

FRIGHTFULLY BURNT!

THIS phase is used to epitomize the conditions which exist throughout our country.

Every hour of the day and night the TORCH OF CARELESSNESS brings destruction to somebody's property in Ontario.

Two out of every three fires occur in our homes. No wonder the housing problem is acute.

Eight out of every ten fires are preventable.

- Fire waste is an economic crime, caused principally by carelessness and indifference.

CLEAN UP accumulations of waste material, rubbish, boxes, shavings, papers, and conditions that create disorder.

Information and text-books, "Conservation of Life and Property from Fire," "Lightning, Its Origin and Control," free on request.

ONTARIO FIRE PREVENTION LEAGUE, INC.

In Affiliation with Ontario Fire Marshal's Office.

153 University Avenue, Toronto.

George F. Lewis, Secretary.



Advice to Girls

By Miss Rosalind

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Miss Rosalind welcomes letters from young women asking for advice on any subject. All you have to do is to address your letter to

MISS ROSALIND,

34 King William St., Hamilton, Ont.

Dear Balam—I shall send on your name to others wishing correspondents. The best way to overcome bashfulness is not to think about yourself at all. When you are talking to somebody instead of thinking of how dreadful it is that you can't think of something to say, let the other person give you an idea of something he or she is interested in and talk about that.

Dear June—I like your letter. Just keep on being friendly and chummy when you meet this boy you write of. Don't appear to expect any different treatment than you accord him. You are interested in him and his work and are prepared to be a real friend. He will know that if your manner is natural and always friendly and sympathetic.

It is quite alright to tell a new friend that you are glad to have met him—if you really are. If you know the boy awfully well, send him a snapshot especially if it is a funny one or one that has a particular interest for him. Never send a photograph with sentimental intention.

Dear Cutie—Yes, you are old enough to get married; but I do hope you aren't going to just for that reason. Be jolly well sure first that you have met the one man in the world for you. You need not confine your friendship to one man. Have as many friends as you can. There is nothing so good for a young man as a real girl friend. Probably the young man does not say anything about calling again because he is sure you expect him to. It is the custom to have supper at a dance with the man who has taken you to the party.

Two Anxious Girls—You are rather young for parties, but I know that out in the country girls do go to dances rather sooner than the girls in town. If your mother knows about the dances and are willing that you should both go, it must be alright. It is best to go with your girl chum and her brother.

There is nothing to talk about when a girl dances five times with the same partner. I think when they took you home with them for supper, they might have driven you back.

When you meet a boy on the road, it is polite for the girl to speak first. A girl should not go with one boy, but she may go to different parties with as many different boys as she likes.

Dear Shorty—I can only repeat what I have said so many times to others. Have all the boy friends you can. It is the only way you can know which one is the kind of man you would marry. Two years difference in your age is not important.

Dear Peggy—You were perfectly right. You gave this boy the pleasure of your company for that evening. He should have been sensible enough to know that that was sufficient. I hope you will always be strict.

Dear Barney—Don't be silly. Quarrels never helped anybody. Make it up of course.

Dear Mickey—I do not think you are silly at all—quite the contrary, but I think the girl must be an utter idiot. Would advise you to find a normal girl who enjoys skating, dancing and shows.

Dear Peggy—It is only an act of politeness for your escort to hold your coat for you. Thank him by all means.

Dear Brown Eyed Twins—Go by all means. It is mighty nice of the young man to take you both. You are old enough to go to dances that break up before midnight. Never dance with a stranger.

Dear Lonely Lass—I am afraid I can't advise you about dressing your hair and fashions that suit you, because I haven't the vaguest idea what you look like. Buy one or two good magazines. They will help you wonderfully. Tell the young man you would be glad to have him call.

Dear Sandman—Just because you are engaged you do not have to cut out all the nice old chummy friendships. But be perfectly sincere about it, both with the friends and with your fiancé.

Dear Lone Pansy—If there is a girl

MURINE You Cannot Buy New Eyes
But you can Promote a Clean, Healthy Condition
Use Murine Eye Remedy
Night and Morning
Keep Your Eyes Clean, Clear and Healthy.
Write for Free Eye Care Book.
Murine Eye Remedy Co., 8 East 9th Street, Chicago, Ill.



Small Tires That Give Big Mileage

The owner of a small car gets the same quality in DOMINION 30 x 3 1/2 Tires as does the owner of a big, heavy car who must buy large size tires.

All DOMINION TIRES are built to one standard, regardless of size. Quality and workmanship are consistently maintained, so that every car owner will get the utmost in mileage, service and satisfaction, no matter what size of tires he buys.

There are DOMINION TIRES for every car and every purpose, DOMINION INNER TUBES to insure perfectly balanced tires, and DOMINION TIRE ACCESSORIES to complete your repair kit.

They are sold by the best dealers from coast to coast.

DOMINION TIRES ARE GOOD TIRES



IT'S raining, it's pouring,
I can't go outdoors;
But I don't mind so much, for you see,
Up here in the window
It's comfy and warm,
And the rain sprites call greetings to me.

Find three rain sprites. Upper left corner down, on trousers; upper left corner down, on blouse; upper right corner down, along arm.

"SERIOUSNESS OF THE HOUSING PROBLEM"

The high cost of building material, the rapidly increasing population, and the enormous annual destruction of dwelling houses, in which there were 5,644 fires last year in Ontario, have combined to make the housing problem one of the most serious and acute proportions.

Ontario is noted for its extravagance through unnecessary fire waste, which is nothing short of an economic crime, caused chiefly through our careless habits and indifference.

Statistics show that 64 per cent, or practically two out of every three fires which occur, are in our homes; eighty per cent, of which are preventable.

The Ontario Fire Prevention League, in affiliation with the Fire Marshal's Department, has inaugurated a Province-wide publicity campaign for the purpose of conserving our homes as well as our lives from the destruction by fire. The boys and girls of the Province will be called upon to assist in this most desirable and patriotic movement. Through the principals and teachers of our schools, the League will distribute 250,000 copies of a "Home Inspection Blank" so that the pupils with the help of their parents, may answer the questions. The primary object is to clean up attics, cellars, back yards and remove hazardous conditions. The underlying thought being to prevent fires by removing the cause and thus save our homes.

Spanking Doesn't Cure!

Don't think children can be cured of bed-wetting by spanking them. The trouble is constitutional, the child cannot help it. I will send FREE to any mother my successful home treatment, with full instructions. If your children trouble you in this way, send me money, but write me today. My treatment is highly recommended to adults troubled with urine difficulties by day or night. Write for free trial treatment.

Box 8, Mrs. M. S. Saunders, Windsor, Ont.

No Rest with Asthma. Asthma usually attacks at night, the one time when rest is needed most. Hence the loss of strength, the nervous debility, the loss of flesh and other evils which must be expected unless relief is possible. Dr. J. D. Kellogg's Asthma Remedy has proved its merit through years of service. A trial will surely convince you.

Minard's Liniment for Burns, Etc.

THE "ADS" OF OLD.

Advertising is not a new art by any means. Advertisements of a kind approaching our modern ideas were in vogue in ancient Egypt, Greece and Rome. These, however, were mostly descriptions of runaway slaves, offers of reward for lost property, and so on. The people of Pompeii went much further. On the excavated walls of the buried city have been found announcements of gladiatorial shows, with rough pictures of favorite gladiators, etc., that must be taken as anticipations of the modern picture poster.

THANKFUL MOTHERS

Once a mother has used Baby's Own Tablets for her little ones she would use nothing else. The Tablets give such results that the mother has nothing but words of praise and thankfulness for them. Among the thousands of mothers throughout Canada who praise the Tablets is Mrs. David A. Anderson, New Glasgow, N. S., who writes: "I have used Baby's Own Tablets for my children and from my experience I would not be without them. I would urge every other mother to keep a box of the Tablets in the house." The Tablets regulate the bowels and sweeten the stomach, drive out constipation and indigestion; break up colds and simple fevers and make teething easy. They are sold by medicine dealers or by mail at 25 cents a box from The Dr. Williams' Medicine Co., Brockville, Ont.

ANGLING FOR RATS.

An angler fishing for chub on the Ouse, in England, tried quite a variety of baits for two or three hours without success. For a final fling he changed his tackle and baited with cheese paste. The float had scarcely settled when it moved away, and the angler struck. As the fish bored towards the shore he wound in quickly, and was amazed to see a huge water rat run up the bank, taking his tackle with it. In his excitement at the weird catch he broke his rod, the gut snapped and the rat escaped.

The Oil for the Farmers—A bottle of Dr. Thomas' Electric Oil in the farm house will save many a journey for the doctor. It is not only good for the children when taken with colds and croup, and for the mature who suffer from pains and aches, but there are directions for its use on sick cattle. There should always be a bottle of it in the house.

BRINGS HAPPY EASE. DON'T ENDURE PAIN. APPLY



The Remedy your Grandmother used to Get Sure Relief. On Sale Everywhere. A GOOD THING. RUB IT IN.

ACIDS IN STOMACH CAUSE INDIGESTION

Create Gas, Sourness and Pain How to Treat.

Medical authorities state that nearly nine-tenths of the cases of stomach trouble, indigestion, sourness, burning, gas, bloating, nausea, etc., are due to an excess of hydrochloric acid in the stomach and not as some believe to a lack of digestive juices. The delicate stomach lining is irritated, digestion is delayed and food sours, causing the disagreeable symptoms which every stomach sufferer knows so well.

Artificial digestants are not needed in such cases and may do real harm. Try laying aside all digestive aids and instead get from any druggist a few ounces of Elsurated Magnesia and take a teaspoonful in a quarter glass of water right after eating. This sweetens the stomach, prevents the formation of excess acid and there is no sourness, gas or pain. Elsurated Magnesia (in powder or tablet form—never liquid or milk) is harmless to the stomach, inexpensive to take and is the most efficient form of magnesia for stomach purposes. It is used by thousands of people who enjoy their meals with no more fear of indigestion.

Minard's Liniment Relieves Neuralgia

The part of Canada that drains into the Atlantic Ocean has an area of 664,000 square miles.