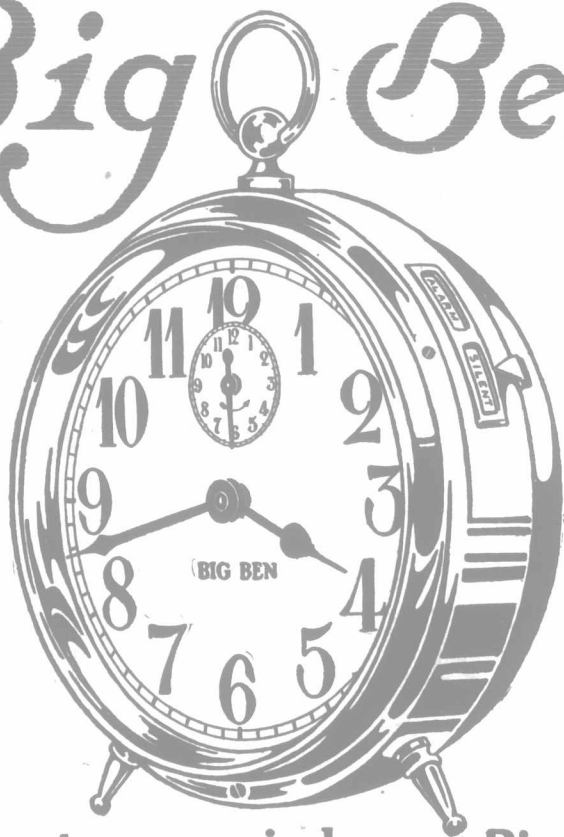


# Big Ben



## Don't set your mind—set Big Ben

Don't bother your head about getting up. Leave it to Big Ben.

You ought to go to sleep at night with a clear brain—untroubled and free from getting up worries. You men, if you are up to date farmers, work with your brains as well as with your hands. Such a little thing as "deciding to get up at a certain time in the morning" and keeping it on your mind often spoils a needed night's rest and makes a bad "next day." Try Big Ben on your dresser for one week. He makes getting up so easy that the whole day is better.

Big Ben is not the usual alarm. He's a timekeeper; a good, all-pur-

pose clock for every day and all day use and for years of service.

He stands seven inches tall. He wears a coat of triple-nickel plated steel. He rings with one long loud ring for 5 minutes straight, or for 10 minutes at intervals of 20 seconds unless you shut him off.

His big, bold figures and hands are easy to read in the dim morning light, his large strong keys are easy to wind. His price, \$3.00, is easy to pay because his advantages are so easy to see. See them at your dealer.

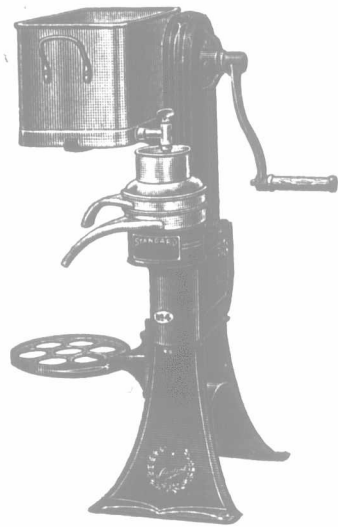
5,000 Canadian dealers have already adopted him. If you cannot find him at your dealer's, a money order sent to *Wentex, La Salle, Illinois*, will bring him to you duty charges prepaid.

**\$3.00**

At Canadian Dealers.

## Some Features We've Told You Little About

In our previous advertisements the big features of the STANDARD have been emphasized. You've heard a great deal about the Enclosed Dust-proof Gearing—the Self-Oiling System—the Centre Balanced Bowl—the liberal space between Disc Edges and Bowl for holding accumulation of impurities—the High Crank Shaft—the Low Supply Can—of the



*Standard*

Cream Separator. But there are other features that add greatly to the conveniences and satisfaction of STANDARD owners.

For instance, there's the Wide Open Bowl, so easy to get at and wash. No tubes to clog up either. Then there are the Discs, which are all washed together on a disc-holder in about a minute. They are numbered so they cannot be put together wrong.

Then, too, the STANDARD Bowl doesn't leak. That's because the bowl-shell fits tight without screwing down on top of a rubber ring, causing wear on the rubber and allowing the milk to leak through when the bowl is revolving.

Another good feature is the Interchangeable Clutch, which permits the STANDARD to run down without wear on the working parts. Note: When you stop the crank the gears all stop and the bowl runs down of its own accord and without wear. The Interchangeable Clutch also enables you to "pump" the handle and start the machine quickly and easily.

But there are other features—many of them—told about in our booklets. Write for them. They are free to all progressive dairymen and women.

**The RENFREW MACHINERY CO., Ltd.**

Head Office and Factory: RENFREW, ONTARIO

Sales Branches: Winnipeg, Man.; Sussex, N. B.

with trailing moss, look very picturesque indeed. The orange trees blossom about the 1st of March, and the air is then laden with their delicious perfume. Oranges sell for from 20 to 30 cents per dozen, and grape fruit 60 to 65 cents during the winter season.

Beautiful towering palm trees are growing by the sidewalks, and the tall poinsettias look almost a flame in their radiant crimson beauty. Century plants, camphor trees, etc., are growing in front of the handsome houses, and the lovely hibiscus stands in front of many a doorway. Yellow elder, morning glory and other climbing plants all increase the delight and happiness of the flower lovers. At night the crickets chirp a cheerful song as if trying to lull us to sleep.

Real estate agents are kept busy as bees during the winter season. It is quite a common occurrence for a man to make several hundreds of dollars in a few weeks' time as property is increasing in value so rapidly. There are several real estate women agents too, who are eagerly on the lookout for men with money.

We met people who hailed from New York, Ohio, Nebraska, Kansas, Illinois, Michigan, New Hampshire, Boston, Haverhill, Portland and New Jersey. Every person seemed to be delighted with the climate and want to return again next fall.

Some of the houses are finished with what they call "shell dash" instead of paint. Small houses plainly furnished mean less work for the women and a chance to live the simple life and enjoy the manifold beauties of Nature. Some people sleep in screened rooms, minus glass.

St. Petersburg will have trains making two daily round trips between there and Jacksonville all summer. The majority of tourists who visit St. Petersburg are so fascinated by the climate and beautiful surroundings that they return again bringing their relatives and friends with them. There are sulphur springs there where thousands of people go to quench their thirst. The water is said to possess healing qualities. Almost all day long tourists may be seen carrying bottles of the water to their rooms from "The Fountain of Youth," as it is named. The churches are well attended, and the shops are closed on Sunday. The inhabitants are sociable, kind and obliging.

Chicken-raising appears to be a profitable industry. Eggs sell for from 25 to 30 cents per dozen. Sweet potatoes and other vegetables are successfully raised. Many Northerners are buying property and settling in the Sunshine City.

Lemons, pines, peaches and pears are successfully raised, also some bananas and pineapples. We saw bananas growing on the handsome trees. The mocking birds are lovely singers.

Out in the country the scenery is lovely. There are acres and acres of orange and grape fruit groves. Here and there are groves of tall pine trees. Beautiful homelike cottages, with neat, well-kept lawns or gardens ornamented with flowers and shrubbery may be seen on each side of the road as the car glides swiftly along.

During the winter season numbers of tourists daily visit the Ostrich Farm, which is situated about 3½ miles from the city. It is very interesting to see the ostrich races. The proprietor's son enjoys the fun of riding the birds.

St. Petersburg is 270 miles south-west of Jacksonville. The Cuban steamers stop at her wharfs. Twenty miles across the bay is Tampa, with full steamer and railroad service to all points.

We visited Tampa twice. It is a large bustling city, and contains many fine buildings and stores. Tampa Bay Hotel is a magnificent building, fitted up in costly, up-to-date style. Nearly every nationality is represented there. Many of the shopkeepers speak poor English. After visiting Tampa we thought more of St. Petersburg than ever. The High School building in St. Petersburg cost \$80,000. The schools are the pride of the city.

There are 40 miles of streets within the city limits, and 78 miles of practically new sidewalks. Fifteen thousand dollars have been set aside for beautifying Reservoir Park. The city owns the water pumping station. The city has a high moral standard is very high and people are proud of the fact. The law makers are true, conscientious men, and they see that the laws are strictly enforced. The sanitary condition of the city is all that can be desired.

On Central Avenue business is always bustling during the winter season. There are fine hotels, grocery stores, dry goods and souvenir stores; also meat stores, restaurants and ice cream rooms. The Arcade, an up-to-date lodging house, is quite near the railway station. It appears to be well patronized. The rates are from 75 cents to \$1.00 for a night's lodging. The Florida Crackers tell us that St. Petersburg is cooler in summer than in localities further north.

Some of the tourists invest in lots and build bungalows to live in, while others build tasteful, up-to-date cottages. One carpenter who roomed in the same house as we did bought a small orange grove and built a house, then furnished it all ready for occupation when he returns next fall. He belongs to Michigan, but on account of failing health has decided to locate in St. Petersburg, as the climate agrees so well with him. The dryness of the atmosphere is especially suited for cases of chronic bronchitis, catarrh and rheumatism. Colds, pneumonia and throat trouble are almost unknown in the land of sunshine. Automobiles may be seen flying around in almost every direction.

Many of the tourists amuse themselves by fishing. There are mackerel, sheep-heads, trout, etc. Women as well as men enjoy hauling up the wriggling fish. Recently Capt. N. P. Hayes caught a five-pound mackerel. Shelling, boating and bathing are favorite amusements.

I shall close by quoting a verse written by Mrs. McKae, Secretary Board of Trade, St. Petersburg:

St. Petersburg rise to thy mission,  
No nobler since cities began,  
Wide open thy gateways of healing  
To each world weary woman and man.  
Thy future all rosy with promise  
Shines over thy waters impetred,  
Hail fairest of Florida cities,  
Hail city that welcomes the world.

## Care of the Mind.

(By Dr. H. Arnott, M.D. Sr.)

Edison, the great inventor, says that dishonesty is primarily a want of intelligence or education. "Teach a man that honesty is not only the best policy, but that, pathologically, every base act is deteriorating to the brain cells and those numerous fine fibres that distinguish the developed Caucasian brain lobe from the brain lobe of the savage, and you take the first step in his reform."

It is now common knowledge that anger, hatred, malice, and all other debasing passions, not only injure the brain cells, but that they develop a serious poison in the blood. Edison's idea is only an extension of the same principle.

Every action, base or noble, leaves its mark on the brain. Every thought, good or evil, acts a part in beautifying or injuring the home of the soul. Every evil habit or angry thought conquered and turned from bitterness to sweetness, strengthens that part of the brain to repeat the same, and helps to make of the mind a heaven of peace and happiness.

How careful, then, we should be to cultivate in the garden of the mind only the most useful and beautiful things, and how careful to avoid the bad book or the evil companion. In all this we find encouragement in the thought that it is "God working in us to will and to do of His good pleasure."—Onward.

## Prayer—Perfect.

Dear Lord, kind Lord,  
Gracious Lord, I pray,  
Thou wilt look upon all I love  
Tenderly, to-day.  
Weed their hearts of weariness;  
Scatter every care  
Down a wake of angel-wings  
Winnowing the air.

Bring unto the sorrowing  
All release from pain,  
Let the lips of laughter  
Overflow again,  
And with all the needy  
O divide, I pray,  
This vast treasure of content  
That is mine to-day.

—James Whitcomb Riley, in The Reader.

Do thy duty; that is best;  
Leave unto thy Lord the rest!  
—Longfellow.