

COWAN'S SOLID CHOCOLATE MAPLE BUDS Great for children—Great for everybody.

Sold Everywhere

How Thin People Can Put On Flesh

A New Discovery. Thin men and women—that big, hearty, filling dinner you ate last night. What became of all the fat-producing nourishment it contained? You haven't gained in weight since. That food passed from your body like burned coal through an open grate. The material was the same as the food you work and stick, and the plain truth is you hardly get enough nourishment from your meals to pay for the cost of cooking. This is true of thin folks the world over. Your nutritive organs, your functions of assimilation are sadly out of gear and need reconstruction. Cut out foolish foods and funny saw-dust diets. Omit the flesh cream rubbers. Cut out everything but the meals you are eating now and eat with every one of those a single Sargol tablet. In two weeks note the difference. Try to eat eight good solid pounds of healthy, "stay there" fat about the neck, chest, work and stick, and the plain truth is you hardly get enough nourishment from your meals to pay for the cost of cooking. This is true of thin folks the world over. Your nutritive organs, your functions of assimilation are sadly out of gear and need reconstruction. Cut out foolish foods and funny saw-dust diets. Omit the flesh cream rubbers. Cut out everything but the meals you are eating now and eat with every one of those a single Sargol tablet. In two weeks note the difference. Try to eat eight good solid pounds of healthy, "stay there" fat about the neck, chest, work and stick, and the plain truth is you hardly get enough nourishment from your meals to pay for the cost of cooking. This is true of thin folks the world over. Your nutritive organs, your functions of assimilation are sadly out of gear and need reconstruction.

THE LONDON DIRECTORY

(Published Annually) enables traders throughout the World to communicate direct with English MANUFACTURERS AND DEALERS In each class of goods. Besides being a complete commercial guide to London and its suburbs the Directory contains Lists of EXPORT MERCHANTS with the goods they ship, and the Colonial and Foreign Markets they supply; STEAMSHIP LINES arranged under the Ports to which they sail, and indicating the approximate sailings; PROVINCIAL TRADE NOTICES of leading Manufacturers, Merchants, etc., in the principal provincial towns and industrial centres of the United Kingdom. A copy of the current edition will be forwarded freight paid, on receipt of Postal Order for 2s. Dealers seeking Agencies can advertise their trade cards for 50 or larger advertisements from 10s.

SAGE AND SULPHUR DARKENS GRAY HAIR

It's Grandmother's Recipe to Restore Color, Gloss and Thickness. Hair that loses its color and lustre or when it fades, turns gray, dull and lifeless, is caused by a lack of sulphur in the hair. Our grand-mother made up a mixture of Sage Tea and Sulphur to keep her locks dark and beautiful, and thousands of women and men who value their even color, that beautiful dark shade of hair which is so attractive, use only this old-time recipe. Nowadays we get this famous mixture by asking at any drug store for a 50 cent bottle of "Wyeth's Sage and Sulphur Compound," which darkens the hair so naturally, so evenly, that nobody can possibly tell it has been applied. Besides, it takes 'off dandruff, stops scalp itching and falling hair. You just dampen a sponge or soft brush with it and draw this through your hair, taking one small strand at a time. By morning the gray hair disappears; but what delights the ladies with Wyeth's Sage and Sulphur is that, besides beautifully darkening the hair after a few applications, it also brings back the gloss and lustre and gives it an appearance of abundance. Agent, Geo. W. Mahood.



We Do Not "HOLD YOU UP" in Prices. We are Plumbers who have mastered our profession, who do only superior work, and who charge but fair, equitable prices for the work we do. You Can Trust Us Implicitly! Try DAVID HALL 66 Brock St. Phone 385. - Res. 856

CANADA AND THE WAR

NO NEED FOR INDUSTRIAL TIE-UP SAYS FINANCIAL PAPER.

Monetary Times Compiles a Strong List of Reasons Why Canadian Manufacturers Should Keep on at the Present Crisis—Many Industries Busier Than Ever Before—Money Now Easier.

The following extract from an article in The Monetary Times under the heading of "How the Facis Compel Confidence," should be of the keenest interest to Canadians at the present time of industrial uncertainty:

The instinct of knowing when the inevitable will come around the corner is one half of success. That being the privilege of only a few, the art of accepting the inevitable is nearly as valuable. During the first week of war Canada, like other countries, dropped pen and tools and ordered books to read war bulletins. Later the country realized that this international struggle is not an affair of days. The next phase was a patriotic stand to assist Great Britain in the fight. Then came business self-examination. Up to this point, the inevitable had been accepted in good spirit. Then there appeared a disposition for the business mind to make lengthy trips to meet trouble. So long have been these mental journeys that some have foretold even what disastrous days may come after war. Obviously that is the wrong attitude for business in Canada. Having accepted the inevitable, there are many substantial facts of consolation.

First, the British Empire has gone into a fight for good cause, and with excellent chances of victory. Second, Canada never before has had to face a crisis like this. It therefore gives an opportunity to show that the national business steel is well tempered. Third, the Dominion not being at the actual seat of war, some benefits come as a result. The closing of one factory is taken as a conversational text and talked to distraction. Of the factories that have been given orders as a result of the war, making wheels revolve for many months to come, little is said. Too much business conversation is on that basis and this places business itself on the same unfortunate foundation. That is a mistake. The sooner every man will allow the brighter facts to attend him, and his business to be given the best possible impetus, the better will it be for the community.

It is right to exercise economy, but mistaken economy is out of place. The nation is made up of individuals. National business is made up of individual business and the national welfare of individual welfare. If a thousand people lack faith in the economic strength of Canada, that in the aggregate is a town's lack of confidence. Every individual who makes the problem of living more difficult for another, makes the problem more difficult for a group. They in turn make it harder for the whole community. Sentiment plays a goodly part in business. If sentiment is poor, business will suffer. Having a bag with one hand and closing the factory gate with the other does not help. Cutting the wages of the workman is just as disastrous to him as the withdrawal of a business man's bank credit at a critical moment.

Every employer should do his best to keep the labor situation as nearly normal as possible. An army of unemployed is a dangerous wound in the economic body. Unemployment creates extensive dissatisfaction and suffering. Further, it cuts into the savings now placed in the postoffice, Government and chartered banks in hundreds of millions of dollars. That money, where it is, helps to carry on business. If the individual does his part and makes even the so-called sacrifices, the entire community is doing its part automatically. The benefit is universal. That is what Great Britain is doing. Radical measures to assist are being taken in the British Isles by individual firms and by the Government.

Some may contend that this is all very well as sentiment and talk, but that the facts speak otherwise. An analysis shows that many facts confirm a cheerful business sentiment and courage the policy outlined. The outstanding feature is the notable strength of the banking and financial situation in Canada. The banks had already prepared for a process of readjustment, which was due any way after the recent era of construction and speculative period. They were, at the outbreak of war, in an excellent position to cope with the situation. Since then, strong measures have been taken to make the financial position impregnable. The banks have been authorized to issue Dominion notes to such an amount as may be necessary against such securities as may be deposited by the banks and approved by the Minister of Finance and his expert advisers. The banks also have authority to make payment in bank notes instead of in gold or Dominion notes until further notice, and to make use of the crop movement emergency circulation from now until further notice.

The confidence in the national financial situation is strengthened by the fact that the Bank of England has established a depository for its gold at Ottawa with Canada's Minister of Finance as trustee. The Dominion's first war loan of \$50,000,000 will be raised with comparatively little difficulty. The methods were outlined in the special budget speech of the Finance Minister the other week. He is given authority by Parliament to hold gold to the amount of 25 per cent. of Dominion notes issued up to a total issue of \$50,000,000 instead of \$30,000,000 as previously, and as respects Dominion notes issued in excess of \$50,000,000, equal to such excess. The result of this provision will be an increase of \$15,000,000 in the issue of Dominion notes. By the special taxes on sugar, coffee, spirits and tobacco, an estimated revenue of \$7,200,000 will be raised. That is a good beginning. It is not a burden upon the people. Later the Government may float a loan in the Dominion. The comparative ease with which subscriptions have been raised for

PRINCE IS STRONGER MAN THAN HE LOOKS.

Heir to Throne is Quite an Athlete—Can Walk or Run All Day and Does Not Get Weary.

The Prince of Wales has been a prominent figure in England since the war began. Not only has he been engaged in raising patriotic funds, but he has been wearing the khaki and doing drill with his regiment, the Grenadier Guards. These husky soldiers have now gone to the front to fight the empire's battle, and the heir to the throne has been left at home much against his will, say the despatches and the photograph reproduced above, taken after he had said good-bye to his comrades in arms, would lend color to the statement, for he certainly looks like a keenly disappointed lad.

Prince Edward, although he has the appearance of being very frail physically, and the recent photographs taken in conjunction with members of the giant Grenadier Guards, have tended to emphasize his small stature, is said to be much stronger than he looks. His lack of aviridipos is more than counterbalanced by his steel-like muscles and nerves. Add to this a whole-hearted love of athletics, for which

GENERAL VON AUFFENBURG

the prince trained systematically and you have the secret of his royal highness's remarkable physical powers. For they are really remarkable, and have even astounded the critics at Oxford, who are accustomed to seeing men, whose deceptively appearance led us to regard them as weaklings, perform at times remarkable feats of athletics prowess.

It seems almost impossible to tire him out. A ten or fifteen mile walk is easy exercise for him. Last autumn during the march of the Oxford University Officers' Training Corps in which the prince is a private, his royal highness walked twenty-two miles, and while the other members of the corps were resting their crippled feet and tired limbs, the prince, although, of course, by no means fresh, had a smoke and a bath, and motored to a friend's house to dinner.

If his royal highness had not been heir to the throne he might have qualified as one of the finest long-distance runners and "stayagers" in the country. He delights to spend the day in one long round of open-air exercise. The story of an incident which occurred during his trip in Norway a short time ago is typical of many others which could be told, of his staying powers. On each of the five days he stayed at Finse he had long-asking expeditions, and when those distances covered they were not altogether credited.

One day two expert skiers started out for a trip. An hour and a half later the prince followed them on his walk. As the experts were starting back the prince arrived, and the royal party lunched, as they always did not these expeditions, on the frugal contents of their haversacks, the prince carrying his own. They passed the return journey. Finse was reached, and the prince had completed considerable correspondence before the two experts, thoroughly tired out, arrived home. During the prince's last trip to Germany, when, after motoring all day, the prince remarked that he was stiff, and would finish the journey on foot. But, protested one of the two German officers who accompanied him "it is fifteen miles to the castle."

"Never mind," replied the prince "let us walk." They did. The prince finished the journey comparatively fresh, but there was only one officer, sorely distressed, with him; the other had been left some distance behind. A poor author is like a cheap printing press; he wastes a lot of ink, but never succeeds in making a good impression. It's hard to teach a man anything when he doesn't even know when he is licked. Even when they try to rest on their laurels some people are troubled with insomnia. Many a man is so exclusive that he isn't even on speaking terms with his conscience.

Belgium For Canada. The proposal is being made that the Canadian Government offers regarding emigration should be addressed to the many hundreds of Belgian refugees now in England. These people, it is felt, would make admirable settlers. When a woman wants to make up for lost time it isn't absolutely necessary for her to go to a beauty parlor. Experience is the best teacher, but don't rub it in on the man who commits bigamy. It's a waste of time for even the photographer to tell some people to look pleasant. The man who loses his temper doesn't have to advertise a reward for it.

Seeking Further Powers. Calgary, Alta., Oct. 6.—Having successfully operated the waterworks, street railway and electric light and power systems as municipal enterprises, the city council of Calgary is now asking the legislature for amendment to the charter whereby the striking of an oil well be permitted also.

INDOORS FROM 8-5 often weakens even a strong constitution as shown in nervous symptoms, languor and repeated colds. SCOTT'S EMULSION is helping thousands every day; it's rare old-fog enriches the blood, aids the lungs—it is a strength-sustaining tonic free from harmful drugs.

"Cells" and "Sells"

Consider these facts before you decide on your war-time advertising policy

When a firm advertises a brand of merchandise it thereby pre-empt's certain brain cells in the minds of a certain number of people

Those cells, in each brain, store away the arguments in favor of that brand; and become factors in inducing their owner to purchase the advertised, branded merchandise.

Now, along comes War, with all its unsettling of business, all its disturbance of trade; and the manufacturer, faced with the apparent advisability of saving money, begins to consider whether advertising is one of the features on which he can retrench.

But let him cease advertising—and soon, very soon, the public will begin to waver and drift away to other brands. Stop the appeal to those brain cells and soon, very soon, the cells will forswear their allegiance and become acquired by other manufacturers who make a fresh appeal to them.

The brain of every human being is in constant process of change. The cells are shifting, shifting, all the time. Ordinarily, by steady, persistent advertising, the manufacturer of a sound article is not only holding the brain cells his goods have won, but is surely, steadily adding to the number of his acquired cells—surely, steadily increasing his hold on the public mind.

Let him stop the advertising and the process of cell capture not only closes, but the cells he has been at such pains to win over, will become lost to him—perhaps forever.

Even a War scarcely excuses the unsound business policy which permits such a catastrophe. Even in wartime, it behooves every manufacturer to keep his advertising at full pressure.

KAISER IS NOT LIKELY TO LOSE HIS THRONE UNLESS THE ALLIES INSIST.

In the event of a crushing German defeat, will there be a democratic revolution in Germany? Will the House of Hohenzollern be overthrown?

This question was put to a group of intelligent Americans who have arrived in London from Berlin. "That question will not even arise, if to-day's conditions may be relied upon as a groundwork for judgment. Germans of every class have a worshipping admiration for the Kaiser. He is the greatest business man they have ever known. He has built Germany's prosperity. It is to his leadership they owe that commanding position they have until this war occupied in the commercial world. He has not only encouraged mercantile and manufacturing enterprises, but he has almost created their overseas trade. The marvellous development of commercial chemistry—in which field Germany stands easily foremost—is solely due to his initiative, and almost to his direct command. If he has made a mistake in this war—from the German point of view—it will be forgiven him for what he has done in the past.

Every German implicitly believes that this war was sure to come eventually. Most Germans have looked forward to the time when they may try concussions with their old enemy, France. Every German believes that the other nations have made common cause with France, not because the Gallic cause is just, but because of a jealousy and fear of Germany they all shared. If defeat comes—which is a possibility they do not entertain for a moment—it will be because for the moment the world has been against them. The next time Germany will be strong enough for all."

"What do Germans think of the justice of the German position, as displayed by the diplomatic interchanges recently shown in the English white paper?"

"They neither know nor care. They believe the Kaiser had a colorable pretext for the war—which is even more than they are entitled to have. The war is inevitable, they assert that they could never have been so well prepared for it as now."

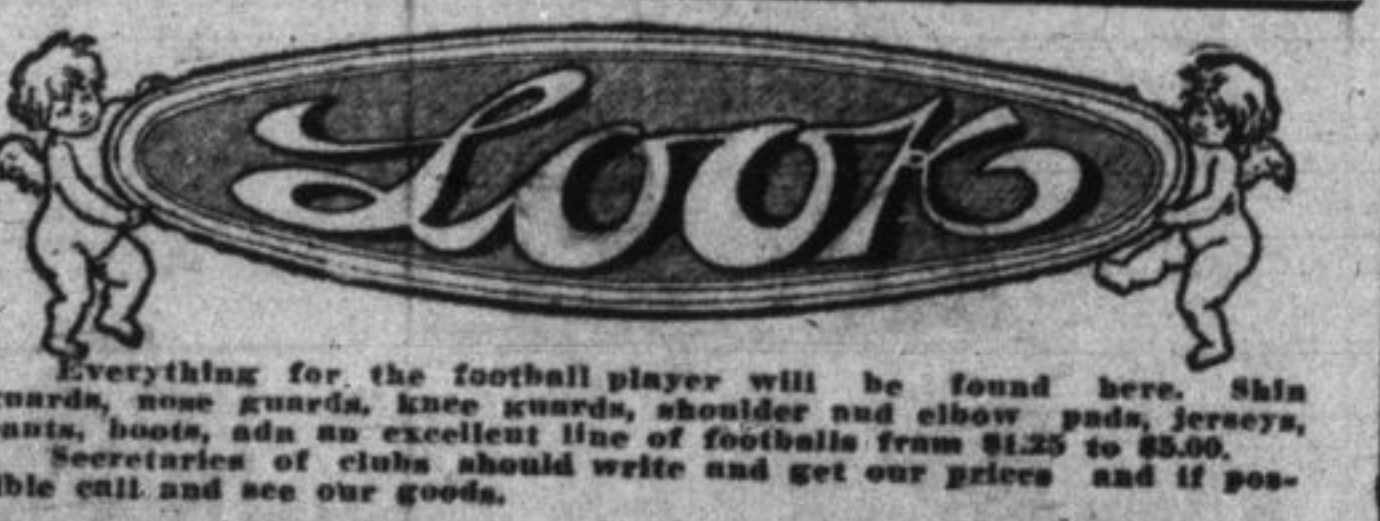
One month before the war financial Germany seemed to have been informed what would happen. Consequently the great German banking houses in London and Paris withdrew as much gold as they could get from these two centres. German bankers are quite frank in their elation. "We are fighting this war upon the enemy's money," they say. "German property has been largely due to the fact that we have been able to finance many of our undertakings in France and England. If we succeed these debts shall be paid. If we fail, bankruptcy must follow on a large scale. The foreign investor must either interfere to save us from penalization or pay part of that penalty himself. Even defeat will leave us in quite as advantageous a position as either of the other countries."

Healthy Bowels Rexall Orderlies

Perfect health can only be obtained by keeping the bowels regular. If your bowels do not daily carry away the waste left after the food is digested, decay sets in, producing poisons which are taken up by the blood, frequently resulting in Typhoid Fever, Appendicitis and other serious and fatal diseases. To keep the bowels healthy and regular you must help, not drive, Nature by using Rexall Orderlies which are mild and gentle in their action, producing neither griping, nausea, nor any other discomfort. Rexall Orderlies cannot injure the delicate tissue of the bowels, and, as they do not react, it is only necessary to take them for a short time to cure constipation. If after you have tried Rexall Orderlies you are not perfectly satisfied with them, we will return you your money. Sold only at the more than 7000 Rexall Stores and here only at this one. In vest-pocket tin boxes, 10c., 25c., 50c.

MRS. NEWLYWED SAYS: "I can't imagine how you manage to be dressed by the time your husband comes home on a wash day."

MRS. WISE NEIGHBOR SAYS: "I use an Eddy Globe Washboard, and an Eddy Indurated Fibreware tub, which keeps the water hot for a long time. No fear of rust. BUT BE SURE THEY ARE EDDY'S."



Everything for the football player will be found here. Shin guards, knee guards, shoulder and elbow pads, jerseys, pants, boots, etc. An excellent line of footballs from \$1.25 to \$2.00. Secretaries of clubs should write and get our prices and if possible call and see our goods. TREADGOLD SPORTING GOODS CO. BICYCLES SPORTING GOODS PHONE 529 88-90 PRINCESS ST.