LAKE OF THE WOODS MILLING COMPANY KEEWATIN

Such Mills, the Boss Says, Make Wholesome Flour

"Sure, you've forgotten something," suggested the Superintendent as we were climbing to the fourth floor of the big FIVE-ROSES mills.

"The solid concrete construction?" no—— yours truly.

We *hadn't* forgotten—merely waiting for a favourable opening. Evidently we had guessed *right*.

"Yes, sir", smiled the Supt., "this reinforced concrete business in modern flour mills does help some."

"Strength, of course, and economy" we put in with our chronic know-it-all air.

"Again. More than *that*. Durability and economy strictly apart, there's the *sanitary* argument, you know."

We *didn't* know. He must have sensed our "*show-me*" attitude "It's he Went on without awaiting our gracious permission.

"You saw the basement just now which helped yo(illegible) giant power wheel. Sure, you then remarked on the wonderful *cleanly* conditions below.

"Well, I couldn't keep this up so quick and clean as it is except for this concrete flooring. The *main* reason in cementing the basement in fact, building the whole mill of concrete—is to keep the place *sweet* and *wholesome*, to keep out the mice and rats that always lurk in the basement of flour mill. Mice they see a chance to get *free* board and grub—and they *swarm* over it in lavish abundance. Here the only feminine member of the company shuddered violently and looked about apprehensively for a high stool with an *instinctive* clutching of skirts.

"The housewives", continued the Supt. absently and pensively gazing (other way), "are so *touchy* squeamish these days about flour that I always emphasize these precious bits to lady visitors. When rats and other pests (?) rodents grow too familiar with a flour mill you know what happens."

"Sure," we chirped in chorus, "dirty rats are the rodents that apply here for free lodgings," quoth this fierce enemy of diminutive live stock. "Rats like your chatterey (illegible) seconds later.

"I say," he added wickedly, "isn't that in your advertising? 'Sure thing'," we chirped again.

"Sure enough! A clean, wholesome pure product from these FIVE ROSES mills, tended exclusively by experienced and expert operatives, and capital have fetched to fame the FIVE ROSES appeal. Sure! The woman who buys *anything* else really wants to poison her family, like a mean, nasty, cloned, lurking rat.

"Sure, Madame, you are not exclusive to belong to our class. See your grocer about it."

LAKE OF THE WOODS MILLING CO., LTD., MONTREAL

10 cents Well Invested

1 Kellogg's ¢

A 10c box of Kellogg's Toasted Corn Flakes contains more nourishment than any other cereal.

Just think of it—Kellogg's is 90 per cent. food value, and the flavor is a delight to the palate.

Try Kellogg's Toasted Corn Flakes tomorrow morning. Serve with milk or cream and sugar.

"The Sweetheart of the Corn"

TOASTED
CORN FLAKES

10c. a package At all grocers Made in Canada

K YOUR HEADACHES K
WILL DISAPPEAR
WHEN YOU USE
KUMFORT HEADACHE POWDERS

No matter what the cause, they will cure the most troublesome cases and in a few minutes. No dangerous drugs to affect the heart. No opiates, harmless, safe and certain in their action. Leave no bad after-effects. Do not form any "medicine habit." Kumfort Headache Powders have been helping thousands for fifteen years. They will help *your case*.

FOR WHAT THIS LADY SAYS	Georgetown, N. S. "I have been using KUMFORT POWDERS when needed, and they never fail to relieve me. They create no habit, and I find no ill effects from their use. In fact I suffer less frequently from headache since I have used KUMFORT." MRS. COLIN McKENZIE

Kumfort Headache Powders are best and have that reputation, because they never disappoint. Speedily and effectually cure *Bilious, Nervous* and *Neuralgic Headaches*.

Be sure you get the *genuine*. Nothing was *ever* as good. There is *no* substitute.

At all sorts of stores
10 cts. 25 cts.

If you can't find them we will mail them postpaid on receipt of price. Have them in the house against the time of need. 2

F. G. Wheaton Co., Ltd. - Amherst, N.S.

SUNDAY SCHOOL LESSON

LESSON VIII. May 22.

DEATH OF JOHN THE BAPTIST.

Matt. 14: 1-12.

GOLDEN TEXT.

"He that is slow to anger is better than the mighty; and he that ruleth his spirit than he that taketh a city."—Prov. 16:32.

POINTED SUGGESTIONS.

By Rev. D. W. Snider.

The recital of iniquity which worked itself out in a deed which was most atrocious and horrible is found in the lesson between a story of the upheaval of science and of one which indicates the relief and comfort which are sought in prayer.

* * *

Not every one who stays away from church is able to get away from a sermon. Herod would not be taken as a representative church-goer, but he had the privilege once of listening to a faithful preacher. And he never forgot the sermon, though he got rid of the preacher. But did he get rid of Him? Never. Conscience flamed and flashed and burnt the faithful message of John the Baptist upon his soul against the day of judgment.

* * *

If there had been more faithful preachers who, through the course of the years and centuries, had dared to be as outspoken as John the Baptist as to who should marry whom there would likely have been a great many more martyrdoms, but possibly, also, by this time, many more happy and, in every way, fitting marriages. The divorce courts of the nations make sad reading.

* * *

The science of Eugenics, which despises a'surd and disgusting brutalities while it teaches frankly the physiology of sex with reference to marriage, will scarcely be permitted to utter its voice in the pulpit of today, notwithstanding all the havoc what is wrought by marriages of such as the frivolous, extravagant, cowardly, superstitious, lustful, foxy, and title-hunting Herod and his adulterous wife.

* * *

And when snared by their consciences the whirl and fascination of their sensual practices will thrust them under the cover of worldly honor, on account of which they cannot seek that which comes from God, so that sin shall pluck on sin and iniquity add itself to iniquity. John the Baptist was murdered, think of it, for the oath's sake of a man who had already flung honor from him! Such oaths are the output of the drunken and abominable.

* * *

To what lengths of brutal abandonment to devilish vindictiveness hate can go is too well illustrated when a woman who forsook her lawful husband to secure a title will choose the severed head of a man in preference to the riches and control of half a kingdom.

* * *

It is not necessary to go as far back in history as Herodias or as far away as Palestine to find a parent who is willing, too willing, to deck her child out in finery and have taught to her the arts of the charmer that she may shine in society that is rotten as it dares to be. Many a physicially and morally wrecked but sore-hearted girl in the gilded holds of "white slavery" thought only to shine in society—a beautiful dancer.

* * *

The body of John the Baptist was reverently cared for. Loyal hearts mourned him. Faithful souls loved him as faithless ones had feared and hated him. Jesus had spoken of the greatness of his character, and the shock of his death from the sight of men to think it all over in solitude, and to rest from its mournful stroke.

* * *

Virtue will have gone out of Him by the compassion with which Jesus greeted the disciples of John when they told to Him the burden which lay upon their hearts and by the sustaining comfort which they doubtless received. Thank God for the ceaseless flow of that grace which is ever available for the hearts of the mourning and desolate!

HOW INDIANS USE TELEPHONES.

The Indians are great on using the telephones; but they have little or no use for the local boards, their calls being over the long distance. They do not put in a call for the individual. They do not ask for White Eagle at Canton, or Flying Cloud at Darlington. The call is for "Any Cheyenne." The same is true as to the Arapahos, any member of the tribe serves.

To illustrate, an Indian puts in a call for any member of his tribe at Canton, Darlington, Colony, Lawton or any other point. It is up to the manager to go out on the street and pick up an Indian. Any one will do, so he is of the tribe asked for. He is led to the telephone and the talk proceeds. The talk being in Indian language, no one knows what it is about.

If an Indian, say in Clinton, wants to reach one of his people, say forty miles from Canton, or any other given point, he calls for one of his tribesmen, tells him the message he desires delivered and it is his business to deliver it, even though it requires a night trip and in a storm.

A little Indian baby died near Clinton last year and its mother desired that her relatives attend the funeral services. The telephone was used and a member of the tribe directed to deliver the message to the poor mother's relatives. It was delivered by a courier across the prairies and canyons and the relatives came in over the Orient next day.

Last summer, a call came to Clinton for a "Kiowa," that was a poser for the manager, Mr. Bayliss. However, he found upon inquiry among the Cheyennes that there was one who had lived among the Kiowas and spoke the dialect. He was led to the telephone and received the talk. What the Kiowa wanted to say, nobody known.

A MODERN JEAN VAL JEAN.

A remarkable story has come to light in Germany, where Charles May, a celebrity of Berlin and Dresden, a rich and generous citizen, the honored friend of princes and kings, and a writer of unusual power and delicate touch, has been identified as a brigand chief, who, like Robin Hood, was able to gather a large body of daring outlaws around him, but who, unlike the outlaw of Sherwood Forest, despoiled the poor as readily as the rich. How the crafty and heartless bandit of the borders of Saxony and Bohemia could develop into the cultured writer of religious articles and stories for children is puzzling all Germany.

As a youth of twenty-one, Charles May began his career of crime by stealing from his host, apparently for no other reason than the love of pilfering, for he had ample means and an assured future. After a few terms in prison his nature appeared to become wholly criminal, and in a mountain fastness he defied for years the authorities who attempted to put an end to his brigandage. Finally, however, his pursuers were successful, and the outlaw disappeared into the oblivion of a penal settlement on an eight-year sentence. The events following his release are obscure. It is said by some that he visited America and here grew rich. At any rate, some twenty years ago, a writer by the name of Charles May began to attract general attention in Germany, and since then he has come rapidly to the front, and gained the confidence of a nation. People laughed when a well known Socialist named Lebius declared that the two Mays were identical, and the seventy-year-old author himself at once instituted an action for libel. But his hope that the passage of time had destroyed all proof against him was ill-founded. The court dismissed his action, and the aged writer broke down in court and wept pitifully, knowing that henceforth he must be an outcast among his kind.

Lebius has been commended by the courts for his exposure of May's identity, but his action is needlessly and cruelly destroying the accumulated good character of 20 years will hardly find general favor. The more important aspect of the case is that which attaches to the transformation whereby the lawless bandit became the excellent citizen, and it teaches the lesson, which the greatest criminal authorities are now proclaiming, of the potential good which often awaits development in what might be considered the incurably bad. It is with a view to the development of this that prison farms are taking the place of penitentiaries and that the parole system is being widely adopted. After all, the end of the law is to cure, rather than to punish, and humanity will welcome any innovation tending to make untrue the once widely-held idea of "once a criminal, always a criminal."—Toronto Star.

THE NEW FASHION IN HAIR.

The new hair-dressing is all tending downward in the back, forward on the forehead, and screening all but the tips of the ears. Viewed while the weather still continues cool, the new coiffure is pretty, however. The sides are softly waved and a trifle bouffant, and the back formed of a succession of puffs beginning at the crown of the head and descending in a straight line to the neck, where it ends, as a rule, in a bunch of loose curls. With this hair arrangement only the narrowest of tiaras in jet, or strass, or cut steel, is worn. Young women, however, will continue to wear variations of the classic hair bands, substituting for the colored one now in vogue another of tulle that matches the hair. This may be secured at each side by a rose, a camelia, or a rosette of babyribbon in pale or chantecler tone, or with Egyptian metal disks, set with coral turquoise, or emerald.— — Harper's Bazaar.

IF WE KNEW.

There are gems of wondrous brightness
Oftt'mes lying at our feet,
And we pass them, walking thoughtless
Down the busy, crowded street.
If we knew our pace would slacken,
Lest our careless feet be treading
To the earth some jewel rare.

If we knew what hearts are aching
For the comfort we might bring;
If we knew our pace would slacken,
For the sunshine we might fling;
If we knew what feet are weary,
Walking pathways roughly laid,
We would quickly hasten forward,
Stretching forth our hands to aid.

If we knew what friends around us
Feel a want they never tell;
That some word that we have spoken
Pained or wounded where it fell,
We would speak in accents tender
To each friend we chanced to meet;
We would give to each one freely
Smiles of sympathy so sweet.

—GENESEE RICHARDSON.

THE OLD RELIABLE
USED FOR 40 YEARS
BEARINE
HAIR POMADE
Delicately perfumed. Contains the pure grease of the Canadian Bear, which is unequalled for promoting the growth of the hair.

50c. per Jar.
Davis & Lawrence Co. Montreal

Father Morriscy's "No. 10"

(Lung Tonic) is made of Balsams, Roots and Herbs, and is absolutely free from Opium, Morphine or any similar dangerous drug.

"No. 10" quickly relieves and permanently cures Coughs, Colds, Bronchitis and other troubles of throat and lungs, including even mild cases of Consumption.

Moreover it strengthens the lungs and the whole system against further colds.

Trial size 25c.

Regular size 50c.

At your dealer's or from

Father Morriscy Medicine Co., Ltd.
CHATHAM, N.B.

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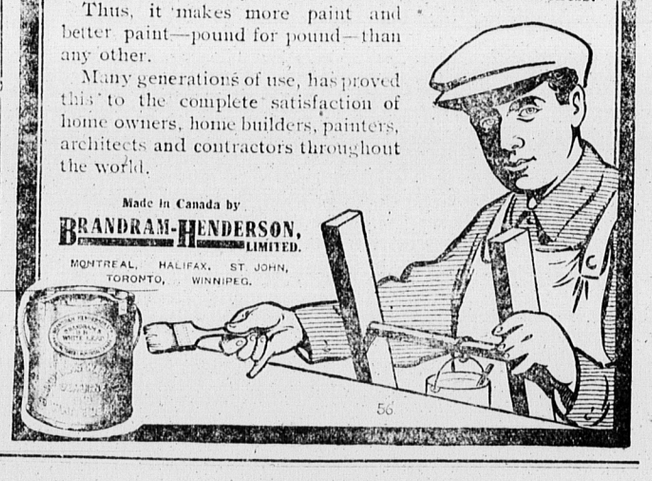
BRANDRAM'S B.B. GENUINE WHITE LEAD

Actually Makes More Paint

Brandram's B. B. Genuine White Lead carries more Linseed Oil than any other because of its minute fineness.

Thus, it makes more paint and better paint—pound for pound—than any other.

Many generations of use, has proved this to the complete satisfaction of home owners, home builders, painters, architects and contractors throughout the world.



Made in Canada by
BRANDRAM-HENDERSON, LIMITED.
MONTREAL, HALIFAX, ST. JOHN, TORONTO, WINNIPEG.

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An Interesting Calculation

HERE is an interesting calculation for young housewives or old ones for that matter. A pound of the best bread in the world made from ROYAL HOUSEHOLD FLOUR costs less than four cents. A pound of the best beef steak costs 25 to 30 cents. Yet a pound of bread made from ROYAL HOUSEHOLD FLOUR contains more working energy than a pound and a half of beef steak. Or three pounds of pork, or two pounds of veal.

Whether figured by the pound or by actual units of health and strength, bread made from

Royal Household Flour

is the most economical food in the world.

Especially is bread made from ROYAL HOUSEHOLD FLOUR good for growing children. They can't eat too much of it. For their general healthy growth and development, it furnishes an almost complete food. As a matter of household economy, children ought to be given all the bread they can eat at all times.

Statistics also prove that ROYAL HOUSEHOLD FLOUR will sustain life longer than animal food. It is extremely rich in high quality gluten which comes from the best Red Fyfe Wheat — the finest in the world. This large percentage of high quality gluten is what makes ROYAL HOUSEHOLD FLOUR so much better than ordinary flour. Red Fyfe Wheat is known the world over for its richness in high quality gluten.

The beautiful white color of ROYAL HOUSEHOLD FLOUR is natural. It indicates the richness of the wheat from which it is made.

The one safe rule in buying flour is to get ROYAL HOUSEHOLD, and in that way you will make sure of getting the largest percentage of nourishment and the cleanest, purest and most uniform flour. Best for pastry as well as for bread. Rich, nutritive, natural, most uniform and most satisfactory for all household baking. Insist on ROYAL HOUSEHOLD—your grocer will be glad to furnish it if you tell him that substitutes will not do. 15

"Ogilvie's Book for a Cook", with 125 pages of recipes that have been tried and tested, will be sent free to your address if you mention the name of your dealer.

THE OGILVIE FLOUR MILLS CO., LIMITED, MONTREAL.