

## Fashionable Models



The dainty smoked frock is just the thing for the little girl. The model smoked or shirred in yoke shape is charming and childish developed in lawn, pongee or crepe de Chine. McColl Pattern No. 7916; Child's One-Piece Dress, smoked or shirred. In 3 sizes; 2 to 6 years. Price, 15 cents.



Who could resist a coat like this with its smart short waist and fashionable collar? Large and practical pockets bulge over each hip and take away from the straight-hanging appearance so long popular. Gray homespun and black velvet are the materials used. McColl Pattern No. 7920, Misses' Empire Coat, in 3 sizes; 16 to 20 years. Price, 20 cents. These patterns may be obtained from your local McColl dealer, or from the McColl Co., 70 Bond Street, Toronto, Dept. W.

### "LIFT HIM UP."

#### Above Human Weakness to Heights of Bravery

Not long ago there was a serious fire in an old tenement house in a large Eastern city. It was well under way before the alarm was sounded, and the old building burned like tinder. There was no hope from the first of saving it; but every one of its occupants was thought to be safely down on the ground before the walls began to waver.

Then suddenly a scream sounded from the third story, and down through the clouds of smoke and fire peered a frantic woman's face.

It seemed almost hopeless to try to save her, but in an instant the firemen had a ladder up and a man was swiftly scaling it. Just as he reached the second story a veritable wall of flame rushed out of the windows to meet him. For a moment he staggered, hesitated—

"Lift him up, boys!" commanded the chief in ringing tones. "Lift him up!"

For a second the crowd below started. "Lift him up?" There at the second story! How could anyone reach him to lift?

But the firemen knew. They, too, had been "lifted up" in such a plight; and they made the very heavens echo with a swinging cheer for Billy.

In another instant the crowd, too, had joined in, and Billy, all hesitation gone, was running as nimbly and as coolly up that narrow ladder as if it were merely a "test-out." In a few moments more he and the woman were being welcomed—with more cheers—as they reached the street and safety.

Which were the cheers that counted most—those that applauded the fine action already done or those that lifted the man above himself and his weakness to the heights where the brave deed was possible? Those who lifted his heart lifted the whole man much more surely than they could merely by touching his body.

Perhaps you can "lift" some one in that way, too.

A Tunbridge Wells schoolgirl, in a prize essay on "Baby," wrote: "Never give a child money; it might swallow it. Never tell a child a lie. Never shake a child. Never strike a child in a passion. Never throw a child up in the air and catch it—it might be dropped."

## THE BUSINESS WOMAN

To-day, more than ever before, is woman's opportunity. Many new occupations are now opened to her, which, before the war, she was deemed untitled to fill. And truth to tell she has risen to the opportunity, and now shares many business responsibilities in former times confined to men. But, as women are subject to more frequent fluctuations of health than men, many will be handicapped early, if they regard their health requirements too lightly.

The nervous strain, long hours and prolonged mental or physical fatigue thin the blood and weaken the nerves. Such conditions as women are now called upon to undergo can only be endured by a full-blooded constitution. This is as true for men as for women, only weaker women suffer sooner. The woman worker, in any line, requires her blood replenished frequently. She needs new, rich blood to keep her health under the trying conditions of business life, and to fortify her system against the effects of overwork. This applies also to the woman in the home, who, perhaps, has more worries and anxieties than usual. So let all girls and women take heed and renew their blood promptly at the first approach of pallor, lack of appetite, headache and backache. This can be best and most effectively accomplished by taking Dr. Williams' Pink Pills which make new, rich blood and thus help womankind so perfectly. No woman need fear failure of health if they take these pills occasionally to keep them well, or give them a fair trial if they find themselves rundown.

You can get Dr. Williams' Pink Pills through any medicine dealer or by mail at 50 cents a box or six boxes for \$2.50 from The Dr. Williams' Medicine Co., Brockville, Ont.

### CANADA'S WHEAT.

Could Finance Her War Debt With Surplus Worth \$459,000,000.

Even if only half of the 1917 Canadian crop is shipped out before the close of lake navigation, the Government statement of March 31, 1918, should show a heavy increase over the \$244,000,000 exports last year. If, at that time, the national war debt should stand at \$1,200,000,000, as has been forecast, it would still be well within the financing capacity of a country able at the end of three years of war to produce in one commodity alone the equivalent of one-third of its whole liability.

On an estimated yield of 275,000,000 bushels, gross value of western Canada's wheat crop should be \$605,000,000, the highest amount realized in the history of that country from a single product. Canada's fiscal year does not coincide with the full calendar crop year, which would be about June 30, when the export movement is practically at an end, and the grain trade is best in position to take stock and balance accounts. Moreover seasonal changes affect initial interior grain movements as well as lake shipments, and comparisons of corresponding periods of time are for these and other reasons not always wholly satisfactory.

For the 12 months ended March, 1917, wheat exports amounted to \$244,000,000. This trade covered an abnormally large carry-over from the 1915 crop, which had appreciable weight in receipts even in the late fall of 1916. The average Canadian price for wheat in the fall of 1916 up to the close of navigation was not far from \$1.70, Fort William delivery, or \$1.50 to \$1.55 on the farm. Notwithstanding that production fell to 230,000,000 bushels in 1916, the dollar value of exports was \$72,000,000 greater for the last fiscal year than for the year ended March, 1916.

August 1, 1917, lake terminals held nearly 12,000,000 of first grade wheat. Estimating the export value of all western stocks at \$30,000,000, a moderate appraisal, Canada begins the current grain year with a salable surplus worth \$459,000,000 at \$2.20 per bushel.

## POSTUM

A wholesome table beverage with winning flavor.

Used everywhere by folks who find that tea or coffee disagrees.

"There's a Reason"

Canadian Postum Cereal Co., Ltd. Windsor, Ont.

## WAR BREAD IN ENGLAND.

Made From Government Regulation Flour Causes Much Illness.

War bread made from Government regulation flour has caused so much illness in England that chemists and bakers are working together under the direction of Crown officers in an effort to eliminate the "rope disease" which affects the bakings. Many adults who eat the bread develop severe cases of indigestion, while children break out in sores in many parts of the body.

In addition to the ill health among the consumers of the war bread the monetary loss from ruined bakings has reached a large sum and is growing larger. Affairs became so serious that a delegation of the London Master Bakers Association called on the Prime Minister and urged a return to the 75 per cent. flour.

One case was cited in which a baker had to destroy 3,600 loaves of bread, largely because mould had ruined it. In another instance a baker sold 1,200 loaves of spoiled bread to manufacturers of pig food and was compelled to suffer a double loss, for when the authorities heard of the matter the baker was arrested and fined \$250 for "wasteful extravagance in war time."

A. F. May, secretary of the metropolitan committee for war savings and food economy, attributes most of the trouble to too large a proportion of non-glutinous materials in the flour. In some cases it was found that bakers were using peanuts, called by the English monkey nuts, to mix with the flour.

So far "rope disease" has baffled the investigators in the British Isles. One London baker in testifying before an investigating committee gave it as his opinion that "rope" is a second fermentation which arises in the baking and is further developed through keeping the bread for the stipulated twelve hours.

## A MARVELLOUS MEDICINE FOR LITTLE ONES

Mrs. Delvina Pelletier, Ste. Perpetue, Que., writes: "I have much pleasure in stating that Baby's Own Tablets have been a marvellous medicine in the case of my baby. I have been using the Tablets for four years and don't think there is anything to equal them." In using the Tablets the mother has the guarantee of a government analyst that they do not contain one particle of opiates or other harmful drugs—they cannot possibly do harm to a baby always do good. The Tablets are sold by medicine dealers or by mail at 25 cents a box from The Dr. Williams' Medicine Co., Brockville, Ont.

### Make Your Money Work.

Better buy one of the Government's war savings certificates. They yield over 5 per cent. interest and have the whole Dominion of Canada as security. You can get your money back any time you wish or leave it out for three years. A new certificate that is just the thing to teach your boy or girl proper investment habits has just been issued. It costs \$8.60 and pays back \$10.00 at the end of three years. For \$21.50 you can get a certificate redeemable at \$25 in three years, or for \$86 you can get one worth \$100 in three years. That is better than letting your money lie unproductive. The certificates can be had from any bank, money-order post office, or direct from the Department of Finance, Ottawa.

**MURINE Granulated Eyelids,** for sore eyes, eyes inflamed by dust, eyes and wind caused by relief by Murine. Try it in your eyes and in Baby's Eyes. No Stinging, Just Eye Comfort. **Murine Eye Remedy** At Your Druggist's or by Mail, 10c per bottle. Free. Ask **Murine Eye Remedy Co., Chicago**.

The doll is the oldest form of plaything known.

### TELL THE TRUTH.

The excellent advice these verses contain loses nothing by the ingenuity that their author, Mr. William H. Davenport, displays in their composition: Traveller through time's treacherous thickets.

Tell the truth.

This thy transport, this thy ticket;

Tell the truth.

Though thou'rt tired through toilsome tilling

Tell the truth.

Till thy tones, they're trembling, trilling.

Tell the truth triumphant, thrilling;

Tell the truth.

Thought that's twisted twists the thinker;

Tell the truth.

Truth that's tinkered taints the tinker

Tell the truth.

Tell the truth, true task, truth's thorough tending;

Tell the truth.

Time's true trail, the truth's true trending;

Tell the truth.

Thought's true throne, 'tis truth trans-cending;

Tell the truth.

Tell the truth.

Tell the truth.

Tell the truth.

Tell the truth.

Tell the truth.

Tell the truth.

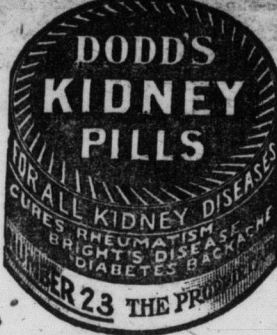
Tell the truth.

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Tell the truth.

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Tell the truth.



### Pluck Won the V.C.

The London Gazette publishes a number of awards, decorations and medals in respect of the action in the Straits of Otranto on May 15, when three Austrian cruisers attacked a number of British drifters. The list includes: Victoria Cross—Skipper John Watt, Royal Naval Reserve, "for most conspicuous gallantry." When hailed by Austrian cruisers at about a hundred yards range and ordered to stop and abandon his drifter, Watt ordered full speed ahead, and called upon the crew for three cheers and a fight to a finish.

This is to certify that I have used MINARD'S LINIMENT in my family for years, and consider it the best liniment on the market. I have found it excellent for horse flesh.

(Signed)

W. S. PINEO.

"Woodlands," Middleton, N.S.

Woodlots on the farms can be made an important factor in the relief of the threatened fuel shortage.

To improve plants of perennial phlox, late this autumn give them a surface dressing of hydrated lime and incorporate the lime with the soil, using a garden rake where there are many plants or an excelsior weeder where there are only a few plants. Spread the lime about the plants over a circle of about two feet from their base.

### WOMEN! IT IS MAGIC! LIFT OFF ANY CORN

Apply a few drops then lift corns or calluses off with fingers—no pain.

Just think! You can lift off any corn or callus without pain or soreness.

A Cincinnati man discovered this ether compound and named it Freezone.

Any druggist will sell a tiny bottle of Freezone, like here shown, for very little cost.

You apply a few drops directly upon a tender corn or callus. Instantly the soreness disappears, then shortly you will find the corn or callus so loose that you can lift it right off.

Freezone is wonderful. It dries instantly. It doesn't eat away the corn or callus, but shrivels it up without irritating the surrounding skin.

Hard soles or corns between the toes, as well as painful calluses, lift right off. There is no pain before or afterwards.

If your druggist hasn't freezone, tell him to order a small bottle for you from his wholesale drug house.

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## Numbness Through Cold.

The most remarkable effect of the cold which a member of one of the Antarctic expeditions noticed was the loss of sense and touch in the fingers. It was almost complete. "Suppose you wanted to look for a knife in your kit-bag," he said, "you would get it in your hand and not know. It was the same with everything we handled. We saw that we picked it up, and saw that we held the article; we could not feel that we had it." He added that it was not possible to shake because the skin became irritated and sore, while if the hand grew too long it attracted moisture and then froze into a block. The only thing to do was to keep beard and moustache clipped close.

### Minard's Liniment for sale everywhere.

"He that taketh up the burden of the fainting lighteth his own load."—Warfarer Psalms.

The Kaiser recently inspected the German navy, which must be admitted everywhere to be the greatest navy in captivity.

## SELDOM SEE

a big knee like this, but your horse may have a bunch or bruise on his hock, hock, stif, knee or throat.

## ABSORBINE

will clean it off without laying up the horse. No blister, no hair gone. Concentrate—only a few drops required at an application. \$2 per bottle delivered. Describe your case for special instructions and Book 8 M free. ABSORBINE, JR., the anti-septic liniment for man, horse, dog, cat, bird, etc. Enlarged Cans, Wm. Bruley, Various Vials; all sizes and quantities. Price \$1 and \$2 a bottle of druggist or delivered.

W. F. YOUNG, P. O. 5, 516 Lyons Bldg., Montreal, Can.

Absorbine and Absorbine, Jr., are made in Canada.

## CUTICURA HEALS BAD CASE ECZEMA

Relief Instantaneous. Healed With 3 Cakes of Soap and 2 Boxes of Ointment.

"I was very much annoyed by an irritation on my back. I found out I had a bad case of eczema. My back was in a very bad shape, and my clothing irritated so that the skin became very sore. I sent for Cuticura Soap and Ointment. Relief was instantaneous and with the use of three cakes of Cuticura Soap and two boxes of Ointment I was healed." (Signed) B. F. Grosch, Y. M. C. A., St. Catharines, Ont., July 4, 1917.

For hair and skin health Cuticura Soap and Ointment are supreme.

For Free Sample Each by Mail address postcard: "Cuticura, Dept. A, Boston, U. S. A." Sold everywhere.

Dr. Beck, The Well Known Eye Specialist and Doctor Judkins, The Medical Author, Publish Astonishing Report on Wonderful Remedy To Strengthen Eyesight

Say it Strengthens Eyesight 50% in One Week's Time in Many Instances

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