

35c. R. Uglow Co., city.

This is the monthly volume, No. 10, f this excellent series. It deals with the war in Mesopotamia, the new landing at Gallipoli, the Russian stand, and the Czar's taking command of the armies, the battles of the Vilna salient, the Allied offensive in the West, the battle of Champagne, the advance in the north, and the Battle of Loos. Mr. Puchan again shows his skill and address in dealing with distorical facts, arranging them in their proper sequence and presenting them with effect. The strategical situation is everywhere made clear, His book will help to make understandable the various operations only partially treated in press reports. An appendix contains Sir Ian Hamilton's oted report concerning the Dardanelles operations, and the French official account of the Battle of Champagne. The volume is intensely inonce a readable book and an authoritative record.

UNEASY MONEY.

Price, \$1.35. low & Co., city.

"Uneasy Money" is an entertaining story, brimful of genuine wit and humor, breezily written, but by no means original. It tells how a most attractive but poor young English thought he had suddenly become the or of five millions and rushed off to the United States to give half pected to have inherited it. Of how his beautiful but mercenary and most disagreeable fiances rushed over with conventional code pays such a price All the leading firms, lenses, materquite another motive, and of the strange adventures that befel on this side of the Atlantic. There are The author carefully analyzes are entirely optimistic as to the fu- for the increase in the capitalization complications that are very funny. Ruth Holland's motives. She took ture and have every hope of com- of the Nova Scotia Steel and Coal The young aristocrat meets the niece such a course because Stuart Wil- pletely ousting the Germans in this Company, which has authorized at and nephew of his benefactor, and he liam's affectionate temperament | particular industry. There are a large | the annual meeting a few weeks ago, falls in love with the former. There made a supreme appeal to her own, number of full-page pictures on art is now becoming apparent. It is is a decidedly exciting climax, and and she had been unable to refuse his paper. A double-page marine pic- now believed that the company will one lays down the book with the advances first through sympathy with ture by the editor is very attractive. soon embark upon the steel ship-

MRS. BALFAME.

By Gertrude Atherton. McClelland \$1.35 net. R. Uglow & Co.,

Fancy Mrs. Atherton writing a mystory! Yet, having taken her en in hand to de it, she turns out quite unlike the others. "Mrs. fame had made up her mind to mit murder," makes an opening t cannot be described as very ry. Mrs. Balfane at once conart, and we find that the prospe e victim is none other than David to acknowledge this, so sh ows nothing." She even keeps on the case. The circumstantial evi- when with a little sob she took it he -and happiness as well. Yes, dear ing over a period of years with a dence turned up by them results in clasped her hand, putting into it a reader, there is an interesting love number of tire manufacturers in Mrs. Balfame's arrest and trial. And strength that astonished her. He story included—several of them in Canada which will call for an inall this time there is a great deal of turned toward her after that, and the fact. There are strange characters crease in its present capacity to study of feminine psychology and all nature of his sleep changed a little; in these out-of-the-way places, and three times its present output. About that sort of thing which sometimes it seemed more natural, as if there they are actuated and influenced by half the increase will be necessary interferes with the movement of the was something of peace in it. It was the same motives that move the peod this year. The mills are located in story. And the mystery of the muras if he had turned toward her, ple in more populous places. They Sherbrooke. derer? Mrs. Atherton handles that reached out his hand for her, know- live and love and have their romanvery easily by quietly putting the ing she was there and wanting her. ces and die. The author has succeedguilty person quite out of her story. He was too far from life for more, ed in giving us a graphic picture of A friendly lady doctor, sympathizing but he had done what he could, Her their vices and virtues, and of how with her friend, had done the deed longing gave the little movement big their once secluded lives reach out preferred stock bearing \$6 per anand confessed it upon her deathbed. | meaning. Sitting there holding the | and touch all humanity.

PRODUCTION AND THRIFT.

tural War Book.

Thrift", and having for its particul-

IN WAR TIME.

nsists of 250 valuable and instruc-

lowed by extracts from the Budge

come and expenditure of the United Kingdom, there ensue contributions

from over seventy expert authorities

on different branches of agriculture, including the compiler and editor of the work, the federal Commissioner of Agriculture and the Commission-

er of Live Stock and Dulry Products of the Dominion, the Director of Ex-

perimental Farms, chiefs and sub

hiefs of departments of agriculture

of all the provinces and a number o

professors at the different agricultural colleges. A vast deal of general

information, statistical and other-

well as Canada, is given along with a

ects embraced in the title. Al-gh primarily devoted to agricul-there is much matter that the

large fund of sound advice and cour ol bearing in particular upon the

Produce more and save more,

Make your labour efficient, Save materials from waste,

spend your money wisely,

The Agricultural War Book for

By John Buchan, T. Nelson & Sons, literary art, as might be expected for forgiveness is propitious the sign opment as British capital was neces-

FIDELITY.

By Susan Glaspell, McClelland, Goodchild & Stewart, Toronto, Publishers, Price, \$1.35. R. Uglow

literary standpoint but because it you are now in a purer atmosphere than you were. It is a brilliant and powerfully written book having as its theme the devotion of a young girl to the lover whose urgent need of her makes her loyalty to him selfsacrifice of a peculiarly poignant kind. The story is a triangular one -a man and his wife and another woman who has broken the seventh commandment and has been so daring as to elope with the man. Her homesence in Colorado, after eleven years McClelland, Goodchild & Stew- of fidelity to the man who tempted her to go away, after eleven years of R. Ug- wretched fighting with poverty, showed Ruth Holland how the world judges such lapses from the right. Outside of her brother Ted and a former lover, Dr. Deane Franklin, no one in the old home town would have anythe breaking of her father's and mo- work, edited by F. J. Mortimer, F.R. much, and half her crop must go to cibly impressed, and goes to prove don, contains an interesting review be one of the largest users of the

knowledge that he has read a decid- him in his miserable, lonely, wedded The number of advertising pages in building industry. President Cantedly humorous, clean and clever life; second, because love had swept the issue illustrates very significant- ley seen in the present shortage of her own soul with its irresistable ly what the British firms are doing, ocean tonnage an excellent opporcall. It was because love had seem- and is invaluable for reference pur- tunity to increase the earnings of ed to her something that transcended poses no less overseas than it is in this company. all the other things in life, parents, the homeland. home, friendship, honor, everything, that she, a refined, timorous girl, had felt strong enough in will power to defy every other influence, and had taken the step which was to color all By E. F. Benson, Hodder & Stoughher future, not with regret for her sacrifice, but with sorrow for what she had brought, of pain and shame, to those who were near and dear to ner. The sad life of Ruth-its aw-

consequences of her sin.

it, wanted to try and make him un-derstand how it all happened. She wanted to tell him how homesick she had been, and how she had always loyed them all. It seemed as if she could just make him know what it was she had felt, and what she had

alk to her, never listen to her again, he wanted as she never wanted be

SONGS OF HEROIC DAYS.

By Thomas O'Hagan, William Briggs, Toronto, Publishers, Price, 75c. R. Uglow & Co., City.

This is a compilation of a number in the newspaper press from time to forth that border will be criss-time. The place of honor is accordunusual excellence, not only from the literary standpoint but because it sounds great depths in human nature. Yet, after all, one breathes a sigh of relief when he reaches the letter of thanks from His Majesty. ended so much as that you feel that The concluding verse runs as fol-

"King of Belgium, Duke of Brabant, Count of Flanders, all in one; Little Kingdom of the Belgae, starr'd with honor in the sun!

your deeds the world will sing, investments at a sacrifice. But the glory of your nation is your dust-stained, fearless King; So I take off my hat to Albert"

to the brave Canadian hearts that having free land. coming to the death-bed of her aged dom and the safety of the Empire," beat and battle for the cause of free-The poems, as therefore might be expected, deal with war incidents. every Canadian, while others, con- dustry will continue to pour into ceived in a lighter vein, will afford Canada after the war, pleasureable perusal.

The Amateur Photographer, thing to do with her. A large part Amateur Photographer and Photo- now raising half as much spring of the book is taken up with her suf- graphic News this year takes the wheat as the United States. Withferings, the shame of her friends and form of an Empire number. The in a few years she will be raising as ther's hearts. The coldness of hu- P.S., and published by Hazell, Wat- market by way of the Pacific coast. man hearts towards the sinner is for- son & Viney, Ltd., Long Acre, Lon- When that day comes, Canada will that the woman who departs from the of the British photographic trade. Panama Canal. that the game is not worth the can- lals, etc., are dealt with. It is interesting to find that so many of them

THE OAKLEYFTES

Pages, Price, \$1.25, R. Uglow & Co., City.

At Oakley-on-Sea, a secluded Engful tragedy—is a tremendous sermon lish seaside town, dwell people who against infidelity. are interested in their own affairs four or ave of the smaller tire com-The pathos of her sin was borne and care nothing for what other peo- panies, which, between them, are in upon her heart that day she re-en- ple think of them. Here are many now doing a business between \$1,tered her old home after eleven years', quaint and interesting characters, 500,000 and \$6,000,000 a year is bsence. Her mother was not there some of them lovable, some other- being considered. The Lee Rubber to meet her; she had died years be- wise. Gossip is forever busy here as Tire Company has been asked to fore of a broken heart. As she sat elsewhere, only more so. Thus when name a price for its stock, and rumin the darkened room beside her un- a new family comes to town, there is ors are current also, that Goderich scious father, whose soul was much speculation. Their baggage is and Kelly-Springfield have been apabout to take its flight, remembering carefully scrutinized at the station, proached. B. F. Gooderich ogically how he had been a changed man from but initials give little clue. When it denies consideration of any plan for the day she went away, her thoughts 'is discovered that an attractive gen- the taking over of additional properand memories were busy with the tlemen is one of the members of the ties, being well satisfied with condihousehold the female members of tions as they exist. fact from the young lawyer who "As she sat there thinking of how the community evince a still livelier e would never hear his voice interest. It is about the doings of ly made ardent love to her. All again," runs a noteworthy passage, this stranger that the book treats. well until the ubiquitous news- "he reached out his hand as if grop- He revolutionizes things in Oakley, dian Connecticutt Cotton Mills, Limaper men and women were turned ing for something he wanted; and finds great pleasure in the work ited, has just made contracts extend-

> average price of wheat per bushel in the War. Britain was 98 cents, whereas in the first fifteen years of the nineteenth century the average was something

While crop production occupies large space, live stock comes in for a large share of attention, horses, cattle, sheep, swine and poultry all beaddress to the Farmers of Canada by Hon, Martin Burrell, Federal Minng learnedly dealt with along with dairy products and special crops, ister of Agriculture, under whose disuch as sugar, sugar beets, honey, maple products, flax, fruit, vegetables rection the book has been issued, foland tobacco. In short no branch of speech of Sir Thomas White, Finance agriculture is overlooked. The nutri-Minister of the Dominion, and an arive and commercial values of differ-

er surprised to learn that wheat in with a deal of excellent advice on the mer. Power will be supplied by nat-Are Dealt With In The New Agricult 1801 was \$3.47 a bushel in Britain, practice and results of thrift. Mar- ural gas or by coal, of which Taber while last year it was only \$1.61, the keting is dealt with, and sections of has unlimited quantities. latter, however, being nearly twice the book are devoted, among other

Muscle that wins in this battle of

There was never a genuine amen too timid for the Lord to hear. Be a stickler for only those rights that you are sure belong to you. The white shirt front has been known to cover a black heart, The fool is often parted with mon-

y that does not belong to him. Brute force is all right when i

OF CANADA HEAD OFFICE - TORONTO SOLDIERS, ATTENTION!

convenient place for your surplus Funds A joint account is specially adapted for

fore to tell her story. She had been a long time away; she had had a hard time. She wanted to tell him about UNITED STATES.

Deprived of England's Aid, All Borrowing, as Result of War, May Be Affected in This Country for Next Fifty Years.

New York, April 28.—The great ne through, he would be sorry for European war has cut Canada off er and love her as he used to do." from the million dollars a day she But, alas, he died without giving a was borrowing for development purignal. That is the cruel thing poses from British capital. This tery is treated with a high order of about life. So often when the hour capital is as necessary for her devel-London. 335 pages. Price, from one of Mrs. Atherton's recog- is wanting, the word remains un- sary for the development of the American West after the Civil War.

Canada is to-day obtaining her na-tional, provincial and municipal loans in the United States and it may be expected as a result of the war that Canada's borrowings will be affected in the United States for the next fifty years. Not one armed of short poems which have appeared for a border of 3,000 miles. Hence-

Before the war American capital owned three-quarters of Canada's standing timber, two-thirds of her coal mines, more than half her grain elevators and by direct or indirect control, an enormous proportion of her working mines. These holdings have been increased since the outbreak of the war; many English have won a place in history, of holders have had to let go of their

Canada is the only part of North America with a great untouched res-The neat little volume is dedicated will be one of the few countries still ervoir of natural resources. She

Capital is as secure in Canada as in the United States. Capital is guaranteed protection and security Some of them will stir the heart of means that American capital and in-

Canada lacks a winter port on the Atlantic; and this year has sent 80 per cent of her vast exports out by The special Spring number of The way of American ports. Canada is

Scotia May Build Ships.

Changes Made In Board. New York, April 28 .- Edmund C. Converse, Alfred Clifford and Thomas Murray resigned as directors of the United States Steel Corporation ton, Toronto, Publishers, 318 at the annual meeting to-day, in furtherance of the policy of cutting the

directorate from 18 to 15 members. Tire Company Merger Likely. New York, April 28 .- A merger of

To Treble Mill Capacity. Montreal, April 28,-The Cana-

Commercial Notes. American Zinc to-day declared

At Taber, Alta., a site has been secured for a flour mill which it is expected will be in operation this sum-

Harry Byrns, inventor, William F. as much as the lowest point reached, subjects to Economy in the Home, Condon, William H. Goff, Frederick which was in 1894, when the price Patriotic Purchasing, Women and the W. Littlewoor, and Charles M. Conwas down to 68 cents. For the War, the Call to the Colours, Patrio- kle, all of Toponto, have been incorfirst fifteen years of this century the tic Relief Work, and Education and porated under the provincial laws as the Byrns Pneumatic Ship Raising Company, Limited; capital \$40,000. The United States Steel Corpora-

tion announces another advance in life must be lubricated with brains, I the wages of its employees, amounting to ten per cent, effective May 1st. This follows a ten per cent. advance made in February. Both together represent a total increase in wage ayments of between \$20,000,000 and

> Canadian Foundries and Forgings lirectors, at the annual meeting, faced the stock on a twelve per cent. per annum basis, and also declared a bonus of three per cent. The declaration made was four per cent. for the first four months of the year. namely, January, February, March and April, or equal to one per cent. per month, which from now on will

monton Power Co., Ltd., organized by G. W. Farrell, of the Montreal firm of G. W. Farrell & Co., has entered into an agreement with the city of Edmonton for twenty-one years, for a minimum annual supply of electric energy of 35,000,000 k.w. at 1c per k.w. hour, for the lifetime ly, as the consumption by the city co

be the regular disbursement.

The Lord always favors the Christian whose colors are mast-high. Most all prodigals manage to

The Canadian Ford Company has Spent Over a Million Dollars on New Equipment Since the Beginning of War

To increase the efficiency and the capacity of the Ford Canadian plant and its service stations-to produce even a better car at a lower cost of manufacture, thus to sell at a lower price, the Ford Canadian executives have put over a million dollars into new equipment since August, 1914.

That this expenditure has been made since war began indicates most emphatically the unquestionable belief of the Canadian Ford Company in the present and future prosperity of Canada and the triumph of the Empire. In fact the Ford Canadian executives are so firmly convinced of this that they are governing the entire policy of a great ten million dollar Canadian Company in accordance with this belief.

Since the beginning of war they have spent approx-imately a million and three-quarters in new buildings, twice reduced the price of the car by \$60 (\$120 in all) and reduced the price of spare parts \$147 per car-all in addition to this million dollars worth of new equip-

But, in turn, it has been this new equipment that has been responsible in great part for these reductions in prices. Marvelous new labor saving machinery installed in the recently enlarged two-acre machine shop has effected big savings in cost of manufacture.

For instance three drill presses that formerly were used to turn out 600 parts a day, now have been supplanted by three punch presses that turn out 3000 parts a day, and there is absolutely no sacrifice in quality of

At a cost of \$40,000 three truly wonderful milling machines were installed that mill 48 Ford engine cylinders at once with perfect accuracy.

Perhaps the most wonderful of all are the new gear cutting machines that are a source of amazement to those acquainted with gear cutting methods in vogue serveral years ago. Then there were only two or three shops on the continent where gear cutting could be done at all and it was a slow and most exacting process. But in the Ford Canadian plant there are no less than 46 wonderful automatic gear cutting machines that turn out gears cut absolutely perfect in one-twentieth the time without the touch of human hands except for putting in the blank and taking out the finished gear.

Ford Town Car - - - 780

f. o. b. Ford Ontario

When the machine has finished the work it notifies the operator by ringing a bell. One man can operate two or three of these machines, a fact which gives some indication of the great saving in labor that this new equipment has made possible and which also plays a very important part in reducing the manufacturing cost and the selling price of Ford cars.

Again, think of the great saving in labor, as well as time, effected by the remarkable Ford drilling machine that bores 45 holes in a cylinder easting in four directions at a single turn.

Do not assume from this, however, that the number of employees has been decreased. On the contrary, the Ford staff has been increased by 900 men since war began. Furthermore when the present Ford schedule of wages went into effect in April 1915, the wages of these employees were increased \$50,000 a month

If it were not for the exceedingly substantial economies made possible by this new equipment, it can be readily understood that the price of the Ford car, built as it is today of the finest materials procurable, would be very

No firm that did not have the immense quantity production of the Canadian Ford plant could p afford to install such equipment as this and consequently could not sell a car as good as the Ford at anywhere near

In addition to the equipment told of above new engines were installed in the power plant at Ford, Ontario—650 horse power gas engines specially designed by Ford

Also the four new Ford Branch buildings at Montreal. Toronto, London and Winnipeg, each of them as large as many automobile factories, had to be furnished with machinery and appliances. Each one of these branches is so thoroughly equipped as to be able to build a Ford car complete. Each one forms a still further perfection in the already unrivalled Ford Service to Ford owner

And the fact cannot be overlooked that a policy that dictated the expenditure of such a great sum of cold cash as this during the progress of the war must have been prompted by a very practical and sincere belief in Canada's prosperity-in her future and in her people

Ford Motor Company of Canada, Limited

Ford, Ontario Ford Runabout Ford Touring - - - 530 Ford Coupelet -

Angrove Bros., Ford Dealers, Queen and Bagot Sts.

Nerve

Prostration and Vital Exhaustion are Cured by Dr. Cassell's Tablets.

The Remedy

Goverful Nutrients,

Hypophosphites, Nerve Restoratives, Valuable Stomachics

It is because Dr. Cassell's Tablets overcome vital exhaustion that they are so sure a remedy for nerve breakdown, brain fag, and all run-down conditions. They contain valuable nerve nutrients and body builders, which by strengthening the nerves and enriching the blood restore vital power to the whole system, and so build up new strength and physical vigour.

Sir John Campbell, Bart., C.B., formerly Major-General in the Royal Artillery, derived so much benefit from taking Dr. Cassell's Tablets that he wrote to the proprietors in praise of the remedy. He said "I have pleasure in stating that I have derived great benefit from Dr. Cassell's Tablets, and have found them remarkably effective in restoring the nerve energy and physical

vigour which advancing years naturally impair. They suit me admirably and I have every confidence in recommending them as a safe and reliable bodily restorative." The experience of this great soldier is the experience of uncounted thousands in all parts of the world. They are the surest of all restoratives, and equally suitable for old or young. A British remedy from first to last Dr. Cassell's Tablets are Nutritive, Restorative, Alterative, and Anti-Spasmodic, and of great Therapeutic value in all derangements of the Nerve and Functional Systems in old or young. They are the recognised modern home remedy for Nervous Breakdown, Nerve and Spinal Paralys Infantile Paralysis, Rickets, St. Vitus' Dance, Anamia, Sleeplessness, Kidney Disease, Dyspepsia, Stomar Catarrh, Brain Fag, Headache, Palpitation, Wasting Diseases, Vital Exhaustion, Loss of Flesh, and Premature Decay. Specially valuable for Nursing Mothers and during the Critical Periods of Life.

Druggists and Dealers throughout Canada sell Dr. Cassell's Tablets. If not procurable in your city send to the sole agents, Harold F. Ritchie & Co., Ltd., 10, McGaul Street, Toronto; one tube 50 cents, War Tax Extra, 2 cents per tube.

Sole Proprietors :- Dr. Cassell's Co., Ltd., Manchester, Eng.

Dr. Cassell's Britain's Greatest Rem

of the contract, the price to decrease. Sir Edwa Clare to has been tell- Lothrop Motley wrote; "He can be on a sliding scale from 10 until final- ing us that the later Lord Alverstone drawn out and will tell his habits