

Start Advertising Now

STAGNATION in one's business is greatly to be feared and greatly to be avoided. Action—an effort to get ahead—keeps a business healthy, wealthy and wise.

Visible action is advertising in The Watford Guide-Advocate. The preparation and publication of a new advertisement is a sure indication of business energy.

"Start Something" is the slogan of today. Start Advertising NOW. Keep up the advertising all through the year, and your business will feel the tonic effect of your action.

To the Merchants of Watford

Make business brisk by a big and rightly-directed effort—by a series of adequate advertisements in The Guide-Advocate.

Get and Keep Ahead By Planning Ahead

Fall Requirements

Carpet Sweepers.....	\$4.00 to \$5.00
Vacuum Cleaners.....	\$8.00 to \$9.00
O-Cedar Mops.....	\$1.50
O-Cedar Oil.....	25c
Liquid Veneer.....	25c to 50c
Perfection Oil Heaters.....	\$6.00
Rayo Lamps.....	\$3.00 to \$9.00
Silverware and Cutlery—at prices that cannot be repeated.	

THE N. B. HOWDEN ESTATE

Canada Food Board License No. 8-017.

TRENOUTH & CO.

DEALERS IN

Flour, Oatmeal, Cornmeal, Wheat Kernells, Flaked Wheat and Barley, All Kinds of Feed, Grain, Seeds and Poultry Food.

We Carry a Full Stock of

INTERNATIONAL STOCK FOOD FOR HORSES, CATTLE, SHEEP, HOGS AND POULTRY.

CALDWELL'S MOLASSES MEAL AND THREE DIFFERENT MAKES OF CELEBRATED CALF MEAL

ALL KINDS OF GRAIN TAKEN IN EXCHANGE
Crapping and Rolling Done While You Wait
PHONE 39

DID YOU EVER THINK

why that skin trouble, from which you are suffering, will not heal? It is because it is so deeply rooted that ordinary ointments are incapable of penetrating to the seat of the disease.

Zam-Buk, on the contrary, is so refined that it is capable of reaching the underlying tissues, and that is why so many cases of skin trouble, which have defied all other treatments, have yielded to Zam-Buk.

Don't delay! Get a box of Zam-Buk and prove it for yourself. Not only is it best for eczema and all skin troubles, but also for ringworm, ulcers, old sores, blood-poisoning, boils, piles, burns, cuts and all skin injuries. All druggists or Zam-Buk Co., Toronto. 50c. box, 3 for \$1.25.

Send 1c. stamp for postage on free trial box.

ZAM-BUK

SELL COCKERELS NOW

How Fall Fairs Can be Made a Great Success.

Attend Your Local Fair to Improve Education and to Have a Good Time.

(Contributed by Ontario Department of Agriculture, Toronto.)

THE marketing of thin chickens is not conserving our meat supply nor is it the most profitable method to the producers. Present prices of market poultry admits of the liberal use of feeds and the marketing of well-fleshed birds.

The best birds to flesh or fatten are those of the heavier breeds, such as Wyandottes, Reds, and Rocks. The light breeds, such as Leghorns, seldom pay to fatten unless they are very thin in flesh.

The birds intended for fattening should be confined to a small pen or slatted coop. The process is not difficult if you will but pay attention to a few points that are essential.

Do not feed the birds for the first day they are shut up. You should give them something to drink, but it is best to give no feed. After the first day feed very lightly for two or three days and then gradually increase the ration, being very careful not to overfeed. We usually start chickens on very finely ground grains at the rate of three-quarters of an ounce of grain per feed to each bird, feeding twice daily. This can be increased gradually to two or three times this amount. Generally the most profitable gains are made during the first fourteen to sixteen days feeding. Such birds will not be excessively fat, but should be fat enough to cook and eat well. Some markets demand a fatter bird.

The most profitable gains are made on birds weighing from three and one-half to four and one-half pounds when put up to fatten.

The grains fed should be finely ground and, if at all possible, should be mixed with sour milk. Mix the feed to a consistency of a pancake batter. The more milk the chicken will take the better bird you will have in the end. Milk appears to have no good substitute for fattening chickens. If you cannot get milk then add ten to fifteen per cent. of meat meal to the ration and mix with water. The addition of a little green food daily will help matters. Many people get better results by feeding a little salt. About one-half pound to one hundred pounds of dry grain is sufficient. This mixes best by being dissolved in water and adding a little at each feed. Be careful not to use too much.

The best grains available now are a mixture of ground barley, cornmeal, finely ground buckwheat, and shorts. Oats are good if part of the hull is sifted out, as are also ground brewers' grains. We have used with good results a mixture of two parts of ground barley, two parts cornmeal, and two parts shorts, mixed with twice the amount of sour milk. In general feed about one-third shorts and then whatever finally ground grains you may have about the farm.

If at all possible mix the ground grains with sour milk.—Prof. W. R. Graham, O. A. College, Guelph.

Importance of Attending Exhibition.

Fall exhibitions are a permanent feature in the life of Ontario, and are of particular interest and import to the farmer and his family. True, many of the smaller shows might be greatly improved by the introduction of more new educative features, and some of the larger exhibitions have been criticized in the past for tardiness in placing agriculture in its due place, but at the present time, with things agricultural to the fore-front as they are, exhibition managements realize the value of a strong agricultural and live-stock department and

are making this a leading feature of their work. In fact, no fall fair, large or small, could exist let alone prosper, without the products of the farm well represented.

Bearing this in mind, it is important that all attend their local fall fair and their nearest large exhibition. A well-managed fair is an education. The best live stock of the various types and breeds, the highest quality grain, roots and vegetables, the newest devices to aid the farmer and his wife in their work, and the most up-to-date special attractions are all there and each has its value to those who attend with the purpose of improving their knowledge. It is worth while to watch the judging being done to get an idea of approved type and to have one's interest stimulated that he may go home and do better work in breeding live stock or in the production of farm crops. Study the work of the judges. It helps to fix in the mind the proper type of live stock of the various breeds and the requirements of all farm crops. The boys and girls should be taken to the exhibition and encouraged to study and learn as well as to enjoy themselves.

Exhibitions also have their place in the social welfare of the people. It is profitable to get away from work for a few days and mingle with others, there to discuss matters of interest to all, and to see what progress is being made in industry other than that from which the fair-goer gets his or her living. It makes for bigger men and women with a wider viewpoint. A little clean, wholesome amusement is necessary in order to get the most out of life.

Go to the exhibition with the idea of improving your education and at the same time to have a real good time. It is profitable to get away from work occasionally and the exhibition offers not only an opportunity for pleasure but also for profit.—Prof. Wade Toole, O. A. College, Guelph.

CASTORIA

For Infants and Children
In Use For Over 30 Years

Always bears the Signature of *Chas. H. Fletcher*

IRON FOUNDRY IN WAR AREA

How Women of France Are "Doing Their Bit" to Keep the Wheels of Industry Moving.

An interesting narration of operation under unique and difficult conditions of an iron foundry in the war area is given by the correspondent of a British paper writing from the firing line in France. He relates: One does not see much foundry work out here, but a few weeks ago I was billeted in a town near by, and actually saw a cupola in full blast. I at once got permission to have a look around, and was greatly surprised at what I saw. The foundry was a very primitive affair—just a little jobbing shop—and was mostly run by French women and girls, superintended by a few men. These women were making work up to three or four hundred pounds in weight, and in a little side shop some half dozen women were making component parts of machinery by the simple method of bedding-in. I afterward saw some of the finished work, and it would put to shame the work done by many of our so-called molders at home. The women work in ordinary dress, and work very clean and exact in both iron and brass, and also under shell fire and air raids. In the shop was a great hole where a German had dropped a bomb the night before, but the women still worked on.—Scientific American.

Reservoir Dams in Tunis.

Already the French are looking forward to the rapid development of the province of Tunis in Africa. According to a civil engineer who has been investigating the matter there are about 35 localities in that country where dams could be constructed, with reservoir capacities ranging from 3,000,000 to 400,000,000 cubic meters, and water power ranging from 30 to 6,000 horse power of continuous energy. The engineering difficulties are stated to be small in comparison with those of dams already built in Europe and the United States, and the utilization of the water for irrigation, electrical power, and in one case canal navigation is estimated to furnish a good margin of profit. The numerous ruins of Roman dams found in Tunis show by what methods the country became "the granary of Rome" under the empire and the ruins of large cities, with coliseums, bath and temples of great size standing in what are now bare plains, are evidence of the success of the organized methods of irrigation of those ancient times.

MILLER'S WORM POWDERS are sweet and palatable to children, who show no hesitancy in taking them. They will certainly bring all worm troubles to an end. They are a strengthening and stimulating medicine, correcting the disorders of digestion that the worms cause and imparting a healthy tone to the system most beneficial to development.

HOW TO GET RID OF RHEUMATISM

"Fruit-a-tives" Point the Way to Quick Relief

VERONA, ONT.

"I suffered for a number of years with Rheumatism and severe Pains in my Side and Back, caused by strains and heavy lifting.

When I had given up hope of ever being well again, a friend recommended 'Fruit-a-tives' to me and after using the first box I felt so much better that I continued to take them; and now I am enjoying the best of health, thanks to your wonderful fruit medicine."

W. M. LAMPSON.

"Fruit-a-tives" are sold by all dealers at 50c. a box, 6 for \$2.50, trial size 25c.—or sent postpaid by Fruit-a-tives Limited, Ottawa.

NOTICE

HOW ARE YOU GOING TO HEAT YOUR HOUSE NEXT WINTER?

HOT WATER OR HOT AIR?

If you are going to—PUT IN THAT BATH ROOM—this summer, don't fail to get our price.

HEADQUARTERS FOR Pumps, Cylinders, Sinks, Pipe and Fittings, Eavetroughing, and Repairing of all kinds. No job too big and no job too small.

Prices Right. All Work Guaranteed

C. H. BUTLER
PHONE 85-2. WATFORD

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—

P. R. Telegraph and Canada Permanent Loan and Saving Co. Ticket Agent for C. P. R.—Tickets to all points in Manitoba, Northwest and British Columbia

THE LAMBTON Farmers' Mutual Fire Insurance Company.
(Established in 1875)

JOHN W. KINGSTON PRESIDENT
JAMES SMITH VICE-PRESIDENT
ALBERT G. MINIELLY DIRECTOR
THOMAS LITHGOW DIRECTOR
GUILFORD BUTLER DIRECTOR
JOHN PETER McVICAR DIRECTOR
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J. F. BLIOT FIRE INSPECTOR
ROBERT J. WHITE FIRE INSPECTOR
ALAN JAMIESON AUDITORS
P. J. McEWEN AUDITORS
W. G. WILLOUGHBY, MANAGER AND WATFORD. SEC. TREASURER
PETER McPHEDRAN, Wainstead P. O. Agent for Warwick and Plympton.

Ghosts in Maine.

(The Lewiston Journal)

The most tragic incident of the summer is recorded in the town of North Edgcomb. An elderly couple coming home from church saw two ghosts were flitting without apparent feet or legs through the gloaming and over the grass and through other things. They were dressed of course in the conventional white of ghosts and ghostesses. The elderly couple legged it like mad. They fell into a cucumber patch and could not extricate themselves. The old gentleman was rather badly injured. They were rescued by the ghosts who proved to be a couple of farmerettes in calico overalls.