

ARKONA, FOREST, KERWOOD, WARWICK, INWOOD,
ALVINSTON, SUTORVILLE, KINGSCOURT
WANSTEAD, WYOMING

Watford Invites You to CHAUTAQUA

Next Tuesday, Wednesday, Thursday, Friday, Aug. 15, 16, 17, 18

4 Joyous Days

Afternoons and Evenings

8 Wonderful Programs

EXCELLENT ENTERTAINMENT AND MUSIC FILLS FOUR DAYS PROGRAM AT CHAUTAUQUA

PLAY COMPANY IN "IT PAYS TO ADVERTISE"—COMEDY ENTERTAINERS—ORCHESTRAL COMBINATION—CHILLD WONDER ENTERTAINER—MUSICAL CLOWN—ALL SCHEDULED TO APPEAR IN THE BIG FOUR DAY EVENT.

One of the outstanding features of the four-day Chautauqua program to be given here August 15, 16, 17 and 18, will be the production of the great comedy success, "It Pays to Advertise," said to be the greatest laugh-producing play of the century. It enjoyed a two year run in New York City, one year in Chicago, long runs in other large cities, including a month at the Royal Alexandria Theatre, Toronto, where it drew capacity houses. It is the greatest popular success—a least from the box office standpoint—of all the great successes of that wizard of the theatre, George M. Cohan. It will be presented by the Elias Day Players of Chicago with all the attention to details and the cast that characterized the presentation last summer of "Contentment."

MUSIC THAT PLEASURES ALL TASTES

High-class and popular music are well blended in the program. On the opening day the Henderson Entertainers of Boston, headed by Walter Henderson, singing Scotch comedian, presents two programs in which the entertainment idea predominates. On the closing day, a high-class and at once popular program of good music will be given by the Casford-Reed Violin Girls, a small orchestra sponsored by Thurlow Lieurance of Lincoln, Neb. The Chavez-Conover Musicians present an excellent prelude program the afternoon of the second day, while on the third day all will be delighted with the children's entertainers—Little Alice Louise Shrode, child wonder singer, whistler, reciter and dancer, and Stevens, the children's musical clown of New York City. More variety than ever and all better than ever, is the claim made by those in charge of the program.

Season tickets are now on sale; the price remains the same. We cannot think of anything, unless it be a yearly subscription to this paper, that gives so much for so little. The Watford Chautauqua committee has adopted as its slogan "Fill the tent with season ticket holders." If that is done, the Chautauqua will perform a great service to the community.

WHY SHOULD THE TOWN GUARANTEE CHAUTAUQUA?

In order that the town may be assured of quality programs. Without the guarantee, Chautauqua might have to take "the easiest way" for support.

Carnival companies are not guaranteed. And they usually succeed—financially. How do they do it? Would you care to encourage Chautauqua if it resorted to the usual devices and allurements of the carnival?

The movies are not guaranteed, and they make big money. But why the well-nigh universal protest against the kind of pictures provided? Why the clamor from clubs and school and church for better pictures? Why have the movie magnates just employed a distinguished gentleman at a salary of \$150,000 per year to save their business from self-destruction. A newspaper editorial says that Mr. Hay's task is to clean the modern "Augean Stables".

The theatre is not guaranteed. What is the character of the theatrical production usually brought to your town, or of the metropolitan production about which you read? How often do they present a worthy production? How often may one attend a theatrical production without a feeling of shame? Yet theatrical managers insist they must present plays of the kind they do in order to succeed financially.

The circus is not guaranteed. Perhaps this is one of the cleanest forms of modern commercialized amusement. But do you want Chautauqua to be like the Circus? What stimulus does it give to the moral or intellectual or artistic life of the community?

Chautauqua is guaranteed because it can be depended upon to maintain standards which are approved by the law-abiding, morality-loving people of the town.

The guarantee relieves Chautauqua from any necessity of trucking to the alleged popular demand for unclean amusements, which a certain too-numerous type of carnival, movie, theatre, and circus manager pleads as their excuse. They claim "to give the people what they want." The illicit booze joint does that, too. And without a guarantee. And makes money.

The institutions which give the people what they need—what will help rather than degrade—are all guaranteed.

Grand opera and the big symphony orchestras which maintain musical standards are guaranteed.

The Church is guaranteed, by the annual church subscription.

The school is guaranteed, by the public taxes.

The college is guaranteed, by its endowment, the gift of the people.

None of these institutions could maintain and improve their standards and their service without being guaranteed against financial disaster.

Chautauqua belongs in this latter list. Towns guarantee the Chautauqua manager's business for the same reason that they guarantee the preacher's business in the church, the teacher's business in the school, the professor's business in the college; for the same reason that the city guarantees the impresario's business in the opera and the conductor's business in the orchestra.

Buy a Season Ticket and Attend as Many Programs as you can. Remember last year's splendid program. This Year Better Than Ever.

AFTERNOONS AT THREE O'CLOCK—EVENINGS AT EIGHT O'CLOCK

FIRST DAY—TUESDAY, AUGUST 15

AFTERNOON—Opening Preliminaries in Charge of Superintendent.

Entertaining Concert, Instrumental and Vocal—Plenty of Comedy—THE WALTER HENDERSON ENTERTAINERS.

EVENING—Musical Prelude Featuring Imitations of Harry Lauder

THE WALTER HENDERSON ENTERTAINERS

Entertaining Lecture, "TALLOW DIPS"—DR. ROBERT PARKER MILES, Author, World-Traveler, Newspaper man, Orator.

SECOND DAY—WEDNESDAY, AUGUST 16

AFTERNOON—Entertainment Prelude—THE CHAVEZ-CONOVER CO.

Lecture, "The Four Corner-Stones of Citizenship"—ISOBEL PIRIE BEYEA. A Most Valuable and Interesting Address Delivered by a Genuine Orator.

EVENING—Presentation of the Greatest Laugh-Making Play of the Century, "IT PAYS TO ADVERTISE." Produced under the

Personal Direction of Elias Day of Chicago and given by his Company of Excellent Players. One Hundred Laughs Guaranteed.

THIRD DAY—THURSDAY, AUGUST 17

AFTERNOON—Children's Afternoon: A Program of Music, Art and Fun,

Featuring LITTLE ALICE LOUISE SHRODE, the Child Wonder, and STEVENS, The Children's Municipal Clown. (The Old Folks will be permitted to Attend and Bring the Children.)

Short Address, "The Sentinels"

ARTHUR E. RUNNELS, of Montreal

EVENING—Entertainment Prelude—LITTLE ALICE SHRODE

Illustrated Lecture, "Naval Defense and Disarmament"—MAJOR ARTHUR E. RUNNELS. Pictures Show the Surrender of the German Fleet at Scapa Flow as Witnessed by the Speaker as a Guest of the British Admiralty. A Thrilling Lecture.

FOURTH DAY—FRIDAY, AUGUST 18

AFTERNOON—Grand Concert of Orchestral Music Featuring Violins and

Flute—THE CASFORD-REED VIOLIN GIRLS, an Organization Sponsored by Thurlow Lieurance, Noted Composer.

EVENING—Musical Preludes—THE CASFORD-REED VIOLIN GIRLS

Entertainment of Character Sketches and Impersonations—MR. NOAH BEILHARZ, Characterist Extraordinary. An Entertainment as Interesting as a Play with Twenty People.

GENERAL INFORMATION

SINGLE ADMISSIONS:

Afternoons 35c. Evenings 50c. Children 25c
Play Night: Adults 75c. Children 50c.
(War Tax Additional)

The Season Ticket costs \$2.00; Junior Tickets, admitting children from six to fourteen years of age, \$1.00. Both are subject to the war tax. The name of some member of your family must be written upon the ticket; this protects you in case of loss. Season Tickets are transferable only within the owner's family.

IT SAVES TO BUY A SEASON TICKET

Remnants
and Silks
and Voiles
and Ghams
and nims
Galateas
Muslins
Cotton

AUGUST SALE OF REMNANTS

Shoes

per pair \$2.50
per pair \$5.00
per pair \$5.50
per pair \$4.00
per pair \$2.75
per pair \$1.00

ON ALL LINES

& SON STORE

Large House Wanted

Interested to purchase a large, well-built home in Watford. State price, location and full particulars.

Address your letter to

Box 6 Guide-Advocate Watford



SERVICE—What is it? We believe it's giving our customers right quality goods at reasonable prices

Tiny Rogers Billiard Parlor