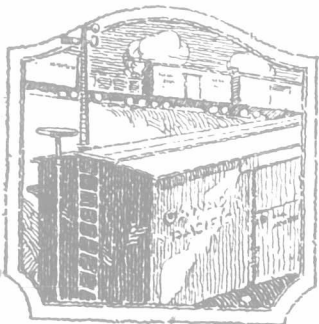




Paint this Fall Because:

—of proper weather conditions
—surfaces are now in their most receptive condition, practically every trace of moisture having been eliminated by the summer sun.
—the wood being dry it absorbs more readily, and the paint holds better.
—a surface needing protection should never be allowed to go over the winter without it.
—property needs more protection during winter than at any other time.
"Save the Surface and you save all."



A railroad is a money-making enterprise—railroads buy only what it pays to buy.
It pays the railroads to protect their property by the yearly use of millions of gallons of paint. Is protecting an investment any less important to you than to the railroads? Look your property over carefully as soon as you lay this paper down.

Are you building a scrap heap?

Farm implements do not wear out at once all over. They give way first at some one place.

Barring accident, rust and decay are largely responsible. The surface becomes exposed to the elements, disintegration starts in and progresses faster than is appreciated. The part becomes weakened and gives way. No sooner is it repaired than some other part similarly rusted or decayed breaks down, and presently the owner decides the implement is too much "worn out" to bother further with and he discards it.

The metal and wood of farm implements, like the same material wherever used, is the natural prey of the elements. Keep the surface of all wood and metal protected. If paint and varnish could talk they would shout of the elements the famous cry of the French at Verdun—"They shall not pass."

Your property is engaged in a life-long war—a ceaseless, perpetual defense by its protective coating against the tireless assaults of the elements.

Millions of dollars worth of ruined farm machinery on the scrap heap forms an exhibit that should make men think—for much of it is absolutely a needless loss. Houses, barns, out buildings, fences, wagons—these and a multitude of things built of wood, metal, stucco and other materials call silently but eloquently for the one aid needed—surface protection.

The surface is the danger point. Decay and rust start there. Save the surface and you save all.

THIS ANNOUNCEMENT is issued by the Canadian Save the Surface Campaign Committee, for the purpose of educating the public in the Preservative and Protective value of Paint, Varnish and Allied Products for the Conservation of Property, and has received the approval of the Canadian Trade Commission in the following words:

"The realization of the above objects will lead to employment during the Reconstruction Period and bears our entire approval.

THE CANADIAN TRADE COMMISSION



John M. Thompson
Commissioner

"SAVE THE SURFACE AND YOU SAVE ALL" Paint & Varnish

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PARLIAMENT BUILDINGS, TORONTO.

Why a Ventilating System?

Ventilation is the process of creating and regulating diffused air currents, removing foul air and introducing sufficient pure air into a building, so that a certain standard of purity, healthful to man and beast is at all times maintained.

A man can live forty days without food and seven days without water.

He can live but a few minutes without air.

A cow can live longer than a few minutes without pure air; but the more impurities there are in the air she breathes, the greater will be the tax upon her health and upon her ability to produce milk—the greater will be the tax upon her vitality and upon life itself. In poorly-ventilated barns, the air is breathed over and over again, and becomes poisonous; cows in such a stable become less able to resist disease, and cannot recover from diseases as easily.

Air, water and food are the three great essentials of life, and of the three, air may be fairly considered the most important, because it is the first great life-sustaining element for all animals. How necessary pure air is to life and to the maintaining of vitality and energy is well illustrated by many interesting items cited by writers on the subject.

Near Naples, Italy, is the famous Dog Grotto, which is filled to a certain height with carbon dioxide, the same element that is thrown off the lungs. So powerful is this carbon dioxide, or rather so powerful is the lack of oxygen because of its presence, that a dog brought into the grotto is rendered insensible within a few minutes. This experiment is often performed on payment of a small fee, for the amusement of travellers.

The effects of breathed air has been frequently tested in schools where for a short time the ventilation had been cut off. The pupils at first complained of being cold, and it was found necessary to raise the temperature from 70 to 80 degrees Fahr. before the occupants of the room were warm. This, no doubt, was due to the reduction in vitality owing to the impurity of the air and a lack of oxygen in the lungs. After the ventilation had been cut off for twenty to thirty minutes, the pupils began to complain of headache.

Everyone knows how quick impure air in a room—a church or lecture hall for instance—will cause a person to become sluggish and drowsy, and how it destroys energy.

In our histories at school, we used to read of the Black Hole of Calcutta, where, in 1756, 146 prisoners were confined in a cell 14 feet 10 inches by 18 feet, having but two small windows—all but 23 dying during the night for lack of oxygen.

One writer vividly illustrates the vital importance of air to the animal by pointing out what a task it would be for to carry fresh air to a cow in a 3-gallon pail, as one might carry water. To supply a cow in this way, would require 5½ full pails of fresh air each minute, or a total of 7,718 pails each twenty-four hours.

This amount of fresh air would contain 3 pails of carbon dioxide; after the cow breathed the air it would contain 307½ pails of carbon dioxide; and almost four pails of water would be given off by the cow through her lungs and pores. A cow consumes twice the weight of pure air than she does of food and water combined. Can you realize what an amount this is?

Pile up a day's rations of hay and silage and grain; beside it puts pails of water a cow will usually drink in a day. The weight of that food and water equals about just one-half the weight of the air the cow requires during the 24 hours, and that is figured on the basis of pure, fresh air at that.

The scientists tell us that air is not a simple substance, but consists of a mechanical mixture of the gases oxygen and nitrogen with about 1 per cent. by volume of argon. Atmospheric air of ordinary purity almost always contains a little carbon dioxide, together with more or less vapor of water, and a very active form of oxygen known as ozone. The average composition of air is given as follows:—

Oxygen.....	20.588
Nitrogen.....	76.765
Carbon Dioxide.....	0.039
Water.....	1.686
Argon and other constituents.....	0.922

100.00