

**The Real "War Bread"** must contain the entire wheat grain—not the white flour center—but every particle of gluten and mineral salts—also the outer bran coat that is so useful in keeping the bowels healthy and active. **Shredded Wheat Biscuit** is the real "war bread" because it is 100 per cent. whole wheat prepared in a digestible form. Contains no yeast, baking powder, seasoning, or chemicals of any kind. Food conservation begins with Shredded Wheat Biscuit for breakfast and ends with Shredded Wheat Biscuit for supper. Delicious with sliced bananas, berries, or other fruits. **Made in Canada.**

**BRAVE TELEPHONE GIRLS.**

"Carried On" During Air Raid as the Hun Bombs Fell.

Scenes of bravery among the girls of a London telephone exchange during the recent air raid are vividly described in "Telegraph and Telephone Review" by Mr. J. W. Kennedy, who was present. He says:

Bombs actually dropping in the immediate vicinity, while the presence of airmen over and on both sides of the building was reported, and while the smoke from exploded bombs was distinctly seen from the windows, and through it all, the supervisor nearest to me hovered over her section like a strong spirit seeking to help those under her charge.

I can paint no picture of stoical insensibility. Some nervous cries there were as the bombs dropped, white faces were the rule, but in many of these the lines of determination were the strongest. Silent tears were dropped, but only for a moment. No one near me left her post, and calls were passing and cords connected with the music of death in our ears.

So near and insistent was the horrible thud of the bombs that most of us thought that some part of the building had been struck. It seemed to us that the rattle of guns continued longer than even during Zeppelin raids. Some day it may add some value to our lives to know that there were times when, for duty's sake, we faced the chances of death. It must add infinitely more to the lives of women, whose finer nervous and physical organization makes them feel more acutely.

**PLANING MILL WASTE.**

Used by Toy Makers and Has a Good Commercial Value.

That a market for virtually all of the waste of a planing mill is to be had for the seeking is evidenced in the occasional bringing to light of what is being done by some planing mill managers in various sections of the country. The latest has to do with a planing mill in the Northern States.

In turning out some of its products waste blocks of various sizes were numerous and served to furnish all the fuel required for the plant. This material had a fuel value of \$3 a ton. One day a visitor looked the plant over, noted the waste blocks and began to figure out the number of them in a ton. He offered the manager \$17 a ton for all the waste of that character turned out. A contract was made and the visitor informed the manager he was a toy manufacturer and that the blocks purchased would cost him less than half of what it cost him to make them. The mill manager immediately placed his thinking cap in order, secured samples of all the planing mill waste, called on other toy manufacturers and before returning home found a market for all the waste about the plant except the sawdust. The final result is that the sale of the waste purchases all the coal needed for the plant and leaves a profit averaging \$300 a month to the company. A little analysis of the waste products about the saw and planing mills would soon prove that much of the material going to the slab pit has an excellent commercial value.

**STUDY AND EXERCISE**

Overstudy and lack of exercise make thin bloodless children. Study does not usually hurt a child at school unless the studies encroach on time that should be spent in out-of-doors exercise. But lack of exercise and overstudy is a combination that brings on St. Vitus Dance. If your boy or girl at school is thin and pale, listless and inattentive, has a fickle appetite, is unable to stand still or sit still, you must remember that health is much more important than education, and more time should be given to exercise and recreation.

See to it at once that the child does not overstudy, gets plenty of out-of-door exercise, sleeps ten out of every twenty-four hours, and takes a safe, reliable tonic like Dr. Williams' Pink Pills until the color returns to the cheeks and lips and the appetite becomes normal. For growing children who become pale and thin Dr. Williams' Pink Pills are not only safe but in most cases are the very best tonic that can be taken. These pills build up the blood, strengthen the nerves and assist nature in keeping pace with rapid growth.

You can get Dr. Williams' Pink Pills through any dealer in medicine, or by mail postpaid at 50 cents a box or six boxes for \$2.50 from The Dr. Williams' Medicine Co., Brockville, Ont.

**WHY THERE ARE MASCOTS.**

First Introduced Into Literature by a French Composer.

Every ship in the navy and every regiment in the army has its own beloved mascot. This creature is believed in some mysterious way to bring luck to the men. It is interesting to know just where this custom originated, and how. Up to thirty-five years ago, while there were such things as talismans and luck charms, the mascot was unknown.

The word itself was first introduced into literature by Audran, the French composer of tuneful comic opera, in his work "La Mascotte." The word had travelled up to Paris from Provence and Gascony, where a mascot has been kept in every household to bring luck to its inmates. Apparently it is derived from "masque," which in provincial French is synonymous with "ne coiffe," meaning "born with a caul." In many parts of Europe, notably in Scotland and in France, good fortune is attributed to the caul, and high prices are paid for one. A child born with this supposed charm is not only fortunate itself, but also brings good fortune to those in its home.

In Audran's opera mascots are used to thwart the evil powers of Satan. So popular was the opera and its story that mascots in the form of watch charms, coins and other devices were carried on the person, and in households dogs were christened as mascots to ward off evil. Gradually the idea was adopted by sailors and soldiers; and mules, cats and goats were supposed to have a particularly strong influence in attracting good fortune and bringing success and victory.

Sometimes bits of earth are used as mascots. A small piece of Ireland was recently shipped to the United States in order that Mr. William H. Taft might deliver his St. Patrick's Day address while standing on Irish soil.

Mascots are indeed fortunate creatures, for they receive the best care and treatment and live on the fat of the land. Every ship in the navy is proud of its mascot, and every regiment in the army sees to it that its mascot is guarded and treasured. Whether the mascot really attracts good luck is a matter of opinion, but it certainly is true that any animal adopted as a mascot is a mighty fortunate creature.

Beware of speculation in times like this when prices are greatly inflated.

Minard's Liniment Cures Garget in Cows

**HEMSTITCHING**

On Blouses, Dresses, Table Linen, &c. Accordian and Knife Pleating. Covered Buttons made from your own material. Braiding and Embroidery. Our New Illustrated Catalogue is just in, and we want every lady in Ontario to have it.

**Write For It—It Is Free**  
TORONTO PLEATING CO.  
14 Bredaibane St., Dept. W. Toronto

**ROAD RULES.**

Stand straight:  
Step firmly, throw your weight;  
The heaven is high above your head,  
The good gray road is faithful to your tread.

Be strong:  
Sing to your heart a battle song;  
Though hidden foemen lie in wait,  
Something is in you that can smile at Fate.

Press through:  
Nothing can harm if you are true.  
And when the night comes, rest:  
The earth is friendly as a mother's breast.

—Edward Markham.

If you buy a Christmas present,  
Buy it now!  
If it be for prince or peasant,  
Buy it now!  
Buy it early in November,  
Or at least before December;  
You'll be glad if you remember—  
Buy it now!

**MURINE Granulated Eyelids,**  
Sore Eyes, Eyes Inflamed by Sun, Dust and Wind quickly relieved by Murine. Try It In your Eyes and in Baby's Eyes.  
**YOUR EYES** No Smarting, Just Eye Comfort  
Murine Eye Remedy At Your Druggist's or by mail, 50¢ per bottle. Murine Eye Salve, in Tubes 25¢. For Book of the Eye—Free, Ask Murine Eye Remedy Co., Chicago 4

Fresh air is the environment in which man developed to his present state of perfection. Now that our newspapers reach to every nook and corner of the world bearing the message, most men and women appreciate the part pure air plays in sustaining health.

Minard's Liniment Co., Limited.  
Gentlemen,—In July, 1915, I was thrown from a road machine, injuring my hip and back badly and was obliged to use a crutch for 14 months. In September, 1916, Mr. Wm. Outridge of Lachute urged me to try MINARD'S LINIMENT, which I did with the most satisfactory results and today I am as well as ever in my life.  
Yours sincerely,  
his  
MATTHEW x BAINES.  
mark

Pat—"Mike, I joined an insurance order last night, and its fine." Mike—"What kind of insurance order?" Pat—"Well, I pay one dollar a week as long as I live, and get two dollars a week as long as I'm dead."

**GIRLS! WHITEN SKIN WITH LEMON JUICE**

Make a beauty lotion for a few cents to remove tan, freckles, sallowness.

Your grocer has the lemons and any drug store or toilet counter will supply you with three ounces of orchard white for a few cents. Squeeze the juice of two fresh lemons into a bottle, then put in the orchard white and shake well. This makes a quarter pint of the very best lemon skin whitener and complexion beautifier known. Massage this fragrant, creamy lotion daily into the face, neck, arms and hands and just see how freckles, tan, sallowness, redness and roughness disappear and how smooth, soft and clear the skin becomes. Yes! It is harmless, and the beautiful results will surprise you.

Tiny balls of fresh country sausage baked and rolled in chopped parsley make an appetizing garnish to serve with the turkey.

Minard's Liniment Cures Diphtheria.

"In the event of an air-raid do not collect in a crowd," reads a notice posted in a Kentish hamlet where the total population consists of nine persons.

**DODD'S KIDNEY PILLS**  
CURES ALL KIDNEY DISEASES  
URIC ACID RHEUMATISM BRIGHT'S DISEASE GRAVEL DIABETES BACKACHE  
No. 23 THE PHARMACEUTICAL

**Raw Eggs Outkeep Boiled.**  
Raw eggs keep good much longer than cooked eggs, even when these are hard boiled. This was proved by Dr. Leon Linlet, a member of the Paris-Conseil d'Hygiene, after many French soldiers had reported that the hard boiled eggs they received from home had gone bad, while the raw eggs remained edible for weeks. Dr. Lindet explains this fact by saying that the boiling makes the inner membrane pervious to gases, liquids and microbes, and the white of the egg becomes an agglomeration of coagulated albumen and particles of a serum that is an ideal medium in which microbes thrive.

**FIFTEEN YEARS USE OF BABY'S OWN TABLETS**

Thousands of mothers keep a box of Baby's Own Tablets in the house as long as there are little ones about. Among them is Mrs. Marcel D. LeBlanc, Memramcook West, N.B., who says:—"For the past fifteen years I have never been without Baby's Own Tablets. Whenever any of my children are ailing the Tablets promptly relieve them. I have such faith in them that I never hesitate in recommending them to any of my friends who have little ones in the home." The Tablets are sold by medicine dealers or by mail at 25 cents a box from The Dr. Williams' Medicine Co., Brockville, Ont.

In these days of food shortage it is important that meat be produced with a minimum of feed suitable for human consumption. This can be done by using more forage and by feeding properly balanced rations.

**MONEY ORDERS**  
Send a Dominion Express Money Order. Five dollars costs three cents.

Along with bookkeeping study out-of-debt keeping.

Minard's Liniment Cures Distemper.

Rio de Janeiro has 1,000,000 people.

**A Constipation Cure**  
A druggist says: "For nearly thirty years I have commended the Extract of Roots, known as Mother Seigel's Curative Syrup, for the radical cure of constipation and indigestion. It is an old reliable remedy that never fails to do the work." 30 drops thrice daily. Get the Genuine, at druggists.

**LIFT YOUR CORNS OFF WITH FINGERS**  
How to loosen a tender corn or callus so it lifts out without pain.

Let folks step on your feet hereafter; wear shoes a size smaller if you like, for corns will never again send electric sparks of pain through you, according to this Cincinnati authority.

He says that a few drops of a drug called freezone, applied directly upon a tender, aching corn, instantly relieves soreness, and soon the entire corn, root and all, lifts right out.

This drug dries at once and simply shrivels up the corn or callus without even irritating the surrounding tissue.

A small bottle of freezone obtained at any drug store will cost very little but will positively remove every hard or soft corn or callus from one's foot.

If your druggist hasn't stocked this new drug yet, tell him to get a small bottle of freezone for you from his wholesale drug house.

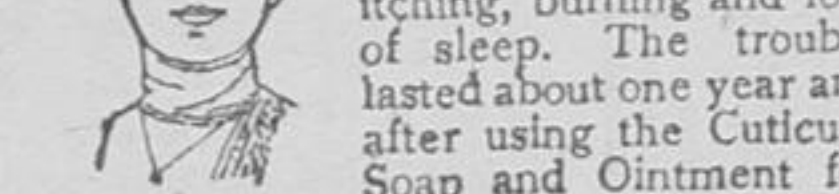
**WATERY-BLISERS FORMED ERUPTIONS**

On Hands. Caused Disfigurement, Itching and Burning. Cuticura Healed.

"The trouble which I had affected my hands only. It first came in watery blisters under the skin, and if they were scratched they broke, causing a mass of sore eruptions that caused disfigurement, itching, burning and loss of sleep. The trouble lasted about one year and after using the Cuticura Soap and Ointment for about three months I was completely healed." (Signed) Miss Aileen Sweet, Main St., Eastman, Que.

Keep your skin clear by daily use of Cuticura Soap and Ointment.

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



after three doctors said I never would stand up straight again. I was a midwife for seven years and I recommended the Vegetable Compound to every woman to take before birth and afterwards, and they all got along so nicely that it surely is a godsend to suffering women. If women wish to write to me I will be delighted to answer them."

—Mrs. JENNIE MOYER, 342 E. North St., Lima, Ohio.

Women who suffer from displacements, weakness, irregularities, nervousness, backache, or bearing-down pains, need the tonic properties of the roots and herbs contained in Lydia E. Pinkham's Vegetable Compound.

**GILLETTS' EYE**  
EATS GILLETTS' DIRTY  
LIFE  
MADE IN CANADA

**Might Be Better.**  
"Don't you think you have a good mamma to spread such rice large slices of bread with jam?" asked little Ethel's grandma. "Oh, I don't know," replied the little miss; "she'd be a heap jamp gooder if she'd let me spread the jam myself."

Minard's Liniment Cures Colds, &c.

**MISCELLANEOUS**  
LADIES WANTED TO DO PLAIN and light sewing at home, whole or spare time, good pay, work sent any distance, charges paid. Send stamp for particulars. National Manufacturing Company, Montreal.

**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.

When buying your Piano insist on having an **"OTTO HIGEL" PIANO ACTION**

**THICK, SWOLLEN GLANDS**  
that make a horse Wheeze, Roar, have Thick Wind of Choke-down, can be reduced with **ABSORBINE**

also other Bunches or Swellings. Noblister, no hair gone, and horse kept at work. Economical—only a few drops required at an application. \$2 per bottle delivered. Book 3 M free. **ABSORBINE, JR.**, the antiseptic liniment for mankind, reduces Cysts, Wens, Painful, Swollen Veins and Ulcers. \$1 and \$2 a bottle at dealers or delivered. Book "Evidence" free. W. F. YOUNG, P. D. F., 516 Lyman's Bldg., Montreal, Can. Absorbine and Absorbine, Jr., are made in Canada.



**Railroad Men**

These men know from experience that Sloan's Liniment will take the stiffness out of joints and the soreness out of muscles—And it's so convenient! No rubbing required. It quickly penetrates and brings relief. Easy to apply and cleaner than messy plasters or ointments.

Always have a bottle in the house for rheumatic aches, lame back, sprains and strains.

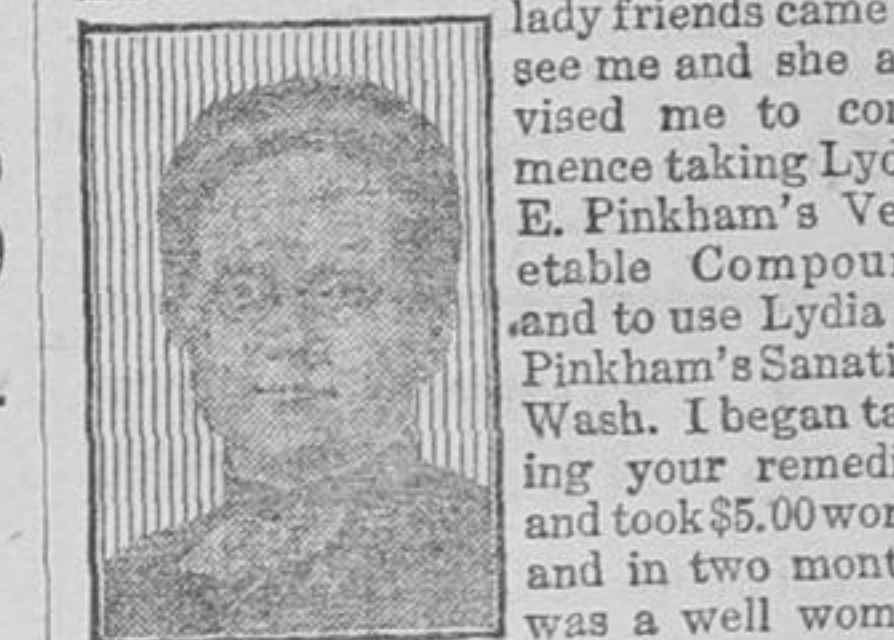
Generous sized bottles at all drug-gists, 25c., 50c., \$1.00.

**Sloan's Liniment**  
KILLS PAIN

**BROKEN DOWN IN HEALTH**

Woman Tells How \$5 Worth of Pinkham's Compound Made Her Well.

Lima, Ohio.—"I was all broken down in health from a displacement. One of my lady friends came to see me and she advised me to commence taking Lydia E. Pinkham's Vegetable Compound and to use Lydia E. Pinkham's Sanative Wash. I began taking your remedies and took \$5.00 worth and in two months was a well woman



after three doctors said I never would stand up straight again. I was a midwife for seven years and I recommended the Vegetable Compound to every woman to take before birth and afterwards, and they all got along so nicely that it surely is a godsend to suffering women. If women wish to write to me I will be delighted to answer them."

—Mrs. JENNIE MOYER, 342 E. North St., Lima, Ohio.

Women who suffer from displacements, weakness, irregularities, nervousness, backache, or bearing-down pains, need the tonic properties of the roots and herbs contained in Lydia E. Pinkham's Vegetable Compound.

**"Tea and Coffee Interfere with Digestion"**

says a well known authority.

Many who use tea or coffee, not knowing that it aggravates stomach troubles, could still enjoy a delicious hot table beverage and escape harmful effects by a change to the wholesome, pure cereal drink—

**POSTUM**

"There's a Reason"

