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Cakes baked with Purity Flour keep fresh for three or four days. Purity is a vigorous, "dry" flour that absorbs and holds more water or milk. Tasty cakes, rich pies, and large, light buns and bread are always yours when you use

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Send 30c in stamps for our 700-recipe Purity Flour Cook Book. Western Canada Flour Mills Co. Limited. Toronto, Montreal, Ottawa, Saint John.



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How to Cure Poison Ivy.

The cures for the poison ivy plague are as numerous as the prevalence of the trouble it causes. They range from treatment of the affliction after it appears on the skin to eradication of the plant. On this latter point, those sensitive to the plant feel strongly and point out that, since the victims are merely people and not pigs or narcissistic bushes it will be long before we can hope for legislation that makes harboring poison ivy a misdemeanor. If it is to be eradicated, the method he will be near by, the iron treatment does away with the danger. A five per cent. solution of ferric chloride in fifty per cent. alcohol, dabbed over the spots on the hands and allowed to dry, is a complete solution when it is used before exposure and almost completely successful if used directly after exposure. A strong solution of ferrous sulphate in water may be used the same way and is said to retain its chemical properties longer than the first solution. If iron suits are not available, a good scrubbing with hot (if possible) water and strong yellow soap as soon after exposure as possible will usually mechanically remove all the poison, which penetrates the skin rather slowly. Another preventive is to wash as soon after exposure as possible with a solution of the rosinoid tar, such as rubbing alcohol. Some people get good results by allowing a solution of baking soda to dry on the face, either before or just after exposure. After itching starts, it is too late for preventive measures to do much good. In severe cases, great relief is given by bathing the inflamed surface with the iron solution and then spraying or painting the surface with melted, not hot, paraffin. Lay over this a thin sheet of sterile cotton, and then another layer of paraffin which is to extend on to the uninfected skin an inch to make a tight seal so that no air can get in and no discharge ooze out.

Beauty Culture is a Very Old Art.

Even in Ancient Rome women dieted to "reduce," wore tight corsets; and used false teeth and false hair.

AUTO PARTS

Shaw's Auto Salvage carries largest stock of slightly-used parts for most makes of cars. Batteries, Carburetors, Coils, Springs, Wheels, Tires, at small portion of original cost. Your money back if wanted. 927 DUFFERIN ST. TORONTO

London Exhibits Nine-Inch Hyacinth.

What is said to be the largest hyacinth in the world, "Mosses," was the cynosure of all eyes at the show of the Royal Horticultural Society in Vincent Square, London, Eng. The bloom, a mass of Cambridge bells, was nine inches tall.

RHEUMATIC MISERY

Relief Can Only Come Through Better Blood. Liniments of No Use.

In no other disease does the blood become thin so rapidly as in rheumatism. Not only does it become thin but it is loaded with impurities—rheumatic poisons. Without the proper treatment these poisons increase, the inflamed joints swell and the patient becomes a cripple. Most treatments simply aim to keep down the pain, hence with every unfavorable condition a renewed attack follows.

Three for Real Company.

"How many make the ideal company for a real walk, not a stroll? One, of course. But next to that will be three, but next—three is the number. Whether it be the question of pace, destination, country, conversation, refreshment on the way (or merely by the way), three will settle the difficulties. In the case, more readily than two, of the three, it is in the Birmingham Post.

Cure for Auto Accidents.

Education is the only cure for the ever-increasing number of automobile accidents, writes Walter P. Chrysler in "The Outlook." "The more I study this whole problem," he writes, "the more convinced I am that a major part of the problem is an educational one. That this is recognized is to be found in the fact that in many of our large cities police officers are going into the schools to give blackboard talks to children about crossing streets at crossings, the necessity for observing traffic lights, the dangers of playing in crowded streets, the folly of 'hooking-on-behind' motor cars and trucks and buses and what not. Having police officers in uniform go into classrooms has its effect.

MAKE CARE OF BABIES EASIER

Stomach disturbances and constipation are responsible for much of the peevishness of babies and young children. When the baby is irritable, irritable the mother should not resort to so-called soothing mixtures to correct the trouble. For in the majority of cases these mixtures simply drug the child into an unnatural sleep. What is needed is a gentle laxative that will sweeten the stomach and regulate the bowels. Such a remedy is found in Baby's Own Tablets. They are easy to take and guaranteed to be entirely free from opiates and narcotics. Concerning them, Mrs. J. S. Tompkins, St. Sophie, Que., writes: "I would like all mothers to know that I feel that by no other medicine I have ever used, Baby's Own Tablets, I have been able to bring my baby's bowels back to normal. The Tablets are sold by medicine dealers or by mail at 25¢ a box from The Dr. Williams' Medicine Co., Brockville, Ont.

Coast to Coast Radio Reception.

There is a distant air line from Vancouver to Halifax and hitherto the radio experts have had difficulty in traveling by a long white cross for it has been performed at last and the honor of the performance belongs to C.N.R., the Vancouver broadcasting station of the Radio Department, Canadian National Railways.

The Wind Speaks.

I walked in a sheltered glen To keep my April tryst with Spring, And found a lone white violet when I walked in a sheltered glen. A not that only Spring could pen: She would be late—then whistling I walked in a sheltered glen: To keep my April tryst with Spring. —Hazel Harper Harris.

THE 1927 Twin 74J.D. Model

The greatest Harley-Davidson of all—new and low priced—improved in many details—but no radical departures from the time-tried Harley-Davidson design. Old timers and beginners alike will recognize in these 1927 Twins the last word in engineering achievement. Powerful, speedy, built to last, the road—the most dependable and satisfactory mount that ever split the wind.

Walter Andrews, Limited

346 Yonge St. Toronto

THE TEETH AND THEIR CARE

Progress Made in the Prevention of Dental Disease.

Marked progress has been made during recent years in working out a programme for the prevention of dental disease. Outstanding research workers have spent their time and energy in an effort to ascertain the root causes of decay and to determine how the public can successfully combat or prevent these conditions. Such investigation is absolutely essential because so many people are not only suffering from toothache and the loss of valuable teeth but a number of systematic diseases are the result of bad mouth conditions.

It has been discovered that dental diseases are largely due to modern habits of living and that people in highly civilized countries have more tooth decay than those less highly favored. It is always difficult to persuade the public to live in accordance with natural laws and consequently, some extra protection must be provided. The research departments of the Dental Faculties of the Universities and other investigators are convinced of the necessity for and the value of this study and the large amount of work gives promise of many worthwhile developments.

Knowledge of any kind is of little value unless applied and a programme for the prevention of dental diseases will not be of much service to humanity unless brought to them. The logical person to educate the public in regard to mouth conditions is the dentist, but how can he bring the advantages of modern dentistry to the public unless he is himself informed.

Silk Hosiery-Lingerie

Guaranteed Silk Hosiery—pairs for \$2.25. Veils and Blouses, \$1.25. Shadow-socks, Princess Socks, \$1.75. Buy direct from mills to save cents! No middle man's profit. Send no money. Shipment C.O.D. Guaranteed satisfaction and saving of money refunded. Stock, styles and colors. Write to: SIMONDS, 211 St. James St., Montreal.

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Canada's Best That Pay. All that the name implies. From nationally known strains. Get more than 100 chicks for \$1.00. Free range, free health, free vigor. Smith Hatched Chicks. Write for circular FREE. ONTARIO QUALITY HATCHERY, 36 Richmond St., London, Ontario.

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Their teeth are of a toughness which makes them hold their keen cutting edge under the most severe conditions. SIMONDS CANADA SAW CO. LTD., 100 VANDERBILT ST., TORONTO.

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Taken according to the simple directions on every bottle, TRU-BLOOD brings the glow of vibrant health to the skin. "TRU-BLOOD Complexion" restores "blood health" within. As a skin and blood purifier, it corrects the cause of eczema, skin eruptions and kindred symptoms of vitiated or impure blood.

DANDRUFF.

Stop it with Minard's Splendid Tonic for the scalp.

MINARD'S "KING OF PAIN" LINIMENT

For all pains—Minard's Liniment.

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RESTORED TO GOOD HEALTH

Mother of Eleven Children Praised Lydia E. Pinkham's Vegetable Compound. Her Interesting Experience. Buckingham, Quebec. "I am the mother of eleven living children, and my baby is five months old. I am nearly 38 years old and I have taken Lydia E. Pinkham's Vegetable Compound for weakness and my nervous system. I know of it from my sister, Dame Kourouard Bellefleur of Rimousville. For five years I was in misery and was always ready to cry. I was 18 years old, thus also taken it and will be happy to recommend it to all young girls." —Dame WILLIAM PARKER, Box 414, Buckingham, Quebec.

Greater Stamina and Longer Mileage

added safety and comfort—that's what Gum-Dipping, the extra process, gives to Firestone tires. Gum-Dipping goes to the very heart of every cord, thoroughly saturating and impregnating every fiber with rubber—delivering greater economy, safety and comfort in the day-in and day-out service of the largest truck, bus and taxicab fleets in the battle of tires on race tracks—and on cars of hundreds of thousands of motorists throughout the country.

Firestone

Your tire costs will be materially lowered by having the greatest Firestone Dealer equip your car with these wonderful tires. See him now. FIRST-ONE TIME A RUBBER CO. OF CANADA LIMITED, Hamilton, Ontario. MOST MILES PER DOLLAR.

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Proved safe by millions and prescribed by physicians for Colds, Headache, Neuritis, Lumbago, Pain, Neuralgia, Toothache, Rheumatism. DOES NOT AFFECT THE HEART.

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Accept only "Bayer" package which contains proven directions. Bayer's "Aspirin" boxes of 12 tablets and 24 tablets of 24 and 100—Druggists.

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Violets, rose petals, and nasturtiums for flavoring salads are among the novelties of French cooking.

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is unexcelled for Dyeing and Tinting. Professional Dyers use the Same Kind of DYES.

Spring Time is CELESTIAL KING Time

Brew a cup of this fine old vegetable tonic. It is all the spring medicine you need. It drives out winter's poisons, improves the appetite and makes you feel better. CELESTIAL KING is good for the whole family. At Druggists, 30c & 60c.

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