



It washes the hardest things—easily

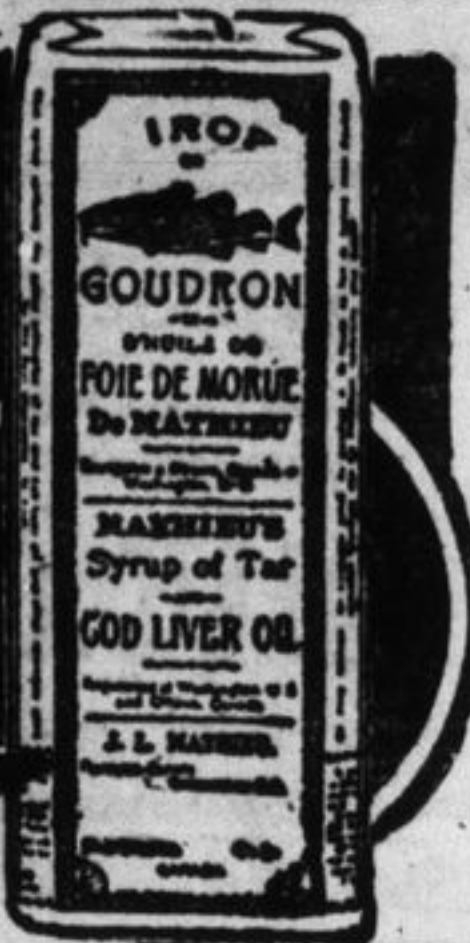
Do not get up early in the morning to heat the water for washday. Use Rinso and wash the clothes in cold water. You will save time and the cost of heating water. Your washing will be done sooner and your clothes will be more clean if you use Rinso—the pure soap granules—as harmless as pure water itself.

At Night—Soak the clothes in the rich, bubbly Rinso suds. Morning—Rinse them out—that's all!

Rinso

Get a package of your Grocer's LEVER BROTHERS LIMITED, TORONTO

MATHIEU'S SYRUP OF TAR & COD-LIVER OIL



CURES

Coughs, Colds, Grippe, Bronchitis, Whooping Cough, Asthma, Etc.

MATHIEU'S SYRUP is a sovereign tonic combining the curative properties of TAR and the strengthening virtues of COD LIVER OIL.

Colds, when neglected or badly treated give rise to consequences of such a grave character that you should not risk using inferior preparations.

MATHIEU'S SYRUP is the only genuine remedy whose reputation has caused to crop up many imitations of doubtful value. ON SALE EVERYWHERE

For Ladies

Said Mrs. C—to Mrs. T— One bleak and cold and wintry day, "You know, my dear, this time of year is hard on folks. If only we could feel assured of health and comfort, 't would be fine. But it seems we can't, in such a climate."

"Well, do you know", smiled Mrs. T—"I used to think this time of year, Meant colds and sickness always near, But we heard of an easy way, To be healthy and comfy every day. You know Mrs. Wise, across the street, (Just the picture of health and always neat) Well, she was told by a doctor friend She'd never regret the money she'd spend On good wool 'Undies, 't the 'Ceetees' kind, Made by Turnbull's of Galt, I think she said. An advertisement somewhere then she read— Telling folks how that particular kind Was fashioned by experts—and that you'd find The 'Undies' they made were the better kind— Fashioned of wool that was not one bit 'ticky' (Others, you know, tickle and seem sort of prickly) That all 'CEETEE' garments are so downy and soft, We'd just love to wear them—in fact, very oft Mothers buy them for babies, all fairs to ally Should they go for an airing on a stormy, chill day— Why! the rain would 'nt matter, neither wind, snow or frost— 'CEETEE' garments, in truth, are worth twice their first cost. They're the finest of high-grade underwear, And the thriftiest, best-dressed women who care, Know that it pays to buy none but the best; Don't you think we'd do well to give them a test?"

"CEETEE" for ladies is made with low cut neck and no sleeves—also with elbow sleeves and in higher neck and long sleeves. "CEETEE" is knitted on very fine needles—this makes it very warm, soft and light. Any doctor will advise you to wear wool next the skin: it is a non-conductor, thus retains the warmth of the body, keeps out the cold—and safeguards your health.

Why not try it this winter?



Manufactured only by Turnbull's of Galt

Introduction of American breeds of livestock and poultry into South America is to be aided by the use of motion picture films prepared for the purpose by the United States department of agriculture.

Country Boy, City Man, World Leader

The International Sunday School Lesson for October 17th is "Jesus Begins His Ministry."—Matthew 4:12-25.

By William T. Ellis.

Fighting in the Holy Land keeps travellers away this winter. Up in Galilee the French and the natives are at death grips. War is on the increase amid the scenes of the Bible. Not yet are Christian powers ready to come into submission to the one Leader who can bring peace not only to His homeland, but also to the world. Nevertheless, peace will be found ultimately not in the councils of statesmen in Europe, but in the words of Jesus spoken in the night which He loved and in which He lived.

Hold fast to the faith that only Christ can pacify and save this distraught world. He is the only Hero who can deliver humanity. Therefore, every incident of His life, every phase of His background and experience, and every aspect of His teaching is to be looked upon as of present interest. While it is important to know international affairs to-day, it is more important to know the universal Christ. After the soldiers and the diplomats have retreated, battles from the field, the men and women who know Christ will come to the fore. So it is real education, real wisdom, to familiarize ourselves with the mind of the Master.

Reared as a country boy, Jesus became a city man. Living as an integral part of a life of a pastoral and agricultural people, He was Himself a skilled mechanic. The friends of fishermen (while I was watching the olive-skinned, black-eyed, beautiful boys of Tiberias disporting themselves in the water last summer, my thoughts, of course, turned to another Syrian boy, looking just like them, who used to trudge across the hills from Nazareth to go swimming in this same lake). Jesus was also the confederate of scholars and a teacher in the synagogue.

In The Home Town of Jesus. What a vindication the centuries have brought, that now the very Capernaum synagogue in which Jesus once taught has been excavated, and made a tourist sight, not because of its architectural beauty, but simply because it is a relic of the home town of Jesus. All that the world knows or cares about the cosmopolitan city of Capernaum, at the head of the Lake of Galilee, is that Jesus once lived and taught and ministered there.

There is a sort of defeatist propaganda in some quarters which regards the present-day city as a well-nigh hopeless field for Christianity. Some persons even look upon the city as a sort of modern anti-Christ. They look to the country and the small town as the hope of the Church. This craven spirit overlooks the first fact of the present Lesson, which is that Jesus began His ministry in a big city, the metropolis of His neighborhood, a pagan, wicked city. Into the midst of these adverse conditions, Jesus projected His personality and His message and His mission. There He lived and preached and began His work of building up the Kingdom that should be universal. Is it any wonder that high hearts and heroic eagles to follow in the footsteps of Jesus, adventure the great modern cities, with all of their formidableness?

Dare The Laymen To Do It? Big city newspapers are read over a radius of many hundreds of miles; which is one reason why the example of Jesus should be emulated to-day, in striking for the cities as the center of evangelism. The strategy of such a campaign is obvious. With an unprejudiced call for a message that will save and save our world, not the hour ripe for men, Jesus fashion, will launch out into the very maelstrom of our problems with an evangel of salvation?

I am not suggesting merely the building of more churches of the creation of additional ecclesiastical committees and officials; the land has already too many of all these. Nor have I in mind any money-raising project. The simple procedure modelled on the practice of Jesus at Capernaum, would be for self-supporting laymen, to whom the World has come, to carry the Evangel, by tongue and pen and practice, to the great cities. This is the sort of "laymen's movement" now needed. It would have no salaried officers and no pretentious organization. It would remove the taint of commercialism from evangelism. Calling for persistence and prayer, rather than for money, this ministry would be the simple, insistent, many-sided affirmation of the eternal truth that only Christ can deliver our world; and that discipleship to Him is the first of all duties.

With straining eyes, the whole world is looking for a Deliverer and a Champion and a Prophet, who will save our time. Everybody who thinks laments the lack of great spiritual leadership. Editors, business men, professional men—plain people of all walks perceive the urgency of our need for a new religious dynamic in our day. Possibly we have all been wrong in seeking for some one voice, some one leader, whom we may follow into the paths of peace. Is it not possible that in these times, when God is so strangely expressing Himself in democratic ways, that our help is to come not through new leadership, but through new discipleship—by the devotion and service of unprofessional men and women who are themselves simply following the clear example of our sufficient Leader, Jesus Christ? Who knows but that the long-expected revival may be an awakening to volunteer service by those who already bear the name of the Master? It is easy to envisage new-fashioned meetings, for the presentation of the Gospel of the times, in every club and lodge and factory and labor union and theater and church in every city in the land. There is sufficient warrant for it all in the way Jesus set about His public ministry in Capernaum.

Creating a New Party. Something more than a civic commotion was caused by Jesus in Capernaum. He did even more than begin His threefold ministry to mind,

sprit and body, by teaching, preaching and healing; for the Master set about the creating of a new party, the Christian party, with leaders and members all pledged to put first the kingdom of heaven. Thrilling possibilities of a new party in the politics and life of today, the distinctively Christian party, committed to the programme of Christ, are suggested by this thought.

No sooner had the Lord begun His work than He began to recruit fellow workers. He, the loneliest of men, yet was master of the art of co-operation. It was unthinkable in Him to dispense with human fellowship. The one title Jesus gave Himself, out of all the many that He wears, was "Son of Man." He stressed His identity with people. Even His divine kingdom He made dependent upon human faithfulness.

So He called His first disciples from their nets on the lake He loved. Happily, they were men with ears to hear, and wisdom to put first things first. Their day's catch was less important than being caught themselves in the net of liberty. They left all—and found all. We are struck by the truth that Jesus did not abolish the calling of His disciples: He, elevated it. Fishers of fish became fishers of men. That is the wise Master's way. Teachers of knowledge in His discipleship become teachers of wisdom and life. Writers become propagandists for the Kingdom of Heaven. Merchants become traffickers in brotherhood. Farmers grow a harvest of life for the heavenly garner. Mechanics become builders of living temples for the worship of the Infinite Father. Housekeepers become home-makers for the entertainment and service of the Guest of Bethany. Every calling and every character is lifted up to a diviner level when it enters into discipleship to the transforming Christ of whom Frederick Lawrence Knowles sings:

"Closest to men, Thou pitying Son

PILES

Do not suffer another day with itching, bleeding, and smarting Piles. No surgical operation required. Dr. Chase's Ointment will relieve you at once and afford lasting benefit. Get a box; all dealers, or Edmondson, Bates & Co., Limited, Toronto. Sample Box free if you mention this paper and enclose 2c. stamp to pay postage.

OXO GENERATES HEAT

Concentrated Beef Cubes Fortify Body Against Chills.

An Oxo cube dissolved in a cup of hot water is a splendid thing to take before going out in the cold or damp, or on coming in, if one feels the slightest ill effects. Besides its nourishing and invigorating properties, Oxo acts as a fuel in the body, generating heat that the system requires.

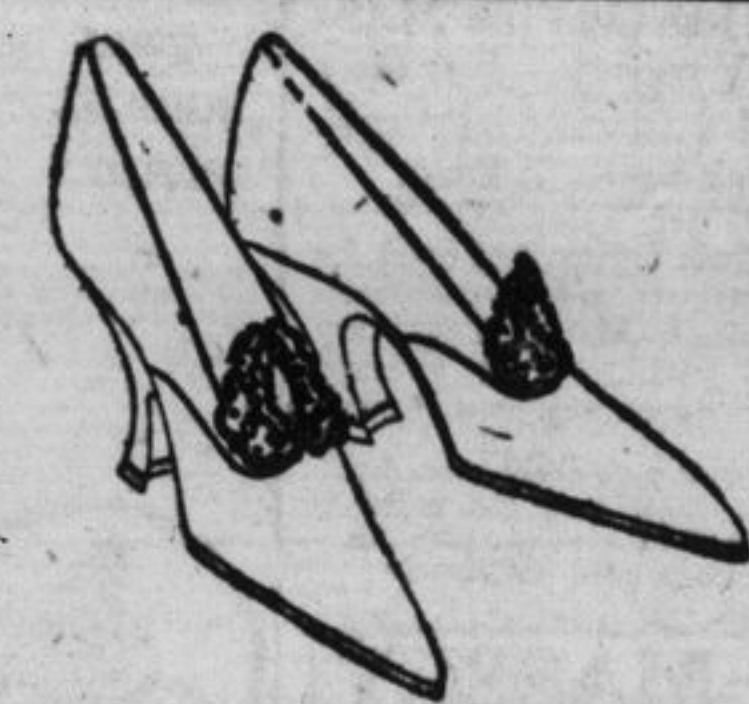
Oxo cubes—in tins of four and ten cubes—have endless possibilities. For soups, sauces, gravies, savory dishes and meat jellies, they do all that meat could do, and do it quicker and with less trouble. Use Oxo cubes with "left-overs" and odds from new, delicious dishes. There is nothing better than Oxo for building sturdy boys and girls.

of Man, And thrilled from crown to foot with fellowship, Yet most apart and strange, lonely as God,— Dwell in my heart, remote and intimate One! Brother of all the world, I come to Thee! "Gentle as she who nursed Thee at her breast (Yet what a lash of lightning on Thy tongue To scourge the hypocrite and Pharisee!)— Nerve Thou mine arm, O meek, O Mighty One! Champion of all who fall, I fly to Thee! O man of sorrows, with the wounded hands,— For chaplet, thorns; for throne, a pagan cross; Bow'd with the woe and agony of time, et loved by children and the feasting guests,— bring my suffering, joyful heart to Thee. haste as the virginal lily on her stem, et in each hot, full pulse, each tropic vein, ore filled with feeling than the flow'r with sun; No anchorite,—hale, snawy, warm with love,— I come in youth's high tide of bliss to Thee. O Christ of contrasts, infinite paradox, Tet life's explainer, solvent harmony, rail strength, pure passion, meek austerity, and the white splendor of these darken'd years,— lean my wondering, wayward heart on Thine."

TIRES COMING DOWN

Put a MAXOTIRE in that old casing and get the balance of the season out of it.

"THE HOME OF THE MAXOTIRE" Phone 2050. 284 Ontario Street



Evening Footwear

Fashion's latest dictates in Ladies' Evening Footwear. Handsome Slippers and Sandals full of style and elegance. Many new and exclusive things to interest young women. Young women can find here Dainty Evening Footwear of genuine distinction that will all their heart's desire. \$8.00 up to \$12.00.

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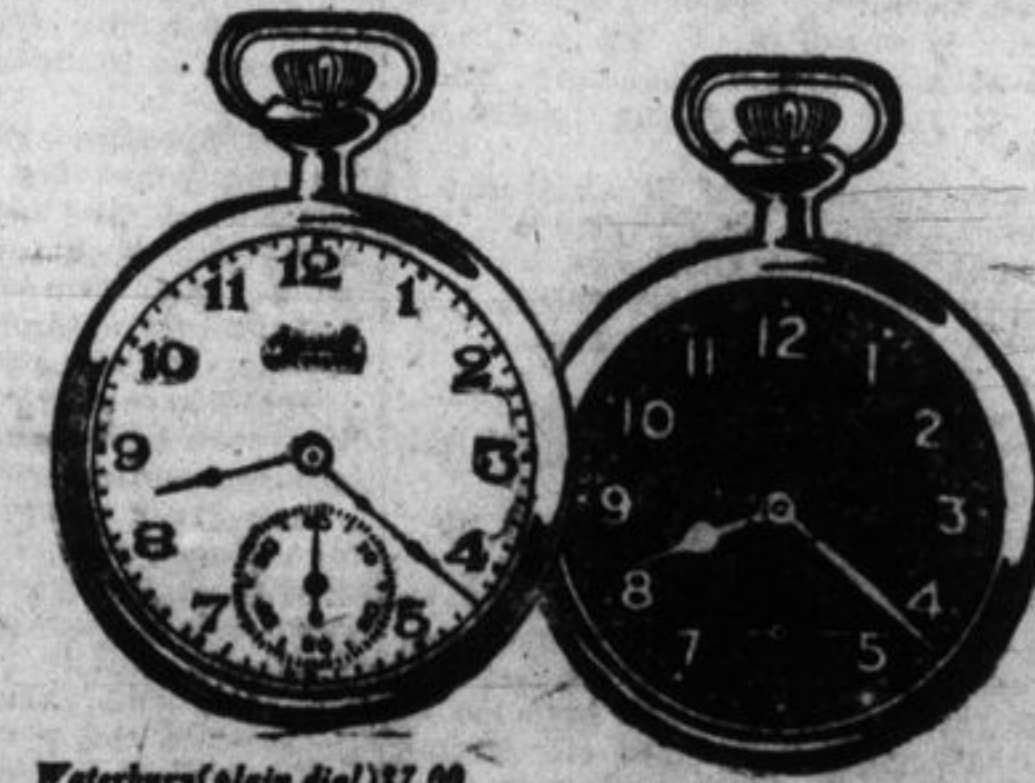
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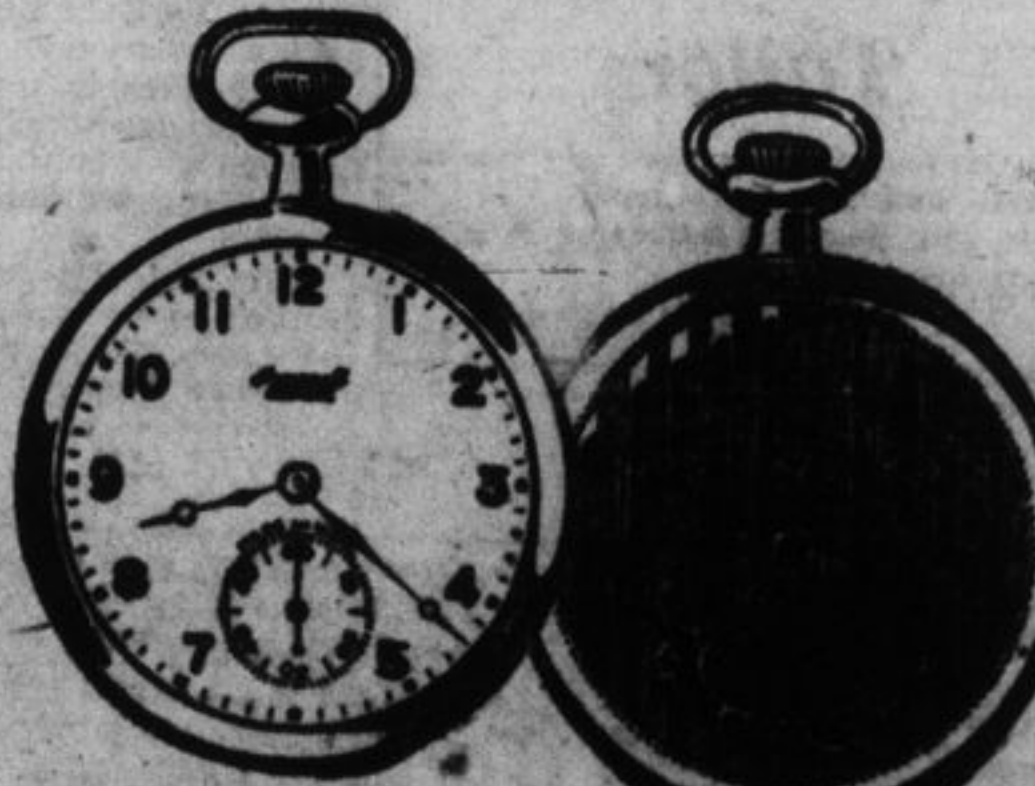
Maple Leaf (plain dial) \$3.25 The lowest priced Ingersoll. Sturdy, accurate, reliable, good-looking—the watch for men and boys who want to buy time-keeping service at lowest cost.

Maple Leaf Radiolite, \$4.00 The lowest priced Radiolite. All the value of the Maple Leaf plus the ability to tell you the time in the dark—at 75 cents extra. The 24-hour-a-day watch.



Waterbury (plain dial) \$7.00 The 12-size, jeweled Ingersoll. 12-size is the small, stylish size so much in vogue. Jeweled at the points of greatest friction. Antique bow and crown.

Waterbury Radiolite, \$7.75 The Waterbury with Radiolite dial—at 75c extra. Choice of black face, as shown here, or of "silver" face.



Reliance \$9.25 (nickel case) The 7-jewel Ingersoll, Elgin model. The elegant 16-size, 7-jewel watch made in America. Factory tested in 6 positions. Solid nickel case.

Reliance \$14.00 (gold-filled case) Back view of the Reliance in a gold-filled case. Just one of the several designs. Plain gold if desired. Front view precisely same as at left.

Low-priced, yes; but of smart appearance

INGERSOLLS, famous for the low prices at which they are sold, are not only the strongest and hardest watches made—but they're as seemly and smart in appearance as you could wish.

Why even the Maple Leaf—\$3.25—the lowest-priced Ingersoll, is really handsome. No thicker than watches that cost a whole lot more, with good lines and a dial that is simple and artistic.

Then when you move up to the Waterbury at \$7.00 you find a small—twelve-size—jeweled watch of distinction and charm, still thinner than the Maple Leaf and with refinement of finish and design that pleases the most critical eye.

As for Reliance—"the Ingersoll with a college education"—he's an aristocrat. Slim, seven-jeweled, with bridge movement, Reliance is the kind you pull out of your pocket not only to tell time by, but to exhibit to your friends. Yet this slender, patrician timepiece costs but \$9.25 in nickel case, \$14.50 in gold filled.

There are many other Ingersolls—the Eclipse, a thin watch at \$4.75; and its twin, the Eclipse Radiolite that tells time in the dark, price, \$5.50; the Midget Radiolite, \$6.25, for women, a "cutie" watch that appeals especially to the feminine taste; the Wrist Radiolite at \$6.75; and the Radiolite Two-in-One, \$4.25, a Maple Leaf in a case that makes it into a desk or bureau clock which, like all Radiolites, "tells time in the dark."

All these Ingersolls possess the faithful, sturdy time-keeping qualities that have made Ingersoll a synonym for accurate performance under all sorts of conditions, and all these Ingersolls also have the good looks, the pleasing appearance and the refinement which upset the logic that "you can't have everything."

You get everything in an Ingersoll—and you get it for less than seems possible. It is possible because of the huge number of Ingersoll sales—5,000,000 watches a year. Get your Ingersoll today.

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