



## Where Capital and Labor Agree

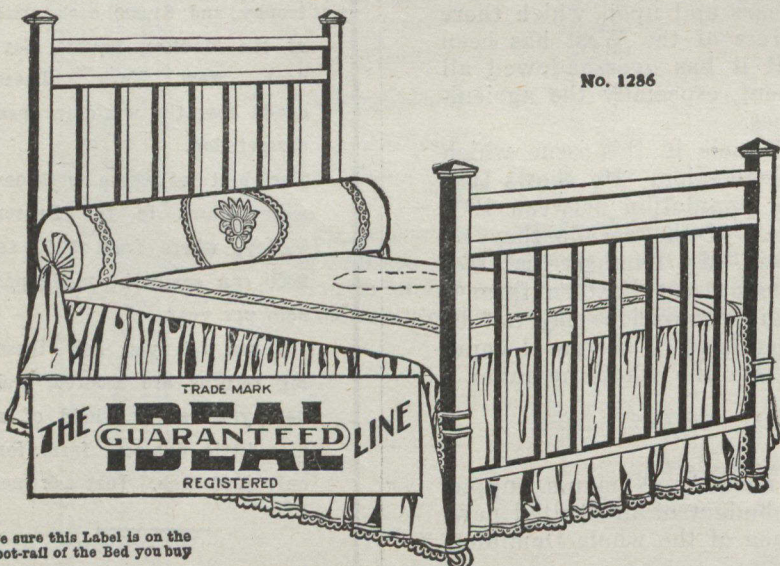
There's no difference of opinion about Kellogg's Corn Flakes.

Capital and Labor both agree that it's the finest cereal food in the land.

Nothing more delicious than these toasted flakes of sweet corn hearts, has yet been created. Until it is, Kellogg's will stand supreme—the breakfast cereal of the masses as well as the classes.



**Kellogg's**  
TOASTED  
**CORN FLAKES**  
10c.  
A Pkg.



Be sure this Label is on the foot-rail of the Bed you buy

**YOU** may like this square-post style best of all the 117 different designs of "IDEAL" Metal Beds. Particularly if it is to go in a bedroom with any of the modern styles of furniture. Its beauty lies in its simplicity. Trim and neat, of artistically-balanced proportions, and beautifully finished in every detail. Ask your dealer to show it to you.

Or ask us to send you booklet showing the newest "IDEAL" designs. It will help you make the best choice when you buy a bed.

Write Office nearest you for Free Book No. P2

**THE IDEAL BEDDING CO. LIMITED**  
12 Jefferson Avenue, TORONTO

## IN LIGHTER VEIN

**Practical Hygiene.**—During a recent epidemic of spinal meningitis in Dallas, Secretary Paul Casey of the Health Department went with a sanitary inspector to raise the quarantine on a negro shack and remove the big green sign.

An old negro came to the door. "Now sholy, boss, you'all ain't gwine ter take that sign down?" she asked.

"Yes, we are going to remove the quarantine," said Casey. "Don't you want it removed?"

"No, sah, boss, 'cause dar ain't been nary collectah 'round heah sense dat sign was put up."

The quarantine remained.—Houston Post.

**Making Sure.**—"I'm afraid we might run into an iceberg."

"The danger is very slight, auntie."

"Well, give the captain a dollar anyhow, and then he'll be extra careful."—Louisville Courier-Journal.

**Thoughtless.**—"Your honour," said the arrested chauffeur, "I tried to warn the man, but the horn would not work."

"Then why did you not slacken speed rather than run him down?"

A light seemed to dawn upon the prisoner. "That's one on me. I never thought of that."—Houston Post.

**The "Lay" of the Print Shop.**

Who gives instructions clear as mud,  
And when your art begins to bud,  
Who "jumps upon you" with a thud?  
—The Foreman.

Who in one hollow wedge-shaped line  
Can fifty frightful "bulls" combine,  
Reset and make them worse each time?  
—The Operator.

To lift whose ads you can't begin,  
And who, with self-complacent grin,  
Leaves out the words that "won't go in?"  
—The Adman.

Who marks the commas just for fun,  
And when the job is nearly run,  
Finds errors plain as noonday sun?  
—The Proofreader.

Who so abhors monotony,  
Each page a different length must be,  
Who hides his string ends carefully?  
—The Make-up.

Who bends the chase like cupid's bow,  
And when the type moves to and fro,  
Who plugs a quad and lets her go?  
—The Stoneman.

Who puts a form on wrong-end-to,  
Who sets his guides a mile askew  
And can't tell pink from prussian blue?  
—The Pressman.

When quoin or key on half-tone lies,  
Who starts the press with dreamin' eyes  
And feeds the sheets in corner-wise?  
—The Feeder.

Who cleans the brayer with a spade,  
And thinks he knows the blooming trade,  
Whose ways are in his name betrayed?  
—The Devil.

Who sweetly lauds his fellow's art,  
And flawlessly performs his part;  
Whose work defies the critic's dart?  
Why, I don't believe I've met the gentleman.  
—The Craftsman.

**Higher Education.**—Mrs. Struckit Rich—"Our waiter is a student. He is working his way through college."

Mr. Struckit Rich—"You don't tell me! Well, if the colleges would only turn out a few more good waiters I'd have more respect for them seats of learning!"—Puck.

**How They Do It.**—"What a lot of style the Browns are putting on."

"Yes, and what a lot of creditors they are putting off."—Boston Transcript.

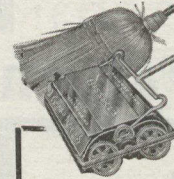
**Society Classified.**—"You say you can get me into society?"

"Yes; but we must plan a campaign. Now which crowd do you want to get in with, the bridge set or the gasoline set?"—Louisville Courier-Journal.

## The Pleasure of Sweeping

is unknown to the woman who uses a corn broom.

For centuries sweeping has been done in a primitive way, and not until the introduction of the BISSELL Sweeper thirty-six years ago, did woman ever enjoy relief from the drudgery and



bondage of antiquated methods. To-day women all over the world are using the BISSELL Sweeper, and with the facility, ease and thoroughness with which it performs its work, housewives and servants are given more time for other duties. It is a useless waste of energy and an inefficient method of sweeping to use a corn broom, and just consider the injury to fine carpets and rugs as compared with the gentle though thorough operation of the

## BISSELL Sweeper

The rapidly revolving brush of the "BISSELL" lifts all the dirt and grit out of the carpet, depositing it in the pan receptacles, whereas a corn broom simply scatters the dirt and dust, never doing its work thoroughly.

A trial of the "BISSELL" will make you regret those years of wasted effort, and once you know how the "BISSELL" cleanses and brightens your carpets and rugs, and confines the dust, and how quickly and easily it performs its work, you would not be without one of these machines for ten times its cost.

They are sold by the best trade everywhere at \$3.00 to \$4.75.

Let us send you our booklet. Address

**BISSELL CARPET SWEEPER CO.**

Dept. 24, Grand Rapids, Mich.  
Canadian Factory, Niagara Falls, Ont.  
(Largest Exclusive Carpet Sweeper Makers in the World.) (16)

## Well, Well!

**THIS is a HOME DYE that ANYONE can use**



I dyed ALL these DIFFERENT KINDS of Goods with the SAME Dye.

I used

**DY-OLA**  
ONE DYE FOR ALL KINDS OF GOODS

**CLEAN and SIMPLE to Use.**

NO chance of using the WRONG Dye for the Goods one has to color. All colors from your Druggist or Dealer. FREE Color Card and STORY Booklet 10, The Johnson-Richardson Co., Limited, Montreal.

## MARK YOUR LINEN WITH

**Cash's Woven Names**

Neater and more durable than marking ink on such household articles as "Dining Room," "Guest Room," "Servants' Room," etc., your name can be interwoven on fine fabric tape for \$2.00 for 12 doz.; \$1.25 for 6 doz.; 85c. for 3 doz.

Samples sent on request.

**J. & J. CASH**

611 Chestnut Street

**SOUTH NORWALK, CONN.**

Orders placed through your dealer.