

The greatest strength of the world's best wheat is in the bread baked from

PURITY FLOUR



"MORE BREAD AND BETTER BREAD"

Displaying Eggs in Store Windows

At the present time when our every energy and effort is being put forward to increase the production of food products and make Canada more than ever before a large factor in the winning of the war, one's attention naturally turns to the food stocks available, and the waste evidenced in their handling. With no commodity is waste so apparent as it is in the handling of eggs.

During the past few years special endeavour has been made to bring this matter to the attention of producers and the wholesale trade. This appeal, however, is addressed more particularly to retailers, many of whom do not seem to realize the extreme perishability of eggs.

It is a common practice at this season of the year for many retailers to advertise the increasing egg supply and the rapidly falling prices, by displaying piles of eggs in their store windows. The eggs thus exposed in many cases come under the direct rays of the sun, and are subjected to a temperature behind the plate glass window of about 100 degrees. The excessive heat resulting causes serious deterioration through evaporation, accompanied by loss of flavour. Further at this time of the year a large percentage of the eggs marketed are fertilized, and as it is common knowledge that a temperature of 70 degrees is sufficient to start incubation, the possibility of serious deterioration will be readily seen.

It is good business to advertise, but window displays of eggs defeat the aim of the advertiser, in that the resulting deterioration of the eggs causes dissatisfaction among consumers and so retards consumption. Eggs should be kept in the cleanest, coolest, driest place in the store, removed from mustiness, foul odors, or other sources of contamination.

The food value of eggs, their freedom from waste, the saving in time, labour and fuel in their preparation, and the favourable way they compare in price with other articles of food places them in an important place in the diet of our people. Now, as never before in the history of the Dominion, the conservation of food supplies must be one of our chief considerations, and the waste now apparent in the handling of eggs, that can be eliminated by careful and more up-to-date methods, is a consideration that will appeal to every citizen who has at heart the best interests of his fellow citizens, his country, and the Empire as a whole.

Germany Must Be Defeated

Petrograd, March 28. via London,

March 29.—A declaration in support of the war has been issued by a committee of workmen, soldiers and deputies and apparently represents the sober conclusion which the masses of the population have reached after being swayed this way and that by the turbulent currents and cross currents which swept through the country in the first days of the revolution. This conclusion is that liberty and victory over the Germans are inseparable and that the responsibility for plunging Europe into war rests on the Hohenzollern family and Prussian imperialistic ambitions.

How Two Submarines Were Trapped

The trapping of two German submarines by the aid of a seaplane was told by Capt. E. L. Smith of the American steamship Alaskan, on the vessel's arrival at New York from La Pallice, France. Capt. Smith said that a seaplane, scouting over the harbor of La Pallice, detected the U boats lying submerged by oil bubbles coming to the surface of the water. The observer in the aircraft signalled for trawlers and they circled about above the submerged U boats, directing the placing of the nets. In a short time, with the aid of directions from the seaplane, the undersea boats were completely tangled in the nets. Then they were drawn to the surface and the crews made prisoners.

Bombs Found in Coal Cargoes

Ruenos Ayres, March 30.—A report received here says that on the voyage from New York to Rio de Janeiro a bomb was found in the coal cargo of the steamer Tennyson. According to the newspapers, eight bombs were discovered in the coal cargo of the Norwegian ship Alderney during her trip from New York.

German Plan To Overrun Italy

Rome (via Paris), March 28.—The predicted great offensive against Italy by the Central Powers continues to be the chief topic of discussion in military and political circles. Field Marshal Von Hindenburg is credited with aiming at an invasion of France, across a prostrate Italy.

In this connection, General Di Rossi commander of the Montenegrin troops serving with the Italian army, writes "A terrible and desperate attack is in preparation against our lines. Every one foresees it and even the enemy announces it in order to intimidate us by threatening Italy with the fate of Roumania and Serbia."

WAR CHANGES MIGRATION

Migratory Habits of Birds Changed Since War

A French correspondent writes: "War has made great changes in the habits of European birds. A convoy of pheasants heralded the naval battle of January 24, 1915, and pheasants have also been known to give warning of Zeppelin raids over the eastern counties of England. In normal times nearly all birds of passage used to pass over France on their way north or south, but the thunder of the guns has changed all this. The route taken by woodcocks leaving England for warmer climes is across the Channel into Brittany, and Landes to the Pyrenees, and as these birds do not have to cross the war zone, they have kept to their old route throughout the hostilities, but their brethren from Scandinavia and Holland, who used to fly by way of the Alsace and the mud lakes of Champagne, now make a long round by sea and do not touch land until they arrive off the coast of Brittany.

Snipe from Russia and Poland wing their way for sunny climes by way of the western coast of the Black Sea to gain the Bosphorus, or else cross Greece and Roumania. German and English snipe go south by way of Italy, and the thrushes escape the shrapnel of the front in France by crossing Switzerland and making for Italy. The wild ducks of the eastern counties of England, which used to fly over the North Sea, have also a horror of battles, and now fly north, then west, and then south again, skirting the coast of Ireland.

The calendar of the migrations, which for thousands of generations has been rigorously kept, has since the war, become more elastic, and some birds, such as the martins, have renounced their return journey to the north and remain in Tunis rearing their young. Owls show no fear of artillery and remain in close proximity to the trenches, which they help to keep clear of rats and mice."

Mental Grasshoppers

Many of us waste fully one-fourth of our time and energy by constantly breaking away from the particular thing we are doing, to do or start something else—to return in a moment or so to finish what we left. We jump—mentally, physically, or both from one idea to another and back again all day long. In most cases this habit can be corrected. It is nothing more than thoughtlessness. And it should be corrected for such persons in office or shop are not only inefficient but have a tendency to disturb others. They are nothing more than grasshoppers.

SOLAR WATER HEATER

Rest on Housetop and Water is Heated by Rays of Sun

Through the ingenuity of two young plumbers, it is now possible to have warm water in a house that has not a boiler in it. The apparatus which accomplishes this is known as the solar water heater, and its name indicates its operative principle. A coil of bat pipes of very thin metal, resembling a radiator, is set in a wooden framework which is mounted on the roof of the house. Two pipes lead down from this coil into the house, one of them bringing the water up



PIPE LEADS INTO HOUSE.

from the source of supply and the other carrying the heated water down into the bathroom or whatever room it is wanted for. The rays of the sun upon the metal coil heat the contents of the coil to a temperature high enough for most purposes, except on cold winter days.

Thunder Director

A scientist at the Lyons, France, Observatory has perfected an appliance that detects thunder storms 300 miles away, the apparatus being an adaptation of the wireless telegraph.

Small But Mighty

Though only one-tenth of an inch in diameter, a new steel wire for aeroplane guys has tensile strength of 350,000 pounds to the square inch.

The more you know about coffee—and the more particular you are about aroma and flavour—the more you will appreciate "SEAL BRAND" COFFEE. Once you have tried it, your choice will always be Chase & Sanborn's "SEAL BRAND" COFFEE.

In 1/2, 1 and 2 pound tins. Whole-ground-pulverized—also fine ground for Percolators. Never sold in bulk. 186 CHASE & SANBORN, MONTREAL.

Kaiser Has Much American Wealth

Washington, D. C., March 29.—Ten million dollars' worth of United States stocks are owned by the Kaiser and members of his family and may be confiscated by the United States government in case of war.

Facts just made public indicate Wilhelm's concern over reaffirmation of treaties guaranteeing Germans' personal property against seizure may have been caused by personal rather than national reasons.

The Kaiser is one of the greatest of American property owners. He had a fancy for railway securities. When the war began he is said to have possessed \$4,000,000 in stocks and bonds of the Santa Fe, Union and Southern Pacific, and other Western lines.

These shares were held in the name of dummies or German brokerage houses in New York.

The Kaiserin herself holds half a million in American securities. Prince Henry while in this country is said to have made investment for himself totalling several millions.

There is evidence that agents of the Kaiser have made stock market clean ups on strength of advance information from Berlin.

for a Horse

Save a horse and you won't have to buy one. Don't sell or destory any horse on account of Spavin, Slight, Ringbone, Curb, Sprains or Lameness. Spend one dollar for a bottle.

KENDALL'S SPAVIN CURE

It has saved a great many horses—has put them back to work, even after they have been given up. Over 50 years of success have proved its value.

McClure Criven, Marengo, Sask., wrote last February—"I have used your Spavin Cure for many years and thus far have never known it to fail."

Get Kendall's Spavin Cure at any druggist's. Price \$1.00 a bottle, 5 bottles for \$5.00. "Treatise on the Horse," free at druggists or from Dr. B. J. Kendall Co., Ereshburg Falls, N. S. A.

The Kaiser is said to have large land holdings in America, much more valuable now than when bought 20 years ago.

He is part owner of the North German Lloyd and Hamburg-American lines, which have \$20,000,000 in ships tied up in American ports. Without these ships re-establishment of German commerce after the war would be hampered.

The Kaiser is the majority owner of a silk mill in Paterson, N. J., which, by the way, was shown by the Commission on Industrial Relations to pay the lowest wages and compel the worst working condition in that district.

As a stockholder in a Chicago packing company, the Kaiser is reputed to have piled up wealth at the expense of the Allies and the American public.

It is rumored the federal government is investigating the extent of Wilhelm's holdings, with the idea that if the government should not confiscate property of individual German citizens, expropriation should be made in the Kaiser's case, on the ground that his autocratic relations to the government make his holdings, in effect, the property of the German state.

This property, if confiscated, would be converted into the U. S. treasury.

PUBLIC HACK

PRICES REASONABLE for TOWN and COUNTRY work

H. H. JONES

PHONE - - - 80-11

A Plan For The Assistance And Encouragement of Urban Poultry Keepers

The present year will see a great increase in the number of urban poultry keepers. The almost prohibitive prices of eggs and poultry during the past winter have caused many consumers to seriously consider the home production of these very necessary and useful commodities. It is important also that any efforts put forth in this direction result satisfactorily.

Many difficulties present themselves in attempting to rear chickens successfully on a small city lot. Experience has shown that the best way for urban poultry keepers to enter the poultry business is by the purchase of pullets in the fall. Well matured pullets are the most reliable winter egg producers and if well cared for will not only produce plenty of fresh eggs for the breakfast table but also return a reasonable profit on the expenditure entailed.

PLAN PROPOSED

Ordinarily, well matured pullets are rather scarce and difficult to obtain in the fall of the year. It is believed, however, if the matter were taken up systematically by poultry associations, that the difficulty could be overcome, and, incidentally, serve as a means of increasing interest in the poultry industry. Practically every large town and city has its local poultry association. It is suggested that each association give some publicity to the suitability of shrewd, well matured pullets for profitable winter egg production and advertise the fact that the association is prepared to constitute itself a medium to arrange for the hatching and rearing of pullets this spring and for their delivery in the fall. It could be announced that orders would be taken during the month of April and the first part of May. All those desiring pullets in this way would be required to join the association and make a small deposit covering the number required.

The Association could then make such arrangements as might be necessary with nearby Co-operative Associations, farmers and breeders for the growing of the pullets, a minimum price to be decided upon for the different breeds and varieties. In the fall these could be assembled at some central depot in each locality and the distribution made in time to permit of the proper housing of the stock in permanent winter quarters before the severe weather set in, say by the last of October.

FEDERAL ASSISTANCE

In order that greater effectiveness may be given to this proposal, the Dominion Live Stock Branch is prepared to extend, to all Associations qualifying under these provisions, the same assistance that is given to Associations desiring to purchase other kinds of pure bred live stock, namely, the payment of reasonable traveling expenses, during the time required to conclude the purchase and transport the stock to destination, of representatives of Associations, in any section of Canada, desiring to purchase pullets in lots of 300 or more. Should it be desired, the Live Stock Commissioner will also nominate a suitable person who will be directed to accompany this representative and assist him as far as possible in the selection and shipping of the pullets.

In the general interests of the poultry industry throughout the Dominion and the urgent need this year for increased production of eggs and poultry and the releasing thereby of a large surplus for export to Great Britain, it is hoped that as many Associations as possible will take advantage of this proposition. All Associations desiring to become active in this direction are requested to write the Live Stock Commissioner, Ottawa, at once for further advice and instruction in the matter.

For Pain in the Back Try

the famous remedy GIN PILLS, known from coast to coast. Pain in the back and sides, aching limbs, swollen joints, lumbago, rheumatism, are all the result of impure blood, which in turn, means that the kidneys are out of order and are not purifying the blood stream as it passes through them every three minutes.

GIN PILLS heal and soothe the kidneys and thus remedy the trouble right at the very root. If you are suffering from any of the troubles mentioned above, take the advice given in hundreds of letters we have here on file, and try GIN PILLS.

Your money will be returned if you are not absolutely satisfied. 50c. a box, or 6 boxes for \$2.50 at all druggists, or a free sample upon request to

National Drug & Chemical Co. of Canada, Limited Toronto, Ont.

U. S. Address—Na-Dru-Co. Inc., 202 Main St., Buffalo, N.Y.

GIN PILLS FOR THE KIDNEYS