

'Fairy Stories'

are all right for children, but when you are told some yarn about some other tea being "just as good" as

"SALADA" CEYLON TEA

You can rely upon it that there is a greater profit attached to the substitute offered—So Beware.

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(Take notice to-day. This ad. may not appear again.)

\$100 IN GOLD FREE

Who can form the greatest number of words from the letters in **ENDEAVORS**? You can make twenty or more words, we feel sure, and if you do, you will receive a good reward. Use no letters unless found in the word. Use no language except English. Use any dictionary. Pronouns, nouns, verbs, adverbs, prefixes, suffixes, adjectives, proper nouns, plurals allowed. Anything that is a legitimate word. Work it out in this manner: Endeavors, en, end, ends, near, nod, pods, deer, ear, ears, and, or, ore, oar, cars, etc. Use those words in your list. The publisher of *Woman's World* and *Jessie's Magazine* will pay \$20.00 in gold to the person able to make the longest list of words from the letters in the word **ENDEAVORS**; \$10.00 for the second; \$5.00 for the third; \$2.50 for the fourth; and \$2.00 each for the thirty next largest lists. The above rewards are given free and without consideration for the purpose of attracting attention to our handsome woman's magazine, thirty six pages, one hundred and forty-four long columns, five illustrations, and all original matter, long and short stories by the best authors at a price \$3.00 per year. It is necessary for you, to enter the contest, to send a stamped envelope for a three month trial subscription with your list of words, and every person sending the facts a dollar in twenty words or more is guaranteed an extra present. By return mail (in addition to the magazine, of a 76 page book, *Beauty's Secret*, by Adeane Bergess)—a powerful love romance. Satisfaction guaranteed in every case or money refunded. Lists should be sent at once and no later than March 15. The names and addresses of successful contestants will be printed in April issue, published in May. Our publication has been established nine years. We refer you to a 30 magazine agent if your standing. Make your list on. Address J. H. FLETCHER, Publisher, 233-67 Temple Court Building, Dept. M. C., N. Y. City.

DR. ISAAC THOMPSON'S EYE WATER

THE CALF PATH.

One day through the primeval wood
 A calf walked home, as good calves should;
 But made a trail all bent askew,
 A crooked trail, as all calves do.
 Since then two hundred years have fled,
 And, I infer, the calf is dead.
 But still he left behind his trail,
 And thereby hangs my moral tale.
 The trail was taken up next day
 By a lone dog that passed that way;
 And then a wise bull-wether sheep
 Pursued the trail o'er vale and steep,
 And drew the flock behind him, too,
 As good bull-wethers always do.
 And from that day o'er hill and glade
 Through those old hills a path was made.
 And many men wound in and out,
 And dogged and turned and bent about,
 And uttered words of righteous wrath,
 Because 'twas such a crooked path;
 But still they followed—do not laugh—
 The first migrations of that calf;
 And through the winding wood way stalked,
 Because he wobbled when he walked.
 This forest path became a lane,
 That bent and turned and turned again;
 This crooked lane became a road.
 Where many a poor horse with his load,
 Tossed on beneath the burning sun,
 And travelled some three miles in one.
 And thus a century and a half
 They trod the footsteps of that calf.
 The years passed on in swift feet,
 The road became a village street.
 And this, before men were aware,
 A city's crowded thoroughfare.
 And soon the central street was this
 Of a renowned metropolis.
 And men two centuries and a half
 Trod in the footsteps of that calf.
 Each day a hundred thousand rout,
 Followed the zigzag calf about;
 And o'er his crooked journey went
 The traffic of a continent.
 A hundred thousand men were led
 By one calf near three centuries dead.
 They followed still his crooked way,
 And lost one hundred years a day.
 For thus such reverence is lent
 To well-established precedent.
 A moral lesson this might teach,
 Were I ordained and called to preach.
 For men are prone to go it blind
 Along the calf-paths of the mind;
 And work away from sun to sun
 To do what other men have done.
 They follow in the beaten track,
 And out and in, and forth and back,
 And still their devious course pursue,
 To keep the path that others do.
 But how the wise old world-gods laugh,
 Who saw the first primeval calf.
 Ah, many things this tale might teach—
 But I am not ordained to preach.

Established 1780.

WALTER BAKER & CO., LIMITED,

Dorchester, Mass., U. S. A.

The Oldest and Largest Manufacturers of

PURE, HIGH GRADE COCOAS AND CHOCOLATES



on this Continent. No Chemicals are used in their manufactures. Their Breakfast Cocoa is absolutely pure, delicious, nutritious, and costs less than one cent a cup. Their Premium No. 1 Chocolate is the best plain chocolate in the market for family use. Their German Sweet Chocolate is good to eat and good to drink. It is palatable, nutritious and healthful, a great favorite with children. Consumers should ask for and be sure that they get the genuine

Walter Baker & Co.'s goods, made at Dorchester, Mass., U. S. A.

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(FERRY DAVIS')

A Sure and Safe Remedy in every case and every kind of Bowel Complaint is

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It is a simple, safe and quick cure for Cramps, Coughs, Rheumatism, Colic, Colds, Neuralgia, Diarrhoea, Croup, Toothache. TWO SIZES, 25c. and 50c.

The First of these Monthly Competitions will commence January 1st, 1897, and will be continued each month during 1897.

\$1,625 IN BICYCLES AND WATCHES GIVEN FREE EACH MONTH

As Follows:

10 First Prizes, \$100 Stearns' Bicycles, . . . \$ 1,000
 25 Second " \$25 Gold Watch 625
 Bicycles and Watches given each month . . . 1,625

Total given during year 1897, \$19,500

Sunlight SOAP WRAPPERS

HOW TO OBTAIN THEM.

Competitors to save as many "Sunlight" Soap Wrappers as they can collect. Collect the wrappers and send them to the person at the bottom of this notice containing the heading "SUNLIGHT SOAP WRAPPERS." Three (3) called "Competition" are to be sent enclosed with a sheet of paper on which the competitor has written his or her full name and address, and the number of Soap Wrappers sent in postage paid, to Messrs. Lever Bros., Ltd., 25 Broad Street, Liverpool, marked on the Postal Wrapper (see left-hand corner), with the NUMBER of the DISTRICT Competitor lives in.

RULES.

1. Every month during 1897, in each of the 12 districts, prizes will be awarded as follows:
 - The 1st competitor who sends in the largest number of wrappers from the district in which they reside, will each receive, at winner's option, a lady's or gentleman's Bicycle, value five.
 - The 25 competitors who send in the next largest number of wrappers from the district in which they reside, will each receive, at winner's option, a lady's or gentleman's Gold Watch, value 25.
 - The competitors will close the list day of each month during 1897. Wrappers received too late for one month's competition will be put into the next.
 - Competitors who obtain wrappers from outside soap in dealer's stock will be disqualified. Soapless of Messrs. Lever Brothers, Ltd., and their packages, are deducted from competing.
 - A printed list of winners in competitor's district will be forwarded to competitors 21 days after each competition closes.
 - Messrs. Lever Brothers, Ltd., will endeavor to award the prizes freely to the best of their ability and judgment, but it is understood that all who compete agree to accept the award of Messrs. Lever Brothers, Ltd.
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NO. OF DISTRICT	NAME OF DISTRICT
1	Western Ontario, consisting of Ontario, York, Simcoe & all Ontario W. and S. of these
2	Eastern Ontario, consisting of Ontario Ontario, Muskoka & all Ontario E. & N. of these
3	Province of Quebec
4	Province of New Brunswick
5	Province of Nova Scotia and Prince Edward Island

The Bicycles are the celebrated Stearns, made by E. G. Stearns & Co., 24 Moore, N.Y., & Toronto, Ont. Each wheel is guaranteed by the makers and has complete attachments