

Families Are Buying "Sunkist" Oranges by the Box or Half-Box

Enjoy the rich, delicious meat and sweet, tangy juice of ruddy, thin-skinned, seedless "Sunkist" oranges.

Have this golden fruit for breakfast, dessert and "between meals." Cleanest of all fruits—never touched by bare hands. All the pickers and packers of "Sunkist" oranges wear clean white cotton gloves.

"Sunkist" oranges are the finest, juiciest oranges in the world. Tree-ripened, fiberless. Not a seed in "Sunkist." Buy them by the box or half-box. That is cheaper than buying by the dozen. They keep for weeks.

Get Rogers Silver with "Sunkist" Wrappers

Cut the trademarks from "Sunkist" orange wrappers and send them to us. We offer 27 different premiums, all Rogers A-1 Standard Guaranteed Silverware. Exclusive "Sunkist" design.

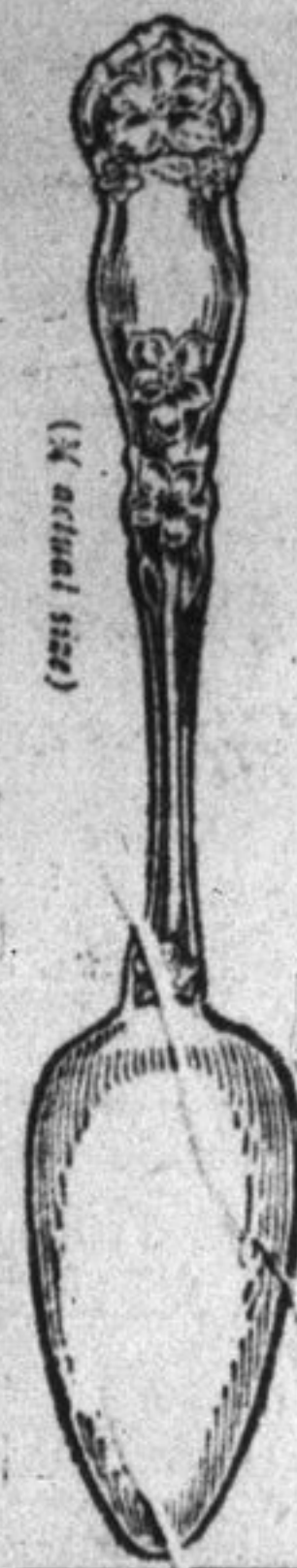
For this orange spoon send 12 "Sunkist" Orange Wrappers and 12 cents. "Red Ball" orange wrappers count same as "Sunkist."

In remitting, send amounts of 20 cents or over by Postal Note, Post Office or Express Money Order.

Buy "Sunkist" Oranges at Your Dealer's

Send your name and full address for free premium circular and Premium Club Plan. Address all orders for premiums and all inquiries to

CALIFORNIA FRUIT GROWERS EXCHANGE
105 King Street, East, cor. Church TORONTO, ONT.



COUNTRYSIDE TIDINGS

WHAT WHIG CORRESPONDENTS HAVE TO TELL

News From Villages and Farms Throughout the Adjoining Counties—Rural Events, and Movements of the People.

Long Lake Items

Long Lake, Feb. 11.—James Love had the misfortune to lose a drive shed on Monday, about nine o'clock in the evening. The loss is estimated at about \$700. The Ladies' Aid tea will be served at D. W. Cronk's house on Saturday evening. Miss Edna Wagar, Parham, visiting friends at R. Heath, of Dufferin, is in charge of the public school. I. L. Benn, C. Drew and O. Cronk, of Long Lake, and A. Cronk, of Mountain Grove, are in the city to-day.

At Lake Opinicon

Lake Opinicon, Feb. 11.—P. Leggett, Crosby, is sawing wood in this vicinity with his gasoline outfit. The C. N. R. has the sink-hole so completed that the engines are now able to pass over it again. A large crowd attended service here on Sunday morning. J. C. Judd, Ottawa, paid a flying visit here one day last week. Mr. and Mrs. F. Smith and daughter, Saddle, spent the week-end in Kingston. Visitors, Rev. Mr. Sagar at A. Tepples'; E. Donnell, Kenner and R. Guthrie, Maple Leaf at J. Linklater's; H. Simpson and Mrs. S. Baxter, Seeley's Bay, at C. Ennis'; Mr. and Mrs. Alexander Darling, Jr., at William Ritchie's, Perth Road; Mr. and Mrs. F. Gibbs, Kingston, at O. Cumpton's; Orman Baxter and sister, Ella, at A. Darling's; Mrs. S. Linklater and children, Perth Road, are spending a few days at I. Linklater's.

Junetown Jottings

Junetown, Feb. 11.—Several from here attended the anniversary tea at Caintown on Monday evening, where an excellent musical entertainment and lunch were provided. Miss Lizzie McDonald, Mallorytown, is the guest of Mrs. J. A. Herbison. W. J. Ferguson and wife have returned to Lansdowne. B. T. McGhie, of Queen's University, Kingston, spent the week-end, guest of W. H. Franklin. Miss Evelyn Earl, Lansdowne, and Miss Evelyn Purvis, Brockville, were week-end guests at Z. Purvis. Much hay and grain are brought this way now from the vicinity of Lansdowne. This speaks

CASTORIA

For Infants and Children. The Kind You Have Always Bought Bears the Signature of *Wm. D. Galt*

well for the farming section of Lansdowne. Mr. and Mrs. Ross Smith, Lansdowne, were guests of Sunday at Mr. Franklin's. Mr. and Mrs. A. E. Summers, Rockfield, visited Mr. McHall's on Tuesday. Mrs. Foley, Lansdowne, is visiting her sister, Mrs. William Warren, for a few weeks. A number of young people from here were pleasantly entertained at William White's, Caintown, on Friday evening. R. Cairnault, Yonge Mills, is spending a few days at Jacob Warren's.

Charleston Tidings

Charleston, Feb. 10.—The ice is in good condition. R. Foster went to Lansdowne on Sunday. S. Kelsey is filling Mrs. Hanson's ice house. Miss Nellie Hudson, Morrisburg, is spending a few weeks at her home here. Miss Fanny Hudson gave a party to a few of her young friends on Monday evening. Mrs. H. Latimer spent a few days last week with her sister, Mrs. G. Jones, Phillipsville. Relatives of Miss Elva Warren, Long Point, were pained to hear of her death on Monday evening. The ice harvest is now on. W. C. Taylor, quite ill, is on the recovery. Mr. C. N. R. W. Johnston spent Sunday in Delta and Soperston. Mr. and Mrs. H. Johnston visited friend here on Monday.

Colebrook Notes

Colebrook, Feb. 11.—W. H. Duff has sold his mill property here, including grist mill, saw mill and residence, to Mr. Babcock, of Toronto, who takes possession at once. Wednesday was about the coldest day of the season. The thermometer registered fifteen degrees below zero all day, and was much colder at night. This village felt the earthquake shock here, yesterday, very distinctly. It jarred the pictures on the walls. The throbbing continues for a minute or more. Mr. and Mrs. Ira Salisbury and Norman Boyce and wife entertained a number of their friends last week. Ice harvesting is in full blast and of No. 1 quality. There have been a number of variety and kitchen showers lately. W. H. Woodruff is recovering from his recent illness.

Incidents at Elgin

Elgin, Feb. 11.—G. W. Sexton, who has been the guest of relatives, has returned to his home in Deloraine, Manitoba. The C.N.R. station is to be connected with rural telephony. N. Clemons, Portland, has the contract for moving A. L. Campbell's frame house. The earthquake was felt here on the 10th inst. Mr. and Mrs. Chas. Sherwood were called upon to mourn the loss of their infant daughter, a few months old. When a few weeks old she contracted whooping cough. Mrs. G. S. McGhie had an unpleasant experience on Wednesday morning. While preparing breakfast, the stove which was connected with a water fount, exploded, leaving only the frame standing. Mrs. McGhie was uninjured. It is thought that the cold had frozen some of the pipes. Rev. H. E. Warren, Westport, is spending a few days with relatives. James Stanton Portland, is hauling cheese box logs to his mill.

Reports From Plevna

Plevna, Feb. 11.—T. Armstrong is drawing saw dust to fill his new ice-house. G. Ostler has bought the Vennachar cheese factory and is moving it to Plevna. Allan Card and Allan Killingbeck are drawing lumber to Lavant for J. F. Card. S. S. Barton is moving his farm implements to Lavant, making ready to load his car early in March. F. Barton and E. Lloyd attended the party at J. Ohlman's on Wednesday last. Joseph Ohlman made a business trip to Perth last week. Mrs. William White, sr., and Mrs. John F. Haines are very ill. Miss Ella Ohlman has returned home after spending some time with her sister at the river View. Mr. and Mrs. Mosher are visiting friends at Arden. Mr. Barton and family spent Sunday last at their daughter's, Mrs. Clement, at Ardoch. J. Ward and family, at B. Lloyd's. Mrs. Hall is the guest of Mrs. J. Brouse. Mrs. Tate and Miss Curtis were recent visitors at Joseph Card's and Miss Laraby at J. Haine's.

A Concert at Yarker

Yarker, Feb. 12.—The Ladies' Aid of Yarker secured the services of the Shredded Wheat company to give a banquet under its auspices. The Rockwell family of Napanee was secured to give the concert. This event took place last Monday and a large crowd was in attendance. Although the night was cold, people came from far and near to make the affair a financial success. The concert was grand and the bill of fare provided by the company was fine. Mrs. Whitney and son, Maxwell, of Watertown, N.Y., are spending a short time at the home of her mother, Mrs. John Irish. Miss Lizzie Winter, of Kingston, spent a few days at home. Miss Minnie MacFarlane, of Forest Mills, is the guest of Miss Teena Stewart. Mr. and Mrs. M. Storms, of Wilton at F. Storms. Miss Kathleen Vanness spent Sunday at the home of John Connolly. The choir spent Saturday evening at the home of Mr. Moffat, veterinary, of Pictou, is here. The villagers are putting in ice. The first parcel accepted for transfer by parcel post was handed in at Yarker by S. Winter on Tuesday morning, weighing five pounds. It was for Hamilton. The C. O. F. organizer is again at work securing new members. Miss Lizzie Babcock has returned home again after visiting her sister, Mrs. Williamson.

"Her Own Money"

Julia Dean in "Her Own Money," the brilliant comedy success by Mark Swan will be the attraction at the Grand on Monday, February 16th. It comes to this playhouse, under the direction of the Messrs. Shubert, after a successful engagement of the comedy in New York City. The play presents humorously a subject that has its serious aspect to every wife, young or old, and to every young woman who expects to be married. It deals slightly, but none the less effectively, with the problem of the wife's "allowance." Julia Dean appears in the leading role—as Mrs. Alden, a young wife who rebels in spirit if not in deed against the custom which decrees

that she must ask her husband for money whenever money is needed to defray the family expenses. The situations which confront Mrs. Alden, her husband, another married couple and still a third couple about to be married bring to light the various phases of the important question of fair apportionment of the family income between husband and wife. The incidents, though refreshingly amusing, combine to plead the common cause of all wives everywhere.

MAY VISIT PRINCESS

Miss Muriel Wilson May Take Trip to Canada
London, Feb. 13.—Miss Muriel Wilson, who is said to intend paying a visit to Princess Patricia at Ottawa, has been joined by her mother, who recently came from Maryland, at a villa near Nice. Miss Wilson has been staying at St. Moritz recently, where she gained fresh laurels in the skating competitions connected with the winter sports are held there annually.

It isn't always love that enables a married couple to get along. Sometimes it is common sense.

KEPHALDOL

COMES TO CANADA
Originated by Dr. Stohr, a famous physician of Vienna, Austria, Kephaldol is known and used throughout Europe and Great Britain.

Now, backed by the endorsements of hundreds of physicians, and hospitals, it comes to Canada to relieve pain and cure Rheumatism, Sciatica, Lumbago, Neuralgia, Neuritis, Headache, La Grippe, Fevers and similar troubles.

Kephaldol has received the highest commendation from the medical profession because of its direct strengthening action on the nerves, without injury to the heart, and its lasting regulative and curative effect upon the whole system.

Unlike other pain-killing remedies, Kephaldol is absolutely harmless. It causes no intestinal irritation, and has no depressing effects.

Kephaldol will now bring to pain-wracked Canadians the untold blessings which it has already conferred in the Old Country—joy of perfect life again to those who, perhaps for many years, have dragged through a tormented existence.

Get a 50c. tube of Kephaldol tablets at your Druggist's. Kephaldol, Limited, 31 Latour street, Montreal.

Give him BOVRIL

Bovril presents the goodness of beef in a handy, readily-prepared and easily-digested form. It is a wonderfully warming winter beverage. It builds up the weak constitution and strengthens the strong one. It guards against the attacks of colds, chills and influenza.

Directions on every bottle.

Sutherland's Big RED LETTER SHOE SALE

A Sweeping Clearance of Our Winter Stock at 20% DISCOUNT OFF All Shoes

Women's Queen Quality, E. P. Reid, Vassar, Slater, etc., Men's Astoria, Monarch, Slater.

\$6.00 Shoes for \$4.80
\$5.00 Shoes for \$4.00
\$4.00 Shoes for \$3.20
Etc.

20 Per Cent Discount Off All Boy's & Girl's Shoes

Also 12 tables of shoes, where heavy buying has broken up the sizes, at greatly reduced prices.

J. H. SUTHERLAND & BRO.

THE HOME OF GOOD SHOES

COAL!

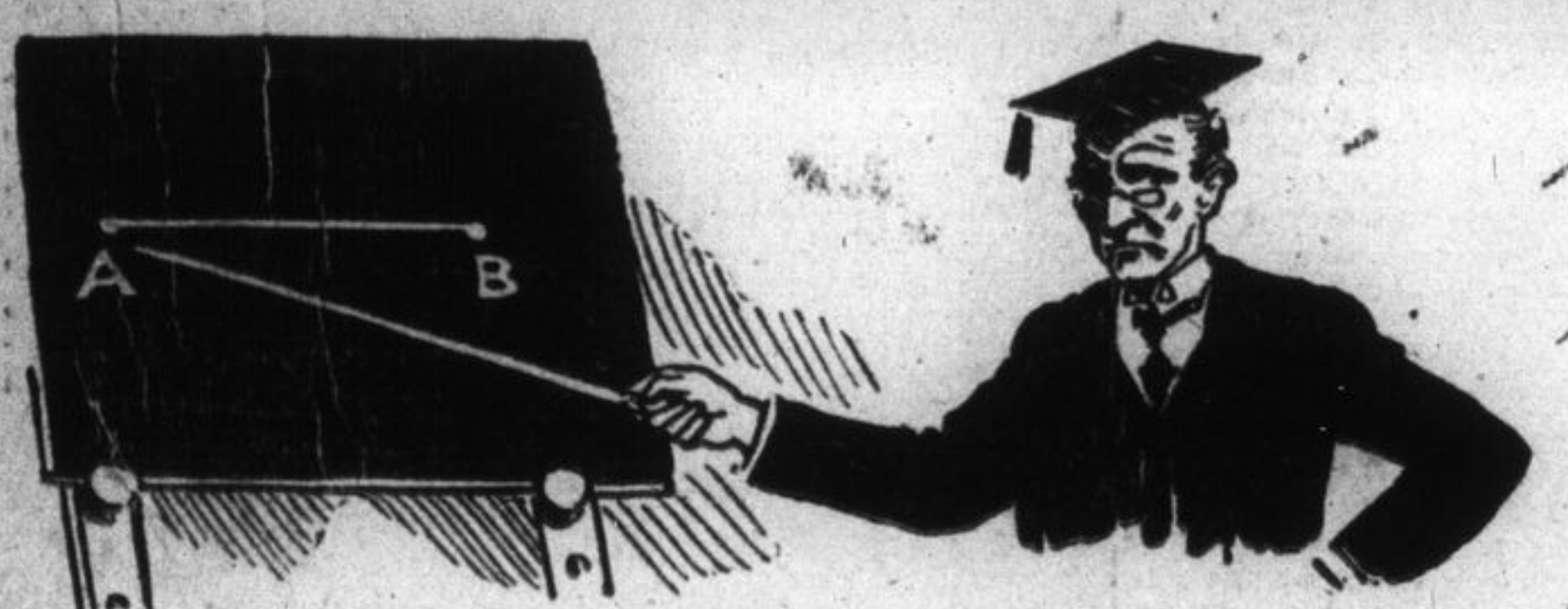
The kind you are looking is the kind we sell

Scranton Coal
Is good coal and we guarantee prompt delivery

Booth & Co.
Foot of West Street

FOR SALE

Earl St., near Division, brick veneer \$1,900.00
Earl St., near Division, brick veneer \$2,000.00
Division St., near Earl, brick veneer \$2,000.00
Division St., near Earl, brick veneer \$2,150.00
Dominion vacuum cleaners \$10.50
Tues. Stationary Vacuum cleaners. Estimates cheerfully given.
H. S. CRUMLEY



The Straight Line in Creating Demand

"A Straight Line is the Shortest Distance between Two Points"

Whatever troubles old Euclid gave us in our schooldays his axioms were simple enough. In our business life to-day we show a lively appreciation of the truth of this axiom in cutting out superfluous efforts—in the saving of time and labor.

In making goods the straight line is "efficiency." It is the shortest distance between raw material and finished product.

In Selling Goods, the straight line is Newspaper Advertising.

It is the shortest distance between the seller and the buyer. Some manufacturers are applying the straight line in the making of their goods, but neglecting it in the selling of them. Some have no line of communication with the consumer at all—many let their message meander along by-paths of "chance acquaintanceship" instead of telegraphing it along the straight line of Newspaper Advertising.

Newspaper Advertising is the Shortest Distance between the two points of "Supply" and "Demand."

If you are doing a local business talk over your advertising problems with the Advertising Department of this Newspaper. If you are doing a provincial or national business it would be well for you to have the counsel and assistance of a good advertising agency. A list of these will be furnished without cost or obligation by the Secretary of the Canadian Press Association, Room 503, Lumden Building, Toronto.

WARNING!

Hand back all SPEARMINT unless you see the name "WRIGLEY'S" and this spear:



Tell your children—your friends—always to look for these two things or they will get one of the vile mixtures wrapped to resemble the delicious genuine. These are being offered (even from wagons) at any price.

So for your own protection be sure it's the clean—pure—healthful WRIGLEY'S



Look for the spear

BUY IT BY THE BOX

of twenty packages. It costs less—of any dealer—and stays fresh until used.