

IT'S SIMPLY MARVELLOUS

The way Zam-Buk relieves the burning and irritation of eczema, writes Miss A. Gilliat, of St. Nicholas, P.E.I. "For a year I suffered with this disease, and tried all kinds of remedies, but nothing helped me until I used Zam-Buk. The continued use of this herbal balm has completely cured me."

"Although it is now two years since this cure was effected, there has been no return of the disease. Zam-Buk is equally good for ringworm, scaly sores, pimples, boils, itching rash, barber's rash, ulcers, old sores, abscesses, bad legs, blood-poisoning, piles, cuts, burns, scalds and bruises. All dealers or Zam-Buk Co., Toronto, 60c. box, \$ for \$1.25.

Zam-Buk

Lift off Corns!

Doesn't hurt a bit and Freezone costs only a few cents.



With your fingers! You can lift off any hard corn, soft corn, or corn between the toes, and the hard skin calluses from bottom of feet.

A tiny bottle of "Freezone" costs little at any drug store; apply a few drops upon the corn or callus. Instantly it stops hurting, then shortly you lift that bothersome corn or callus right off, root and all, without one bit of pain or soreness. Try it! No humbug!

Beaverbrook Sees Trouble Coming Soon

At the St. John civic luncheon tendered Lord Beaverbrook at the Union Club last Tuesday at 1.30, His Lordship in his reply made the following remarks:

His lordship referred incidentally to the time he spent in St. John many years ago, and passed on to discuss other matters. He paid a very high tribute to the character and qualities of Bonar Law. He himself had been referred to by a previous speaker as "New Brunswick's most honored son." That was a mistake, it was Bonar Law, he said, who should be so described. He recently visited Kent county, and when in Richibucto asked one of the residents where he would find the house in which Bonar Law had lived. The man told him it was nearby but he probably would not find Mr. Law at home, as he had recently gone west on a harvest excursion. Lord Beaverbrook then said: "Oh, but I mean the minister." "But," said his informant, "he died long ago—a very long time ago." Lord Beaverbrook explained further, that he meant the man who occupied a high position in the British government. "I never heard of him," was the reply. The speaker went on to say that New Brunswick had done little to recognize Bonar Law and his achievements. He suggested that Mr. Law had never been invited to come to New Brunswick, that he should be invited, and that if he came New Brunswickers would greet him with the honor he deserves. Although Lloyd George was indispensable during the war period and after it, Lord Beaverbrook said it would have been impossible for the prime minister to have held his government together but for Bonar Law.

He spoke with diffidence concerning the Irish question, saying that he was a partisan or had been so described. He was convinced that short of separation from the empire, Lloyd George and Bonar Law were ready to go almost any length, to undertake any task, to meet any difficulties, if only they could solve

ROYAL YEAST CAKES

There is more energy in a pound of good bread made in the home with Royal Yeast Cakes than in a pound of meat. Bread making is a simple operation and requires no previous experience. Full instructions in Royal Yeast Bake Book, mailed free on request.

E. W. GILLET CO. LTD.
TORONTO

Baking Quality of the Lower Grades of Flour

With the ever increasing cost of living, it has become necessary to find corresponding means of saving. The housewife is the person on whom most of the responsibility of economizing rests. The use of some of the cheaper grades of flour instead of the highly expensive first patent is another means of saving that may be added to the already long list. During the war, all members of the community were forced to use government standard flour which was of a lower grade than most people had been accustomed to. Nevertheless, most of the bakers succeeded in furnishing bread so good that few people would have considered it distinctly inferior had it not been for the difference in colour. Too much attention has however, always been paid to colour in flour and bread. Bread that is really very pale is not so healthful as bread made of somewhat lower grade of flour and the war-time bread was really superior as a good bread to the extremely white product in use previously. Lower grades of flour somewhat similar to the government standard flour can always be purchased but are not usually in much demand on account of their inferior colour. These second and third grade flours however, contain a higher percentage of protein and assimilable phosphates. These features are distinctly advantageous.

While the lower grades of flour may require some slight modifications in the baking method in order to produce the best possible bread, these changes are not serious and, as a rule, no difficulty whatever will be experienced in handling such flours. When we consider the lower price of the cheaper grades of flour and their high nutritive value, we see two distinct advantages in using them. The claims made for the whitest flours are nearly always much exaggerated and are sometimes quite absurd, and the public would do well to insist on obtaining the really superior materials which are sold as inferior.

BEAVER FLOUR

MAKES BETTER BAKINGS

THE reason why BEAVER FLOUR makes such light, flaky pastry, and such excellent bread, is—it is a blended flour.

BEAVER FLOUR is a combination of the world-famed Ontario Winter Wheat scientifically blended with enough Western Hard Wheat to give it strength—the resulting product is flour unsurpassed for high quality and richness of flavor.

Try BEAVER FLOUR and note the marked improvement in your bakings.

Sold at your grocer's.

The T. H. TAYLOR CO.
Limited,
CHATHAM, ONT.

Relieve Your Rheumatism For 25c.

NR does it by improving digestion, assimilation and elimination—the logical way.

NR Today—Relief or No Pay

There are three vital processes of human existence—the digestion of food, the circulation of blood, and the elimination of the waste.

Let anything interfere with these processes and then be interrupted or improperly carried on, and sickness of some kind follows.

Poor digestion and assimilation means failure to derive full nourishment from food and that in turn often means indigestion, bloated bowels, weakness, nervousness, etc.

Poor elimination means an accumulation of waste matter which poisons the body, lowers vitality, decreases the power of resistance to disease and leads to the development of many serious ailments.

Rheumatism—due to waste interference with the process of elimination, failure to get rid of certain body poisons and by extension to yield to any medicine that fails to correct the condition responsible for it. Could any concerned person expect to rid himself of rheumatic pain as long as

rheumatic poison is allowed to remain in the body?

Think of this, it explains the success of Nature's Remedy (NR Tablets) in so many cases where other medicines have failed. Thousands are using NR Tablets every day and getting relief. Why may you live as long as you wish? A box of Nature's Remedy (NR Tablets) contains enough to last twenty-five days—must help you, must give you prompt relief and satisfactory results or your money back.

And Nature's Remedy is not only for the relief of rheumatism. It improves digestion, keeps the liver regulated, cleanses and tones, improves the blood and cleanses the whole system. You'll feel like a new person when you've taken NR Tablets a week. You've tried the expensive medicines and doctors, but made the real test. You'll get results this time. Nature's Remedy (NR Tablets) is sold everywhere and recommended by your druggist.

NR Tonight—Tomorrow Feel Right Get a 25 Box

EASY ON FUEL BUILT TO LAST

ENTERPRISE MONARCH STEEL RANGE

THE ENTERPRISE RANGES CO. TORONTO, CANADA

Relieve Your Rheumatism For 25c.

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ENTERPRISE MONARCH STEEL RANGE

THE ENTERPRISE RANGES CO. TORONTO, CANADA

Sales Made Through Newspaper Ads.

"Ninety-five per cent of all sales in the United States retail or wholesale, result from newspaper advertising," said a speaker recently before the St. Louis Advertising Club and members' conference of the Chamber of Commerce, St. Louis.

"The average person does not realize that advertising has largely displaced the salesman. The business man, however, knows it well. He did not realize it, however, until a few years ago."

"Big business firms, which formerly sent out salesmen, now buy whole pages in newspapers. They are paying closer attention to advertising and are checking up in the same manner they used to check up the salesman. They want to know whether the advertising that is going out is honest."

"Generally it costs a merchant only one-fourth of 1 cent per home to carry a full page advertisement. It has been said advertising increases the cost of goods. There is no other way the merchant could sell them at so low a rate. Through advertising merchants are increasing their business and are able to liquidate their stocks more quickly."

Lantic Sugar

"See? There isn't even a tiny bit of Lantic left at the bottom of the cup! Every crystal dissolved immediately—So OF COURSE it takes less!"

Lantic "Fine" Sugar brings concentrated sweetness to all beverages (hot or cold)—

because it's fine!

buy Lantic in original packages—24-5lb cartons
10, 20 & 100 lb bags

A Promise that has made good

When KING COLE TEA was in its infancy we associated with it the slogan—"You'll like the flavor." It was a modest statement, yet when you come to think of it, it covers all that you are looking for in the tea of your choice. How well KING COLE has lived up to its promise is proved by the many thousands of users today.

Perfectly packed in bright, leak-proof and price marked in every package.

"YOU'LL LIKE THE FLAVOR"

KING COLE

MR. CRESTON TO LONDON

W. L. Creston, Ontario National Alliance, in a speech at the St. John Civic Luncheon, said that he was in London where he met with the Ambassador, Mr. Creston, and well known in Toronto.