

Any time of day BAKER'S COCOA is welcome



Do not make the mistake of thinking that cocoa is only an occasional drink. It is so valuable a food beverage, so rich in the elements of nutrition, so delicious in flavor, and so wholesome that it should be used regularly and often.

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Books And Their Authors

COMMERCIAL RESEARCH.

By C. S. Duncan ; 885 Pages ; Price \$2.50. The MacMillan Company, Toronto, Publishers. This is an era of intense business and trade competition. Firms, companies and nations are straining every nerve to come out on top in the race for business, and the winners are, naturally, those who have built up a solid foundation and worked out their business practice as sound principle. C. S. Duncan, who is assistant professor of commercial organization in the University of Chicago, and who has been for many years engaged in commercial research, has written a most instructive volume which contains a discussion of scientific principles for the solving of commercial problems and their application to present day needs. He tells the results of his research in simple, untechnical language, and explains his entire plan so that the greatest benefit and notice in business practice may be understood and profit thereby. The book is divided into a series of chapters explaining the various ways in which the knowledge gained from commercial research can be applied to actual business. First of all, he points out the need of business-to-day for intelligent direction and control, for a more highly developed training of men in business of every kind, and for a greater application of sounder business principles and methods. He takes the stand that a greater knowledge of business principles can only be derived from a careful and comprehensive survey of business facts, and to secure these facts commercial research is necessary. The results of his own personal experience are set down in an immediately usable form, and he shows how small or large. The book tells how to institute a thorough plan of research work in every line of business. He gives methods of collecting business facts and of analyzing them after they have been collected. He then goes on to tell how these should be interpreted and used to the best advantage. The crux of the whole problem is to have the proper character of research and the proper organization to carry it out. In conclusion he points out the effect that will have on the business of the future, with every firm and company using its greatest endeavors to have efficiency, service and greater business. This is a practical book for men of big ideas and wide vision. It is not intended to be used entirely by managers and owners of large concerns, for the proprietor of the corner grocery store may use it with as much profit as the head of a large department store or manufacturing plant. It covers the need of every line of business activity, and fills a long-felt want in this respect.

of the wild country. He is full of the spirit of the mountains and the forests and the brave men who live in them, and this is a love story which is written with a thorough understanding of the glory of the mountains and the love of life. Danger, daring and adventure are mingled with passionate love-making, while humor is by no means lacking. Lovers of the exciting and adventurous in their reading, will find complete satisfaction in Zane Grey's latest success. THE BOOK OF ACCOMPLISHMENT. When you've written your deeds on the ledger of life, And the styles shall fall from your hand, When your brief tasks are done, And the night shall be over, And all that you've graven must stand, Think you that in pride you shall pass up the acree, And open it wide for the Master to read? When the last line is cut on the stone of your years, And there's no new to-morrow to write, When you can't make amends for the hurt to your friends, Or blot out a blunder from sight, Do you think you'll be proud to step forward to show, Your book of accomplishment written below? Suppose that your book should be finished to-day, What most would the ledger disclose? Would the Great Master find enough deeds that were kind To balance the sham and the lie? God knows there are great deeds you're eager to write— But what if your record should end with to-night? He shall know, as He looks on each pitiful amudge, Of our failures and blunderings here, But still, as He reads the great sum of our deeds, The humblest of men need not pose. If the Master shall find, as He looks his life through, That he lived to his best and tried to be true.

I WONDER WHY.

By Milton Goldsmith ; 270 Pages ; Price \$1.50. The MacMillan Company, Toronto, Publishers. The Palmer family was one of those families in which the parents were continually asked all sorts of questions by the children. It was, in short, a typical young family, and the father, a civil engineer, sometimes forgot to be "civil" when interrupted too often to answer all the questions. One day, when he was asked more questions than usual, he asked, he put forward the idea that a club should be formed, to be called "The I Wonder Why Club." This club was to meet daily for half an hour, and all questions were to be kept for the meeting. From the meetings of this club grew the book entitled "I Wonder Why." The book is somewhat similar to the books of knowledge which have become so popular during the past few years. It imparts information on nearly every type of natural phenomena and scientific discovery known to the world, and does so in an entertaining manner, because the questions are made the subject of discussion in the club, and are answered by the father in an entirely satisfactory manner. It would be impossible to detail all the subjects treated in the book, but the range is from astronomy to acoustics, from the origin of heat and light to the comforts of home and the habits of bees, ants and beetles. Very little is left unanswered, and the children who read this book will benefit greatly in their education, for its greatest function is to assist education. In this book all abstruse, technical detail has been avoided, and the whole is written in narrative form, making it interesting to read and easy to study. The language is so simple that children of all ages, as well as grown people will take a delight in it. It fills a great need, and ranks in the same category as the "Book of Wonders" which is now on sale at the Whig Office.

Canadian National Railways Magazine. The Whig is in receipt of the first number of the Canadian National Railways Magazine, a publication intended for circulation amongst the employees on the national railways. It is a magazine of much merit, and features an article by D. B. Hanna, president of the railway system, entitled, "Canadian Railways Fight the H.C.L.P." It also contains many interesting articles by various writers, dealing with various phases of Canadian life and labor, a sprinkling of fiction and several fine photographs. News notes from the various railway shops and branches of the system afford much timely information, and the whole publication is well-balanced.

DOSTOEVSKY.

The Prophet of Bolshevism. There is no author of whom the study is more apposite to-day than that great Russian, Feodor Dostoevsky, who stands high above all other writers of that nation, talented and men of genius as some of them were. For as Nicholas Gogol, Ivan Turgenev, Leo Tolstol, and most of the other Russians preached, unmistakably as we now recognize, the revolution, so Dostoevsky saw still farther into the sickness of his people, knew that

they could not find health until they had even vomited forth the elements of corruption. Dostoevsky is the prophet, not merely of the Revolution, but of Bolshevism. Stephen Trofimovitch, in "The Possessed" reads the narrative of the Gadarene's swine. "You see, that's exactly like our Russia, those devils that come out of the sick man and enter into the swine. They are all the sores, all the foul contagions, all the impurities, all the foul great and small that have multiplied in that great invalid, our beloved Russia, in the course of ages and ages." And in "Crime and Punishment" the destiny of that impulse to seize unwonted and forbidden power, like a child tempted to grip a murderous knife, which is so intermingled in the strategy of Bolshevism, is followed with merciless accuracy to its final spiritual fatality. Raakolnikov is a student. Harsh conditions impede his progress at every step; weariness of life comes upon him. Then comes into his heart, made ready, the surge of revolt, not merely against convention social and legal, but against the very moral principles upon which life itself is founded. He discards the maxims of his teachers as ridiculous outgrowths, delusions imposed upon him to rob of even the desire to struggle against his bonds. He kills a woman for her money. "I wanted to know if I was like all of them, merely vermin, or a man; whether I was able to break through the barriers, or not; whether I would really stoop to gain power, or not," and so on, in the same strain. But let us return to "The Possessed." Stephen Trofimovitch has not finished his interpretation of the allegory of the Gadarene's swine. "All those devils will come forth, all the impurity, all the rottenness that was putrefying on the surface, and they will beg of themselves to enter into the swine. They are we... and those... and I perhaps at the head of them, and we will cast ourselves down, possessed and raving, from the rocks into the sea, and we shall all be drowned—and a good thing, too, for that is all we are fit for. But the sick man will be healed, and all will look upon him with astonishment." So Dostoevsky not only saw Bolshevism; he saw beyond Bolshevism to the restoration of sanity and health.

Thumbnail Sketches of Famous Authors.

Honore Willise. Honore Willise is a native of Ottumwa, Iowa, the daughter of William Dunbar McCue and Lilly Bryant (Head) McCue. She is the descendant of old New Englanders who went west, the people who form the important background of "Still Jim," and "Lydia of the Pines." She is a B.A. of the University of Wisconsin, and was married soon after graduation. These two years in the west followed, and the husband and wife came to New York, where Mrs. Willise devoted herself to the task of winning recognition as a writer. William Benjamin Basil King, William Benjamin Basil King

claims Charlotietown, Prince Edward Island as his birthplace, for he was born there in 1859. Basil King, as he is popularly known, was educated at Canadian schools and at King's College, Windsor, Ont. His wife is an American. Mr. King is an Episcopalian clergyman and was for some time rector of Christ church, Cambridge, Mass. He has lived in Boston and Cambridge since he returned from Europe, where he spent a number of years in France and Germany.

Zane Grey. Zane Grey's birthplace was Zanesville, Ohio. His father was a backwoodsman, hunter and farmer in the earlier days, and later became a doctor. His mother was a direct descendant of the famous frontier Zanes, and there is Indian blood flowing in the veins of the whole family. Educated in Zanesville High School, and at the University of Pennsylvania, young Grey was always fond of books, and it was natural that his inclination should run to Cooper and Scott. But he preferred swimming, fishing and hunting to school or work.

WHY BUY BOOKS?

Books are not made for furniture, but there is nothing that so beautifully furnishes a house. A little library, growing each year, is an honorable part of a man's history. It is a man's duty to have books. A library is not a luxury, but one of the necessities of life.—Henry Ward Beecher. To add a library to a house is to give that house a soul.—Cicero. Many times the reading of a book has made the future of a man.—Emerson. If a book is worth reading, it is worth buying.—Ruskin. There is more reason for eating grapes before a good book than before a good dinner.—Charles Lamb.

Melville Davison Post, whose "Uncle Abner" was a story of the unravelling of mystery and the detection of crime in the old Virginia hill country, has written another novel of mysterious doings, "The Mystery of the Blue Villa," which will soon be ready for publication. A posthumous book by Sir William Oser will be brought out in the near future by the Houghton, Mifflin Company. His recent death gives an added interest to this final message to the world, which bears the title "The Old Humanities and the New Science."



A soap of healing for Baby

Mothers everywhere should realize that they have in Lifebuoy safe, healing, inexpensive, and absolutely pure Soap that will make the children's skin glow with the bloom of health.

LIFEBUOY HEALTH SOAP

Its pure, free lathering vegetable oils make it the finest and gentlest of cleansers for Bath and Toilet purposes.



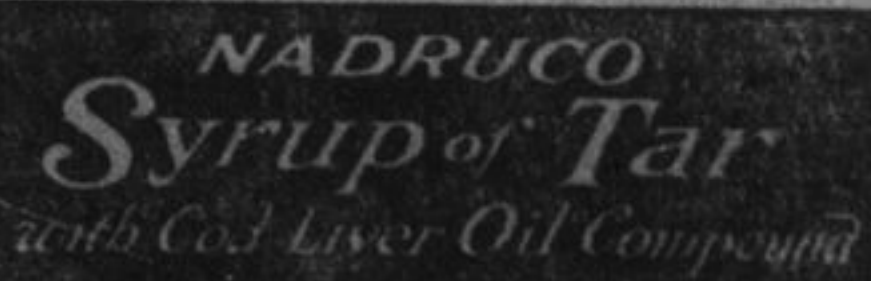
Public Library Bulletin

WHAT DOES A LIBRARY MEAN TO YOU?

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—whether from a fresh cold, Bronchitis or Asthma—will readily yield to



This dependable cough medicine gives quick relief when the throat is sore or irritated. It heals the inflamed membranes; loosens the phlegm; and completely relieves the most stubborn cough.

Its pleasant agreeable taste makes this excellent remedy particularly suited to children. Keep a bottle always in the house. None genuine except in Red Package bearing the trademark No-Dru-Co. Manufactured by National Drug and Chemical Company of Canada, Limited.



Feet That Never Touch the Floor

A worn floor spoils the look of your home and is impossible to repair, but if you keep your floors painted, feet cannot touch them. Let the paint wear but save the wood. Save the Surface and you Save all.

SENOUR'S Floor Paint

is easy to use, dries very hard with a high lustre and will withstand a great amount of hard wear. No skill is required in using SENOUR'S FLOOR PAINT. Anyone can apply it. The result will greatly enhance the beauty of your home and much labor will be saved for the floors will be very easy to keep clean.

Come in and let us give you full particulars. We have a full range of shades in this and every other MARTIN-SENOUR PRODUCT. There is a MARTIN-SENOUR Paint or Varnish for every need. We will be glad to advise you.

SIMMONS BROS. Kingston, Ont.

Save the surface and you save all—Paint & Varnish



Doubly-Saving and Double-Acting

No Baking Powder can be more efficient, more economical than this.

Paying a high price for a baking powder does not guarantee you the best. High prices are sometimes charged for the impression they make.

EGG-O Baking Powder

is doubly saving because it is sold at a fair price, and its double action—in the bowl and the oven—makes it a never-failing leavener.

Buying Egg-O in the larger sized tins is most economical for family use. Always follow the directions—one level teaspoonful to one level cup of well sifted flour.

The Egg-O Baking Powder Co., Limited Hamilton, Canada



PRIMUS Baking Powder

is pure, efficient and wholesome. It is prepared with choice ingredients, under ideal conditions and packed in air-tight containers. That is why it does its work in the oven and does not lose its strength in the mixing bowl. Guaranteed pure and free from alum by the makers.

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