

PLAY FAIR.

DON'T JUMP TO CONCLUSIONS.

What is the difference between remedy and cure? Any disease which is liable to recur cannot be indefinitely "cured." You may dispel the germs from the system—but that is simply remedying it.

A man suffers for years with Rheumatism. After trying numerous treatments without success, he takes Templeton's Rheumatic Capsules, and is restored to perfect health again.

A year or so later Rheumatic symptoms appear again. What does he immediately conclude? That it is his old trouble returned; that the medicine he took had only a temporary effect; that he will never again be well. This impression is the one we wish to eradicate—because it is entirely false. Whenever Templeton's Rheumatic Capsules are given a fair trial they remedy Rheumatism, Sciatica, Lumbago, Neuritis, Neuralgia, or any of their kindred diseases.

T.R.C.'s won't make you immune from the above diseases. They will remedy them and drive them from your system, but whenever you feel an attack coming on, start using T.R.C.'s again.

Sole Agents for Watford, J. W. McLaren, druggist, the Rexall Store, or if you live out of town mail \$1.04 to the above address or to Templeton's Limited, 142 King street west, Toronto, and capsules will be sent postpaid.

Popular Song Is Set on

Its Legs by Organization, Artifice and Manifold Talk

THE songs we hear whistled by the street-boy, or the ballads hummed by wealthy girls in the drawing-room, seem to have arrived quite naturally at their popularity, don't they?

As a matter of fact, each song, before it appears in the music-sellers' window, has probably had a career full of incident, says Answers.

The public wants new songs, and requires them of a certain type; but for the rest its mind is largely made up for it by the music publishers, who cater for the public's need, and who, in their turn, depend on the work of the composer and the author.

The author writes songs and lyrics which the composer sets to music. Both these craftsmen are aware that for the general public they have mainly to provide tuneful music and words that make a direct appeal.

With their knowledge of what has sold, the path of the lyricist and composer is fairly clear. They know the publisher will accept songs of the right nature. The procedure is as follows:—

The lyricist writes his poem and sends it to a composer who sets to music that type of lyric, be it a song of love or humor, a barrack-room or seafaring ballad. If the composer deems the offered words suitable he weaves his melody round the words, and pays the lyricist a set sum of money for it.

Often certain lyricists and composers suit each other, and work together. In other cases, where an author is well-known and standardized, the composer may approach him first.

The composer, possessing now the theme for his song, "sets" it. He proceeds with the completed work to a publishing firm which caters for that class of song. The publisher's office is probably one of a suite of offices, or a room behind a music shop. Here the composer sits down to the piano, and plays over the tune to the publisher's editor.

This gentleman, having been seeking "popular hits" for years, has developed an acute instinct for the right thing. If the song appeals to him as likely to make a hit and be a quick seller, he occasionally buys the sole rights of the song. But more often, as its popularity is still to make, he either pays a certain sum, with royalties to follow, or works solely on royalties. By royalties, the composer receives so much on all songs sold.

The songs accepted, if printed and published. One would think the music publisher's work now ended; but it has merely begun. The serious business of booming the song is the most strenuous part of his duty.

Briefly, the publisher has to advertise his song, as any other wares are advertised.

One method is by inserting in newspapers and trade periodicals an advertisement, which takes the form of the opening musical bars of the verse or refrain, together with the words of the lyric.

Another way is to send out lists, similarly made up, of the publisher's latest songs.

A good firm, in more elaborate style, will arrange, at one of the principal London concert-rooms, a series of concerts. A tour on the same lines is arranged for the provinces, and the chief towns of Great Britain are visited. For these concerts, well-known singers of each voice, the front rank of the profession, are approached by the publisher.

If these artists accept the engagement, it is understood that they sing songs published by the firm feeling them, and they are expected to introduce into their repertoire one or two of the new publications.

In the case of a firm publishing more popular songs and music hall "stuff," the pull of such songs has already been tested to a certain extent in the following fashion.

For a suitable consideration, or with the idea of trying over a "find" for his own turns, a singer has introduced them on the stage as his encore or third song. By the applause gained the singing quickly gauges the commercial value of the effort.

If it shows signs of gaining public favor, the publisher pushes the song to the utmost. During the seaside season, he will get it similarly introduced at pierrot shows.

But the greatest opportunity arrives with the pantomime months. The publisher will then approach the pantomime producers, and arrange with them for a scene of the song to be made. Thus, a song of which the theme is, say, poppies, will be staged with a cornfield or hedge-row background, and the singer and chorus will be dressed in the colors or semblance of the flower.

And so, as a result of organization, artifice, and manifold toil, the popular song is set on its legs, and started for a long run.

Our Aim—Satisfaction

WATFORD SHAVING and HAIRDRESSING PARLORS
Hot Baths and Laundry Agency in connection.
Dry Cleaning a Specialty.
Razors Honed.
W. N. FLEETHAM, Proprietor.
Successor to B. E. Fulcher.

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GRADUATE of the Royal College of Dental Surgeons, of Ontario, and the University of Toronto. Only the Latest and Most Approved Appliances and Methods used. Special attention to Crown and Bridge Work. Office—Over Dr. Kelly's Surgery, MAIN ST.—WATFORD

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Office—Two doors south of the Guide-Advocate office. Residence—Main Street, one door north of Dr. Siddall's office.

GRAND TRUNK RAILWAY SYSTEM

TIME TABLE
Trains leave Watford Station as follows:

GOING WEST
Accommodation, 75.....8 44 a.m.
Chicago Express, 13.....1 16 p.m.
Accommodation,6 44 p.m.

GOING EAST
Accommodation, 80.....7 38 a.m.
New York Express, 6.....11 16 a.m.
New York Express, 18.....2 47 p.m.
Accommodation, 112.....4 56 p.m.
C. Vail Agent Watford.

Every man who served in the Canadian army will receive free medical attention for one year.

Miller's Worm Powders are not surpassed by any other preparation as a vermifuge or worm destroyer. Indeed, there are few preparations that have the merit that it has to recommend it. Mothers, aware of its excellence, seek its aid at the first indication of the presence of worms in their children, knowing that it is a perfectly trustworthy medicine that will give immediate and lasting relief.



When friends drop in
entertain them with the music of the

Victrola

There's always fresh interest in "His Master's Voice" Records of the world's masterpieces, sung and played by the world's greatest artists; in the latest popular songs; and the latest dance music. There are no "embarrassing moments" when you entertain with the Victrola.

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ASTORIA
for Infants and Children
For over 30 Years
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ASTHMA COMES do not despair, cease to the help effective—Dr. J. G. G's Asthma Remedy. This remedy will give you the aid so sorely. Choking ceases, becomes natural and without hinders, thousands of them, have you suffer but have wisely his famous remedy and ceased Get a package this very day

Dr. J. Campbell, principal Astoria public school for s has resigned. He goes to manual instructor in that city.

el tea-cups

SE

tea packages

Proof that Some Women do Avoid Operations

Mrs. Etta Dorion, of Ogdensburg, Wis., says:
"I suffered from female troubles which caused piercing pains like a knife through my back and side. I finally lost all my strength so I had to go to bed. The doctor advised an operation but I would not listen to it. I thought of what I had read about Lydia E. Pinkham's Vegetable Compound and tried it. The first bottle brought great relief and six bottles have entirely cured me. All women who have female trouble of any kind should try Lydia E. Pinkham's Vegetable Compound."

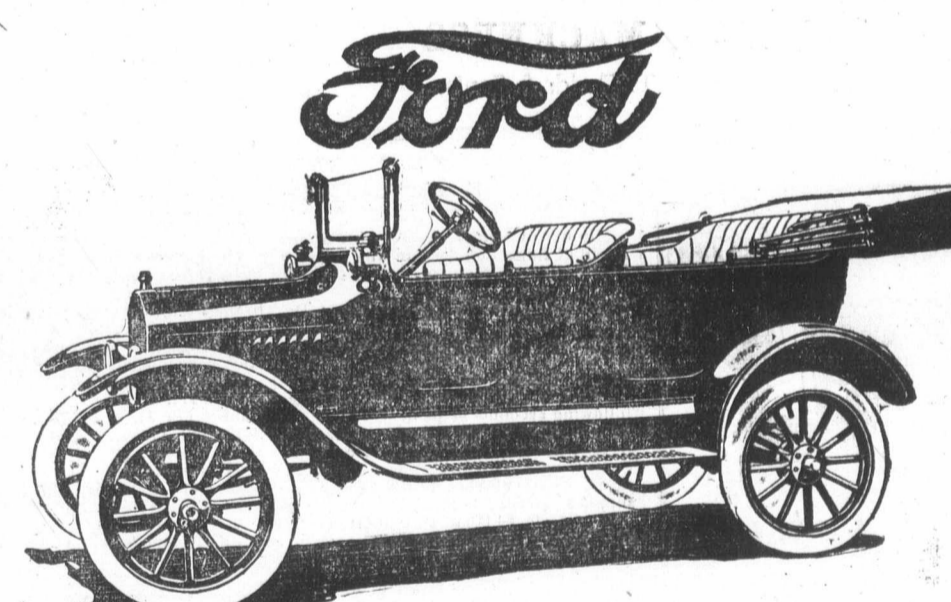
How Mrs. Boyd Avoided an Operation:
Canton, Ohio.—"I suffered from a female trouble which caused me much suffering, and two doctors decided that I would have to go through an operation before I could get well."
"My mother, who had been helped by Lydia E. Pinkham's Vegetable Compound, advised me to try it before submitting to an operation. It relieved me from my troubles so I can do my house work without any difficulty. I advise any woman who is afflicted with female troubles to give Lydia E. Pinkham's Vegetable Compound a trial and it will do as much for them."—Mrs. MARIE BOYD, 1421 5th St., N. E., Canton, Ohio.

Every Sick Woman Should Try

LYDIA E. PINKHAM'S VEGETABLE COMPOUND
Before Submitting To An Operation

LYDIA E. PINKHAM MEDICINE CO. LYNN, MASS.

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The Guide-Advocate needs the support of every family in the district. We are constantly endeavoring to give you the best local weekly in the county—but we need your help. If you are not a subscriber—send us 35c and we'll send you The Guide-Advocate until the end of the year. Or send us \$1.75 and we'll put you on our list until December 31st, 1920.



"A Joan of Arc Machine"

SHE withstood everything in the field and above all was, and still is, the last and only car to survive until the cessation of hostilities—Extract from letter received by Ford Motor Company from a British Soldier, in Africa.

Over shell-torn roads, through water soaked fields, second only to the tanks in its power to climb debris and crater holes, the Ford car made a world famous record in the fighting area of the great war. In press despatches, in field reports, in letters, in rhyme and song the praises of the Ford were sounded.

In France - 700 cars out of 1,000 were Fords
In Italy - 850 cars out of 1,000 were Fords
In Egypt - 996 cars out of 1,000 were Fords
In Mesopotamia 999 cars out of 1,000 were Fords

The Ford power plant that established this world-wide record in every theatre of the war remains the same. It will be in the Ford you buy.

Ford Runabout, \$660. Touring, \$690. On open models the Electric Starting and Lighting Equipment is \$100 extra. Coupe, \$975. Sedan, \$1,175 (closed model prices include Electric Starting and Lighting Equipment). Demountable rims, tire-carrier and non-skid tires on rear as optional equipment on closed cars only at \$25 extra. These prices are f. o. b. Ford, Ont., and do not include War Tax.

Buy only Genuine Ford Parts. 700 Canadian Dealers and over 2,000 Service Garages supply them.

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