A Simple Proposition

Here is the McClary Sunshine Furnace proposition.

McClary's heating engineers will give you advice and estimates of cost of correct heating plant free. When you purchase a Sunshine Furnace, McClary's engineers will provide you proper plans for installing it the McClary way by which they will guarantee satisfactory results.

"Full information about the SUNSHINE will be sent FREE to any address upon request to our nearest Branch office."

McClary's Sunshine Furnace

London St. John, N.B. Toronto Calgary Montreal Hamilton Winnipeg Edmonton Vancouver Saskatoon 70

$ $ $

THE PRESS — PUBLICITY

A Bull's Eye.

If an advertiser could make every advertisement, and every word in it, do its best work for him, he would make a record and invariably hit the bull's eye. Perhaps such a score is not possible, but the rifle with which he shoots, may be the best possible, thus enhancing his chances for a perfect score.

The one best rifle, the nearest to perfect in advertising, is the newspaper. Others have been tried and are being tried by new and inexperienced advertisers; but as they watch results and grow in wisdom, they put their faith primarily in the newspaper. The example of these experienced ones is worth following.

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THE SONG OF THE HOE.

The Farmerettes sing as they loyally go
To the fields of the turnip and beet;
And the song that they sing is the Song of the Hoe,
With its jubilant melody sweet
It is a song for the faithful, the trustworthy soil,
A song for the wearisome pleasure of toil,
A song of the carrot and corn,
The dew of the eve and the morn
A song of the spade
Of the new garden laid,
The garden where weeds dare not grow—
It's all in the Song of the Hoe.
The Farmerettes sing as they shovel and prow
And sow the first seed of the year;
"We, too, are good soldiers who gracefully bow
To the call of a land we love dear!
A song of brave labor, of patriot zeal,
Of hearts that are true to their loved nation's weal,
Of honor and cheer for our own,
The loved who have left us alone.
While they fight, as do we,
For the Flag of the Free!
We sing as we finish each row
The jolly glad Song of the Hoe!"
—Lurana Sheldon in N. Y. Times.

The husband of one of the local churchgoers had set out on a seavoyage, and the wife wrote and requested the parson to conduct a prayer for his safety during the service.

What she intended to be read out was this:

"Mr. Sparks, having gone to sea, his wife desires the prayers of the congregation on his behalf."

Imagine her confusion however, when on Sunday the parson read serenly.

"Mr. Sparks, having gone to see his wife, desires the prayers of the congregation on his behalf."

The feat of the British airplane which travelled for two hours after its occupants had been killed will not surprise a certain Toronto airman. When three miles behind the German lines, he was grazed by a bullet, which rendered him unconscious, and his mechanic was killed. Yet the machine landed 40 miles behind the British lines, the officer remaining unconscious during the fight and for hours afterwards.

Liquor improves with age. The longer you keep it the better for you.

Minard's Liniment Cures Colds, etc.

TURKISH TROOPS AT AIDEN HAVE MOUNTED.

Athens, May 21—Turkish troops—Aiden, in Asia Minor have meutined. Two thousand soldiers sent from Menissa, twenty mi'es northeast of Smyrna, to quell the disturbance have deserted.

Numerous desertions also are reported from the coast garrison. Repression of the movement has been entrusted to Essad Pasha, of Janina.

A NICE PIECE OF WORK

There has recently been erected monument in St. Alban's Cemetry. LeQuille, to the memory of Elizabet Hall Shaw. age 92 years, mother of Mrs. T.C-Mellor, St. Luke,s Rectory On another side of the monolith is found the name of Lieut. Frederick Courteney Mellor, killed in action, July Ist, 1916, age 28 years. This ire piece of work was executed by C. M. Hoyt, of Middleton Granite and Marble Works, and is highly spoken of by those who have seen it. MONITOR.

In old St. Paul,s Cemetery, Halifax, there is an old inscription as follows:

"Remember me as you pass by,
As you are now, so waa I;
As I am now, so you must be,
Therefore prepare to follow me."

Uuderneath these lines some wag wrote:

"To follow you I'm not contant
Unless I know which way you went."

Minard's Liniment Co., Limited.

Gents,—I have used your MINARD'S LINIMENT in my family and also in my stables for years and consider it the best medicine obtainable.

Yours truly
ALFRED ROCHAV,
Proprietos Roxton Pond Hotel and Livery Stables.

One of the New Glasgow jokers got off this good one, this week, on a man who was talking to him.

Said he; "Time must hang heavily on your hands."

"Why" asked the unsuspicious man "well, you are wearing a wristwatch."

The fellow who growls because he has to wait a few minutes for his dinner ought the remember that the Kaiser has had to wait over three years for the Christmas dinner he was to eat in Paris.

Doctor—you must be careful and follow the right directions for taking this pill.

Small Invalid—G'wan wid yer. There's only one direction fer it to go.

"Oh!" exclaimed the suffragette, fervently," if the Lord had only made me a man!"

"Perhaps he did, dear" said the widow, smothingly, "but you just haven't found him yet."

One of the happiest compliments ever paid to Gladstone was Lord Houghton's.

"I haven't seen you for ages I live the life of a dog," said Gladstone.

"Yes," saib Lord Houghton, "of a St.Bernard, the saviour of men."

She was a modern Mrs Nalaprop, and aired her views on things as follows; "Eaven 'elp us!" she said, "What with the guns going off and the German bombs, I felt any moment I might be hurled into maternity."

Minard's Liniment Relieves Neuralgia.

CURE FOR RHEUMATISM.

A year or so age, Lord Anson, of London, is said to have paid a physican $1,500 for a recipe for a cure for rheumatism, for the sole purpose of making it public. It was as follows:—

Sulphur, one ounce; cream of tartar one ounce; rhubarb, half ounce, gum guauacum one dram, honey 16 ounces.

A tablespoon of this is taken at night and morning in a tumblerful of lemonade.

New York is to have a great police reserve of 10,000 women, on the same footing as the male police reserve, which numbers about 7,000 and which is to be increased. Many prominent women war and welfare workers are expected to volunteer. It is suggested they be armed with hat pins.

Gray Hair use Hay's Hair Health

A preparation for restoring natural color to gray or faded hair, for removing dandruff and as a hairdressing. Is not a dye. Generous sized bottles at all dealers, ready to use. Philo Hay Co., Newark, N.J.

NEW BIRDS FOR ANNAPOLIS COUNTY

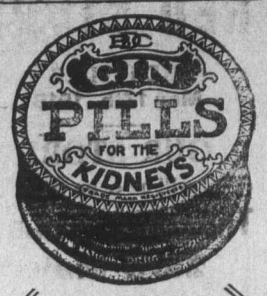
The Spectator says:—A. D. Thomas, of South Milford, received recently by express from the statebird farm of Massachusetts, three pheasants, one female and two males. They are very much like the partridge especially the female bird which is the same color, only a little larger. The male birds are a very much prettier bird, resembing in color ou rbantams with a very long slim tail. t is Mr. Thomas' intention to breed these birds in captivity, letting the young go after they are able to care for themselves. It is to be hoped that these birds will increase, so that they will be as common as our other game birds.

BOYS, HOW ABOUT IT?

Nearly every boy has heard many times how the use of tobacco will stunt the physical and mental growth of a boy at a time when nature is fitting him for life's battles. Many boys do not pay any attention to this, until it is too late. The effect is so slow that the boy does not realize it until the injury is so great as to compel his attention. A boy who uses cigarettes must always be satisfied to take second place in anything he undertakes. There is no way in which he can avoid this. In altheltics his wind and endurance are poor; in college work he is never at the head of his class. Thomas Edison has absolutely forbidden the smoking of cigarettes in his shops. He insists that they dull the brain. His reason for the ban on cigarettes is that they spoil the efficiency of his workman. Cigarettes gradually weaken a boys nerve force and memory, and with a poor body, he is greatly handicapped. Many of the best positions are not open to the young men who smoke cigarettes. The cigarette smoking boy usually blames other conditions for his misfortune, and by the time he finds that the cigarette is to blame he has lost chance.— T. H Trinwith, M. D.

The Parrsboro schr. Levuka, 76 tons register, built at Port Greville in 1893, has been purchased by Capt. Wm. Tupper of Bridgetown, who will place the vessel in the Bay of Fundy coasting trade. The Scotia Queen, now owned by Mexican parties, was formerly sailed by Capt. Tupper.

A practical joker called up the telephone operator and said:—"Hello, Central. Give me Heaven," but that isn't what she gave him.



They Have Brought Relief To Thousands

WHY NOT YOU?

50 Cents per box.
Six boxes for $2.50 135

Minard's Liniment Cures Diphtheria.

The Allies have already conquered 82 per cent of the German Empire and 66 per cent of the Ottoman Empire as they were before the war. This comprizes 1,733,000 square miles. On the other hand the Central Powers have conquered 158,000 square miles. This means a net gain of 1,257,000 square miles, an area more than seven times the size of Germany.

IRISH PLACE HUNTER.

A place under government
Was all that Paddy wanted;
He married soon a scolding

EY & CO., Limited
7 Years of Fair Dealing

the payroll was $22,000.

Shipbuilders were brought from Egypt to construct the curiously fantastic Byzantine vessels which are in "A Daughter of the Gods."

Annette Kellermann's dive from the tower in "A Daughter of the Gods" means a drop of 103 feet.

Most of the terribly busy gnomes in "A Daughter of the Gods" are, in reality, little "black boys" from the West Indies.

More than a thousand tons of properties and costumes were sent from the United States to Fort Auguta, where William Fox's million dollar Kllermann spectacle was screened.

Mrs. Irene Lee, mother of Jane and Katherine, the most world which has come to the account of the war it is that of sea captain. The amt of wages paid to a sea captain today would very many years ago, provide the ship with food and a complete crew. One Nova Scotia captain, who but ten years ago received not over $80 per month, is reported now to be the recipient of $300 per month with a bonus of two per cent on freight —St. John.