

Enlist Your Kitchen in the War!

"The kitchen must help as well as the workshop and the trenches"
Mr. Lloyd George has said it!

What does he mean?

He means you must know and practice real thrift—make every dollar you spend on food serve your family and your country. Banish those things which are wasteful and substitute real foods. Lovers of tea and coffee must realize that these beverages are in no sense of the word food, but merely pleasant, slightly stimulating drinks, which, by the way, are soaring in price!

Thrift Suggests Serving Cocoa

It is a scientific fact that a cup of Cowan's Perfection Brand Cocoa contains more actual food value than a cup of beef extract, bouillon, or chicken soup.

Economies like Cowan's Cocoa render the diet more delightful, while saving money. And the saving effected in household expenses will enable you to help win the war another way—by Purchasing War Certificates!

For \$21.50 you can buy at your nearest bank or

Post office a War Savings Certificate for which in 3 years' time the Government will refund \$25.00.

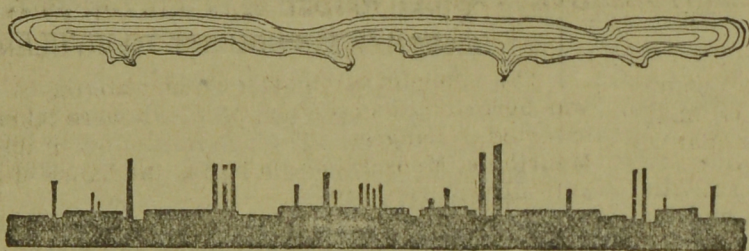
Remember every food economy you practice helps to defend the brave boys at the front.

Cowan's Perfection Brand Cocoa can be purchased from all good dealers throughout Canada. Economy also suggests your choice of Cowan's Maple, Buds, Queen's Dessert, or Milk Chocolate Bars as the ever welcome confections.

Ask for Cowan's ACTIVE SERVICE Chocolate; just what our soldiers in the trenches appreciate. Specially manufactured to meet their needs.

COWAN'S COCOA
"Perfection Brand"
MADE IN CANADA

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THE PRICE OF HOMAGE

ONCE when King Edward VII. paid a visit to Sheffield, all the fires in factories and plants were allowed to die out. Not a wheel in Sheffield turned for twenty-four hours. The primary object of this was to lift the pall of smoke that hovers over that wonderful steel-producing city, and to ensure, as far as man was able, a bright day and a blue sky for an auspicious occasion. It was Sheffield's expression of respect.

BUT the action was unique—it was unprecedented—it was unthought of that those hundreds of mighty furnaces, raging night and day, and those seething boilers, with quivering valves, should ever be allowed to cool. This extinguishing of fires cost Sheffield hundreds of thousands of dollars—the price of the effort to get back again to high-power efficiency.

SOME business men in Canada pay an unwitting homage, not to a king, but to a superstition—the superstition that hot weather justifies letting the fires of business energy go out. They stop Advertising in the Summer months. By paying homage to tradition, custom, superstition, they have allowed Summer to become their "dull" season. You know how dull it can be when you don't advertise. Do you know how much momentum you now lose in the Summer that must be regained in the Fall?

DON'T LET YOUR ADVERTISING FIRES DIE OUT THIS SUMMER.

Advice regarding your advertising problems is available through any recognized Canadian advertising agency, or the Secretary of the Canadian Press Association, Room 603 Lumsden Building, Toronto. Enquiry involves no obligation on your part—so write, if interested.

THOUSANDS OF PRIESTS ARE FIGHTING FOR FRANCE

Some Interesting Extracts From the Correspondence of the Late Capt. William Redmond, Killed in Action—Men Show Wonderful Devotion to Their Religion—Has Been Strengthened by the Horrible Ravages of the War.

Dublin, Oct. 1. (Correspondence)—The solace and comfort which the Irish soldier gathers from his religion as one of the phases of frontline life is frequently touched upon by the late Major William Redmond in his letters home, some of which Mrs. Redmond has collected into a memorial volume. In one of these given to the Associated Press, the popular Irish leader wrote, shortly before his death:

"The fortitude the men seem to draw from their faith is great and marked. The man who has been with his chaplain and who has prepared himself by the sacraments is ready for any fate, and shows it in his very demeanor. Often the writer has heard officers declare their pleasure at the devotion of the men to their religion and frequently those officers have been of other religions themselves."

In another letter, Major Redmond writes of the work of the French priests:

"With all the evil that has followed

in its train, it is good to find at least one beneficial result from the war. It has led to the revival of religion in a most remarkable way.

"As to this, practically everyone is agreed, and it is apparent in a hundred directions. Perhaps this revival is most marked of all in France, and there it is attributable in no little degree to the splendid record of the French priests in the army.

"To many people it seemed a wrong thing that the ministers of the Prince of Peace should be called upon to take up arms and play a part in the terrible work of bloodshed and slaughter which has converted so large a portion of Europe into a veritable shambles. What seemed wrong, and what from some points of view was wrong, no doubt, has in the result turned out a blessing.

"The spectacle of thousands of priests marching and fighting for the country and the flag has touched deeply the heart of France and many a man who was perhaps ready enough to proclaim himself an anti-cleric will never so describe himself any more. The bravery of the French priests in battle—two thousand of them have been killed—has only been equalled by their devotion to their holy office.

"By accident or design—one must decide according to the measure of one's charity—the Germans have destroyed many churches and shrines and convents in the war. They present a sad spectacle, but it would seem that in proportion to the ruin thus caused, the faith has taken refuge more and more in the hearts of the people with the result that, in the opinion of most men, religion has been perhaps the one thing in all the world, so far, strengthened and built up afresh amidst the horrible ravages of war. That there has been a similar result all over the world, and away from the actual scene of war, is the testimony of unbiased observers.

"The fact is that the ruin and carnage have been so stupendous, the sacrifices have been so great, the horrors have been so widespread, and

Slants of Humor

AUTUMN POME.

It's getting near the end of Oct.,
And those who have their coalbins stocked
Are ready for the days of Nov.,
When folks will want to hug the stove.

But in the chilly winds of Dec.,
The careless ones will have to freeze;
Still worse afflicted is the man
"For example, she got the measles at Jan.

UNIDENTIFIED.

"As I was crossing the bridge the other day," said an Irishman, "I met Pat O'Brien. 'O'Brien,' says I, 'how are you?'"

"'Pretty well, thank you, Brady,' says he.

"'Brady,' says I, 'that's not my name.'

"'Faith,' says he, 'and mine's not O'Brien.'

"'With that we agin looked at each other, an' sure enough, it was nayther of us.'

MOST EXTRAVAGANT.

"My aunt Frettie was in certain ways the most extravagant woman I ever knew," stated the old codger. "For example, she got the measles at 67, when by taking time by the forelock she could as well have had them at 9."

NOW WE ALL KNOW.

Alfred Noyes complained rather bitterly at a bohemian luncheon in New York about certain adverse criticism of his poetry.

"I attribute these criticisms to ignorance," he said. "These criticisms are like the chap who was asked by his little son what hexameters were.

"'Why,' the father said reproachfully, 'surely you're old enough, Willie, to know that a hexameter is a public automobile!'"

SWEDEN HAS NOT GROWN RICH

(Corr. Associated Press.)

Stockholm, Oct. 6.—M. Trygger, the leader of the Conservative party, declared that Sweden has not grown wealthy because of the war. "People frequently argue," he said, "that Sweden has become much wealthier as a consequence of the war, and that we need not feel uneasy regarding the future. Such wealth, however, is only fictitious. While our wealth abroad has increased immensely, domestic supplies have diminished correspondingly. The national indebtedness abroad has been reduced, but internally it has increased to a far greater degree, and taxes have risen accordingly."

THE BLESSING OF A HEALTHY BODY

Has Not Had An Hour's Sickness Since Taking "FRUIT-A-TIVES".



MR. MARRIOTT
78 Lees Ave., Ottawa, Ont.,
August 9th, 1915.

"I think it my duty to tell you what 'Fruit-a-tives' has done for me. Three years ago, I began to feel run-down and tired, and suffered very much from Liver and Kidney Trouble. Having read of 'Fruit-a-tives', I thought I would try them. The result was surprising. During the 31 years past, I have taken them regularly and would not change for anything. I have not had an hour's sickness since I commenced using 'Fruit-a-tives', and I know now what I haven't known for a good many years—that is, the blessing of a healthy body and clear thinking."

WALTER J. MARRIOTT.

50c. a box, 6 for \$2.50, trial size, 25c. At dealers or sent postpaid on receipt of price by Fruit-a-tives Limited, Ottawa.

have so penetrated into almost every family circle, that almost every human being in the world has been affected and has turned to look for hope and comfort beyond the grave."

MORE SHIPS FOR FRANCE.

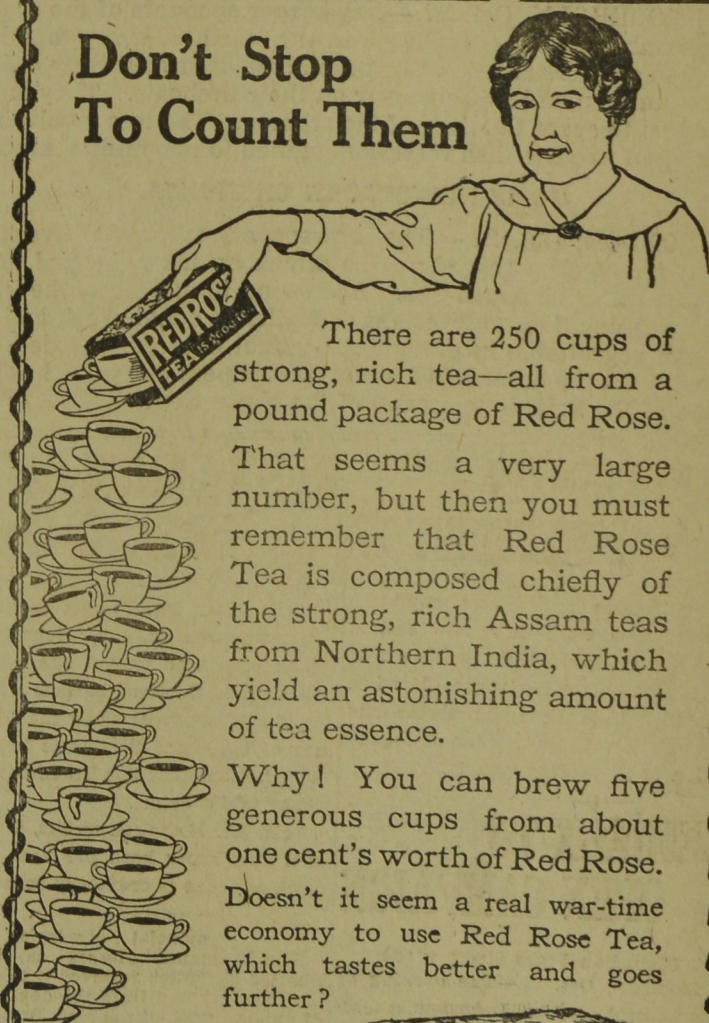
(Canadian Press direct wire.)

Washington, Oct. 20.—To meet the urgent need of France for more shipping, the shipping board has ordered twenty steel ships of from 3,500 to 6,000 gross tons each, turned over under charter to the French government. The vessels, which will operate under the control of the shipping board, are building at Cleveland, Toledo and Detroit and include some contracted for by British and French firms.



Wood's Phospholine.
The Great English Remedy.
Tones and invigorates the whole nervous system, makes new Blood in old Veins, Cures Nervous Debility, Mental and Brain Worry, Despondency, Loss of Energy, Palpitation of the Heart, Failing Memory. Price \$1 per box, six for \$5. One will please six will cure. Sold by all druggists or mailed in plain package on receipt of price. New pamphlet mailed free. THE WOOD MEDICINE CO., TORONTO, ONT. (Formerly Wile & Co.)

Don't Stop To Count Them



There are 250 cups of strong, rich tea—all from a pound package of Red Rose. That seems a very large number, but then you must remember that Red Rose Tea is composed chiefly of the strong, rich Assam teas from Northern India, which yield an astonishing amount of tea essence.

Why! You can brew five generous cups from about one cent's worth of Red Rose. Doesn't it seem a real war-time economy to use Red Rose Tea, which tastes better and goes further?

Kept Good
by the
Sealed
Package



T. H. Estabrooks Co., Limited
St. John, Toronto, Montreal, Winnipeg, Calgary, Edmonton

Red Rose Coffee is as
generously good as Red Rose Tea