

The Upward Look

Travel Series, No. 16 The Beauty of Holiness

"In all these things we are more than conquerors through Him that loved us," Romans 8:37. The San Diego Panama Exposition will always be a beautiful memory. It was my introduction to the Southland. I revelled in the wondrous beauty of the grounds, the rare bloom of the exquisite flowers, the intoxicating fragrance. Vines and roses were clambering over walls and buildings and hanging in graceful wreaths and festoons.

The marvel of all was to think, that this wonderful beauty had been made out of the desert, in the short space of three years, though to be sure those were years with no blighting winter. What care, patience, work and time this fairland represented! If one just looked over the rose-hedges in many places, one could see the bare arid desert. What planning and determination it meant, that that desert be transformed into that wonderland by the date fixed for the Exposition.

At this beginning of the New Year many have a deep, sincere longing that the failings, the faults, the weaknesses, the trials, the disappointments may be overcome or patiently borne or marvelously result in the transformation of character. To attain the Christ-like there must be an hourly, honest endeavor to master the besetting faults of character, of which each one is aware, and which may be working so much harm in regard to others. With deep pity one thinks of the many beset with some failing, of which none but the sufferer knows the horrible craving. But with determination and in a higher strength than his own, this may be overcome and the victor be a better man, for his very conquest.

Are there terrible moments of temptation, when it seems as if no power can prevent from falling? By tremendous will force one does not yield, and comes out from the struggle a stronger soul.

Is there now a terrible trial, when the whole being feels helpless and despairing? It seems a mockery, even to think of hope or comfort. But that trial is borne aright, that hour of blessing will come, and the bruised heart will be purified and strengthened. So by striving, determination and faith, the arid desert of failure, temptation and agony may be transformed into the fruitful land of beauty, of success, conquest and hope.—I. H. N.

The House Finch

Of all the sparrow group, there is probably no member, unless it be the exotic form known as the English sparrow, that has by reason of its food habits called down so many maledictions upon its head as the house finch, red head, or linnet, as it is variously called. This bird, like the other members of its family, is by nature a seed eater, and, before the beginning of fruit raising in California probably subsisted upon the seeds of weeds, with an occasional taste of some wild berry. Now, however, when orchards have extended throughout the length and breadth of the state and every month from May to December sees some ripening fruit, the linnets take their share. As their name implies, the sum total of the fruit that they destroy is more than the fruit raiser can well spare. As the bird has a stout beak, it has no difficulty in breaking the skin of the hardest fruit and feasting upon the pulp, thereby spoiling the

fruit and giving weaker-billed birds a chance to sample and acquire a taste for what they might not otherwise have mistreated.

In order to test the matter thoroughly and ascertain whether these birds are any other kind of food that might to some extent offset the damage inflicted upon the fruit, the horticulturists and ornithologists of California

were requested to secure a number of the stomachs of these birds and send them to the Biological Survey. An agent was also sent to the fruit-raising sections, who watched the birds in the orchards and collected a number of them. In this way 1,300 stomachs were obtained and carefully examined, and the result shows that animal food (insects) con-

stituted 3.44 per cent and vegetable food 97.56 per cent of the stomach contents, not counting gravel.

The vegetable food of the species consists of three principal items—grain, fruit and weed seeds. Grain amounts to less than 1/2 per cent in August, which is the month of greatest consumption, and the average for the year is a trifle more than one-

What Did Little Mary Buy?

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JOHN BROWN owns a prosperous grocery store in a thriving Canadian town. He is a live merchant and alert advertiser. He has made much of his success by his several methods of creating interest in his store.

Recently, he took several lines of his regular goods, put them under cover in boxes and barrels, and wrote the name of each article on the outside. Only he mixed up the letters in each name so that instead of spelling the right name of the article, it spelled something different altogether. For instance he put 9 contains Raisins, but Mr. Brown jumbled the letters in the word Raisins until they read "Si Raisins." Then he



rubbed the word apples off the apple barrel, and jumbled the letters in that name until they read "Pee Pa," as you see on barrel 11.

Fourteen lines of goods in Mr. Brown's store were displayed this way, and a prize was given to any customer who could place an order for all fourteen and tell the number of the box each was in. Little Mary went to Brown's store to make her purchases, guessed all the names correctly and won the prize. Can you do as well?

Two of the names are already given to you to start you right. What are the other twelve?

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THIS CONTEST IS ABSOLUTELY FREE OF EXPENSE

If your answers gain 120 points you will win First Prize

A FEW HINTS.—The goods mentioned under each of the fourteen names, are staple lines such as are to be found in every grocery store and in regular use in every home. No trade-mark names or products of any particular firm or manufacturer are given,—just the things usually found in a grocery store and use the list as your guide. Be careful, because Mr. Brown was clever, and sometimes he made two or three words, and even more out of a name. The judges will award the prizes in this contest, according to the points gained by each entry, and we will fully advise you of the method, when your answer is received. For instance, 60 points can be gained by sending a correct answer to each of the twelve names you can guess, and there are ten points given for general neatness, ten for style, spelling, punctuation, etc., and when you qualify, 40 points additional can be gained. Take lots of time to puzzle out your answer, be most careful, and you can win a good prize.

THE OBJECT OF THE CONTEST.—Every loyal Canadian will approve of the object of this great contest. Frankly, it is to advertise and introduce EVERYWOMAN'S WORLD, Canada's greatest magazine, to hundreds of new homes, which should know that a magazine of their caliber is sent real worth is being published right here in Canada by Canadians for Canadians. You can help us to do this, when you enter the contest, but you do not have to be a subscriber nor are you asked or expected to take the magazine or spend a single penny in order to compete and win the beautiful and most of the other prizes.

EVERYWOMAN'S WORLD is now the established favorite in more than 80,000 of Canada's best homes. Though that is the greatest circulation ever attained by any Canadian magazine, it doesn't satisfy us. Our motto is "Everywoman's World in Everywoman's Home." Hundreds of Canadian homes which may not know it now, will welcome this handsome, interesting, up-to-date magazine, and since it is introduced they will want it every month.

If, therefore, when your answers are received, we find them to have gained sufficient points to win a prize, we will send you the prize. We will write and tell you, and send without cost, a sample copy of the latest issue of this greatest of Canada's magazines. Then, in order to qualify your entry, we will ask you to do us the small favor of introducing it to three or four friends and neighbors. We will even send you sample copies to leave with each of your friends, if you will tell us their names so we can have them. State your willingness to accord this favor when you submit your answers. The company agrees to pay you in cash, or reward you with a prize, if you wish, and, of course, satisfy in addition to any prize your answers may win in the contest.

Follow These Simple Rules Governing Entry to the Contest

1. Write your answers on one side of the paper only, and put your name (including city, province and country) on the other side.

2. Do not forget to include your name on the envelope. Anything other than the name of the sender will be rejected.

3. Send your answers to: Continental Publishing Co., Limited, 121 Continental Bldg., Toronto, Ont.

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SIXTH PRIZE
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SEVENTH PRIZE
Magnificent Ideal Kitchen

Address your replies to the CONTEST EDITOR, EVERYWOMAN'S WORLD
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