SON**

Guide-Advocate Ads, are Business Bringers

### ARKONA

Pte. Arthur E. Muma, 169th Batt., has returned to Camp Hughes after spending a few weeks at his home.

Mrs. F. Mellor of Detroit is visiting friends in town.

Dr. Bell of Toronto will preach in the Baptist church next Sunday morning and in the Methodist church in the evening, Oct. 22nd, in aid of the Dominion Alliance.

Mrs. J. F. Dickson is spending a few days with her son in Detroit. Her mother will return with her.

Mr. Duke Smith is renewing old acquaintances in town.

Just received a shipment of children's coats, for a few days only. Call and see them—Brown Bros.

### Pay Your Debts

This is the season of the year when most business men are trying to balance their accounts and place themselves square with the world. It would be a much easier task if the people who owe small accounts here and there, would make a point of settling them at once. Such people apparently do not stop to consider the inconvenience to which they are putting merchants and tradesmen by not paying their bills promptly. The amount in any case may not be large, but when a number of people have the same habit of putting off the payment of the small accounts, it becomes a serious matter. Indeed, in some cases it constitutes a serious handicap to the success of a business. People should realize that it is just as dishonest to owe one dollar for an indefinite period as owe a hundred dollars. If everybody would pay his bills there would not only be a great renewal of business activity in the town, but there would also be, we verily believe, a genuine revival of practical religion—for how can a man love his neighbor if the one on the right hand is dunning him for \$5, while the one on the left hand will not pay the bill which would enable him to settle with his creditor?

Men and brethren—and sisters—pay your debts.

### Bars Open on Sunday.

An unusual spectacle presented itself to the citizens of St. Thomas who happened to pass in close proximity to the standard hotels Sunday. Following the example of proprietors of standard hotels in other places the local hotelmen opened their bars to the public and although there did not seem to be any great rush for their wares there was considerable business done. Had the new regulations come into force during the hot summer it is interesting to contemplate about how much business might be transacted. Apparently there is nothing in the regulations covering the standard hotels to prevent the bars from doing business on Sunday, but many people who have taken but little interest in the temperance question have decided opinions on the matter and are prepared to debate the advisability of allowing the hotels this privilege.—St. Thomas Journal.

### Chapman—Fowler

A quiet wedding was solemnized Thursday evening, Sept. 28th, when Miss Ethel Jane Fowler, 53 Metcalfe St., forelady in the Monarch Knitting Company plant, became the bride of Pte. Arthur James Chapman of the Canadian Army Dental Corps. The ceremony took place in St. John's Church, the rector, Rev. W. F. Brownlee, officiating. Pte. Chapman left for overseas the following Saturday and Mrs. Chapman will continue to reside at 53 Metcalfe St.—The St. Thomas Journal.

Mrs. Chapman is the eldest daughter of Mrs. W. Fowler of this place, and her many friends wish them long life, joy and prosperity.

### "Dryful" Penetration

The following table gives the last dates on which it was, or will be, lawful to sell liquor by retail in the different parts of the Dominion of Canada:—

Prince Edward Island	.....1901
Saskatchewan	.....June 30, 1915
Manitoba	.....May 31, 1916
Nova Scotia	.....June 29, 1916
Alberta	.....June 30, 1916
Ontario	.....Sept. 16, 1916
British Columbia	.....June 30, 1917
Yukon Territory	.....July 13, 1917

Quebec has local option, over half the province being dry.  
Newfoundland will finish up her licensed liquor selling on December 31st, 1916.

### Provincial Inspector to Investigate Lambton Fires

Sarnia, Oct. 17—Inspector Miller, of the provincial police force, arrived in this city this morning, and will assist Deputy Fire Marshall Dickie and Detec-

tive Stringer in the investigations which are now being conducted relative to the numerous barn fires in Lambton and surrounding districts. Detective Stringer stated this morning there was no doubt most of the fires were of incendiary origin, as in some cases no other conclusion could be arrived at. This investigation will be a thorough one, and nothing will be left undone in the way of tracing down the cause of these costly blazes.

## ST. VITUS DANCE CAN BE EASILY CURED

A Tonic for the blood and Nerves With Rest All That is Needed

Many a child has been called awkward, has been punished in school for not keeping still or for dropping things, when the trouble was really St. Vitus dance. This trouble may appear at any age but is most often met between the ages of six and fourteen. The most frequent cause of the disease is poor blood, aggravated by indoor confinement, or mental strain at school. Under these conditions the blood fails to carry nourishment to the nerves and the child begins to show listlessness and inattention. Then it becomes restless and twitching of the muscles and jerking of the limbs and body follow. A remedy that cures St. Vitus dance and cures it so thoroughly that no trace of the disease remains is Dr. Williams' Pink Pills which renew the blood thus feeding and strengthening the starved nerves. This is the only way to cure the trouble and parents should lose no time in giving this treatment if their child seems nervous or irritable. Mrs. Wm. A. Squires, Cannington, Ont., says: "My only daughter, now fourteen years of age was troubled for several years with St. Vitus dance. She was so bad that at times she would lose control of her limbs and her face and eyes would be contorted. We had medical advice and medicine, but it did not help her. In fact we thought the trouble growing worse, and finally we had to take her from school. About a year ago we began giving her Dr. Williams' Pink Pills and by the time she had taken five boxes she was completely cured, and is now a fine, healthy girl. I firmly believe we owe this to Dr. Williams' Pink Pills and are very grateful for her restoration to perfect health."

You can get these pills from any dealer in medicine or by mail at 50 cents a box or six boxes for \$2.50 from The Dr. Williams Medicine Co., Brockville, Ont.

Mercus A. Hitchcock of Point Edward, on Thursday last celebrated his 76th birthday. "Mark" as he is familiarly called is a native of Sarnia and was born where the Belchamber House now stands.

### MORTGAGE SALE

#### VALUABLE VILLAGE PROPERTY

There will be offered for sale by Public Auction, under the powers of sale contained in a mortgage, at the

Roche House, Watford

—ON—

Saturday, October 28th, 1916

At 3 o'clock, p.m., the following property: Lot 227 on North side of Front Street in Watford.

Upon this lot there is erected a good frame house almost new.

Terms of Sale.—10 per cent. down on day of sale and the balance within 15 days thereafter. The property will be offered for sale, subject to a reserve bid. For further particulars apply to

COWAN, TOWERS & COWAN  
Vendor's Solicitors, Watford, Ont.  
J. F. ELLIOTT, Auctioneer.

### AUCTION SALE

#### LIVE STOCK

The undersigned will sell for  
**FRANK JENKEN**  
Lot 4, Con. 7, Warwick, Two Miles From Forest, on

Friday, October 20th, 1916

At 1 p.m., the following:—

20 Dairy Cows, 3 new milch cows, in about 6 weeks, 1 due in Nov., 1 due in Dec., 2 due in January, 3 due in Feb., 4 due in March, 2 due in April.

1 thorough-bred Durham bull, 2 years old.

14 yearling and two-year-old heifers.

5 Jersey heifers coming in from Feb. 1st till May 1st.

4 two-year-old steers and 6 yearling steers.

25 spring and summer calves.

1 mare 10 yrs.; 1 mare 5 yrs.; 1 yearling mare colt.

12 brood ewes; 6 ewe lambs; 1 ram;

2 brood sows; 6 pigs about 3 months old;

7 pigs about 2 months old.

TERMS—Sums of \$10 and under cash; over that amount, 12 months on furnishing approved joint notes; 5 per cent per annum off for cash.

T. V. RIDLEY, Auct.



**Why A Child Needs Glasses**  
(Parents should realize this)

MANY children are born with a defect of vision. Unless it is very great the child does not particularly suffer until the school period. Then the young mind becomes intent upon study and any defect of vision becomes a direct strain upon the brain. To relieve this the child will squint, or turn the head, in many cases using only one eye. This habit grows until we almost have a deformity of the eye. Parents; do not let this be the experience of your child. We will gladly and thoroughly examine your child's eyes, and tell you truthfully how best to remedy it. See to it now.

**CARL CLASS**  
Jeweler and Optician  
ISSUER OF MARRIAGE LICENSES

## DON'T NEGLECT A COUGH

Relieve the discomfort and avoid serious complications by using

## Rezell Cherry Bark COUGH SYRUP

Its pleasant to take—  
25c, 50c and \$1

Try a Bottle on our Guarantee

**J. W. McLAREN**

Drugs Stationery

Issuer of Marriage Licenses

The Rezell Store