

YOUR FRIENDS, THE BIRDS.

Canadians Are Realizing More and More the Value of Bird Life.

Bird life is one of the country's greatest treasures; not only for the beauty and song, but as regards plain, everyday utility.

Like many of our other blessings, birds are truly appreciated only when absent. One of the most pleasant features of going from the city into the country is the greater number of birds seen and heard. The country resident when he moves to a city usually misses his feathered friends nearly as much as he does the "home folks."

Certain colonists in Australia can testify to the usefulness of birds. A tract of thirty square miles that had been fertile became little better than a desert as a result of killing off the small birds. Without the help of these insect-destroyers, it became almost impossible to live in that section and nine-tenths of the people had to move.

Again and again it has been proved that birds are the farmers' best friends. How many corn-growers owe their success to the birds? One man in particular was being literally ruined by ravages of grasshoppers, when a friend induced him to build attractive bird-houses in his fields. Result, prosperity.

It has been calculated that one swallow devours 6,000 flies a day. Think what an ally to home sanitation we have here. It is stated that our country loses annually at least \$10,000,000 in crops as a result of insects' work. What would the loss be were it not for the birds?

"Protect the birds" has become a nation-wide slogan, and we all can do our bit in this work. In various places school children have been organized into protective societies. The youngsters do good work and enjoy it. The bird-killing boy is rapidly becoming an "extinct animal."

A STRANGE WEDDING.

Russian Jews Believed They Could Ward Off the Influenza Epidemic.

With the hope of protecting the orthodox Russian Jews in Philadelphia from further ravages of the influenza epidemic two Hebrews were married at the first line of graves in the Jewish cemetery a few months ago. More than twelve hundred Russian Jews watched the rabbi perform the wedding ceremony.

When the couple were pronounced man and wife, the orthodox among the spectators filed solemnly past the couple and made them presents of money in sums ranging from ten cents to a hundred dollars, according to the means and circumstances of the donor, until more than one thousand dollars had been given.

After the last offering the bride and bridegroom walked to the greensward farther from the graves, where a wedding feast was quickly spread from the two truckloads of food that others of the faithful had provided.

The marriage in a cemetery, with the idea of warding off the ravages of an epidemic, is a revival of a custom that has prevailed for hundreds of years among the Jews in the heart of Russia. When Russia was swept by cholera several centuries ago Jews died by the hundreds. Panic seized them, and they called a council of elders and rabbis, who decided that the attention of God would be called to the affliction of their fellows if the most humble man and woman among them should join in marriage in the presence of the dead.

So they asked a young man and a woman, who were unknown to each other and who were without wealth to marry in order to save their fellows from the cholera scourge. The young people agreed, and the ceremony was performed. According to the tradition the ravages of the cholera subsided within three days.

MARVELOUS BIBLES.

Four Wonderful Copies of the Scriptures Are Here Described.

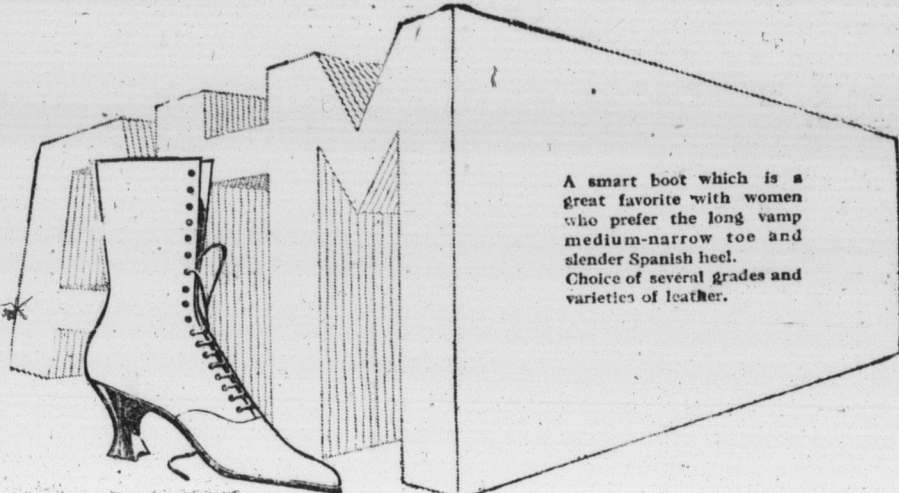
The largest Bible in existence is in the Royal Library at Stockholm. The covers are made of solid planks, four inches thick, and the pages each measure a yard in length. It is estimated that a hundred asses' skins must have been used to furnish the 309 parchment leaves of this colossal book. It is considered priceless.

A well-to-do New Yorker is the proud possessor of a manuscript Bible written by his only son, a cripple. He could only work about two hours a day, so he took over two years to complete his task. It does not contain a single error or slip, for if error or slip occurred the youth discarded the whole page. The verses and headings are all in red ink, and the whole is beautifully written.

In a house in Grafton Street, London, there is a shorthand Bible which was written at least two centuries before Pitman was born. It was written by an apprentice in the days of James II, when to possess a "common or garden Bible" was rather dangerous.

A lady in the United States cherishes a Bible probably as old as the one written in shorthand, which an ancestor baked in a loaf of bread when a house-to-house search was going to be made for stray copies of the Scriptures. The soldiers came to search the house, but it is not a matter of wonder that they failed to find the book, which now, looking pretty old, is the American lady's chief treasure.

Seamen the world over entertain the belief that renamed ships are unlucky.



A smart boot which is a great favorite with women who prefer the long vamp medium-narrow toe and slender Spanish heel. Choice of several grades and varieties of leather.

"How To Buy Shoes"

THERE are many things which you need not buy unless you choose. But footwear is not one of them. You must have shoes. And the problem of buying shoes is one which comes home to every man and every woman in Canada.

In order to help you solve this problem, we have prepared a booklet with the title given above. We believe that you will find it helpful and interesting, whether you buy A.H.M. Shoes or not. And it is not necessary to buy A.H.M. Shoes in order to profit by the information which is contained in it.

We are glad to send a copy with our compliments to any address in Canada. Please send your request to our Head Office, at Montreal.

AMES HOLDEN McCREADY LIMITED

"Shoemakers to the Nation."

ST. JOHN MONTREAL TORONTO

WINNIPEG EDMONTON VANCOUVER



When you buy shoes look for—

—this Trade-mark on every sole

PARSONS LIVE LONGEST.

If You Would Enjoy Life You Must Look After Your Body.

The longest lives are the parson and the farmer; among the shortest are the butcher and the publican. The length of individual life, however, is governed by heredity, which often falls some of the members of a family famed for longevity, by occupation or environment, and by habits.

It has often been remarked that excessive eating—especially flesh eating—kills as many people as excessive drinking. This accounts for the position of the butcher and the publican in the death-rate of trades and professions.

The parson is not a big eater, nor is he a drinker of alcohol, but what of the farmer? In his case there are numerous safety-valves—the ride on horseback, the drives to markets and fairs, the day's shooting, and the almost continuous life in the open air.

Our bodies are the most perfect, and the most delicate, of all pieces of mechanism, yet we take less care to adjust and repair them for regular action than we take for the machines we construct. We cram them with the wrong foods, or we fill them too full; we abuse them, and refuse to deny ourselves.

We attend to our horses and cattle more carefully than we attend to ourselves, and attribute disease to any cause but the right one—self-infliction. Thus lives are wasted at sixty which ought to have been twenty years longer, while the average dying age of forty-three ought to be seventy. Life depends, too, not only upon the temperate habits, but upon its being lived with a purpose—and that purpose a good one.

Pure air is the first condition of life, yet most people ignore it, or place it second to comfort, by closing their windows at night. The sedentary worker, like the manual worker in an

impure atmosphere, must make up his loss by passing abundance of pure air through the lungs.

He will inhale five times more air at a pace of four miles an hour than when sitting at his desk, and every muscle should be regularly exercised. If a healthy man learns and obeys the laws of health, he will remain healthy until he is worn out. Thus he must esteem at their proper value pure air, exercise, temperance in eating and drinking, and the introduction of usefulness and contentment into his daily life.

The Goddess of the Wood.
Even dearer than the thought of Spring
When Wintry frosts gleam cold,
Is that glad light of Spring herself
That doth the earth enfold.

No radiant dream of paradise,
Were half so wondrous fair,
As yonder low new leafing beech—
The sunbeams in her hair.

I think the great sun worships her,
For as she smiles above
Among her frail, translucent leaves,
He lays his gifts of love.

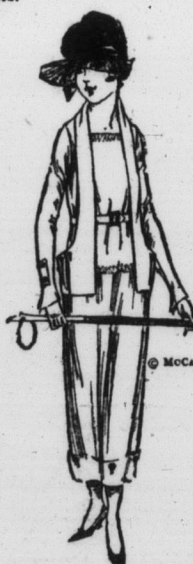
A tree no more for sun-adored
The beech, as goddess pale,
Enshrined within the quiet wood,
Unfolds her mystic veil.

Not Much Chance!
"Conscription has, maybe, saved the country," growled the soldier; "but what I object to is the company it drives a man into. I'm a plumber by trade, an honest workman, yet I'm compelled to suffer the society of such professionals as a lawyer, a minister, and an auctioneer." "No! a bad selection, Jack," remarked his friend. "Oh, maybe no! in a way; but when the minister and the lawyer start an argument on Egyptian law in the middle of the night across half a dozen beds, w! the blessed auctioneer as umpire, what chance has even a plumber o' stoppin' the gas leak?"

The Weekly Fashions



Developed in dainty printed material and delightful to look at. The body and sleeve are in one, and the freedom afforded by the simplicity of the cut makes this little frock most desirable for kiddies. McCall Pattern No. 8804, Child's Hot-Day Dress. In 5 sizes, 1 to 8 years. Price, 15 cents.



The turned-up hem and the unusual sleeves are the features of this attractive suit for Misses. McCall Pattern No. 8840, Misses' Coat Suit. In 5 sizes, 16 to 20 years. Price, 25 cents.

These patterns may be obtained

from your local McCall dealer, or from the McCall Co., 70 Bond St., Toronto, Dept. W.

SUN LIFE HAS RECORD YEAR.

The Sun Life Assurance Company's 48th Annual Report, just issued, not only surpasses last year's record, but is better than any ever issued by the Company. Every department of its activities shows strength and progress. New business secured constituted a record, total assets are higher than ever before, income is larger, total assurances in force are much greater, while the surplus of over \$3,000,000 indicates that the Company is in a splendid position to safeguard the welfare of those entrusted to its care.

Its assurances in force now exceed \$340,800,000, a gain of nearly \$29,000,000 during the year. New policies issued and paid for exceed \$51,591,000, while assets, which gained \$7,460,000 during the year, now crowd close to the \$100,000,000 mark. To be exact, these amount to \$97,620,000.

The net surplus remaining above all liabilities and capital stock exceeds \$8,000,000. During the year the Company paid to policy holders and their beneficiaries \$9,768,000, a sum considerably in excess of the amount paid last year, the heavier claims being due to the war and the influenza epidemic.

Another new record was made in regard to income with \$21,651,000 received, a gain of over \$2,300,000 during the year. The Company is now comfortably installed in its new office building on Dominion Square, Montreal, where unequalled facilities enable them to carry on their large and growing business in the best possible manner.

Bench and Bar.

The wit and quickness of repartee which characterizes Sir F. E. Smith, who is now Lord Chancellor, with a salary of \$50,000, at the age of forty-six is proverbial. In one of his early cases he was opposed by an elderly, prosy, long-winded lawyer, who spoke for six hours in his concluding address.

Then Sir Frederick rose. Looking at the judge and jury he smiled slightly and said:

"Your honor, I will follow the example of my learned friend who has just concluded, and submit the case without argument."

Sure! High Heels Cause Corns But Who Cares Now

Because style decrees that women crowd and buckle up their tender toes in high heel footwear they suffer from corns, then they cut and trim at these painful pests which merely makes the corn grow hard. This suicidal habit may cause lockjaw and women are warned to stop it.

A few drops of a drug called free-one applied directly upon a sore corn gives quick relief and soon the entire corn, root and all, lifts off without pain. Ask the drug store man for a quarter of an ounce of free-one, which costs very little but is sufficient to remove every hard or soft corn or callus from one's feet.

This drug is an ether compound and dries in a moment and simply shrivels up the corn without inflaming or even irritating the surrounding tissue or skin. Clip this out and pin on your wife's dresser.

A Question of Age.

The stout party had been in the boot shop for over an hour, and the patient shop assistant had had half the store down for her inspection. She found a fault with them all until his patience became quite exhausted. "These would suit you," he said, taking down another pair as a last resource.

Still the lady was not satisfied. "I don't like this sort," she said. "They have a tendency to get wider when they are a bit old."

"Well, madam," retorted the exasperated assistant politely, "didn't you?"

Minard's Liniment Relieves Neuralgia.

Piling It Up.
An Englishman, for his first time visiting Ireland, was out driving one day with Pat, when he remarked to him:

"I say, Pat, what a lot of hills you have in Ireland."

"Shure we have, sir," said Pat. "We had so much land here in Ireland that we had to put it in heaps."

MONEY ORDERS.

Remit by Dominion Express Money Order. If lost or stolen you get your money back.

What We Are Coming To.
Pte. Brown (at desk): "Just ask Captain Smith to post the day ledger, and remind Colonel Jones to prepare that statement for Bond Bros."

Music in the home evenings keeps children off the streets. Fewer children on the streets at night means better citizens.

Minard's Liniment Cures Dandruff.

To construct a huge highway after the Roman method would cost to-day at least \$500,000 a mile. So thoroughly were these roads built that they lasted for hundreds of years.

ISSUE 14-19.



Preferably the Latter.
"Better not ask papa yet, dear. He has the goat in one foot."
"All right. I'll wait till he gets well or gets the goat in both feet."

Her Dilemma.
"What shall you give your husband for a birthday present?"
"I don't know. If I don't buy him anything, he'll rave at me, and if I do he'll want to know where the money came from."

Easter?
"John," said Mrs. Stylover, "I'm going to town to-morrow to see the new hats."

"You forget," her husband reminded her, "that to-morrow is Sunday and the stores will be closed."

"Who said anything about stores? I'm going to church."

Not to the Swift.
A fellow said to a famous sprinter: "I'll race you and beat you if you'll let me choose the course and give me a yard's start."

"Fifty dollars to one that you don't," said the sprinter confidently. Name your course."

"Up a ladder," said the challenger.

Guilty Conscience.
One of the best legal anecdotes I ever remember to have heard emanated from that distinguished wit and scholar, Lord Morley, who recently celebrated his eightieth birthday.

A certain rich litigant (said Lord Morley) went away to his country seat at the conclusion of an important case, before judgment had been pronounced. A few hours later his lawyer wired him as follows:

"Right has triumphed."
The rich litigant wired back: "Appeal at once."

To whom it may concern: This is to certify that I have used MINARD'S LINIMENT myself as well as prescribed it in my practice where a liniment was required and have never failed to get the desired effect.
C. A. KING, M.D.

The word "magnet" is derived from the name of the city of Memnesia, in Asia Minor, where the properties of the lodestone are said to have been discovered.

Minard's Liniment Cures Burns, Etc.

The first attempt to transport the mails by air is credited to the British, under whose auspices the experiment was made with varying success in India in 1911.

FEW CENTS DESTROYS YOUR DANDRUFF AND STOPS FALLING HAIR

Save your hair! Make it thick, wavy and beautiful—try this!

Thin, brittle, colorless and scraggy hair is mute evidence of a neglected scalp; of dandruff—that awful scurf. There is nothing so destructive to the hair as dandruff. It robs the hair of its lustre, its strength and its very life; eventually producing a feverishness and itching of the scalp, which if not remedied causes the hair roots to shrink, loosen and die—then the hair falls out fast. A little Danderine to-night—now—any time—will surely save your hair.

Get a small bottle of Knowlton's Danderine from any drug store or toilet counter, and after the first application your hair will take on that life, lustre and luxuriance which is so beautiful. It will become wavy and fluffy and have the appearance of abundance, an incomparable gloss and softness; but what will please you most will be after just a few weeks' use, when you will actually see a lot of fine, downy hair—new hair—growing all over the scalp.

A Cure for Pimples

"You don't need mercury, potash or any other strong mineral to cure pimples caused by poor blood. Take Extract of Roots—druggist calls it 'Mother Selge's Curative Syrup'—and your skin will clear up as fresh as a baby's. It will sweeten your stomach and regulate your bowels." Get the genuine. 50c. and \$1.00 Bottles. At drug stores.



HORSEMEN FOR 25 YEARS HAVE RECOMMENDED Spohn's Disterper Compound

For DISTEMPER, INFLUENZA, PINK EYE, COUGH or COLIC among horses and mules. Twenty-five years' use among the best horsemen in America have given the COMPOUND an enviable record as a preventive and cure. A few drops daily will keep the animal in good condition and his system with rein disease. Regular doses prescribed will drive Distemper.

SPOHN MEDICAL COMPANY, Goshen, Indiana, U.S.A.

FERTILIZER

GARDEN & LAWN FLOWERS. Complete Fertilizer. Write George W. Peterborough, Ont.

LIVE POULTRY WANTED

50c. PAIR OF PIGEONS AND UP. Write for Prices. I. Weinreich & Son, 16-18 St. Jean Baptiste Market, Montreal, Que.

AGENTS WANTED.

PHOTOGRAPH AGENTS WANTED. Good prints, finishing a specialty. Names and everything at lowest prices. Quick service. United Art Company, Brunswick Ave., Toronto.

FOR SALE

WELL-EQUIPPED NEWSPAPER and job printing plant in Eastern Ontario. Insurance carried \$1,500. Will sell for \$1,500 on quick sale. Box 58, Wilm Publishing Co. Ltd. Toronto.

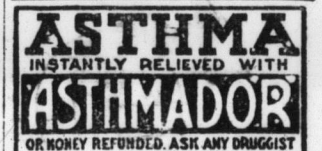
WEEKLY NEWSPAPER FOR SALE in New Ontario. Owner going to France. Will sell for \$2,500. Worth double that amount. Box 2, Wilm Publishing Co. Limited, Toronto.

MISCELLANEOUS

CANCER, TUMORS, LUMPS, ETC. Internal and external cure without pain or any home treatment. Write us before too late. Dr. Heilman Medical Co. Limited, Collingwood, Ont.

CURE YOUR BRONCHITIS, COUGHS, COLDS, BRONCHIAL ASTHMA AND HOARSENESS AS WE CURED ONE. We have hundreds of testimonials from every part of Canada testifying to the wonderful healing power of WHITE BRONCHITIS MIXTURE.

Mr. Clarke, 176 Indian Road, Toronto, coughed for three months with Bronchitis. He cured him. Mrs. Clarke, No. 1 Yorkville Ave., Toronto, coughed for 15 years; one bottle cured her. John E. Gibbs, Penella, suffered fifteen years with Bronchial Asthma, says there is nothing like it. W. McBrayne, New Liskeard, "It is the greatest mixture I ever took. Send me three more bottles." The above are only a few names of the many thousands that have benefited by this great mixture. Write any of the above. They will be glad to tell you more about it. The above mixture is sold under an iron bound money back guarantee to cure any of the above ailments. Ten times more powerful than any known preparation, acts like magic. One dose gives instant relief and a good night's rest without a cough. Price, 25 cents, 15 cents extra for mailing. Three bottles mailed free for \$1.50. Sold only by Buckley's, The Druggist, 37 Dundas St. East, Toronto.



OR MONEY REFUNDED. ASK ANY DRUGGIST

Remember the name as it might not be seen again

The poppy grown in India is of the same sort as that raised in Turkey, but for some reason connected with the soil or climate, the Indian poppy contains much less morphine and much more narcotic than Turkish opium.

Minard's Liniment for sale everywhere.

Lice may be gotten rid of by washing the horse with a five per cent. solution of any of the coal tar preparations, such as creolin, kresol or sheep dip, repeating the washing once a week as required.

GET SLOAN'S FOR YOUR PAIN RELIEF

You don't have to rub it in to get quick, comforting relief

Once you've tried it on that stiff joint, sore muscle, sciatic pain, rheumatic twinge, lame back, you'll find a warm, soothing relief you never thought a liniment could produce. Won't stain the skin, leaves no marks, wastes no time in applying, is to give quick results. A large bottle means economy. Your own or any other druggist has it. Made in Canada. Get it today.



Cuticura Heals Pimples On Face

That Itched and Burned. Scratched Constantly.

"I had pimples and blackheads on my face which were caused by bad blood. They came to a head and were hard and red causing disfigurement for the time being. They itched and burned so much that I constantly scratched and made them worse."

"I sent for a free sample of Cuticura Soap and Ointment, and afterwards bought more. Now I am completely healed." (Signed) Miss Josephine A. Wetmore, 35 Sheriff St., St. John, N.B., Aug. 10, 1917.

Keep your skin clear by using Cuticura for every-day toilet purposes.

For Free Sample Each by Mail address post-card: "Cuticura, Dept. A, Boston, U.S.A." Sold everywhere.

