



### In The Bathroom—

on the bathtub, wash-basin, linoleum, woodwork, mirrors, lavatories and all metal fixings, use Panshine. It is perfectly wholesome, has no disagreeable smell and leaves nothing but absolute cleanliness behind it.



## PANSHINE

A pure, white, clean powder that doesn't scratch and positively will not harm the hands.

Large Sifter Top Tin, **10c.** At all Grocers

P-5

### Get this Superb, Silent, Easy Running

## Maple Leaf Washer

and You'll be More than Satisfied



**MADE IN CANADA**

#### SPECIAL OFFER

Just now we give housewives who get the Maple Leaf Washer at once, a coupon offer by which they may

Save Up To **\$3.00**

**THIS** is our newest Made-in-Canada Washer using steel cut gears packed in heavy oil. It runs smoothly and silently at a touch of the handle, forcing suds and water through and through the clothes till they are spotlessly white, and washed in five or six minutes. Blue Monday's terrors are over. Quickly done washing—little fatigue—no torn clothes—a beautiful machine to last a lifetime. End your wash day troubles for ever with this excellent new Maple Leaf Washer.

#### You Can Get It This Way

Write us for our "Coupon Refund Offer" to every cash buyer of the Maple Leaf Washer. This refund offer saves you up to \$3.00 on your machine. Even at that, without this refund the price is based on nobody paying for the losses on dead-beat customers or costly selling plans. As a consequence you get the Maple Leaf Washer at about two-thirds the price you would pay for a machine of equal quality. On top of this you can get our \$3.00 refund privilege as well. Send us a letter or postcard and we will explain our special offer by return mail, by which you can get a refund up to \$3.00. Write to day.

**ONE MINUTE MFG. CO., Limited**  
10 Logan Ave., TORONTO

### Part of a bottle of

## MAYPOLE

### STRAW HAT POLISH



**15c postpaid**

brushed evenly over that soiled old shape will give you a hat that's just as fresh and pretty as new, in almost any color you fancy. Dries in a few minutes, and makes a lasting, protective finish for the straw.

Use the rest of the bottle for brightening up fancy baskets, wicker trays and household decorations.

Twelve colors—Cardinal, Poppy, Red, Pink, Lemon Yellow, Brown, Heliotrope, Dark Blue, Light Blue, Green, Moss Green, Jet Black—and Transparent.

Buy a bottle from your dealer, or postpaid for 15c. from

**FRANK L. BENEDICT & CO., MONTREAL.**

## GRAND BASEBALL OUTFIT

### Given to Boys



## FREE

**BOYS,** don't pay \$5.00 to \$10.00 for a baseball outfit. Here is your 1915 National League style outfit—the complete equipment for playing. Then you get a new 1915 steel catcher's mask, a strongly sewn full sized baseball, and there's a dandy pair of baseball shoes for every boy who earns an outfit. Get this outfit, boys, and you'll be the pride of the team.

Just write to-day for 32 of our magnificent Beauty Pin

Sets to sell among your friends at only 10c. per set. They just sell like hot cakes. Just think—2 lovely engraved gold finished Beauty Pins on a nice card for only 10c. Most ladies buy half a dozen sets the minute you show them. You'll sell these few in next to no time.

Return our \$3.20 when the Pins are sold and we'll promptly send you, all charges paid, the complete baseball outfit just as you see it, and the dandy rubber soled baseball shoes, guaranteed to fit and give satisfaction, are yours too, if you will show your grand baseball outfit to your friends and get only three of them to sell our goods and earn our fine premiums as you did. Get busy and write us quick, boys. Be the first to own the grandest baseball outfit in your town. Address:

Dept. B 44 TORONTO, ONTARIO

**THE REGAL MANUFACTURING CO.**

### THE WAY TO MAKE A BOOK

(Continued from page 24)

the ideal. But our own ideal must be behind it all. A writer must keep his eyes open for material; but in the last analysis his characters must be the creations of his own mind if they are to be consistent and natural.

Right here, let me say that a writer of books must cultivate the "note-book habit." Keep a blank book; jot down in it every helpful idea that comes your way, every amusing or dramatic incident or expression you hear, every bit of apt description that occurs to you. Be all eye and ear in your daily walks and social intercourse. If you meet a quaint personality write down its salient characteristic. If you see a striking face or feature describe it for future use; if you hear a scrap of native wit or unconscious humor or pathos, preserve it; if you see some exquisite, fleeting effect in sky or sea or field, imprison it in words before it can escape you. Some day you may create a character in whose mouth the long-preserved sentence of fun or absurdity may be appropriate—you may stage your story in a landscape where the bit of first-hand description furnishes exactly the necessary touch of reality. I have, time and again, evolved some of my most successful tales or chapters from the germ of some such 'bit,' hurriedly scribbled in my note-book when I heard or saw or thought it.

Write only of the life you know. This is the only safe rule for most of us. A great genius may, by dint of adding research and study to his genius, be able to write of other ages and other environments than his own. But the chances are that you are not a Scott or a Cooper. So stick to what you know. It is not a narrow field. Human life is thick around us everywhere. Tragedy is being enacted in the next yard; comedy is playing across the street. Plot and incident and coloring are ready to our hands. The country lad at his plough can be made just as interesting a figure as if he were a knight in shining armor; the bent old woman we pass on the road may have been as beautiful in her youth as the daughters of Vere de Vere, and the cause of as many heartaches. The darkest tragedy I ever heard of was enacted by people who lived on a backwoods farm; and funnier than anything I ever read was a dialogue between two old fishermen who were gravely discussing a subject of which they knew absolutely nothing. Unless you are living alone on a desert island you can find plenty of material for writing all around you; and even there, you could find it in your own heart and soul. For it is surprising how much we are all like other people. Jerome K. Jerome says: "Life tastes just the same, whether you drink it out of a stone mug or a golden goblet." There you are! So don't make the mistake of trying to furnish your stories with golden goblets when stone mugs are what your characters are accustomed to use. The public isn't much concerned with your external nothings—your mugs or your goblets. What they want is the fresh, spicy brew that Nature pours for us everywhere.


When you have shaped out your central idea and brooded over your characters until they live and move and have being for you, then write about them. Let them have a good deal of their own way, even if it isn't always your way. Don't try to describe them too fully; let them reveal themselves. As somebody has said, "Don't tell your readers that a certain woman growls; just bring the old lady in and let her growl." See to it that your incidents and chapters grow out of one another naturally, as they do in real life. Don't drag some event in, however dramatic or amusing it may be in itself, if it has no real connection with your plot or your idea. This doesn't mean that you must never indulge in any pleasant little

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### Easter

As pearl shafts pierce the shades o'er yonder night  
Slowly the King of Earth's glad life appears  
And with his radiance doth dispel the fears,  
With all the shapes of terror and affright,  
That wait upon the sombre steps of night.  
And still from dawn to dawn, thro'out the years  
Echoes the Word that yet the spirit hears:  
God said, "Let there be light," and there was light.  
So from the blackness of the grave's dark skies  
Gleams the sweet radiance of the coming day;  
Behold the Sun of Righteousness arise,  
And with His beams drive Death's wan fears away.  
Again the Word: "I am the Light," He saith,  
"Behold, I vanquish the dread night of Death."

—Florence T. Robinson.



### BRIGHTEN THE HOUSE

by giving the furniture and floors a glow of freshness with

## LOCO LIQUID GLOSS

It polishes, cleanses, and disinfects. A few drops of Ioco on a piece of cheese-cloth gives the lustre of newness to everything it touches.

Ioco Liquid Gloss is unexcelled for the polished surfaces of motors. It keeps the varnish from cracking and makes your car look like new.

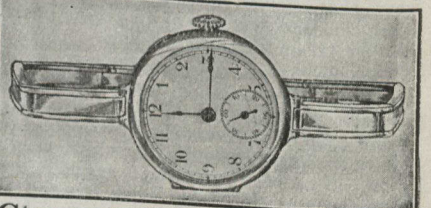
Dealers everywhere.

### THE IMPERIAL OIL COMPANY LIMITED

BRANCHES IN ALL CITIES

Made in Canada

## FREE! A Lifetime Opportunity



### Charming Bracelet Watch

Given to Ladies and Girls

Don't pay \$15.00 to \$25.00 for a Bracelet Watch. By a fortunate opportunity we have just secured 100 of these magnificent bracelet watches and we will give them away absolutely free to ladies and girls while they last. These lovely bracelet watches are the latest fad of fashion. Many of them made of solid gold, platinum and set with precious stones sell for \$100.00 each and upwards. Our handsome watch is exactly the same in style and appearance as the most expensive ones. It has rich gold finished case, accurate, reliable, imported movement and the genuine expansion bracelet that goes easily over the hand and fits snugly on any wrist. You'll be delighted with it.

Simply write to-day and we will send you, postage paid, without any money in advance, only 40 sets of our exquisite Beauty Pins to sell among your friends at only 10 cents each. It is easy. Just think, two lovely engraved gold finished beauty pins on a nice card for only 10 cents. They're so handy and pretty that most ladies want four or five sets the minute you show them. They sell like hot cakes. Return our money, only \$4.00 when the pins are sold and we'll promptly send you this exquisite wrist watch all charges paid. We absolutely guarantee that this watch will surprise you and please you beyond measure, so write for the pins quickly as this offer will be withdrawn as soon as the one hundred watches are gone. Address—

**THE REGAL MANUFACTURING CO.**  
Special Bracelet Watch Offer - Toronto, Ont.