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MARCONI WIRELESS TELEGRAPH CO. OF CANADA LIMITED
MONTREAL

RUSSIA IN THE SUMMER TIME

VERY MUCH HOTTER THAN IT IS IN ENGLAND.

Russians All Live Free-and-Easy Outdoor Lives in Warm Weather.

I suppose it will surprise many people to learn that Russia has a hot summer, hotter than the usual summer in England, more sunshine, bluer ekies. It is this which explains the rush of townsfolk every end of May to the country writes Hamilton Fyfe from Petrograd.

They will no stay in the towns. They say it is unhealhy. They speak as if all the plagues raged during the hot weather which is not, you must understand, so hot as all that! Still, Moscow is detestably dusty and the Petrograd canals smell worse than usual, and for all reasons it is pleasanter to be in the country. So off go all who can to their "datchas" (summer homes) to enjoy the sunshine and the clear sky and the soft, warm airs that are blown from the sun-baked south.

It takes a long time to get rid of winter. Well into April, sometimes into May, he keeps his grip on the rivers, the earth is still under snow. Gradually the snow melts, the ice breaks up and floats away. The dark earth appears and very quickly looks as if it had been lightly dusted over with a green powder. It recovers quickly, for the snow has kept it warm. The trees are not so soon themselves again. They have been exposed to the cruel winds, the savage, silent, paralyzing frosts. For a month after winter has gone they are black and bare. Life comes back to them only when they have been well warmed by the sun. Last year they were not in leaf until June.

Much Outdoor Life.

There is a passion in the summer here. One only feels this in countries which have a long, hard winter. The earth seems to rejoice in its freedom. There is a luxuriance of growth which is scarcely known in England, a sudden rush of life, a glory of light and warmth and splendor. Ask any Russian living abroad what he most misses and he will tell you "The White Nights." All through June, with a little overlapping on either side of it, sunset and sunrise are so near together that there is no darkness. Last night I was sitting out of doors reading at eleven o'clock. We dine at half-past eight, and after strolling about the garden, or watching the after-glow flame in the sky and reflect its glory in the Gulf of Finland, we say, "It must be getting late." Someone looks at a watch. It is midnight! Who could have guessed it? We go reluctantly to bed, our rooms quite light still, until with hesitating hand we draw curtains over the windows. It seems a shame to shut out those wonderful "White Nights."

It is a happy life, that of the Russian "datchnik" ("datcha" dweller). Very simple and primitive, utterly different from English country-house life. To begin with "datchas" as a rule are wooden houses, only meant for summer habitation. All winter most of them stand empty. When they are to be occupied again servants go down, light fires, clean them up. Then the furniture is sent by road, piled up on carts. Not too much of it. Just enough for comfort. Appearances are not considered.

No Formality.

There is no state or ceremony. One lives out of doors as much as possible or on glassed-in balconies which are but one slight remove from the open air. Outside every "datcha" are set benches, both in the garden, if there is one, and in the road. Upon these it is customary to sit and talk for hours. Dress is sketchy, and often scanty. Meals are at odd times, and can be prolonged or cut short at will. For example, a Russian hostess will say to the parlor maid "See if the cook has anything else to give us," or it may be, "Never mind about the chickens and the souffle, Masha. Just bring us tea. We have had enough to eat."

Most English people, accustomed to the formality and state of our country houses (delightful also in their way), would be revolted by the go-as-you-please life of the "datcha." But it is of a piece with everything else. With the wild gardens, growing as they please, letting nature be their gardener. With the sergeants so smiling and friendly and cheerful, but, judged by our standards, so incompetent. With the free-and-easy manners of the "datchniki," determined to make their summer as complete a contrast as possible to their winter existence in town. From September to May they live in almost hermetically sealed houses. They take no exercise, breathe as little fresh air as they can. Their complexions grow wax-like, their eyes dull. From May till August they get as near nature as they can. Instantly their appearance alters. They look healthy and strong. They feel vigorous and normal. All the result of fresh air.

Many are not aware of the ill effects of tea or coffee drinking until a bilious attack, frequent headaches, nervousness, or some other ailment starts them thinking.

Ten days off both tea and coffee and on

POSTUM

—the pure food-drink—will show anyone, by the better health that follows, how tea or coffee has been treating them.

"There's a Reason"
for
POSTUM

Sold by Grocers.
Canadian Postum Cereal Co., Ltd., Windsor, Ont.

BUSH FIRES IN ONTARIO.

What the Canadian Forestry Association Says About Them.

The frightful loss of life and property from forest fires in Northern Ontario need not be accepted by the people of the province as whilly due to unavoidable causes. Evidence thus far received indicates that the huge conflagration had its beginning in "slash" fires started by settlers for the purpose of clearing their lands.

For many years the menace of settlers' fires during excessively hot spells has been increasing, largely for the reason that no machinery of any sort existed whereby a settler's so-called "liberty" of burning down lives and property could be curtailed.

Investigation shows that both in Ontario and Quebec, the settler and not the railways primarily, must shoulder a very large part of the responsibility for annual forest fires, with a considerable contribution also from campers, fishermen, prospectors, etc.

The laws of Quebec, British Columbia and Nova Scotia place heavy penalties of fine or imprisonment upon any settler who starts a fire during the season of danger, April to November 15, without a written permit from a qualified forest ranger. This places no unreasonable hardship on the settler and, on the other hand, is a necessary guarantee for the safety of lives and immensely valuable timber in his neighborhood.

What is the situation in Ontario? There is neither law nor regulation to prevent a settler letting loose conflagrations in any way and at any time he may select. No ranger has authority to advise or interfere with a settler in the employment of fire.

Under a watchful and modern forest administration, the recent period of abnormal drought would have found every settler under a prohibition to set out fires of any sort. There was no such prohibition. Settlers' fires were started at the heigh of the danger season. Hundreds of lives, entire towns, and incalculable amount of growing crops and timber growth have been swept away and the whole Claybelt seriously set back in its development.

The real business of forest rangers and the Governments responsible for them, is to stop fires from starting. Ontario, particularly in the Northern clay belt section, now so severely devastated, has practically no real ranger patrol carries on no preventive campaign, and offers no opposition to the wholesale use of fire by settlers for stripping their soil of tree growth.

In th Spring of this very year, the Canadian Forestry Association, through their Secretary, met the Associated Boards of Trade of the Temiskaming District at a meeting in Haileybury and asked that joint action be taken to stop the extravagant and dangerous burning of the northern forest areas by settlers. Some of the members of the Associated Boards frankly opposed any interference, asserting that many of the settlers favored free-running fires, and would not support such a measure as was proposed. Other members of the Board took a more favorable point of view, but no joint action was taken.

From February to June, 1916, through the representations of this Association, twenty-two of the leading Boards of Trade of Ontario asked the Ontario Government to bring legislation to control settlers' fires and also to reorganize the entire forest protection service of the province. The reply of the Minister of Lands and Forests to these communications was to the effect that the matter would be considered. But it is being considered too late.

Ontario forest protection service stands urgently in need of three main reforms, which, year after year, have ben urged upon the Governments by the Canadian Forestry Association, the Commission of Conservation and other bodies.

1. Remodelling of the ranger service so as to give real protection to the forest wealth of the province and supply a fair return in service rendered for the money spent thereon. Ontario's system is recognized generally as out-of-date and inefficient.

2. Employment of inspectors in the ratio of at least one inspector to ten rangers, so as to get the maximum degree of actual forest protection. Over an area of 10 million acres of timber lands under license, Ontario has just eight supervisors, each being required to manage, on an average, 36 men, an impossible task.

3. Sufficient rangers must be provided to competently patrol the Claybelt region, most of which is now under tree growth, and these rangers must have authority to control the burning operations of settlers so that holocausts, such as that of recent date, shall have less opportunity to recur.

SUMMER COMPLAINTS KILL LITTLE ONES.

At the first sign of illness during the hot weather give the little ones Baby's Own Tablets, or in a few hours he may be beyond cure. These Tablets will prevent summer complaints if given occasionally to the well child and will promptly cure these troubles if they come on suddenly. Baby's Own Tablets should always be kept in every home where there are young children. There is no other medicine as good and the mother has the guarantee of a government analyst that they are absolutely safe. The Tablets are sold by medicine dealers or by mail at 25 cents a box from The Dr. Williams' Medicine Co., Brockville, Ont.

SNEEZING SUPERSTITIONS.

Strange Beliefs and Customs of the Long Ago.

Sneezing, from very remote times, has been held ominous.

Our forefathers went to bed again again if they sneezed while putting on their shoes! A sneeze to the right was deemed lucky; to the left, of evil portent. To sneeze near a burial place was very unlucky.

Tradition has it that sneezing was at first a fatal sign—every human being sneezed but once, and then died—but Jacob petitioned the Creator to remove the sneezing ban, and succeeded. Thence arose the once universal custom of saluting a sneezer with "God bless you!" or "May you live long!" The custom still obtains in some parts of the Continent.

In England not only was a sneezer blessed, but friends raised their hats to him as well! In an old book, "The Code of Conduct," it was directed that "if his lordship sneezes ye are not to howl out 'God bless you!' but bow to him handsomely." All over the world the sneeze was recognized. Whole nations were under orders to make exclamations when their king sneezed.

Sneezing was believed to be a sure cure for hiccough, and was also looked upon as a sign of sanity. If ancient and universal belief goes for anything, it is good to sneeze.

Shape Didn't Matter.

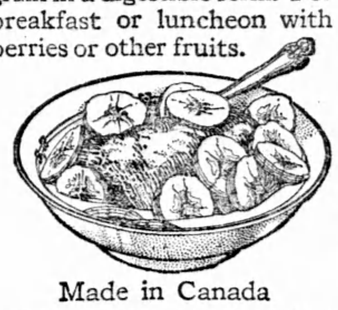
Butcher—Will you have a round steak, ma'am?

Mrs. Youngbride—I don't care what shape it is so it's tender.

Storage Batteries
Generators
Magnetos
Starters

Send them for prompt Repairs to
CANADIAN STORAGE BATTERY CO., LIMITED
117 Simcoe St., Toronto.
Willard Agents.

Are You For "Preparedness"? The best preparedness for man or woman is the preparedness that comes from living in harmony with law. In Summer cut out the heavy foods that tax bodily strength and vigor. Eat **Shredded Wheat Biscuit,** the food that contains all the body-building material in the whole wheat grain in a digestible form. For breakfast or luncheon with berries or other fruits.



Made in Canada

Great Luck.

"Here you are, sir," cried the hawker, extending a bouquet. "Buy some beautiful flowers for your sweetheart." "Nothing doing," responded the young man. "I haven't got a sweetheart." "I see," was the prompt rejoinder of the hawker. "Buy some flowers for your wife?" "Wrong again! I am not married." "Well, then, guv'nor," exclaimed the resourceful hawker, "buy the lot to celebrate your luck!"

Minard's Liniment Lumberman's Friend

Many Shots Needed.

A girl who had just become engaged to a young "sub." was telling her best friend that he'd threatened to shoot anyone who dared to kiss her. "He'll need a machine gun, won't he dear," was the rather pointed comment.

Sore Eyes **Granulated Eyelids,** Eyes inflamed by exposure to Sun, Dust and Wind quickly relieved by Murine Eye Remedy. No Smarting, just Eye Comfort. At Your Druggist's 50c per Bottle. Murine Eye Salve in Tubes 25c. For Book of the Eye Free ask Druggists or Murine Eye Remedy Co., Chicago

Sure Scheme.

Young Wife—"I am determined to learn at what hour my husband comes home at night. Yet, do what I will, I cannot keep awake, and he is always careful not to make a particle of noise. Is there any drug which produces wakefulness?"

Old Wife—"No used to buy drugs, Sprinkle the floor with tacks."

Keep Minard's Liniment in the house

He Won.

A Scottish minister once noticed a crowd of urchins clustered around a dog of doubtful pedigree. "What are you doing, my little boys?" he asked with fatherly interest. "Swappin' lies," volunteered one of the boys. "The fellow that tells the biggest one gets the pup." "Shocking!" exclaimed the minister. "Why, when I was your age I never even thought of telling an untruth." "You win," chorused the urchins. "The dog's yours, mister."

Minard's Liniment Co., Limited.

Gentlemen,—I have used MINARD'S LINIMENT on my vessel and in my family for years and for the every-day ills and accidents of life I consider it has no equal. I would not start on a voyage without it, if it cost a dollar a bottle.

CAPT. F. R. DESJARDIN.
Schr. Storke, St. Andre, Kamouraska.

Salving His Dignity.

Mr. Peewee—Madam, your children laugh at me every time I pass.

Mrs. Kidmore—You mustn't mind those silly children. They giggle at every foolish little thing they see.

The title "Canadian National Exhibition" was adopted by the Exhibition Association in 1904. Previous to that time it had been known as the "Industrial Exhibition."

Ask for Minard's and take no other

Has Curious History.

Edwardes Square, in London, which is among the first of the western squares to be opened for the use of wounded soldiers, had a curiously warlike origin. Leigh Hunt, who lived in the square for many years, asserted that it was built by a far-sighted Frenchman at the time of the threatened Napoleonic invasion, and that he adapted the large square and small cheap house to the promenading tastes and poorly furnished pockets of Napoleon's officers, who, according to his speculation, would certainly be on the look-out for some such place when the conquering army entered London!

An Imputation Scorned.

"I believe you're afraid of work!" "Afraid of it!" replied Plodding Pete. "I ain't even acquainted with it."

HITTING THE TRAIL.

Rarest of Sport in the Rockies or Selkirks.

Canada is a land of trails.

Trails over mountains and hills, across prairies and through forests, by the banks of rivers beyond number and across country toward a distant sky line. Trails made by red men, and by nature.

But the mountain trails are the most alluring of them all, and hitting trails is the rarest of sport in Rockies or Selkirks, all the way from the Kananaskasis Pass on the east to the Yale gateway on the west.

Hundreds of miles of excellent trails have been made in the Canadian mountain ranges by the Canadian Pacific Railway and the National Parks department of the Canadian Government. Most of them are made for pony use, and mounted on one of these sure-footed little beasties of the west, you can be an explorer of the wilds and revel in the experience. Every mile of the devious way is a way of varying charm, every turn of the trail reveals new wonders.

Many trail trips are now made in loops. There is the one from Glacier station up the Cougar Valley to the caves and back by a loop route and over a pass that brings to view some of the sublimest scenery in the Selkirks. The literal ups and downs of this unique scenic route, as the railways would say, add to the interest, now in the bed of the valley, closed in by trees and huge plants like the Devil's Club, now climbing a thousand feet from which superb views are had of the kingly peaks like Sir Donald.

The trail traveller will find another region of infinite variety and attractiveness in the series of trails radiating from Field and leading up the Yoho Valley to the Yoho Glacier field as its upper end.

Lake Louise will also provide delectable trail paths, especially that leading to Paradise Valley and its circle of giant summits, and Sentinel Pass, leading to the valley of the Ten Peaks, while in the Rocky Mountain Park and Banff, the routes are multiplying year by year.

Yes, trail hitting is rare sport, I repeat, and no country in the world affords greater facilities for its enjoyment than our own Canadian mountains.—F. Y.

ALLIES' POWER EVIDENT.

Those Who Know Most Fear Least, Says Lloyd George.

Lloyd George has sent the Liverpool Post and Mercury the following message:

"The beginning of the third year of the war opens out a prospect which was not visible except to those of strongest faith a year ago.

"In August, 1915, those who knew the difficulties and the means at the command of the allies to surmount them had grave apprehensions as to the course of the war in the coming months. Now those who know the most fear the least.

"We have now the equipment for victory in men and material. The great battle of July has demonstrated that our armament is, to say the least, equal to the best our foe can command, and that our men are better than the best he can put into the battle line. Eoch month sees our armament increasing and our men improving.

"Let the nation be of good heart. Its sacrifices for humanity are great, but its services for humanity are greater."

The Canadian National Exhibition was opened on one occasion by a woman, Lady Kirkpatrick performing that function in 1897.

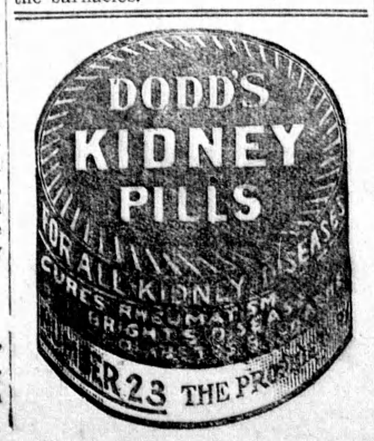
Minard's Liniment used by Physicians

Camel-Like.

Out on Egypt's sands the Territorials were camped. The captain of the company was all that a captain should not be. He was short and stout and round of shoulder. Needless to say, among his men he was known as "Humphy.' One night, on returning to camp, the sentry let him go unchallenged, and so roused his military wrath. "What the Blue Alsatian mountains do you mean?" he snapped out. "Why didn't you demand the countersign?" The sentry trembled with fear so badly that his wits got shaken. "Badad, sir," he stammered, "I thought you was a c-c-c-amel."

A man can drink himself tighter than a woman can lace herself.

The grouch is a barnacle on health and happiness. If you would advance at your full rate of speed scrape off the barnacles.



ROYAL YEAST
MAKES PERFECT BREAD

An Object Lesson.

Mrs. Saft came in from a chat over the fence with her neighbor, and her face was hard and red.

"Come here, Tommy!" she commanded her young son. "I am going to punish you, but open the windows first!"

"What for?" said Tommy, beginning to weep.

"Well, I have just heard that that cat across the road said I have no authority over you, and I want her to hear you getting a whipping. Come here, sir!"

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