



The moment you see it you will want it!

Smell the real violet fragrance

The moment you smell this soap you will want it. In it we have captured that sweet elusive odor which has made the violet universally beloved.

In it, too, we have caught the beautiful green of fresh violet leaves. This soap is so clear you can see through it when you hold it to the light.

Many soaps have been made to imitate it; be sure, therefore, to look for the name *Jergens* stamped on each cake.

Your druggist has it. Ask him for it. Smell it, hold it to the light, you will want it the moment you do.

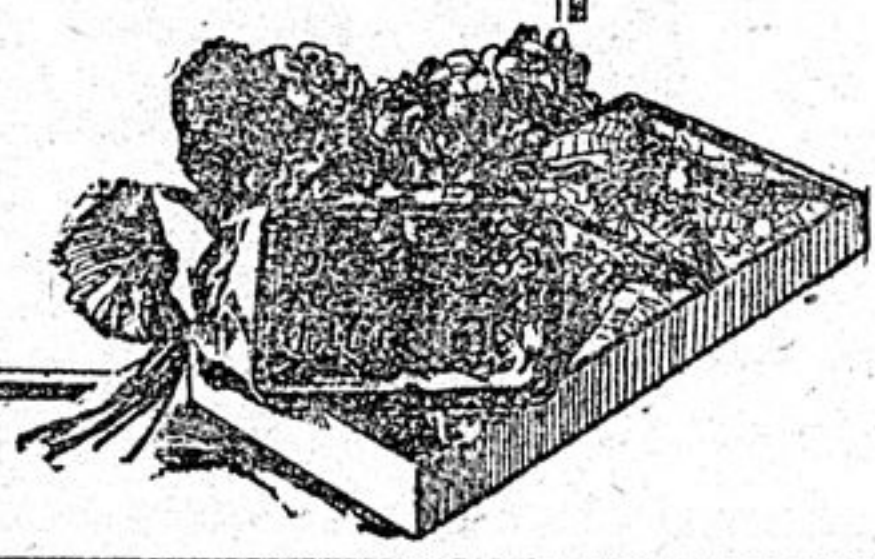
For sale by Canadian druggists from coast to coast including Newfoundland.

10c a cake. 3 for 25c

Write today for sample cake

For a 2c stamp we will send you a generous sample cake—address the Andrew Jergens Co., Ltd., 6 Sherbrooke Street, Perth, Ontario.

Jergens VIOLET Glycerine Soap



THE WORLD IN REVIEW

Twenty Years After.

According to a prominent French engineer the Panama Canal locks will be obsolete in twenty years, and a water level canal will be necessary. Under the circumstances perhaps Mr. Bryan was well advised when he endeavored to persuade Congress to pass his Nicaragua bill by which the United States was to have the sole right to build a canal through Nicaragua wherever it chose. In return for three million dollars and some other concessions were to be made, but this was one of the most important. As the United States has built the Panama Canal it is obvious that any other canal through the Atlantic to the Pacific must be controlled by her or else the enormous expenditure on Panama might be deemed wasted. But in the next twenty years trade will have increased to such an extent, according to the same authority, that the Panama Canal with its locks will be unable to handle it. In that case another canal through Nicaragua might become a necessity. Considering the tremendous possibilities of the western coasts of North and South America, the millions of people they are able to support, and the comparatively few which they maintain at present, it seems quite likely that in due course two canals will not be one too many. To look ahead twenty years in these modern days takes some imagination and daring. Most of us are satisfied with trying to make certain of looking ahead a day or two. There is no knowing what may happen twenty years after the canal is opened. If New York is to become the Gibraltar of the States, and all the west coast is to make the place of Europe, one wonders what nation will be in control of the canal.

Vacuum-cleaning the Blood.

Among the many remarkable addresses and demonstrations given at the recent International Medical Congress in London, there was nothing more promising of future results of great value than that of Professor Able's account of his artificial kidney. He opens one of the large blood vessels of an anaesthetized animal, inserts a glass tube, and conveys to a series of small tubes made of celloidin. From these tubes he passes through another glass tube back into the animal and re-enters the latter's circulation. The celloidin tubes are porous to all diffusible substances in the blood, and being placed in a saline solution act as a sort of filter. As the blood passes through this little set of artificial capillaries, it is, so to speak, washed or filtered, and a portion of the diffusible substances remain in the saline solution in which the celloidin tubes lie. One might perhaps, hardly justified in concluding from these experiments that we can switch a sick man's blood out of his body through a celloidin filter, and then hand it back to him freed of all impurities, but this is the possibility suggested by Professor Able's address. The immense value of such a method in many diseases is so obvious as to require no insistence.

Supposedly Harmless Medicines.

The numerous fatalities among children, and even grown-ups, caused by partaking in undue quantities of palatable medicinal preparations is alarming. The necessity of placing supposedly harmless medicines where they will not be accessible to children has been frequently emphasized. The custom of throwing samples of drugs into yards and doorways is one that should be abolished. Legislation is proposed which provides that all liquid medicines containing poisonous drugs be put up in bottles of different shape from the ordinary vials whereby they can be readily recognized by the sense of touch.

Another Antarctic Expedition.

J. Foster Stackhouse, the leader of a party of Englishmen who will at an early date sail for the Antarctic, says his purpose is to determine the extent of King Edward Land and make temperature and magnetic observations, and adds, "I also want to explore land which no Englishman has trod." The latter is his real reason for setting out on this perilous journey. Scientific research is but an incident of the undertaking. The lure of the unknown has gripped him, as it gripped Columbus, as it gripped Livingstone and Peary and Scott and Amundsen and countless others who have set out to go where man never was before, and as it will grip others until there is no spot on the globe untrod by man.

Effects of the Balkan War.

There will be bitter suffering in millions of families in Europe this winter. Coarser food will give place to coarser, belts will be tightened in place of meals, rations will be shortened, and every public and private agency of relief will be taxed to capacity to keep hardship from becoming disaster. For more than a thousand million dollars of Europe's liquid capital has been burned up in the Balkan

We unhesitatingly recommend Magic Baking Powder as being the best, purest and most healthful baking powder that it is possible to produce. **CONTAINS NO ALUM** All ingredients are plainly printed on the label.

MAGIC BAKING POWDER

E.W. GILLET CO. LTD.
TORONTO, ONT.
WINNIPEG - MONTREAL

war, or has gone into unproductive increase of armies already too great for taxpayers to support. The coming hardships will press most heavily upon lands which felt the devastation of war—Turkey and Bulgaria and the fought-over regions of Thrace and Macedonia. In the first-named countries defeat has added bitterness to privation, and in Turkey the incite character of society will increase the ill of poverty. But while these lands suffer worst, no part of Europe is wholly exempt. Fifteen thousand men are already out of work in Berlin, and the authorities of that city are expecting a repetition of the bread riots of last year. Martial law prevails over large districts of Austria and Russia. Workers in Italy are striking for a living wage, and even in prosperous France and Holland the pinch is felt.

The Power of Publicity.

Advertising not only pays, but its value as news is coming to be more and more appreciated. There is not an enterprising corporation or shrewd business firm that is not now informing the public through the medium of advertisements what kind of new business each is engaged in and what are prospects for the future. The old time methods of silence on the part of public utility corporations have been abandoned. No one is advertising to a greater extent than the heads of big transportation companies and those corporate bodies engaged in the dissemination of intelligence by telegraph, telephone and wireless. These are sensible moves. The public is intelligent enough to appreciate all publicity based on the truth. The truthful advertiser succeeds all the time, and he is deserving of all the increased patronage he is sure to receive. When there is a lull in business from any cause shrewd men of affairs get busy and advertise.

Look After the Fences.

Don't forget to fix the fences. A trip around the pasture and field fences now and then will often save trouble, strength and the time of having to drive the cattle back into the pasture. Animals are almost human when it comes to going where someone does not want them. Remove the suggestion, therefore, by not allowing any sags in the wire or any loose or decayed posts in the line. A well-kept fence is an indication of a good farmer.

LIQUID SULPHUR.

SULPHUR in a liquid form assimilates readily with the blood. LIQUID SULPHUR for that reason does what nature is not always able to do—Purify the Blood. Because LIQUID SULPHUR purifies the blood it is a positive cure for ECZEMA, RHEUMATISM, or troubles arising from impure blood. Ask your druggist for LIQUID SULPHUR. Price 50 Cents per bottle.

A Syndicate.

SUFFERED 20 YEARS

With Kidney Trouble. Cured by GIN PILLS. Mr. Daniel F. Fraser, of Bridgeville, N. S., says about GIN PILLS, "For twenty years, I have been troubled with Kidney and Bladder Disease, and have been treated by many doctors but found little relief. I had given up all hope of getting cured when I tried GIN PILLS. Now, I can say with a happy heart, that I am cured after using only four boxes of GIN PILLS." 50c. a box, 6 for \$2.50. Sample free if you write National Drug and Chemical Co. of Canada, Limited, Toronto.

Mr. Summerman—Is it true that since coming up here you've engaged yourself to Billy, Harry, Ed. and George, as well as to myself? Miss Sweetly—What if it is? Mr. Summerman—Then I'd like to know if you have any objections to all of us chipping in to buy the engagement ring? Old Richly—"I don't wish you for a son-in-law." Young Man—"No? Well, haven't you any other good position you could give a fellow."

INCREASE OF DRUNKENNESS.

Statistics Show That Intoxication Goes With Prosperity.

If statistics are to be believed prosperity and drinks go hand in hand in England. There has been more work and more drinking during the last twelvemonth.

Public houses (on licenses) have decreased by 10 per cent. since 1905. At the end of 1912 they numbered 88,608, but the convictions for drunkenness in 1912 were 18,252, being 10,462 more than in 1911.

"An increase in convictions," states the report, "may be due almost directly to the extinction of licenses—e.g., the drunkard may be driven from his old haunts in a back street, where he used to soak unseen, out into the open, where he is arrested."

London, with a total of 50,382 convictions, shows a far higher proportion of convictions for drunkenness (calculated per 10,000 of the estimated population) than either the county boroughs or the non-county boroughs.

During February, March and April, 1912 (the months of the miners' strike), there was a persistent decline to far below the corresponding record of 1911.

"There was a still more rapid and persistent rise, with the return of good work and wages, till July. The 1912 figures for Greater London, unlike those for 1911, show a decline in June and July (the months of the transport workers' strike). In August, when that was over, the figures rose again."

THE FALL WEATHER HARD ON LITTLE ONES

Canadian fall weather is extremely hard on little ones. One day it is warm and bright and the next wet and cold. These sudden changes bring on colds, cramps and colic and unless baby's little stomach is kept right the result may be serious. There is nothing to equal Baby's Own Tablets in keeping the little one's well. They sweeten the stomach, regulate the bowels, break up colds and make baby thrive. The Tablets are sold by medicine dealers or by mail at 25 cents a box from The Dr. Williams' Medicine Co., Brockville, Ont.

"Have you a spare cigar about you, old chap?" "Certainly. But I thought you were going to stop smoking?" "So I am, but not too abruptly. I've already stopped smoking my own cigars."

USE OF MIDDLE NAMES.

Distinction Permitted Only to Royalty 400 Years Ago.

People have not always been allowed the pleasure of having as many names as they wished; indeed, 400 years ago not even a middle name was allowed in England. It was illegal. The old English law was definite and admitted of no infraction of its ruling. The only exception in this ironclad regulation was in the case of persons of royal rank. If they really wished it, they could boast of a middle name, but woe to the person of ordinary rank who was sufficiently unwise or obstinate to insist on having more than two appellations.

For the first offence he would very likely be tied to a whipping post and severely lashed. For a second offence he would endure some more lasting punishment—perhaps the removal of his thumbs or ears. And if he still persisted in his stubbornness he would be hanged.

There is a case on record of a poor man—in all probability half demented—who insisted on signing four names every time he wrote his signature to any paper. Of course, he passed through all the legal stages of punishment until he was finally hanged.

PROTECTING ST. PAUL'S.

High Pressure Water System Installed at Top of Dome.

Now that the cross above St. Paul's has been regilded it is not likely to be allowed again to gather the accumulations of London's smoky atmosphere, as it did during the previous half a century. Hydrants have been placed recently in the lantern below the ball and cross, and by means of a high pressure supply they will be utilized periodically to clean the golden cross.

The hydrants have been introduced as a result of an experiment last year, when it was found that two of London's most powerful motor fire engines, coupled together, were unable to throw water from the ground level to the top of the dome with sufficient force to be of any use in case of fire. Dry mains have now been laid to a considerable height, with outlets at different points, and from these the firemen work should the necessity arise, the engines being coupled to the other ends of the mains.

"Is she nervous?" "Nervous! She'd even jump at a proposal!"

Breakfast Sunshine Post Toasties and Cream

There's a delicious smack in these crisp, appetizing bits of toasted corn that brings brightness and good cheer to many and many a breakfast table.

Toasties are untouched by hand in making; and come in tightly sealed packages—clean and sweet—ready to eat with cream and sugar.

Wholesome Nourishing Easy to Serve

Sold by Grocers everywhere. Canadian Postum Cereal Co., Ltd. Windsor, Ontario.

BLACK KNIGHT STOVE POLISH

FOR BRIGHTNESS BLACK AND LIGHTNESS, USE KNIGHT

A PASTE NO WASTE | THE F.F. DALLEY & LTD. HAMILTON, ONT. | NO DUST NO RUST

PERFECTION SMOKELESS OIL HEATER

Gives quick, glowing warmth where and when you want it. Easily portable. No smoke. No smell. Safe, clean, convenient. Steady heat for nine hours on a single gallon of oil.

Stock carried at all chief points

For best results use ROYALITE OIL

THE IMPERIAL OIL CO., Limited

Toronto	Montreal	Winnipeg	Vancouver
Ottawa	Quebec	Calgary	Edmonton
Halifax	St. John	Regina	Saskatoon