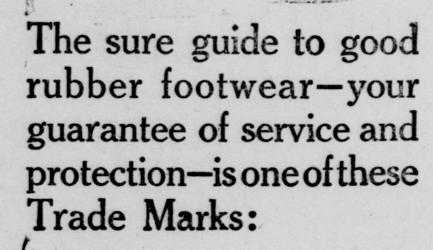
The "Groundwork" of Health, Comfort



and Economy



when days are wet and "all out-doors" is sloppy, is a good pair of rubbers, rubber boots or rubber farm shoes.



"JACQUES CARTIER" - "GRANBY" "MERCHANTS" - -"DAISY" "MAPLE LEAF" - "DOMINION"

Canadian Consolidated Rubber Co. Limited

Largest Manufacturers of Rubber Goods in the British Empire EXECUTIVE OFFICES - MONTREAL, P.Q. SEVEN LARGE, UP-TO-DATE MANUFACTURING PLANTS IN CANADA



MEASURE FOR MEASURE

By Rev. Harold T. Roe

The Devil one day was roaming at

Amid all the sons of the earth, when he spied the Kaiser with lofty And Satan laughed loud in hi

knew the crazy ambitions and

Soleling Called Giver and States ON STOR GOOD OF SHORE Free To Intending Buyers AMILION FOR ON FOWINNIPEG

World-conquest and power andall And the crafty old Devil contrived a To compass the Emperor's fall.

Fullured him to a mountain apart And showed him the k ngdoms of "All these shall be our, Oh Kaiser,"

he said-"If you give me the price of their worth."

'Now what are they worth? the Two years passed by, and the Kai-Kaiser alsked. "They indeed are a goodly prize" - Sought out the Devil once more And he rattled his sword, and tilted "I've done as you bid-but what o

his 'tache, While vanity gleamed in his eyes. Make war" said the Devil, "put back the clock,

Bid civilization be gone, Be ruthless and frightful, savage and to you shall they all belong.

'But I have made treaties-" the Kaiser Said, 'They tie my hands from war,"

'Mere scraps of paper,' the Devil "Tear them up—that's all they

"Mein Gott!' said the Kaiser, "and if I do Will you grant my wishes fond?" 'Ay, Ay,' grunted Nick as he scrib-

The Climax of a Million Experiments

distinctive. Both the driving compartment and the tonneau are roomy

and luxurious, with deep upholstery and high seat backs which come up

well over the shoulder blades. There is ample leg and elbow room for

the tallest and stoutest of men, and the many refinements and convenient

appointments make an instant appeal to the most critical feminine mind.

When Benjamin Briscoe had finished his work in Europe, he returned

to America and completed arrangements for the production of his master

car both in Canada and in the States. In the immense Briscoe factories

at Jackson, Mich., and Brockville, Ont., every detail of production has

been developed to the highest standard of efficiency. The BRISCOE

car is "Made in Canada" in the truest sense of the term. Everything

necessary to the complete manufacture and equipment of a car, that is

made in Canada, is used in the BRISCOE. The Canadian organization

is controlled by men of large interests both in Canada and the United

States, and is affiliated with the \$6,000,000 Briscoe corporation of

Jackson, Mich. The President and General Manager are both Cana-

dians, and their wide experience and thorough knowledge of the industry

have been largely responsible for the instantaneous success of the

"See here is my written bond." The Kaiser departed and set to work with diabolical skill, Belgium he raped, and called in old Tirpitz

Women and babes to kill. Ruine and murder, slaughter aid lust, Zeppelin, submarine, gas,

Each one of these tried in their turn But none brought his wishes to

your bond?

"Don't swear," sid Satan, "its rude and besides A German oath's rarely sincere, Perhaps you'll be shocked at what I

And the Kaiser actually swore.

But listen a moment my dear."

must say

'I call you 'my dear'because we're such friends, In devilish work we delight, I've torn up my bond as you did yours,

wish you good luck and good

"With what measure ye mete," says sacred lore.

Of the same doth Shakespeare tell

old play-And the rule hold's even in Hell.

In "'Measure for Measure' a grand

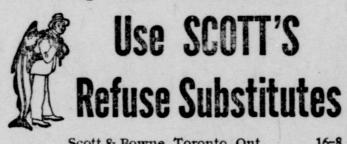
Anecdotes of Richter. Mme. X. was singing at a rehearsal Richter stood it as long as he could. then turned to her. "Madame." he said, "will you kindly give the orches tra your A?"

At another rehearsal one of the insaid Dr. Richter: "it goes so (hum ming) - rum-tum-tarum!" The same -rum-tum-tarum!" At the third mis take Dr. Richter momentarily lost pa tience and cried, "Why do you make so many mistakes, Mr. -- ?" Then quickly recovering his habitual good humor, "Ah, I know why it is-you like to hear me sing!"-Manchester

OF PUREST COD LIVER CIL

usually stops a stubborn arises from the center of the basket. cough or chest cold when ordinary specifics fail.

It helps strengthen the this stifling atmosphere the employ lungs and throat—adds essary.—London Glot energy to the blood—and gives the system the force to help resist disease.



FOOLING MARK TWAIN. An Autograph Joke That Was Sprung

Upon the Humorist. George W. Cable had been giving readings from his wonderful Creole stories and had visited Mark Twain in Hartford. While there he had been taken down with the mumps, and it

was during his convalescence that the plan for a combined reading tour had been made. This was early in the year; the tour was to begin in the autumn. Cable, having quite recovered in the meantime, conceived a plan to repay Mark Twain's hospitality. It was to be an April fool-a great complimentary joke. A few days before the first of the month he had a "private and confidential" circular letter printed and mailed it to 150 of Mark Twain's friends and admirers in Boston, New

April 1 requesting his autograph It would seem that each one receivmense pile of letters was unloaded on who was party to the joke, slyly watched results. They were the most absurd tude of the joke, he entered into it fully

York and elsewhere asking that they

a fine compliment. Some of the letters asked for autographs by the yard, some by the pound Some commanded him to sit down and copy a few chapters from "The Innocents Abroad." Others asked that his autograph be attached to a check John Hay requested that he copy a hymn, a few hundred lines of Young's

-delighted, of course, for it was really

"Night Thoughts," etc., and added: "I want my boy to form a taste for serious and elevated poetry, and it will add considerable commercial value to have it in your handwriting." Altogether the reading of the letters

Albert Bigelow Paine in St. Nicholas. SLEEPING NEAR DEATH.

gave Mark Twain a delightful day .-

Naps That Might Have Landed Those

Who Took Them In Eternity. A short time ago a man was discovered in his lunch hour fast asleep on a plank. His arms were hanging down, one on each side of the board, which was about a foot wide. He was snoring gloriously and quite careless, whether awake or asleep, that if he turned over for greater comfort he would "tumble out of bed" 120 feet, for that plank was part of the scaffolding erect

ed for the repair of a church spire! A similar disregard for danger was reported lately during the erection of some electrical works. One of the men engaged on the tall chimney, missing his mate at the lunch hour, went up the half finished chimney to find him He discovered him fast asleep on a narrow ledge of brick inside the shaft, a fall from which meant a drop of

eighty feet. On one occasion a circus arrived in a certain town not a hundred miles from London at an early hour after a long journey and a performance the previous night. As a consequence few of the company got any sleep. That day there was the usual procession and the afternoon performance. The lion tamer had had a very rough time because of the illness of one of his beasts.

The evening performance arrived, and this man had to pretend to go to sleep with his head on the body of a couchant lion, finishing up the performance by springing up and putting his head in another lion's mouth.

But when the jumping up time came a gentle snore was heard. The man was fast asleep with his head pillowed on a lion!-London Globe.



You'll Like the Flave"

An Eskimo's Dwelling. We do not look for any great amount of inventive genius among the Eskimos, but for years they have employed a rather complete respirator, used in the preparation and taking of a vapor bath, as a means of protection from the dense smoke. This Eskimo respied strands of fine grass. It is placed with its shallow side against the mouth, and a wooden peg. which is held between the teeth. For this purpose water is evaporated over a big fire in a very low hut, which is tightly closed to keep in the heat. In

s of an applicant for a place as stant jamitor. Do you know this boy's reputation truth and veracity?" he asked. Yas, sub; yas, sub; I guess I do." ponded Nelse.

Well, what is it?" Well, suh, be always tells de trufe. reckon-dat is. I neveh is ketched im in no lie. But bout dis here

Nelse Won't Deceive You.

the big boss was consulting Nelse.

i janitor, relative to the qualifica-

and Good Luck!

"Thank you for the wishes and for

The Flavour Lasts

This great little pick-me-up is full of vigour and vim for the jaded soldier. Quenches thirst, allays fatigue, gives new life to enervated spirits.

Every letter or parcel for your soldier friend should contain a few bars. Appetite, digestion and spirits are the better for it.

Sold Everywhere Wm. Wrigley Jr. Co., Ltd., Wrigley Bldg., Toronto

The Flavour Lasts!

MADE IN CANADA WRIGLEYS CHEWING GUM AST MINT LEAF FLAVOR SEALED TIGHT—KEPT RIGHT WRIGLEYS CHEWING GUM PEPPERMINT

CHEW IT AFTER EVERY MEAN

Why He Was on Time. Beranger was one day complimented by a lady on the punctuality with which he kept his engagements. "It is a pleasure," said she. "to invite you to dinner, for you never make us wait." "I am no longer young, madam," replied the poet, "and experience has taught me one thing-it is dangerous not to arrive at the precise hour, for

the guests who are waiting for you will

pass the time in discussing your faults."

Contrary to Precedent. "The speaker seems to be an unusually modest man."

"What makes you think so?" "He makes all his romises in the first person plural and all his excuses in the first person singular."-Birmingham Age-Herald.

A Specialist. "Mary, have you cemented the handle on the water pitcher you dropped yesterday?"

"Well, mum, I started to, but I dropped the cement bottle."-Puck.

What's in a name?

Ask the cooks

who use



"MORE BREAD AND BETTER BREAD"

after having been identified with the construction of more than a million light cars, Benjamin Briscoe went to Paris. There he surrounded himself with fourteen of the most famous European engineers. For two years these men worked together with a single purpose—the perfection of an automobile of the highest possible class to sell at a price within reach of all. Their first achievement was the now-famous BRISCOE Motor. The long stroke, 51/8 inches, with its relatively small bore, 31/8 inches, means greater economy, because it utilizes every possible ounce of explosive force in the gas, making possible from 30 to 35 miles per gallon. Next, the mechanical details of operation, balance, flexibility, and accessibility came in for their rightful share of attention, and, finally, the important matter of Body Design was disposed of. Benjamin Briscoe's designs have always been noted for their beauty, and the BRISCOE, B "4-24" is a masterpiece of artistic excellence. It is graceful, smart,

price you have wanted to pay. BRISCOE, B "4-24" Touring Car or 4-Passenger Roadster, 105-inch Wheel Base, f.o.b. Brockville, Ont., WRITE for Benjamin Briscoe's own story of the "Half Million Dollar Motor" or call at your local BRISCOE Garage and let the car "show" you. THE CANADIAN BRISCOE MOTOR CO., LIMITED,

BROCKVILLE, ONT.

Phillips Estey & Co. Ltd. Woodstock N. 3.

HE BRISCOE is not a

new car. It was con-

ceived in the mind of

Benjamin Briscoe, one of the founders of

the automobile industry, away back in 1904.

It is the climax of a million experiments—the final

outcome of an unconquerable determination to make

the automobile value of a dollar greater under the Briscoe

name than anywhere else in the industry. Three years ago,

BRISCOE in Can-

ada. The BRIS-

economical—the car

you have longed for, at the

-powerful,

beautiful,

Million Dollar Motor