

People of Taste

and refinement are revealed by the care with which they select their toilet requisites.

To these, Vinolia Liril Soap appeals by reason of its high quality its purity and its soft and refreshing action upon the skin.

VINOLIA LIRIL SOAP

is entirely a "different" soap. It contains no animal fats whatever, but makes use of the gentler-cleansing and skin-feeding qualities of the oils from certain fruits and flowers.

Liril is a splendid soap for anyone but it is a decided boon to those of "delicate" complexion. Try it today.

All druggists sell Liril 10c a cake

Other Vinolia toilet delights are
Royal Vinolia Tooth Paste 25c
Royal Vinolia Face Cream 25c
Vinolia Face Powder 50c and up

VINOLIA COMPANY LTD.

London TORONTO Paris



SOAP MAKERS TO H.M. THE KING



FLY THE UNION JACK

A FINE LARGE FLAG FOR EVERY READER

You have always wanted a large Union Jack to hang up over your home or on your lawn. EVERYWOMAN'S WORLD is delighted to give you the opportunity of securing a fine large Cotton Bunting Union Jack, sewn and canvassed. All you will need is a place to fly it, and a length of rope.

This flag will be sent to you absolutely free of all cost for only a few subscriptions to EVERYWOMAN'S WORLD secured from your friends and neighbors. We will help you get these new or renewal orders.

We believe that Canada in celebrating her Fiftieth Birthday, you will desire to have the opportunity of flying the "dear old Union Jack" over your home. Simply specify which of the offers below you desire to take advantage of when sending in your small list of subscriptions.

EVERYWOMAN'S
WORLD

Great Flag Offer

OFFER No. 1 Send four subscriptions to EVERYWOMAN'S WORLD at \$1.50, we will send you free of all costs the Union Jack, No. 350—size 43 x 27 inches, sewn, canvassed and eyeletted.

OFFER No. 2 Send six subscriptions to EVERYWOMAN'S WORLD at \$1.50, we will send you free of all cost the Union Jack, No. 750—size 90 x 52 inches, sewn, canvassed and eyeletted and roped.

CO-OPERATIVE OFFER No. 3 Talk the matter over with your local School Teacher or with your neighbor or with any one of your acquaintances whom you know would like a flag. Combine your forces and between you secure only seven subscriptions at \$1.50 each and we will send you two flags, No. 350—size 43 x 27 inches, sewn, canvassed and eyeletted. One for each of you. The subscriptions, of course, should be mailed to us in your name. Be sure to refer to this offer.

CO-OPERATIVE OFFER No. 4 Especially made should you co-operate with your local School Teacher. He or she may want to have a larger flag for the school flag pole. Should you secure a total of ten subscriptions only between you we will send you two of the larger flags, No. 750—size 90 x 52 inches, sewn, canvassed, eyeletted and roped. One flag for each of you.

How To Use This Cover and Offer

Immediately you receive this great Patriotic issue of EVERYWOMAN'S WORLD, the July Number in which this advertisement appears, be sure to list up your friends and neighbors and prospects and see them quickly. In the meantime, show them this copy.

As soon as we have received your first letter, we will send you other samples as many as you need. The cover on this number will delight the

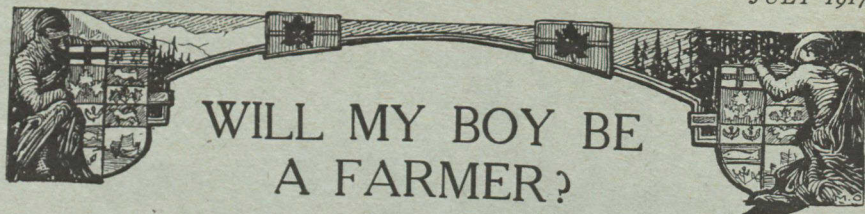
eye of everyone who sees it and is a foretaste of the treat that is in store for you and anyone who has the opportunity of reading this Patriotic July issue.

Remember that this issue is only one of the twelve big double magazines which every subscriber will receive during the next year at a cost of only 12-1-2c. per copy, \$1.50 for the entire year, post paid.

NOTE—Owing to the tremendously heavy demand for bunting and flags in Canada and the United States at the present time, we have only been able to secure a limited number of these splendid Union Jacks and cannot guarantee to fill your order unless you send in your subscriptions promptly. Address your list of subscriptions or requests for supplies to

Continental Publishing Co., Limited, 62-64 Temperance St.

Toronto, Can.



WILL MY BOY BE A FARMER?

(Continued from page 36)

When we get "spring fever" every year it is only the primitive yearning still living, though generations may be between us and the soil. Two Canadian boys out of three could be successful and happy in some branch of farming, and with our wonderful resources, two-thirds of Canada's population for generations to come should live on the farm.

Types

THE successful farmer is the man of muscular and bony build, with limbs fairly large in proportion to the body. We went into these types very thoroughly in EVERYWOMAN'S WORLD, in September, 1916.

The farm is no place for the lazy man; to succeed he must be a dynamo of energy. As a boy, his head is wide between the ears and he is given to occasional exhibitions of temper—not too occasional, either. The energetic boy is naturally hot tempered and it is that very temper that, properly directed and harnessed down to a purpose, makes him industrious and energetic.

No occupation calls for keener powers of observation and a better memory for facts and events than does farming. To a large extent the farmer must learn by observation, and he needs a retentive memory to make his observation and experience available. He must, also, have judgment, the ability to reason back to causes and to plan for the future. The factory hand works for his weekly pay envelope, but the farmer works for crops, months and even years ahead. He must have foresight. His work has to do with many sciences and he should have the scientific type of mind. In fact, the farmer needs a first-class intellect; to be successful he should have an ability to acquire knowledge, to observe, and to understand, not inferior to that required in any of the so-called learned professions. The chief difference is that the farmer need not have any great ability to impart knowledge. The talkative man is out of place on the farm since he wants time to talk and some one to listen. The farmer has neither. For these reasons he should have a head decidedly long, forward from the ears; the forehead, especially prominent at the eyebrows, and the eyes tending to be deep-set rather than full or prominent.

While no one should be wanting in sympathy and tact, yet the lack of these does not greatly interfere with a man's success on the farm. Many a boy with a low hair line across an otherwise well developed forehead is vainly trying to be polite and courteous to customers in a retail store who would find his proper place and success on a farm where the animals care more for sincerity and attention than for a courteous manner and smooth words.

The farmer must be self-reliant. He must work on his own initiative and follow his own judgment. He must govern himself as he must control the living creatures with whom he has to do every day. His head should be fairly high, but not especially broad at the back part of the top head; his upper lip should be characterized by length, showing decision, firmness, persistence, and self-reliance.

The real farmer is a home lover, he loves every stick and stone on the farm, every bush and tree, every stream and brook. He must be a finisher. He can't begin things and then change his mind—Nature and time wait for no man—he must have power of application and be able to keep a number of tasks in hand without forgetting any of them. He must love animals; the man who has "bad luck" with his stock is lacking in love for them, and his head is deficient in development behind the ears—his head should, not only be long from the ears forward, but also from the ears back.

A good mechanical sense is necessary since he must use tools and machinery and machinery is prone to require occasional repairs; this gives him a head wide just back of the hair line and above the level of the ears. He must understand values if he is to buy and sell well, and for this reason he requires the business sense which is shown by width of the head in front of the tips of the ears.

The boy of rough build, crude strength, and coarse texture, is usually successful in the heavier branches of farming, such as grain growing or stock raising. The boy of finer, more delicate type may succeed quite as well financially if he will devote himself to poultry, fruit, or flowers.

The Farm and Health

NO occupation is more healthful than that of farming. The outdoor work, the exercise, the freedom to arrange his work to suit himself, and the independence of the life all tend to make it so. Because he can "eat anything" the farmer too often forgets he has a stomach and goes on piling up trouble against a sure day of reckoning.

The average man on the farm is older at forty than the city man, and this is largely due, not to hard work, but to diet.

The farmers' wives vie with each other to "set a good table." If one outdo the others in richness, quantity, and variety of her pies and cake, doughnuts and jam, her meats and fowl, there is much heartache and resolves to do better. It is the height of calamity should a gang of harvest men pass on and say that "the grub was not good."

By the time the farmer realizes that his health is impaired, he is inclined to take his

digestive trouble and diminishing energies as the result of advancing age and to look on this condition as inevitable—at forty! When the whole trouble is really lack of proper food, frequently intensified by the over-eating of a badly selected diet; short hours of sleep and lack of physical and mental recreation add to his condition and hasten a break-down.

Because the farmer does work in which his muscles are used, it does not follow that he has no need of exercise. Work—all work—has a tendency to make one stoop forward, so is needed the exercise that tends to make one throw the shoulders back and to stand up straight. In most work the same set of muscles is used over and over again to the exclusion of all others. These become over tired and those not used become flabby and soft.

How to Start

FOR the boy born and raised on the farm, the problem of how to become a farmer has no difficulties, although he may find it a problem to discover just how to reach the point where he can give his whole time to the particular branches of farming for which he is best fitted by aptitude and training. To the city boy, however, who realizes that his strength of body and bone, his independence, his love of plants and animals, will never be satisfied in a city job, the problem is very real.

The right place to begin is on the farm—and even the city boy can make a beginning on a farm just about as soon as he wishes. Of course he should not expect to earn as much money working on a farm as he would in town. But he must remember that working on the farm his board and room is provided, his clothes cost him very little, and what he receives in real money gives him a better chance of having a bank account at the end of the year than if he were earning a double amount in town with board to pay and more clothes to buy.

Again the boy should remember that farming is a skilled occupation—becoming a profession—and a year or two spent on a farm working with an intelligent and up-to-date farmer is time well invested, even though he had to pay for the instruction instead of receiving it with his keep and perhaps a little money for his services. The city boy with an ambition to become a successful farmer should look up a progressive farmer and go to work for him as he would go to school or college, with the intention of learning all he possibly can.

Within ten years, if he is careful, he should have saved enough money to be able to take up Government land, or to purchase a farm with a small payment down, and he should have the knowledge and skill to make his venture a financial success.

For What is Your Boy Fitted?

PROFESSOR FARMER requires for a personal reading of your boy, four cheap, unretouched photos, showing him full face, side face, back head, full length; a page from an actual letter written by him on unruled paper and including his signature; the following questions answered according to directions.

It is necessary that all these instructions be complied with if you wish a satisfactory reading. This service is for subscribers only.

1. Boy's name.
2. Age.
3. Weight.
4. Height, without shoes.
5. Measure, from tip to tip of fingers with arms outstretched.
6. Size of head around the base just above the ears, the largest circumference, in inches.
7. Colour of hair; send sample if possible.
8. Colour of skin.
9. Does his skin burn? Freckle? Tan?
10. Colour of eyes.
11. Is the edge of the iris (coloured part of the eye) darker than the rest?
12. Is the iris dark or whitish next the pupil?
13. Are there any spots or peculiar markings in the iris?
14. Is his general health good?
15. Has he good teeth?
16. Does he have headache?
17. Indigestion?
18. Colds?
19. Fevers?
20. Has he had any serious illnesses?
21. Does he get along well at school?
22. What is his grade?
23. Is he considered quick or slow in classes?
24. What subjects does he like best?
25. What studies does he find most difficult?
26. What does he read?
27. What are his favourite games?
28. Has he any bad habits?
29. What do you consider his worst faults?
30. What do you consider his best qualities?
31. Does he resemble his father or mother?
32. What does he want to be when he grows up?
33. For what do you think he will be best fitted?
34. What should you most like him to be?

Write your answers to these questions on a separate paper, numbering each answer to correspond with the question number. Write your name and address plainly and enclose a three-cent stamp. Address your letter to Professor A. B. Farmer, Psychological Expert, EVERYWOMAN'S WORLD, Toronto.