BEAVER FLOUR

combines the rich gluten of Manitoba Spring wheat and the lighter, but equally important, properties of Ontario Fall wheat. The two combined form a perfectly blended flour that makes bread light, white, nutritious and extremely palatable, while pastry made with Beaver Flour has a crisp, flaky texture that brings many a compliment to the cook.

You don't need to be an expert in baking to attain the best results with BEAVER FLOUR.

But if you are an expert, you will readily recognize its incomparable qualities.

Your grocer has BEAVER FLOUR, and will recommend it.

DEALERS—Write for prices on all Feed, Coarse Grains and Cereals.

THE T. H. TAYLOR CO. Limited, CHATHAM, Ont. 108

We introduced the System that Superseded the Tailor

THE value of the Fit-Reform policy is shown by its adoption, not only in Canada, but in other Countries as well.

This policy is simply this—to give men the best hand tailored garments, of the best materials, at reasonable prices.

Specialization in tailoring—concentration in details—economy in buying—make reasonable prices possible.

We show the strength of the Fit-Reform policy with the elegant Spring Overcoats pictured above—guaranteed unconditionally—$18 up.

FIT-REFORM

306

If you had a voice like thunder, with a Megaphone attachment you could not reach as many people as you can through our want ads.

Yet have not get the voice but our paper is at your service all the year around.

Reaching the People

A prominent real estate dealer in Toronto, says, that he gets better and quicker results from the Classified Want Ads. than from any other kind of advertising. He states that the results are out of proportion to the small expense involved.

There is a record in that for you if you want to reach the people.

FORTIFYING THE TUNNEL.

Italy and Switzerland Joined.

Both Italy [illegible] taking [illegible] frames of the [illegible] in the tunnel [illegible] gaged [illegible] strengthening [illegible] in order to [illegible] monolithic [illegible] Near the middle [illegible] yards from [illegible] iron door [illegible] an express [illegible] rate of [illegible] iron door is [illegible] by electricity from Iselle, the [illegible] end of the tunnel [illegible] conditions it [illegible] side of the tunnel. The door is [illegible] fully tested once a week. [illegible] are connected [illegible] electric [illegible] pressure [illegible] tunnel could be destroyed in a second.

In The Name of Charity.

Nearly all the girls from the neighborhood attended the church bazaar, and one by one they drifted to a stall where a tiny, shapely, scented, gray kid glove reposed on a satin cushion. Attached to the cushion was a notice written in a delicate feminine hand, which ran:

"The owner of this glove will, at 7:30 this evening, be pleased to kiss any person who purchases a twenty-five cent ticket beforehand."

Tickets were purchased by the score, and at 7:30 a long row of sheepish, not to say doggish, young bloods, assembled outside the stall.

Then, punctual to the moment, old Tom Porson, the local pork-butcher, who weighs two hundred and twenty pounds, and is almost as beautiful as a side of bacon, stepped to the front of the stall.

"Now, young gents," he said, in his best "Buy, buy, buy," tones, "this 'ere glove belongs to me. I bought it this morning. Now, I'm ready for you. Come on! Don't be bashful! One at a time!"

But nobody came on.

Pullman Etiquette.

That our system of railroad travel is not perfect is alleged by "An Englishman" in a recent article. "When you travel in England you are master of your time and your baggage," writes this author. Here, the baggage travels several hours behind its owner. But "a Pullman car at night is the most uncivilized thing on the American continent, and one of the most indecent. It quite fascinates my blushes. I sit enthralled as the darky porter strews my seat with other people's belongings, holds a pillow-case in his teeth and squeezes the pillow into it, and hurl sheets and mattresses about, and pulls at chains and sliding-doors and levers and curtains. Personally I have never mastered either the art of the etiquette of a Pullman car. I never know where to put my shoes, and I feel I shall never learn how to take off my trousers while sitting in them.

E. R. Knowles Knew His Congregation

A few weeks ago William Jennings Bryan was lecturing in Galt the home of Robt. E. Knowles, the well known preacher and author. Mr. Bryan was entertained at Knox Manse while in Galt. The attendance at the lecture proved disappointingly small, and the discerning lecturer laid this at the door of the rather large admission fee. As is well known, Galt is the Scotchest town in Canada.

After regaining the manse, a few friends being present, Mr. Bryan turned to his host and asked him why, in his opinion, the audience was so small.

"The thing that spoiled it," replied Mr. Knowles, "was the same thing that disorganized the Democratic party."

"What was that?" enquired the statesman.

"It was the silver question," replied the novelist.

Newspapers in Salonica.

In Salonica, Turkey, there are fifteen newspapers and nine weekly or monthly reviews published, with a total circulation of about 40,000. The newspapers are mostly small two sheet affairs, badly printed on cheap paper. The reading of the newspapers, however, has increased greatly in the last two years and will increase still more when more liberty is given to the press.

Salonica is the meeting-place of the East and West. Nearly all religious in the world have representatives there, and every day of the week is a Sunday to one or other of these religious organizations.

Not So Particular.

——At a dance recently a young gentleman somewhat inferior in social position to most of those present approached an alderman's daughter — "mightily superior" sort — and rather diffidently asked for the favor of a dance.

The girl looked him stonily in the face for a moment, then turned away with the remark:

"I'm sorry but I'm — well, rather particular as to whom I dance with."

"Ah, indeed!" was the quiet retort, "then we differ in that respect. I'm not a bit particular. That was why I asked you!"

Then he left her.

England in 1800.

The British census figures show that at the beginning of this century the population of England and Wales was under ninemillions, not very much greater than that of Canada today. In 110 years this population has been quadrupled; a very substantial increase when the smallness of the area is considered, and when account is taken of the large emigration to vaster and more sparsely settled regions.

[illegible] other. [illegible] of baseball — [illegible] game. [illegible] because it is new, so different from our other sports. It is a fine exercise game. [illegible] that the most difficult thing to learn in baseball is the batting. [illegible] hard — to hit the ball and so hit it that one can run to first base before the ball thrown by the hand of the fielder reaches that place. We have not had as much practice in batting as we have needed, in fact most of our games are with too young players, who do not make it difficult enough for us to defeat them. We should have more experience.

One Boy's Inspiration

A musician was attracting wide attention in [illegible] was a blind boy sixteen years [illegible] sight when he was [illegible] spent two years [illegible] spondency, from [illegible] roused one morning by the singing of a canary bird. It occurred to him how limited was the bird's equipment for life, and yet how cheerfully and beautifully the little creature expressed the joy of its heart.

This was the boy's inspiration. He took up the study of the violin, and, remembering the debt of gratitude he owed to the canary, he tried his best to win the little fellow's companionship. He practised on his violin close to the cage; the bird entered into the spirit of the thing, caroling his sweetest notes to the strains of the boy's music.

Finally the bird grew so tame, under kind treatment, that he would fly out of the open door of the cage, light on the blind boy's bow, and sing in unison, as the lad drew the bow across the strings. The boy has thus found not only a means of cultivating joy in his own soul and expressing it, but he and the bird are giving exhibitions at large profit, and the boy has found his means of livelihood.

A Record Run.

A guest in an uptown Toronto hotel was shot and killed. The negro porter who heard the shooting was a witness at the trial.

"How many shots did you hear?" asked the lawyer.

"Two shots, sah," he replied.

"How far apart were they?"

"'Bout like dis way," explained the negro, clapping his hands with an interval of about a second between them.

"Where were you when the first shot was fired?"

"Shinin' a gemman's shoe in de basement of de hotel."

"Where were you when the second shot was fired?"

"Ah was a passin' de Union depot"

Tit for Tat.

A physician of Fort Dodge, Iowa, had a grave made for a man who was dying; but the man got well, and the doctor was joked about it for many years afterwards.

Once, in consultation with three other physicians, he attended a patient who died. After the death, one of the physicians said:

"Since a quick burial is necessary we might inter the body temporarily. I understand that Dr. X has a vacant grave on hand."

"Yes, I have," said Dr. X, "and I believe I am the only physician present whose graves are not all filled."

Criticism.

When we are severely criticised it is far better to try and profit by the criticism than to attempt to take vengence on our critic. Criticism, as a rule, especially if it be just, will do us more good than flattery. The former is likely to stir us up to correct our faults; the latter tends to make us satisfied with ourselves and our attainments. Extreme sensitiveness to adverse criticism is an indication that we think of ourselves more highly than we ought to think. He who is blind to his own faults is not likely to amend them.

Boys generally need directing much more than they do correcting. When they do wrong they should be shown the right way, and never be punished for the blunders of ignorance. Their first lessons should teach them the ways of right and wrong. They should be carefully guided, not driven.

Sayings Of To-Day — And Yesterday

Too many of us complain of the injustices of this world, forgetting there may be more justice than we require in the next.

Englishmen and Americans are now so friendly they can make fun of each other. All friendship is in a state of unstable equilibrum until that point has been reached.

If we are going to do good to our struggling and tempted neighbors, we must try to be better than they.

There can be sympathetic silence which is also unselfishness. Don't [illegible] a person's heart by chatter.

Children Cry for Fletcher's

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The flavor of Tillson's!—well just taste it and describe its deliciousness if you can. Tillson's is made to meet the most exacting demands. Made of choice, selected oats. Beautifully clean—free from black specks or hulls. You'll be proud to serve such oats on your table. 5

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Two sizes, 10c. and 20c. Each 25c. package contains a handsome piece of English Semi-Porcelain Tableware.