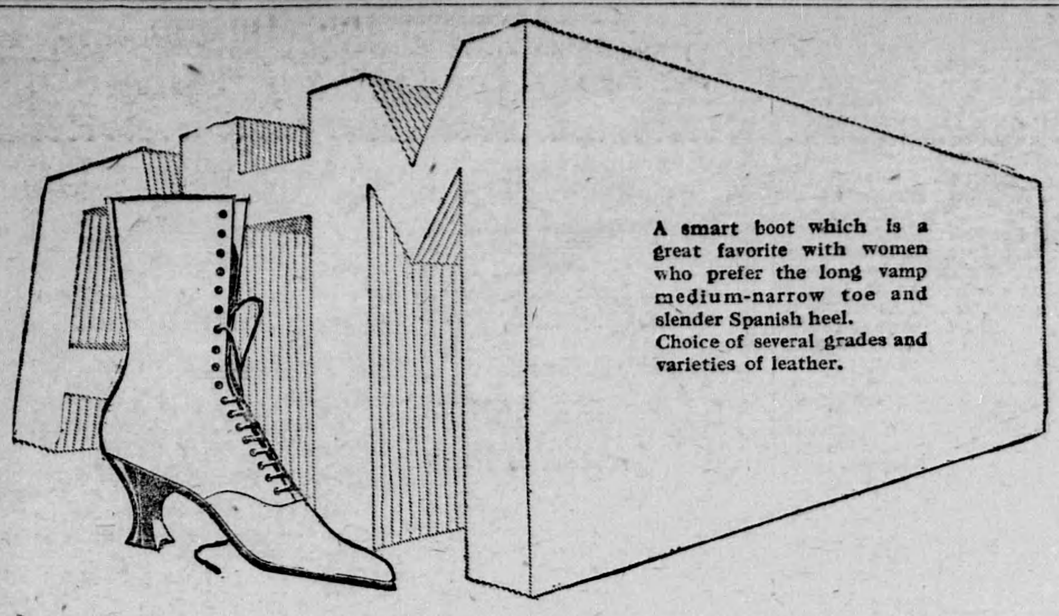

A smart boot which is a great favorite with women who prefer the long vamp medium-narrow toe and slender Spanish heel.
Choice of several grades and varieties of leather.

"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— AHM RELIABILITY *—this Trade-mark on every sole*

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THE SYMBOLISM OF WATERMARKS

ORIGINALLY PLACED ON PAPER AS MAKER'S SIGNATURE

At Present it Signifies a Standard of Quality and Its Use is of Advantage to All.

Watermarks, as they are generally known to-day, merely serve as trade-marks, helping to distinguish one grade of paper from another, and to enhance for commercial purposes the value of the liberal advertising which the various paper mills employ. In earlier days the devices were symbolic in their character, and stood as the signatures of the papermakers rather than as an exploitation of the paper itself.

In those times, of course, the paper was all made by hand, and the method of introducing the watermark was primitive, yet this same method has obtained in hand-made papers with slight improvements down to the present day. The mold is a shallow box of wood, upon which a fine wire cloth is stretched, which is made of parallel wire. This is called the sieve. The design to be watermarked is made by wires bent into the shape of the desired characters, and attached to the surface of the wire cloth. This results in making the paper thinner where the device is introduced, and the watermark thus becomes transparent.

Of Ancient Origin.

Watermarks are found in paper 200 years before the invention of printing and they represent the utmost diversity of design. Among these may be mentioned the circle, including the stylus and the star; the bull's head and stylus, appearing in many a variation; the bow and arrow; the jug; the anchor; the crossbow; the scales, and the cross—in multitudinous variety.

A few years ago a volume appeared in which many deductions were made concerning these watermarks. According to the theory advanced, papermaking was introduced into Europe by the Crusaders or the Moors, and first became prominent in establishing the industry in Provence. Here was the site of a primitive civilization during the Middle Ages, and it was also the home of the Albigenses, who were the most powerful opponents the Roman Catholic Church had before the Reformation, and who were both rationalists and mystics. Reasoning on this basis, the author claims that the early papermakers were Albigenses, and that driven from their strongholds, they were obliged to seek new locations for the establishment of their industry. Never ceasing in their devotion to their secret doctrines, they found it necessary to devise some means for communicating with each other and the early watermarks, according to this theory, provided an excellent vehicle for accomplishing this purpose.

This adds romance and interest to the subject, but unfortunately the author succeeds in providing but scant authority for the basis of his theory. It is still only safe to assume, therefore, that these marks were placed in the paper as a guarantee of their quality, and without so serious a purpose as is suggested in the theory advanced.

Until the invention of papermaking machinery in 1798, watermarked paper was universal except in the inferior unbleached Swiss varieties. Since that date it has only been occasionally that the watermark has been employed, and then for definite trade purposes. In later years, however, publishers have recognized the opportunity which the watermark offers to introduce their own monogram, or, in other words, to give to the complete volume unity to which the presence of the house mark contributes in an indefinite but agreeable way.

The Russian papermakers have perhaps been the most ingenious in developing watermarks, which in some cases cover the entire sheet, but the Japanese have been more artistic. While the Russians employ imperial wreaths, arms and portraits beautifully reproduced, the Japanese introduce in artistic fashion flying birds, dolphins, floral designs, landscapes, buildings, mountains and clouds. Some of these watermarked sheets are really works of art, and worthy of being framed as transparencies.

The use of the watermark in modern paper is distinctly to be encouraged. A paper mill placing its symbol upon the sheets which it reproduces assumes a heavier responsibility as to the quality and uniformity than the mill which produces paper without watermark, whose lack of quality can never be traced back to its original source. It brings in the personal touch and the personal guarantee, and as such raises the standard, all of which tends to better unity in the making of books.

The finishing touch of satisfaction to many a breakfast is a cup of

INSTANT POSTUM

A rich enjoyable table beverage

The Return.

Golden through the golden morning,
Who is this that comes,
With the pride of banners lifted,
With the roll of drums?

With the self-same triumph shining
In the ardent glance,
That divine, bright fate-defiance
That you bore to France.

You! But o'er your grave in Flanders
Blow the winter gales;
Still for sorrow of your going
All life's laughter fails.

Borne on flutes of dawn the answer:
"O'er the foam's white track,
God's work done, so to our homeland
Comes her hosting back.

"Come the dead men with the live men
From the marshes far,
From the mounds in no-man's valley,
Lit by cross nor star.

"Come to bled with hers the essence
Of their strength and pride,
All the radiance of the dreaming
For whose truth they died."

So the dead men with the live men
Pass an hosting fair,
And the stone is rolled forever
From the soul's despair.

A food scientist states that one and one half pints of milk with half a pound of pea-flour would supply all the essential ingredients for a whole day's food.

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 $8,000,000 indicates that the Company is in a splendid position to safeguard the welfare of those intrusted 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.

Pussy-Willows.

You stand beside me as I write
Glad Springtime's first bouquet:
'Tis true your perfume is not strong
Nor color very gay;
Yet how I love your velvet buds
My pussy-willows grey.

You soon will change your first Spring gown,
My sweet Springtime bouquet;
And dresses of the palest gold
Shall be your next array,
With tassels tossing in the breeze,
You'll wave the hours away.

The bees are whispering drowsily—
They scent Spring's first bouquet;
Soon they will know you've work for them
And to you make their way:
You tell them Spring is really here,
My pussy-willows grey.

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 freezone applied directly upon a sore corn gives quick relief and soon the entire corn, root and all, lifts out without pain. Ask the drug store man for a quarter of an ounce of freezone, 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.

An Absurd Question.

"You sign this deed of your own free will, do you, madam?" asked the lawyer.

"What do you mean by that?" demanded the large, florid-faced woman, looking threateningly upon the lawyer.

"I mean there has been no compulsion on the part of your husband. Has there?"

"Him?" she ejaculated, turning to look at the little, meek man sitting behind her. "Frederick? I'd like to see him compulse me."

Minard's Liniment Relieves Neuralgia.

A Practical Example.

"Inconsistent, I call it. The editor asked me to write a strong article on the conservation of white paper."

"For his magazine."

"Yes."

"Well?"

"Now he turns it down just because I wrote on both sides of the sheets."

MONEY ORDERS.

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

The Victor.

"You naughty child, where have you been?" demanded a mother of her hopeful. "I believe you have been fighting again with John next door. Just look at your clothes! I'll have to buy a new suit." "Don't scold me, ma," responded the youngster. "You ought to see Johnny. His mother'll have to buy a new boy.'

Minard's Liniment Cures Dandruff.

If a dog is used in driving the cattle, insist that it walk at their heels instead of their heads; and that it walk, not trot. A poor dog will do untold mischief, and that very quickly; one properly trained will save many steps.

BITS OF HUMOR FROM HERE & THERE

Significant.

"I shuddered when Tom proposed."

"Was he so awkward?"

"Oh, no; he did it so well."

Will You Walk Into My Parlor?

A Mr. Cobb has married a Miss Webb. He knew they were meant for each other the first time he "spied her."

Force of Habit.

Lady (who has been shopping all day)—When is the next train for Richmond, please?

Ticket Office Clerk—The 2.10 madam.

Lady—Make it 2.05 and I'll take it.

He Had the Name.

"You know, Pat, it is said that a good name is rather to be chosen than great riches."

"Is that so?"

"Yes, Pat. Now, which would you prefer to have—a good name or riches?"

"Well, you can give me the riches. Me name's O'Toole and that's good enough for any man."

He Was Careful.

To evade the draft, Sam decided on the plea of imperfect sight. He was warned by his companions that he would have to be careful during the tests at the recruiting office or he would be tricked, and Sam said he'd be careful all right.

The time came and the examining physician, pointing to a card on the wall, said: "How much of that sign can you read, Sam?"

"Sign?" cried Sam. "Say, boss, where am dat wall?"

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.

In Charge.

The soldier who believed in camouflaging unpleasant news in his letters home was scribbling a note to his mother as he rested on his way to the guardhouse surrounded by his guards.

"Dear Mother," he wrote, "I'm quite well and going strong. At present I'm in charge of a squad of men."

His mother was delighted.

Minard's Liniment Cures Burns, Etc.

Red was regarded by the Egyptians as symbolic of fidelity.

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 Seigel'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. 5

FERTILIZER

GARDENS, LAWNS, FLOWERS. Complete Fertilizer. Write George Stevens, Peterborough, Ont.

LIVE POULTRY WANTED.

LIVE POULTRY WANTED.

50c. PAIR OF PIGEONS AND UP. Any fancy poultry to sell? Write for Prices. I. Weinrauch & Son, 10-18 St. Jean Baptiste Market, Montreal, Que.

AGENTS WANTED.

PORTRAIT AGENTS WANTING good prints; finishing a specialty; frames and everything at lowest prices; quick service. United Art Company, 4 Brunswick Ave., Toronto.

FOR SALE

WELL EQUIPPED NEWSPAPER and job printing plant in Eastern Ontario. Insurance carried $1,500. Will go for $1,200 on quick sale. Box 62, Wilson Publishing Co., Ltd., Toronto.

WEEKLY NEWSPAPER FOR SALE in New Ontario. Owner going to France. Will sell $2,000. Worth double that amount. Apply J. H., c/o Wilson Publishing Co., Limited, Toronto.

MISCELLANEOUS

CANCER, TUMORS, LUMPS, ETC., internal and external, cured without pain by our home treatment. Write us before too late. Dr. Bellman Medical Co., Limited, Collingwood, Ont.

CURE YOUR BRONCHITIS, COUGHS, COLDS, BRONCHIAL ASTHMA AND HOARSENESS AS WE CURED OURS. We have hundreds of testimonials from every part of Canada testifying to the wonderful healing power of **WHITE BRONCHITIS MIXTURE.** Mr. Clarke, 776 Indian Road, Toronto, coughed for 35 years with Bronchitis; it cured him. Mrs. Clarke, No. 1 Yorkville Ave., Toronto, coughed for 16 years; one bottle cured her. John E. Gibbs, Fenella, 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 only too pleased 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 50 cents, 15 cents extra for mailing. Three bottles mailed free for $1.50. Sold only by Buckley, The Druggist, 97 Dundas St. East, Toronto.

ASTHMA INSTANTLY RELIEVED WITH **ASTHMADOR** OR MONEY REFUNDED. ASK ANY DRUGGIST or write Lyman-Knox Co., Montreal, P.Q. Price 60c. Remember the name as it might not be seen again

Superior Attraction.

Beautiful Ernestine was sobbing as though her heart would break.

"What is it, dear?" asked the girl friend.

"W-why," she sobbed, "I "t-told Jack, after he proposed, to go up and see papa."

"What of that?"

"Why, they started playing cards, and now he goes up to see papa every night."

Minard's Liniment for sale everywhere.

The Bible mentions nineteen different stones, six varieties of metals and thirty-five different animals.

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 muss, wastes no time in applying, sure to give quick results. A large bottle means economy. Your own or any other druggist has it. Made in Canada. Get it today.

Sloan's Liniment Kills Pain

30c., 60c., $1.20.

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.

HORSEMEN FOR 25 YEARS HAVE RECOMMENDED

Spohn's Distemper Compound

For DISTEMPER, INFLUENZA, PINK EYE, COUGH or COLD 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 will resist disease. Regular doses prescribed will cure Distemper.

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