

DO YOU COOK YOUR FOOD—WHY NOT YOUR TOBACCO?

YOU know what broiling does to steak, baking to a potato—and toasting to bread. In each case flavor is brought out by cooking—by "toasting."

So you can imagine how toasting improves the flavor of the Burley tobacco used in the Lucky Strike Cigarette.



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IMPROVED UNIFORM INTERNATIONAL SUNDAY SCHOOL LESSON

(By E. O. SELLERS, Acting Director of the Sunday School Course of the Moody Bible Institute, Chicago.)
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LESSON FOR FEBRUARY 17

JESUS TEACHING FIVE PARABLES—FOUR KINDS OF GROUND.

LESSON TEXT—Mark 4:1-20.
GOLDEN TEXT—Take heed therefore how ye hear—Luke 8:18.
ADDITIONAL MATERIAL FOR TEACHERS—Matt. 13:1-20; 25-43.
PRIMARY TOPIC—Jesus telling a story about sowing seed.
PRIMARY MEMORY VERSE—Be ye doers of the word.—James 1:22.

Jesus tells us plainly why he taught so much by means of parables (Matt. 13:10-13). The truth had to be taught; hence the parable, that those to whom it was given to know the messages of the kingdom, those who sought it, might know and understand, and that to the others it might be hidden (Mark 4:11, 12). Like all his parables, Jesus draws his pictures from the common experiences of life—the field, the home, etc. Paul draws his illustrations chiefly from the city, the army, the market. In studying this lesson we must turn to the parallel account as given by Luke and Matthew to get the full and complete picture.

What is the seed? Luke says that Jesus told his disciples that the seed was the Word of God (Luke 8:11). We get the same thought in verse fourteen of the lesson. A great deal is being made today of seed selection. Some wonderful results have been obtained. How much more important for those of us who deal with immortal souls that we select the best seed, i. e., the Word of God.

The second consideration is the sower (v. 4). Notice he went forth not to "sow," not is it recorded that he was "sore" because the people did not all receive the seed alike. He did not have a grudge; he did not enter into his work that he might receive the adulation of men (Matt. 6:2). It is, however, the "soil" that seems to be most emphasized in both the direct teaching and also the explanation of the parable. There are four kinds of soil. The manner by which the seed came into contact with each kind of soil is significant. Some fell "by" the wayside; the path was well trodden; the ground was preoccupied; e. g., it was used for other purposes than to yield a harvest; it was hard to be broken, and hence it was an easy matter for the birds of the air (v. 15) to come and pluck it away. We need to remember that if men receive with meekness the implanted word, there will, of course, be no such opportunity for the evil one. The trouble in this case was that the Word was not implanted. Thus it is that one-fourth of the seed is lost. The result is a deplorable one as we see from Heb. 2:1-4. Is the soil of our life so hard that God must drive the plowshare clean through it ere there is a chance for the seed to take root? (Ps. 129:3).

The next fell "on" the rocky ground. The first is a picture of the hardened, and this is a picture of the superficial hearer. For a time they did run well. They even received the Word with gladness (v. 16), but they had no stability because they had no root. They were superficial. There was no chance for the seed to get a real grip on their lives. The earth yields its increase though we do not understand. So God will add his 95 per cent to our 5 per cent. The oak tree comes from small seed.

In the third place Jesus speaks of the seed that fell "among" the thorns. Here is the worldly soil. It is not so much the character of the soil, it is the character of that which already occupied the soil ere the sower sowed the seed. The cares of this world, the deceitfulness of riches and "other things" had so entered in that the good seed never had a chance in the soil of the human heart. It was choked and yielded no fruit. There was no real grip of the will, no whole-hearted surrender. The cares of life that keep the housewife or the business man; the deceitfulness of riches that snare men and choke the word which at one time gave such promise in their lives; the lusts and other things which the evil one knows so well how to use keep us from the Word, for Satan knows that by it we are to be saved (Luke 18:12). Are we impulsive? Do we make vows soon forgotten, ties that soon fade away or fall beneath the temptations for lack of root? May God blast and turn up the subsoil of our hearts by strong convictions of sin, and so occupy the soil that there is no opportunity for other things.

We have thus seen three-fourths of the seed lost. Of the remaining fourth, that which fell "into" (R. V.) the good soil, not all yielded the same return. It all brought forth (v. 7); it all yielded; it all sprang up, but not all in the same ratio.

There are three distinguishing features of this last kind of hearer: (1) They hear the Word. These are the ones who appreciate its value and give good heed to its precepts. (2) They accept it e. g., they understand its teachings. They take it into good and honest hearts. (3) They hold it fast (Luke 8:15 R. V.) These are the ones of which martyrs are made.

Jesus was a great open-air preacher (vv. 1-2) and like all others he has various kinds of hearers the half-hearted hearer the shallow-hearted hearer. The way to reach the masses is to go where the masses are.

A KLONDIKE TO THE REAL FARMER

A Western Canada Crop Estimated at \$12,000, Makes \$19,000.

Messrs. Harris, formerly of Audubon, Iowa, wrote the "Audubon Advocate," expressing their satisfaction of things in Western Canada. They located at Makepeace, Alberta. They say there are those who make good, and those who fail. The former are those that land agents refer to when advertising their land. "But," continues the letter, "A great many of the farmers in this vicinity pay for their land with their first crop. A man near here bought a section of land in the year 1915 for \$23 per acre. He broke 300 acres of the land during the summer of 1915. In the fall of 1916 he threshed 16,000 bushels of wheat, which paid for his land, all expenses and had a balance of \$4,000. In the fall of 1917 he threshed nearly as much of the other half of the section. At the present time he would not take \$50 per acre for his land.

"We have had five crops in Alberta. The two dry years (1914-1917) our wheat made 20 and 30 bushels to the acre respectively. In 1916 we raised 50 bushels of wheat to the acre on summer fallow. The best results are obtained by plowing or breaking in the summer, working it down in the fall so that it will retain the moisture. Thus farming one-half your ground each year.

"Persons owning land here and still living in the States should, if they don't feel themselves able to come up here and finance themselves until they could get their first crop, get some of their land broken and worked down in the fall before they come. The next spring they could come and put in the crop, fence and put up their buildings. This way they have to wait only one summer for their first crop.

"It is not advisable for a person to come here in the spring, break out land and put it in crop the first year, because the moisture is not in the ground and a failure is almost certain unless it is an exceptionally wet year.

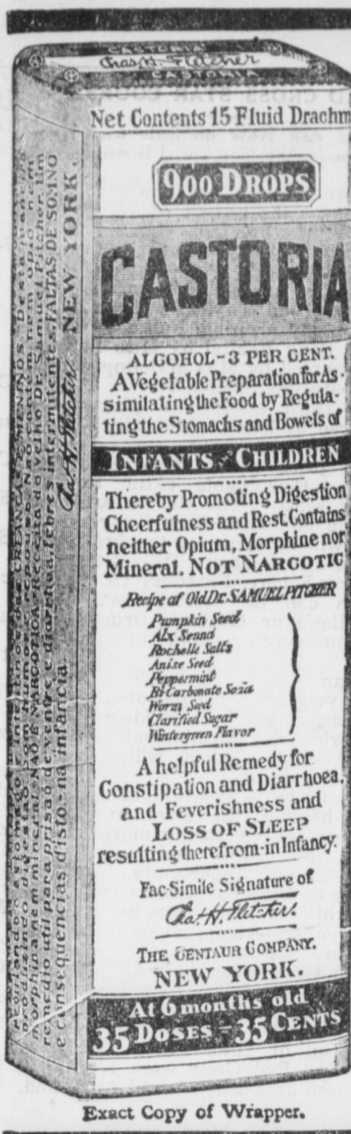
"One of the boys from that locality, Mr. Peder M. Jensen came to Alberta last spring. He bought a 30-60 Rumely Oil-Pull engine on the 8th day of June, 1917. After that date he broke 1,100 acres of prairie soil for which he received an average of \$5.00 per acre.

"Mr. Hansen from your community, was up here last fall with several prospective land buyers from that neighborhood. At that time he inquired the value of the crop on the section we were farming. We told him that it would probably make in the neighborhood of \$12,000. This same crop when sold brought nearly \$19,000. The most of it being sold when prices were low for the year."—Advertisement.

Are'ts Hobos Extinct?
One thing Mr. McAdoo will find he can't control, and that is the hobo transportation. The tramp will ride as he pleases and travel where he listeth.—Memphis Commercial Appeal.

Fiery Red Pimples.
A hot bath with Cuticura Soap followed by an application of Cuticura Ointment to distressing eczemas, etc., proves their wonderful properties. For free samples address: Cuticura, Dept. X, Boston. At druglists and by mail, Soap 25, Ointment 25 and 50.—Adv.

Good Reason.
"I've cut out smoking lately."
"How'd that happen?"
"Going with a different crowd now."



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Always Bears the Signature of *Dr. J. C. Fitch*

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ABSENCE of Iron in the Blood is the reason for many colorless faces but CARTER'S IRON PILLS will greatly help most pale-faced people

Went Down With the Ship.
Attention has been officially called to the signal bravery of Robert Ausburne, a navy radio electrician of the first class, who went down when the United States army transport Antilles was sunk. When the ship was struck Ausburne and a fellow electrician named MacMahon were asleep in the radio room. Ausburne, realizing the seriousness of the situation, told his fellow worker to get on his life preserver. As he left to take his emergency station at the radio key he shouted to his companion, "Good-bye, Mac." This was the last seen of him. Going to the radio room MacMahon found it locked, and realizing that the ship was fast sinking attempted to get Ausburne out, but without success.

Literary.
Agnes, aged three, had got some butter on her hand, and to get it off she put her hand around her mother's waist and wiped her hand on her mother's apron. Her mother said: "Is this an embrace?" "No," Agnes replied. "It's butter."

Its Particular Style.
"What kind of a coach did you get for your examinations?"
"An old college hack."

Dr. Pierce's Pleasant Pellets are the original little liver pills put up 40 years ago. They regulate liver and bowels. Ad.

When some people are praying for sunshine and others for rain nothing much happens.

Piles Cured in 6 to 14 Days
Druggists refund money if PIAZO OINTMENT fails to cure itching, blind, bleeding or protruding Piles. First application gives relief. See.

It is sometimes difficult to convince the world that you have brains unless you have money.

The man who sees nothing in life but toiling and existing has reached the brain force of the chipmunk.

Win the War by Preparing the Land Sowing the Seed and Producing Bigger Crops

Work in Joint Effort the Soil of the United States and Canada
CO-OPERATIVE FARMING IN MAN POWER NECESSARY TO WIN THE BATTLE FOR LIBERTY

The Food Controllers of the United States and Canada are asking for greater food production. Scarcely 100,000,000 bushels of wheat are available to be sent to the allies overseas before the crop harvest. Upon the efforts of the United States and Canada rests the burden of supply.

Every Available Tillable Acre Must Contribute; Every Available Farmer and Farm Hand Must Assist

Western Canada has an enormous acreage to be seeded, but man power is short, and an appeal to the United States allies is for more men for seeding operation.

Canada's Wheat Production Last Year was 225,000,000 Bushels; the Demand From Canada Alone for 1918 is 400,000,000 Bushels

To secure this she must have assistance. She has the land but needs the men. The Government of the United States wants every man who can effectively help, to do farm work this year. It wants the land in the United States developed first of course; but it also wants to help Canada. Whenever we find a son we can spare to Canada's fields after ours are supplied, we want to direct him there.

Apply to our Employment Service, and we will tell you where you can best serve the combined interest.

Western Canada's help will be required not later than April 5th. Wages to competent help, \$50.00 a month and up, board and lodging.

Those who respond to this appeal will get a warm welcome, good wages, good board and find comfortable homes. They will get a rate of one cent a mile from Canadian boundary points to destination and return.

For particulars as to routes and places where employment may be had apply to: **U. S. EMPLOYMENT SERVICE, DEPARTMENT OF LABOR**

Record Prices!

WE ARE NOW PAYING FOR FURS:

Black Muskrats	up to \$1.25
Brown Muskrats	" " .80
Raccoons	" " 3.50
Minks	" " 7.00
Opossums	" " 1.30
Rabbit Skins	4c. per piece

We charge no commission and pay expressage

LEWIS & CO., INC. :: BALTIMORE, U. S. A.
LARGEST AND OLDEST FUR HOUSE IN THE SOUTH

Tired Nervous Mothers

Should Profit by the Experience of These Two Women

Buffalo, N. Y.—"I am the mother of four children, and for nearly three years I suffered from a female trouble with pains in my back and side, and a general weakness. I had professional attendance most of that time but did not seem to get well. As a last resort I decided to try Lydia E. Pinkham's Vegetable Compound which I had seen advertised in the newspapers, and in two weeks noticed a marked improvement. I continued its use and am now free from pain and able to do all my household work."—Mrs. B. B. ZIELINSKA, 202 Weiss Street, Buffalo, N. Y.

Portland, Ind.—"I had a displacement and suffered so badly from it at times I could not be on my feet at all. I was all run down and so weak I could not do my household work, was nervous and could not lie down at night. I took treatments from a physician but they did not help me. My Aunt recommended Lydia E. Pinkham's Vegetable Compound. I tried it and now I am strong and well again and do my own work and I give Lydia E. Pinkham's Compound the credit."—Mrs. J. O. FLETCHER, KIMBLE, 935 West Race Street, Portland, Ind.

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LYDIA E. PINKHAM'S VEGETABLE COMPOUND

LYDIA E. PINKHAM MEDICINE CO. LYNN, MASS.

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When added to all cake meal or other food ground feed it makes a stock tonic that cannot be excelled.

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Constipated? Yes 25 years. Cured myself. Easy, Safe, Pleasant, Effective. No drugs. Particulars free. S. Sherman, Box 12, Escott, Mich.