

UNIFORMITY

WHAT do we mean by uniformity in flour? We mean stability and dependability, every barrel like every other barrel, every baking like every other.

Now, uniformity in flour comes only from eternal vigilance. It is the result of everlasting care and watchfulness at the mill. It can only be produced by the most advanced methods of milling and the most expensive up-to-date equipment.

One of the many great virtues of

Royal Household Flour

is its absolute uniformity. It never varies. It is the same yesterday, today, to-morrow. Year in and year out it is always uniform, always the best, always invariable in results whether for Bread or Pastry.

Royal Household Flour has to be uniform. It cannot be anything else. It is surrounded at every stage of production with the utmost care and watchfulness.

The Ogilvie Mills are models of up-to-date equipment—the machinery is the most advanced and most expensive—the inspection laboratory and test baking departments are the most complete and scientific in the world.

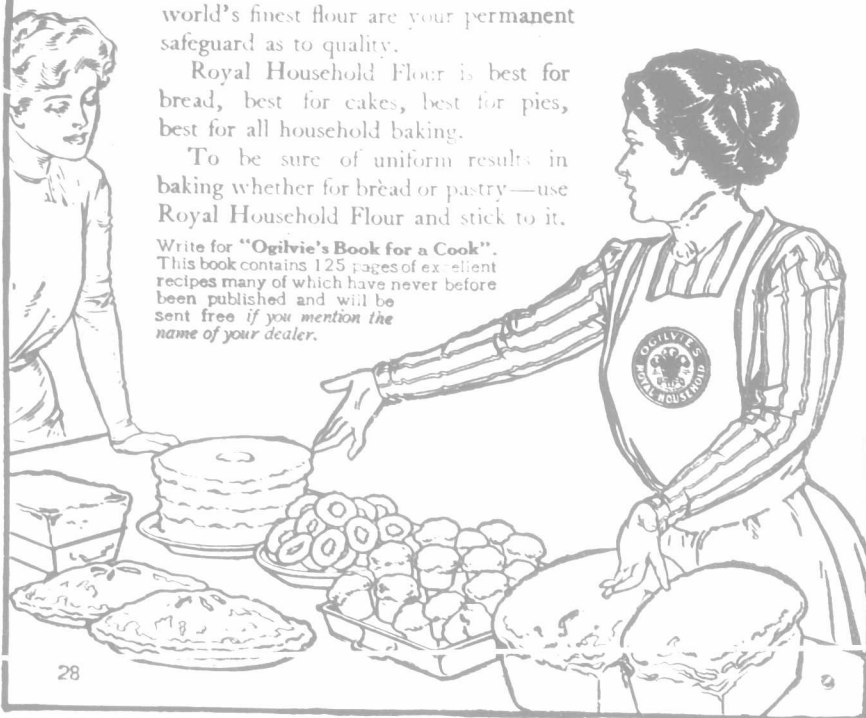
It has taken enormous Capital and the experience of a life time to achieve the absolute uniformity of Royal Household Flour. The watch, watch, watch and test, test, test which have made **ROYAL HOUSEHOLD FLOUR** the

world's finest flour are your permanent safeguard as to quality.

Royal Household Flour is best for bread, best for cakes, best for pies, best for all household baking.

To be sure of uniform results in baking whether for bread or pastry—use Royal Household Flour and stick to it.

Write for "Ogilvie's Book for a Cook". This book contains 125 pages of excellent recipes many of which have never before been published and will be sent free if you mention the name of your dealer.



A Demon of Discomfort



An itching, burning, pimply skin is a positive affliction and terror. The terrible itching, stinging and weeping are tantalizing and almost beyond endurance, and the rough, red skin keeps one miserable and uncomfortable night and day. **Eczema, Tetter, Pimples, Blackheads, Salt Rheum, Psoriasis, Rashes,** and other skin diseases that have resisted ordinary treatment for years, yield to the curative effects of our special

ECZEMA AND PIMPLE CURE.

No matter how bad nor how long-standing, this treatment is warranted to cure. If afflicted with the above or kindred skin diseases, write us about it. Consultation invited at office or by mail, without fee.

Superfluous Hair, Moles, Warts, Scars, Birthmarks, Ruptured Veins, etc., removed by Electrolysis. Satisfaction assured. Fastest and most skillful operators in Canada. Over 18 years' experience. Our booklet "E" and samples of Toilet Cream sent on receipt of 10c.

Hiscott Dermatological Institute,
Established 1892. 61 College St., Toronto.

Get Our Prices Before You Sell Your Poultry

You may believe you are getting good prices for your poultry, but before you sell any more just write to us. We pay the highest prices for good, fat chickens, and a special rate for milk-fed chickens, which are in big demand. Our reputation as an honorable and long-established house is a guarantee that you'll find your dealings with us both pleasant and profitable. Write to-day for prices.

Flavelle-Silverwood, Ltd., London, Ont.

"The Farmer's Advocate" Fashions.



6746 Coat with shawl Collar, 34 to 40 bust.

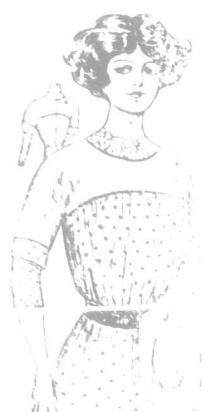


6631 Girl's Coat, 6 to 12 years.

Kindly order by number, giving age or measurement, as required. Allow at least ten days for receiving pattern. Price, ten cents per pattern. Address, Fashion Dept., "The Farmer's Advocate," London, Ont.



6743 Fancy Waist, 34 to 42 bust.



6729 Fancy Waist, 34 to 40 bust.



6732 Fancy Skirt, 22 to 32 waist.



6727 Fancy Skirt, 22 to 32 waist.

Wealth and Happiness.

Happiness, of course, is a relative and not an absolute thing. If all our ideals of happiness centered upon the same object or the same achievement this would be a queer sort of a world. It is precisely because hardly any two people agree as to what constitutes happiness that so many of us are happy in a way.

One thing continues to be demonstrated year after year and century after century—and that is that the possession of riches does not necessarily nor even probably imply happiness, though the world has conventionally associated happiness and riches since history began. The trouble is that the world has confused a sufficiency and a surplussage.

The world, that is to say, has argued that, if the possession of modest means constitutes a certain degree of happiness, the possession of ten times or a hundred times those means ought to mean ten times or a hundred times as much satisfaction. So far from this being true, it is safe to say that, as a general thing, the reverse is true—that a man's comfort and satisfaction and happiness decrease as the wealth advances above the point at which it constitutes a competency.

In other words, the wealth which exceeds a man's generous needs becomes a burden—it is something which requires care and which produces worry and anxiety. A man who has a hundred times as much money as he can find any use for is in the same position as the man who should have a hundred suits of clothes, though he can wear only one.

It is a common thing for people to declare that they would be glad to accept the worries and responsibilities of great wealth along with the wealth, and it is probably true that most of us would do so if we had the opportunity, but that mental attitude would not alter the fact that we should fail of happiness in the possession of riches. Unless the world's wealthiest men are to be disbelieved, they have less enjoyment of life than they had when they were relatively poor. Their happiness has been not in the possession but in the acquisition of riches. Anticipation has proved to be more delightful than realization.

This, indeed, is true of most of the other affairs of life. An ambition satisfied is an incentive gone—a hope fulfilled. It can never again inspire high resolve nor throbbing anticipation. The summit of the mountain once attained, that particular mountain might as well be a molehill. It has been conquered, and has thus lost its fascination. So with the attainment of great wealth. Once it is attained it becomes uninteresting.

It may be repeated, therefore, that whatever constitutes happiness we may be sure that the possession of great wealth is not the thing. It may, likewise, be repeated that all happiness is relative, and that a ditch-digger may be as happy as a prince. In the end we are the architects of our own happiness as well as of our fortunes, and it may be said as a generalization that if we build too strongly on the latter we should fail in the former.