By The Law of Tooth and Talon

By MERLIN MOORE TAYLOR


Purity.Quality Economy The combination of purityhas made Magic Baking Powder the standard0 baking powder of Canada. Positively contains no alum or:other injurious Its rise ins.
Its uise insures perfect tatisfaction.
"Costs no more than the ordinary kinds"



## 

























 A Little Wisdom.

## 



| mater-seat canner is made with |
| :--- | :--- |
| must |
| double jacket with an air space be- |

Used Autos

Bixw wivquit


## Modern-Manna.

Manna is founn now in the regions
of Upper Mesopotamia and Kurdistan and along the Persian frontier.
It falls in the form of dew. during September, October, and November,
and lodges upon the leaves of oak
trees. It hardens immediately and assumes the form of a grain.
Early in the morning it in
athered
ar spreading sheets beneath the trees, by spreading sheets beneath the trees,
which are shaken, and the manna is hen collected and stored for wint Bagdad for sale in the bazaar.
The manna falls on other veget ion, including grass, but all of it is
lost exceett that gathered from the ook leaves. It is sweet and is eaten by th
natives. as a substitute for sugar Minard's Liniment used by Ph In Austria the public executioner
wears a pair of new white gloves
every time he is called upon to carry every time he is called up
out a capital sentence.
$\qquad$ coking piants at Sydney, N.S., Hamil-
ton and Sault Ste. Marie, Ont., and at
Anyox, B.C., in 1920 , produce Anyox, B.C., in 1920, produced 14,-
o26, 172 gallons of tar and 19,142 tons
of ammonium sulphate. In 1919 the of ammonium sulphate. In 1919 the
production was $12,344,249$ gallons of
tar and 11,765 tons of ammonium sultar and
phate.

## The Soull of

 the Advertisement Granted an arresting head advertisement is just the ability in logical order, and, above all naturallyNo "literary gift"-no flowery language-is necessary. The
best copy is the earnest, over the-counter talk you would give

$$
-2
$$

In other words, put yourse
your soul-into your writing.
Grammar is useful, but not
indilspensable. It doesn't mak or break the advertisement. is your own earnestness and
conviction that makes people believe a
you say.
$\qquad$ more attention to your adve
tising, that it will return dividends of pleasure as we
as of profit. As time customers will notice an omis
sion and speek This experience is not imagin
ary. It is a fact-as many nts and publishers will
COARSE SALT LAND SALT Bulk Carlots TORONTO BALT WORKB
TORONTO

Merchants For anything in Fancy Goods, Cut
Gliass, Toys, small waree, sporting
Goods, Wing Soas coods, Whe Goods, Druggister sum
dries, Hardware Speolaties, etc. on a Reversed charge. Torcan Fancy Goods Co
 things yuu can do is to spent
 tring campalgn for your store having thought it out, carry
through regardiess of other The woman who is just beginnin targe amount may easily get along
ith utensils she has in the house for first canning outfit. A wash boiler
lard pail, or a large
lalvanized serve for a vat. For the false bottom
nail strips of lather nail. Wire handles will help in
poile vat. a good deal of canning must
If
done, the housevife will do purchase a commercial canner. The The
are four types in qeneral use
present, all of which economize present, all of which economize on
time and labor over the home-made
outfit. Hot-water bath outfits, which operate on the same principle as th
home-made canners, are the least ex
pensive. While simple in construe ly for canning and are adapted to hol
cans economically. They are excellen
for canning fruit for which a hig processing is short.
Water-seal sutfits, staam canner
and high-pressure aluminum cooker


| No <br> Cake <br> Wastea <br> $G^{\text {ives a wonderfully fresh flavor to every kind }}$ of cake, pic and puding-the last morsel is as moist and digestible as the first. It does lower the cost of baking. <br> By far the most popular table syrup, for cooking, baking and candy-making. <br> THE CANADA STARCH CO, LIMITED, MONIREAL <br> Crown Brand Sysup <br> The Great Sweeterter" |
| :---: |
|  |  |

