

An interesting story, relating the facts that a farmer found out about a Trade Mark.

This is a plain, truthful story about a farmer who lost dollars—hundreds of them—by saving cents.

He knew how to farm—how to get every quarter out of his cattle and the soil.

But—there was one thing this farmer did not know.

He did not know as much about Bird Neponset Products as he should.

He did not know that the Trade Mark you see in this announcement was a guarantee of lasting quality—a guarantee just as good as gold.

So he roofed his barn with a roofing very similar in appearance to Paroid Roofing.

It cost just as much to apply that roofing as it would have cost to apply Paroid, and, when applied, it looked good.

It even looked fairly good at the end of the first season's wear. But during the second winter Jack Frost bit into it.

April Showers soaked it. The hot summer sun blistered it. Fall's driving rains swept through it.

A two years' test reduced this handsome roofing into a mushy, leaky business that called for a new roof.

Then this farmer investigated the roofing question. He discovered that Bird Neponset Products

had stood the test of time—that Paroid Roofing is no uncertainty. He found out that the "Little Girl" and the name "Neponset" was the century-old firm's guarantee of Quality and Durability. It's easy to figure out how he lost considerable money on his barn alone. He also lost money on his poultry shed. And he was mighty lucky that he didn't lose more on both. But, he was a philosopher as well as a farmer.

He ripped off the "Just as good" roofing and covered his buildings with Paroid. Let him finish the story: "A man who pays attention to his business on the farm can make money. But when it comes to erecting or repairing buildings it's the easiest thing in the world to waste hundreds of dollars. The important thing about farm buildings IS the right roofing. The wrong roofing is never worth its first cost—never worth laying.

Because I was fooled once I investigated the roofing question, now I know. Take my advice, when building or repairing, look for the "Little Girl" Trade Mark—before buying roofing. That Trade Mark is on every roll of



MADE IN CANADA

PAROID ROOFING

—an absolute guarantee of value based on the time test—the only test there is—for a roofing. F. W. Bird & Son are the originators of the complete Roofing Kit—there's cement, nails, rust-proof caps and complete directions for laying in each roll of Paroid.

OUR OFFER: When you see Paroid on your roof—if it is not satisfactory tell us and we will send you a check for the cost of the roofing and the cost of applying it. If any BIRD NEPONSET PRODUCT ever proves defective in manufacture we will replace it. If a broader guarantee than this could be made we would make it.

N. B. Write to our Building Counsel Department for free information concerning any building problem you may have to solve. Give full particulars, and state exact dimensions.

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F. W. BIRD & SON - Main Office & Factory HAMILTON, ONT.

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Eastern Branch: 144 Union St.
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The unspoiled taste of a child readily recognises and enjoys toothsome things. That's why all children enjoy CHRISTIE BISCUITS. They are delicious and generously good.

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CHRISTIE, BROWN & CO., Limited

eyes, fond of a good time and rather fond of riding, driving, skating, dancing and belong to a basket ball team; so I am, as a rule, able to enjoy myself. I live in the "wild west" where there are so few girls and so many lonely bachelors. Although there are only very few bachelors here, there are quite a number in the nearby settlements.

As to being a bachelor, I don't think I would fancy being one, as it must be very lonesome and uncomfortable. I have visited at a bachelor's home and had a better dinner than many girls could get up. Of course, I have seen their huts when they were enough to make a person faint, too, but I don't think they can be blamed as it is no pleasant duty to come in cold and hungry to a cheerless house and make a fire and a cup of tea and some flap-jacks.

I would be very pleased to hear from "The Long Un," "Shortie" and "Sporty Bill" if they will write or send post cards first, as I am very bashful, but will be pleased to answer any letters I receive. Wishing your paper every success,

"A Farmer's Girl."

This Person Chews.

Mather, Man., March 11, 1910.

Sir.—I have been a reader of your valuable paper for some time and thought I would write just for pure fun. I am fond of shooting and all outdoor sports and I smoke and chew. These are all my bad habits. I have a share in a half-section of the best land in Southern Manitoba. I am not a "ladies' man" and very shy, but I would like to correspond with some of the fair sex just for pastime. Would like to hear from "Lady Slavey from Old England" if she will write first. My address is with the editor.

"From the Old Sod."

Is Pleased with Canada.

Alberta, March, 11, 1910.

Sir.—Having recently become familiar with the W. H. M., am very much pleased with the varied and interesting contents. Am English and came to Canada over five years ago, and have not regretted doing so. I have for three years been in possession of a homestead in Sunny Alberta and think it much better to farm here on your own place than farm in England, paying a big rent for the use of the land. Having had good crops, we are all feeling hopeful, even us poor bachelors. Kindly do me the favor of forwarding the enclosed letter. Shall be pleased to answer letters from anyone who is kind enough to write to me. My address is with the editor.

"Farmer."

From a Sociable Homesteader.

Calgary, Alta., March 12, 1910.

Sir.—I find much pleasure in reading the correspondence page of the W. H. M. Girls and boys, I think we ought to be thankful for a medium which affords us such a social intercourse. How pleasant and cheering it is for the lads homesteading in the West to receive letters and cards from other parts of this vast Dominion of ours.

I am a homesteader and could ask no better place to live if only there were a few more sociable young people. As I am a social fellow, it is very unpleasant to be without company. Now, girls and boys, drop me a line just to see what kind of a chap I am. I will guarantee you a good time.

A word of description—Age 24 years, height 5 feet 8 inches, weight 160 pounds. To any wishing a minute description will be forwarded.

Mr. Editor, will you please send the enclosed letter to "Janet" of the February number? Thanking you for space—that is, if granted, I will sign, "Sociable."

"Weary Willie" is Lonely.

Moose Jaw, Sask., March 4, 1910.

Sir.—Sitting in my shack this evening after washing up the dishes, read-