



Purity! Purity! Purity!

The one dominating note that runs all through the making of Sunlight Soap is Purity. The \$5,000 Guarantee you get with every single bar is not a mere advertisement. It marks a standard set for the buyers who select the choice Sunlight Soap materials—for the soap boiler—for the expert chemists—for the girls, even, who wrap and pack Sunlight.

All are mindful of the Guarantee—it is a source of gratification to all the Sunlight workers.

Sunlight 5¢ Soap

Nearly 3,000 head of breeding poultry have been collected in England to stock French peasants who had lost their flocks by war. Some of the birds donated are valued at between \$3 and \$4 each.

The Goodyear Tire and Rubber Co.—of Canada—of the United States—of Great Britain—of South Africa—of Australasia—of South America—of Mexico—have you ever realized the tremendous ramifications of these world-wide institutions that are supplying better tires for every nation? All of these corporations do not manufacture but purchase from the Goodyear Tire and Rubber Co. of Canada and The Goodyear Tire and Rubber Co. of Akron—tires being shipped continuously from Bowmanville, Ont., and Akron, Ohio.

MADE IN CANADA

Gives You Goodyear Superiority at a

LOWER PRICE

Compare These Prices

Table comparing Goodyear tire prices in Canada vs. elsewhere. Columns include size, plain price, all-weather price, and cost you.

Study the figures given here. You can see the actual saving to you in dollars and cents because Goodyear Tires are made in Canada. Only because Goodyear Tires are made in Canada can we sell them at these low prices.

Preferred Above All Others

A census of 71 principal cities of the United States shows that every fifth car is equipped with Goodyear Tires. This despite the fact that there are some two hundred other brands, most of which sell in the United States at a lower price than Goodyears. Were all tires equal dollar for dollar in the eyes of those motorists, only 1/2 of 1% of the tires in use there should be Goodyears, whereas the census showed 21% Goodyears. This unusual preference extends to Canada also. Yet many of those two hundred other brands not made in Canada are offered to you here in Canada. You are usually asked to pay prices from 40 to 50 per cent. higher than the prices at which those brands are offered in their home markets. You may be offered tires not made in Canada at a price, size for size, as low as Goodyear Made-in-Canada prices. But you know that in the markets from whence they are exported, they are offered at prices much lower in comparison to Goodyears and yet do not acquire leadership. Buying Goodyear Made-in-Canada Products means more than keeping hundreds of workers employed. It means a direct immediate saving to you on each purchase.



Sleepytime Tales

HOW GRANDMOTHER FOUND THE LOST CALF.

"Once upon a time," said Grandmother, "when I was a little girl I went to visit in the country. The next day my Uncle said that Old Bess, the cow, had hidden her new calf and they couldn't find it anywhere and they were afraid it would get lost and starve. I asked if I could help find it and Uncle said he would give me fifty cents if I was successful. I don't think he had an ideal I think about the money for several of the men had been out looking for the calf and had found no trace of it. I will tell you how I found it. I waited until Old Bess went down to the pasture and then I followed her. First she just ate and nibbled at the grass until I began to think she didn't care what had become of her calf, but at last she began to walk away down to the other end of pasture and I followed. Suddenly she stopped and began to make a funny noise and then I heard another noise of the same kind only fainter. I looked in the bushes and she could see nothing and began to think it must have been some bird that made the noise, when I saw something move behind some black-berry vines. I pushed back the vines and there, back of the bushes, in a little hollow, was the missing calf. "She wasn't a bit afraid when I went to her and patted her soft nose and it was no trouble to lead her out by the neck and so we came home with Old Bess following us. I took them both into the barn and shut the door so they could not get out and when Uncle came home that night I took him out to the barn and showed him the calf. "Uncle gave me the fifty cents as he had promised and I remember I bought a doll that I had wanted for a long time. "I would have bought a doll too," said Beth. "I wouldn't," said Ned. "I would have bought that kite I told you about, with the long tail," and Beth and Grandmother both smiled, for they had planned to buy the kite for Ned's birthday which was the next day.

"Low Cost of Living" Menu

Menu for Tuesday

BREAKFAST: Sliced Bananas, Ham Hash, Sour Milk Griddle, Coffee

LUNCHEON: Baked Macaroni, Toasted Hot Potatoes, Baked Oat Wafers, Cocoa

DINNER: Dried Fruit Soup, Baked Potatoes, Au Gratin Potatoes, Baked Rice, Olive Salad, Brown Sugar Pudding

BREAKFAST

Sour Milk Griddle—Mix two cups of sour milk with two cups of flour, a tablespoon each of sugar and lard, one egg, a teaspoon of soda, and a little salt. Drop by spoonfuls on a hot well greased griddle. Fry brown and serve with syrup.

LUNCHEON

Baked Oat Wafers—Cream two tablespoons of butter with six of sugar, and one beaten egg, a cup of rolled oats and a teaspoon of vanilla. Drop by spoonfuls on a greased baking tin and bake in a moderate oven.

DINNER

Dried Fruit Soup—Boil slowly half a cup of dried apples, quarter of a cup each of dried prunes, currants and raisins, all in ten cups of water. Then run through a sieve and return to the fire. Add a tablespoon of lemon juice and thicken with two tablespoons of sugar.

Au Gratin Potatoes—Melt a tablespoon of butter. When hot add the same of flour and a cup and a half of milk. Boil until thick. Then add two cups of cold boiled potatoes cut in dice. Turn into a baking dish, cover with grated cheese and bake in a hot oven.

Olive Salad—Cut stuffed olives in halves and lay on lettuce. Pour over a French dressing. Brown Sugar Pudding—Boil two cups of water, add two cups of brown sugar and, when boiling hard, add two tablespoons of dissolved cornstarch. Boil until thick, then add a quarter of a cup of chopped walnuts.

CHRISTENING FONT HUMOR.

Unlucky Infants Whose Parents Label Them for Life.

It would seem a poor sort of humor to label a child with a Christian name which fits the surname all too well, like Sardine Boy, Jolly Death, Holly Stick, Rose Bush, Long Street, Seldom Early, and the like, but it is done, nevertheless. Of course, Nemesis is sometimes on the track of these practical jokers, only his revenge is probably wreaked on the name-bearer rather than on the parents. For instance, Wild Rose sounded very appropriate in infancy, but when the pretty Miss Rose married the fascinating Mr. Bull, and she had to sign her registration paper Wild Bull it sounded a bit queer! Sometimes, of course, nobody is to blame. Nobody was in the case of Hetta Simpson, who married Mr. John Lott, but she got unmercifully chaffed over the combination, Hetta Lott.

But the font-bend who perpetrated the following joke upon his unconscious though wildly protesting bairn must have known what he was doing. Probably if the parson had twigged the diabolical design of the smiling father he might have transposed two of the names and spoiled the plot.

The parents were called Gunn, and when the parson asked for the child's baptismal names the father whispered, "Benjamin Isaac Geoffrey," and it sounded all right. But fancy that lad writing all his life such a concealed signature as B. I. G. Gunn! It's too dreadful!

There are certain names that are "off the map." Such are Jessebel, Ananias, Sapphira, Judas, and Beelzebub. But occasionally parents have been known to take a mean revenge on a new and unwelcome arrival, for instance, One-too-many Johnson, Not-wanted Smith, Odious Heaton. Too bad, poor kids!

Sometimes the idea is the reverse. So profoundly thankful are the happy pair to have a new baby that they can't express their joy at the font. Thus, for instance, Merry Christmas Figgot, Welcome Jones, but it is difficult to admire such names as Noah's Ark Smith and Anno Domini Davis. Many people wrongly conclude that the names bestowed by Bunyan upon his immortal Jerry at Vanity Fair were very exceptional. But his Mr. Hatelight and Mr. Liveline had their counterpart in the local directory of Bunyan's time.

Singularly enough, a volume published in 1766 gives a copy of a "Jury Return made at Rye, Sussex, in the late Rebellious Times."

The names of the twelve were: Meek Brewer, Graceful Harding, Kill-sin Pimple, Earth Adams, Weep-not Billing, More Fruit Fowler, Hope-for-Banding, Return Spelman, Fly-Debate Roberts, Stand Fast on High Stringer, Be Faithful Joiner, and Fight the Good Fight of Faith White.

The American Agriculturist reports that sisal binder twine is up 50 per cent. in the United States this year as a result of the action of the Mexican Government in making a State monopoly of the Yucatan supply of sisal fibre.

SURPRISE FOR A SOLDIER.

Strange Lady Waited on Him, and Something Made Him Pause.

He was very thirsty, and the tea looked delightfully refreshing. But he glanced at the lady who waited on him, and something made him pause. Suddenly he knew. It was Queen Alexandra. The Queen Mother, so very modestly and so kindly, was showing her gratitude to the Empire's fighting men by waiting on them in their newest London rest hut. He stood to attention and gravely saluted.

He was one of a party of men who had just come from Victoria Station, tired and worn, and they were very glad to be the first visitors at the hut in Grosvenor Gardens, which was opened the afternoon of the day before. So far the Royal Wrens had been the only accommodation available for the troops coming to and departing from Victoria Station, but this splendid club is now available for them within a minute's walk of the station.

The Queen Mother, who was accompanied by Princess Victoria, was greatly interested in the cubicles. Nearly a hundred beds are ready, and close by are hot baths—a great luxury after the mud at the front. There is a brightly fitted up recreation room, with comfortable chairs and tables, where hours of leave that would otherwise prove so weary can be happily wiled away.

There is a staff of eight voluntary workers, who, under the direction of Lady Ponsonby, do everything possible for the comfort of the men. One of the helpers is Lady de Ramsey, whose husband is a prisoner of war in Germany.

Pantomime at the Front.

Collectors of war souvenirs should be interested in a tattered document which has just arrived from the front. It is the program of a performance of "The Babes in the Wood," December 22nd, 1915—"the first attempt at pantomime in France," and an entirely British production. Prices of admission were 5d. for officers, 1d. for N.C.O.'s and men. The performance began at six o'clock. "Stretcher-bearers at 8 p.m." One rafter from the admissions of the synopsis that a good deal was left to the imagination of the audience. "Please observe the invisible marble staircase." "Five million gallons of real water are not used in this act." "Owing to the scene-painter getting twenty-eight days' C. B. for dirty buttons we leave a lot to your imagination."

The two villains of the piece are represented, of course, by that well-known duo Big Willie and Wee Willie. In act four they are finally brought to book and "get the D. C. M. with sentence." The program demonstrates the curious Gallizing of our soldiers' English with which we have become familiar in their letters home. Thus we find "a plucky garcon," "Huroosh between the Willies is a mort," "He has done beaucoup G.B.," etc. The play is the work of Corporal James Flint, of the Glasgow Highlanders.

Elephants' Curious Teeth.

Whoever has looked inside an elephant's mouth has seen a strange sight. Elephants have no front teeth, and they never eat flesh, or any food that requires tearing apart. Eight teeth are all they have, two above and two below on each side, huge yellow molars as wide as a man's hand. Over these hay or fodder is shifted by the queerest, ugliest tongue in the whole animal kingdom, a tongue that is literally hung at both ends, having no power of movement except in the middle, where it shifts back and forth from the side, arching up against the roof of the big mouth like an immense wrinkled pink serpent.

Elephants, like human beings, have two sets of teeth. The milk teeth, which are smaller than the permanent molars, fall out when the animals are about fourteen years old. These baby teeth—which are, nevertheless, enormous—are occasionally picked up by circus-men among the fodder and preserved as curiosities.

Blockade Effective.

According to the following anecdote the British blockade of Germany has been much more effective than certain newspapers will admit. At a recent banquet the Belgian Consul, H. L. de Givre, said:

"I have just heard an anecdote about the German food famine. "A regiment of Landsturm men were setting out for the front from Berlin. The usual crowd were seeing the old boys off—an anxious, silent crowd. But finally there was one chap who screwed up spirit enough to shout, 'Long live Germany!'"

"At this a grey-whiskered Landsturm man turned round and yelled reproachfully at the shouter, 'What on?'"

Fights With One Leg Gone.

The most amazing act of courage for which the V. C. has been awarded in England is that of Corporal Cotter, of the Sixth East Kent Regiment. When his right leg had been blown off at the knee, and he also had been wounded in both arms, he made his way unaided for fifty yards to a mine crater and stood the men who were holding it. He controlled their fire, issued orders, and altered the dispositions of his men to meet a fresh counter-attack by the enemy. For two hours he held the position, and allowed his wounds to be roughly dressed only after the attack had quieted down.

More Weddings Than Ever.

According to figures covering the period of July, August, and September, compiled by the registrar general in England and Wales, the marriage rate was higher than at any previous time since England began to gather statistics on the subject. For every 1,000 of population 21.4 persons were married.

The employment of machinery and co-operation among farmers seem to be the only hope of solving the labor question, in the opinion of a Maryland farmer quoted by the American Agriculturist.

True economy

What's the use of a range being a wonderful cooker and bristling with modern conveniences if it soon wears because made of poor materials? That is not economy at all. If you want to save money, by a good range.

McClary Ranges



will be as good a cooker and as convenient many years hence as slow This TRUE economy McClary's is SIX CERELY made. Nothing but highest class blue sheet steel with lustrous anti-rust enamel, all nickel parts heavily coated, enamel out boiler pan, enamel, oven can't rust—and so on all through. Everything made to LAST—a range worth while.

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DO NOT RISK YOUR FAVORITE LINENS AT THE LAUNDRY, MRS. CANADA!

Have the work done at home under your personal supervision, with an

EDDY INDURATED WASHBOARD.

Made of one solid lasting piece of hardened pulp. It will neither splinter nor fall apart. The slightly rounded, even grip is easy on the clothes and fingers, yet loosens the dirt easily.

Ask for Eddy's "Twin Beaver."

Why Not Today?

IF YOU have heard how Crisco is taking the place of butter and lard in every department of cooking—

If you have heard of the wonderful building in which it is packed—sunlit, spotless—built of glass and dazzling tile—

If you have heard of the better-tasting, more digestible foods that its use insures— Then why not order some today?

The experience of a vast army of housewives is a guarantee that you will be pleased with it.

Made at Hamilton, Canada

It Floats

IVORY SOAP floats. It is the original floating soap. This quality gives Ivory Soap distinct advantages.

Ivory Soap always is at hand; you do not have to grope for it nor is it left in the water to waste away.

Ivory Soap always is in sight; there is no danger of injuring yourself by stepping on the cake in the bathtub.

Even if Ivory Soap were no better than other soaps its floating qualities would make it more desirable.

8 CENTS

IVORY SOAP 99 1/100% PURE

IT FLOATS

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