

When Visiting Toronto Put up at Cook's

COOK'S TURKISH BATHS
 FIRST-CLASS sleeping and eating accommodation at only an excellent toilet for your health. The Turkish Bath is Nature's way of ridding your system of waste and poisonous matter, and removing the old, dead skin. Your mental outlook is made more cheerful, as it reflects the improved state of your physique. It relieves the pain of rheumatism and sciatica, soothes the nerves and is the most effective cure and preventive of colds in the world.
 Prices, \$1.25 to \$2.25, according to sleeping accommodation. Good meals served at moderate prices.

COOK'S TURKISH BATHS
 MOST COMPLETE UP-TO-DATE EQUIPMENT IN AMERICA
 202-204 KING STREET WEST, TORONTO
 Only 3 blocks from the Union Station

BANK OF MONTREAL

Bank Money Orders
 For settling small accounts—where it is not desirable to pay by cheque—many Business Houses as well as Individuals, regularly use the Bank Money Orders issued by The Bank of Montreal.

J. J. BENSON, Manager, Kitchener Branch.

Standard Rubber Works

Consult us before selling that old Tire or Tube to the Junk Man
 Special only two to a customer, Kleanall Auto Body Polish, can. 75c
 and you get one Free
 STEAM VULCANIZING
 Old Tires Made Young at 20 Young Street.
N. E. HETT

Get the Right Direction to Busy Kitchener's CHOICE Homes for Workingmen

When you need any of the necessities of life you proceed at once to the store where these things can be bought. When looking for a home you will not use the same common sense. The man behind the counter cannot be any more familiar with his wares than the average Real Estate Dealer should be with the properties he has to dispose of. Remember he is mutually interested in serving both the purchaser and the owner who wish to sell. If you want to purchase a home, why not benefit by the experience and service of experts who can assist you in all the details of a most important transaction.

NOW IS THE TIME TO BUY

LOCUST ST. Red pressed brick, 7 rooms, all conveniences. Price \$1300.	QUEEN ST., S. Handsome Red pressed brick, 7 rooms, all conveniences, hot water heating. \$5300.
HILDA ST. Red brick, 6 rooms, all conveniences, nicely decorated throughout. A bargain for quick sale.	FREDERICK ST. New red pressed brick bungalow, strictly modern, beautifully finished. \$6900.
CHAPEL ST. White brick 8 rooms, all conveniences, except lights. \$2800.	FAIRVIEW AVE. White brick, 8 rooms, all conveniences. \$4100.
WILMOT ST. Red brick, 7 rooms, part conveniences. Price \$3300.	PANDORA AVE. Red pressed brick, 7 rooms, all conveniences. \$4900.
MILL ST. Red brick, 7 rooms, all conveniences except bath tub. \$3700.	EDWARD ST. Red brick, 6 rooms, water, toilet and gas lights. \$2900.
WHITNEY PLACE White brick, 6 rooms, all improvements. Price \$3600.	LOUISA ST. Red pressed brick, 7 rooms, attic floored, all conveniences. \$3700.
DAVID ST. White brick cottage, 7 rooms, part conveniences. Price \$3300.	WEBER ST., E. White brick, 8 rooms, all conveniences. \$3400.

HEINS AVENUE
 FINE BUILDING LOTS FOR SALE
J. A. Williams & Co.
 93 King St. West

POULTRY NOTES

CLASS OF POULTRY TO RAISE

If the poultry fancier was deliberately seeking to discredit the pure-bred of show quality as an egg producer he could not have found a more effective means of doing so than those which he has adopted. Apparently the breed-to-lay business has got on his nerves, completely unbalanced his better judgment. He has been carried off his feet entirely and we find him pleading as the poultry conference that the standard of perfection be not overlooked when the rates governing the proposed Ontario egg-laying contest are being drawn up.

That no fowl having such defects as would constitute a disqualification under the standard be allowed to demonstrate their ability as layers is the worse than absurd promise demanded. Side sprigs on the comb,

enamel white on ear lobes, wry tails, legs or toes of color foreign to the breed, and such like imperfections are to debar a fowl from entrance into competition.

Is the proposed Ontario egg-laying competition to be an egg-laying competition or is it to be a two-in-one affair-half poultry show and half egg-laying test. If there is to be any nonsense about it the Government might much better not spend the petition amount of money which such a competition will cost.

"This is a new o e o n n u." Mr. Clark is reported to have said, "the combination of utility and show points and the record of performance of feathered flocks or individuals is an entirely new idea." It is indeed and entirely new idea and one that is so absurd that it should never have been suggested. Let the cobbler stick to his last. If his last is fashioned after the pattern drawn by the farmers of the standard of perfect-

tion let him go on producing what the last demands he produce or else change his last.

The fancier has no right to any say as to the show quality of any fowl that are to be put to the laying test. Let those who are more interested in utility fowl than in show birds dictate the rules of the competition even as the breeders of show birds dictate those rules that shall govern a show.

On Equal Footing

If the fancier can prove that the type of fowl that can win in show-room competition can also give a good account of itself in an egg-laying competition, such as competition as is proposed will give him an opportunity of doing so. The right to compete is all he has a right to ask. If he asks any further concession he is asking for a concession that he is not entitled to. The ability of the standard-bred fowl to meet all comers is a fact.

By all means let us have an Ontario egg-laying competition. Let it be open to all comers, with no favors shown to any class of breeders and may the best fowl win whether they be show birds, just pure-breds, or ordinary barnyard fowl.

No Royal Road to Wealth.

Frankness characterized the deliverance of Prof. Graham, who addressed the delegates to the Ontario Poultry Conference, which was held in Guelph the second week in June last, a full report of which appears in the August number of the Canadian Poultry Review. Mr. Graham covered the work by the poultry branch of the O.A.C. from A. to Z., telling in a most interesting manner of its aims and what had been accomplished. Dealing with poultry as a business, he said: "We have got a business to begin with that is economically sound. He was free to admit that it is a 'hazardous business', and he stated emphatically that for a man to make money out of the poultry business he had to be efficient in every sense of the word.

"For a man to make money out of poultry," he is quoted as saying, "he has got to be efficient in every sense of the word, and there is a sense of the word that if he put the same efficiency and energy into some other line of business he might make more money but that is not the final analysis.

From Morning Till Night.

"The final analysis in this life as far as I can see it is to be able to buy the necessities of life and a few of its luxuries and be happy. Now then, the man who can take care of chickens and play at his not work—that is, if he is willing to work early and late, all hours of the day, Sunday and holidays and not grumble nor kick, that fellow will make a success of the business, if he knows the general principles of it. But the fellow who thinks he can put his money into the chicken business, start work at six o'clock in the morning and quit at seven in the afternoon, I would not lend that man an money, because I would never expect to get it back again."

A Timely Statement

The above bold statement from the lips of a man who is recognized as the greatest authority on henology in Ontario must be heartily appreciated by all who have the interest of the returned soldier at heart. No doubt Mr. Graham's knowledge of the fact that certain industries were working to induce the returned man to ploughing and the like, "hazardous undertaking" promoted him to speak as he has spoken.

The full text of Mr. Graham's deliverance is well worthy of careful reading. The professor is not a "knocker." His business is to seek the truth and to make his findings known to all who are interested in poultry. The plain truth about the industry that has survived the centuries is that it is a business, and a business that is economically sound. The black eyes that have marred the attractiveness of the poultry business have come through the obscuring of naked truth by means of garments of fallacy fashioned by the imagination of the unscrupulous ones who rely on an annual crop of "suckers" for their profits. The truth cannot injure the fancier who is a true fancier, neither will it hurt those who keep a few fowl for pleasure and profit. Plain statements of truth such as Mr. Graham has made may drive the "black" that seek to wax fat on the flesh of the "suckers" and the deeper the harpoon goes the more the honest poultry keeper will rejoice.

A Slow Process.

Mrs. Brown was at the back of the church waiting to have her baby christened. Baby was getting restless so she beckoned the vergor.

"Is the sermon nearly finished?" she whispered.

"No, mum," replied the vergor, "another half-hour of it yet. He's only on his last."

"But said Mrs. Brown, "will it take him half an hour to get through his lastly?"

"No, mum," was the demure reply, "but there's the 'one more word' and I'm done and the finally and the 'in conclusion' to come yet. Don't be impatient."

The Russian Cure.

Representative Eckhaus talking a boldness at a luncheon.

"The one synonym for boldness," he said, "is 'leashness'."

Then he smiled and added: "There is no cure for leashness. Starvation comes a nearest to it."

JUST A SMILE OR TWO

Filled the Expense Bill.

"Did the new chauffeur fill the bill?" "No, but the beggar came near filling the hospital."

Time!

"What is the trouble, sir?" asked the solicitous waiter.

"What is the trouble?" repeated the thirteenth guest. "Why I asked you for a tereh minute ago, and you've given me a three-year one!"

Townley House, Ramsgate, where Queen Victoria lived as a girl with her mother the Duchess of Kent, has been acquired by a coach and horse building company as an employee residence.



Doubly-Saving and Double-Acting

No Baking Powder can be more efficient, more economical than this.

Paying a high price for a baking powder does not guarantee you the best. High prices are sometimes charged for the impression they make.

EGG-O Baking Powder

is doubly saving because it is sold at a fair price, and its double action—in the bowl and the oven—makes it a never-failing leavener.

Buying Egg-O in the larger sized tins is most economical for family use.

Always follow the directions—one level teaspoonful to one level cup of well sifted flour.

The Egg-O Baking Powder Co., Limited
 Hamilton, Canada

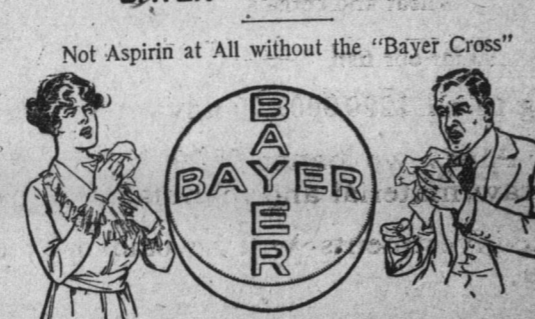


The Handy Little Spout lets the Salt run out.

REGAL Table Salt
 FREE RUNNING!
 Regal is immune to weather changes and never cakes on dampest days.
 The Canadian Salt Co., Limited

ONLY TABLETS MARKED "BAYER" ARE ASPIRIN

Not Aspirin at All without the "Bayer Cross"



For Colds, Pain, Headache, Neuralgia, Toothache, Earache, and for Rheumatism, Lumbago, Sciatica, Neuritis, take Aspirin marked with the name "Bayer" or you are not taking Aspirin at all. Bayer Tablets of Aspirin in an unbroken "Bayer" package which contains complete directions. Then you are getting real Aspirin—the genuine Aspirin prescribed by physicians for over nineteen years. Now made in Canada. Handy boxes containing 12 tablets cost but a few cents. Druggists also sell larger "Bayer" packages.

There is only one Aspirin—"Bayer"—You must say "Bayer"

Aspirin is the trade mark (registered in Canada) of Bayer Manufacture of Mannesmann & Co. of Germany. While it is well known that Aspirin means Bayer manufacture, to assist the public against imitations, the Tablets of Bayer Company will be stamped with their general trade mark, the "Bayer Cross."



Bruce's Regal Flowering Bulbs

For Winter Flowering indoors and Spring Flowering outdoors. A House without flowers is not a Home. Prices Postpaid.

	Each	Doz.	100
Crocus, in four colors.....	\$.05	\$.30	\$ 1.75
Freemans.....	.05	.35	2.25
Lilies, Calla White.....	.25	2.50
Lilies, Chinese Sacred.....	.25	2.50
Hyacinths, Roman, four colors.....	.12	1.20	8.00
Hyacinths, Dutch, four colors.....	.07	.60	4.00
Narcissus, Single, 6 varieties.....	.05	.45	2.75
Narcissus, Double, 4 varieties.....	.07	.60	4.00
Narcissus, Paper White.....	.05	.45	2.75
Scilla Siberica, Blue.....	.05	.45	2.75
Snowdrops, Single, White.....	.05	.45	2.75
Tulips, Single Mixed.....	.05	.45	2.75
Tulips, Double Mixed.....	.05	.45	2.75
Tulips, Parrot, Mixed.....	.05	.45	2.75
Tulips, Darwin, Mixed.....	.05	.45	2.75

John A. Bruce & Co. Limited Established 1880



It takes a joint of beef to make a bottle of Bovril

Bovril contains the goodness of the beef.

THE vital elements that give beef its special place and value as a food are concentrated and stored in Bovril.

Just as the equivalent light of 32 candles is concentrated in one electric lamp, so the vital elements of beef—of many pounds of beef—are concentrated in a single bottle of Bovril.

But Bovril is not merely a precious food in itself; it possesses the peculiar power of enabling you to extract more nourishment from other foods. This gives Bovril its wonderful body-building power, proved by independent experiment to be from 10 to 20 times the amount taken. Bovril, therefore, in the true sense of the word, is a Great Food Saver.

Always keep Bovril in the house.

Bovril stands alone



A PERFECT END OF A DAY.

Cool, comfortable feet, no burning, itching or aching.

That's what Mercury Socks have made possible.

Designed for foot comfort as well as durability! Carefully knit, plenty of foot room, no skimping anywhere to save material—all factors of the Mercury quality.

Tested threads and yarns and permanent dyes are our assurance of durability.

Mercury socks are made in a wide range of materials from the finest silk for dress wear to heavy wool for rough outdoor use.

If your dealer does not carry Mercury Socks, send us his name.

MERCURY MILLS, LIMITED, Hamilton, Canada

Makers of Mercury Underwear and Hosiery for Men, Women and Children.

Mercury Hosiery



Penman's Hosiery

THE STANDARD OF EXCELLENCE

Frolicsome children with stockings down and stockings down, surely put hosiery to the test in their everyday-play.

Penman's know this, and make their hosiery seamless and reinforce it where the wear comes hardest.

Penman, Limited
 Paris

Also makers of Underwear, too. Need a little of that. With I could come over to invest in a suit or two to finish the season. How about those suits you marked down from \$40 to \$32.50—do you suppose you've got anything in nice stripes that would fit me? I'd like to get another suit, and the way you got them marked it's better'n the places I usually get them.

Well, Wallie, when you start that annual summer sale next Monday

The Merchants Column

Edited by Mansfield F. House

In this column, which appears every Monday, Wednesday and Saturday, we publish short articles of special interest to merchants, business men and women in general. All phases of the advertising, advertising and retail salesmanship—well, retailing, but by descriptions of methods actually in use.

ADVERTISING GOODS RATHER THAN PRICES

When asked the secret of the tremendous volume of business done by the Wanamaker stores during every holiday season for years, W.R. Hotchkiss, formerly advertising manager for "W." recently opened a copy of a December newspaper and pointed to one of the announcements which was spread across an entire page.

At first glance there wasn't anything very distinctive or out-of-the-ordinary about the copy—just a long list of articles, with the price of each. Not a word of description or a particle of that is known as "selling talk." But the list was divided and subdivided, with headings which read "For Mother," "For Son," "For Daughter," "What a Man Would Appreciate" and the like. Under each heading appeared some two score suggestions at prices ranging from fifty cents to as many dollars.

In answer to objections that this use of space merely to list a few of the items in the immense store was wasteful, the master-merchant would reply that the thing which worried most people around Christmas was "What on earth shall I give so-and-so?"

Men, particularly, have very little time in which to shop, and those who can spare the time do not care to wander around without any fixed object in view. They prefer to have a definite goal, with at least an approximate idea of the amount which their purchases will cost. Hence the Wanamaker lists have proved highly successful—not only in attracting new trade to the stores but also in moving lines in certain departments, lines which are emphasized by appearing at the head of the various subdivisions of these shopping lists which feature goods, rather than their prices or quality.

DEALER PHOTOGRAPHS AUTO STANDS AS ADS

St. Louis has an enterprising and resourceful automobile branch manager. He took the advertising reins in his own hands rather than use it and dried plate matter that happened to be sent in.

Here is his unique and rather hair-raising scheme:

A photographer, a car and a driver were sent round St. Louis to every steep grade and "impossible" road barrier that might be imagined. That automobile was made to do things that no manufacturer would ever ask of a car. But the things it did were dare-devil test stunts that went to prove this particular automobile was well-nigh invincible. The photographer stood on the side lined and snapped these feats of hazard.

For example, the driver deliberately drove his car up a long, tedious flight of stone steps in Forest Park. Every one in St. Louis knew of the stairs, had puffed up them and knew how steep they were. If an automobile could ascend this granite handicap it could do anything on earth within reason.

Three-column newspaper space was used to reproduce the photograph and a bit of descriptive matter. Each photograph was numbered with a suggestion that the reader save them as they were issued, completing a remarkable series of twelve.

CAN BUY CANDY BY YEAR

The Kaufman store of Pittsburgh, Pa., has an ingenious candy club whereby one may leave an order for one month, three months or one year for sweets to be sent each week as designated. Thus the busy man can leave an order for a box of his favorite sweets that will be sure to reach his home regularly. This is billed to him at the end of the month and paid for as would be any other article charged to his account.

'MISSING CUSTOMER'S LETTER' A PULLER

One morning, about the first of the month, the good customers of a Fresno, Calif., clothing were tipped off to a special sale put on by the dealer. And the tip appeared to come not direct from the clothing himself, but from one man in the town who could not come! And the sale was successful. In the envelopes received by the patron of the store was a six-page folder. On the cover was the printing:

"THE ONE MAN WHO CANNOT ATTEND"

WALTER HAMILTON'S SUMMER SALE

As the man opened up the folder he saw on the first inside page a picture of a man in convict's uniform peering through the bars of a cell. Then opposite this portrait and on the remaining two inside pages was a letter with the following to say:

Dear Walter—Say, I'm sorry I can't come over to your annual summer sale. I hoped to come, but the warden insists that I stay here as his guest. It's hard to break away from a man who is as hospitable as he is—you know Bill Gerston, I reckon, and understand how hard it would be for me to turn down his entertainment.

And I sure wanted to get a pair of those silk shirts you have on the counter at \$6.75. I know that they're worth \$8. And as my straw hat is gone, I would like to get one of those you're closing out.

Underwear, too. Need a little of that. With I could come over to invest in a suit or two to finish the season. How about those suits you marked down from \$40 to \$32.50—do you suppose you've got anything in nice stripes that would fit me? I'd like to get another suit, and the way you got them marked it's better'n the places I usually get them.

Well, Wallie, when you start that annual summer sale next Monday

not there—another corner will get in. But you can't get in. Confirmed. LOW VISIBILITY. How to get and sweep etc has been solved. Their I

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