



"The Flavour Lasts"

We might advertise WRIGLEY'S as the "dentifrice-without-a-brush."

For it cleanses the teeth and gums—it pleasantly sweetens the mouth—it FIGHTS ACIDITY.

It brings a wholesome freshness to the palate that makes the whole day lighter and brighter.

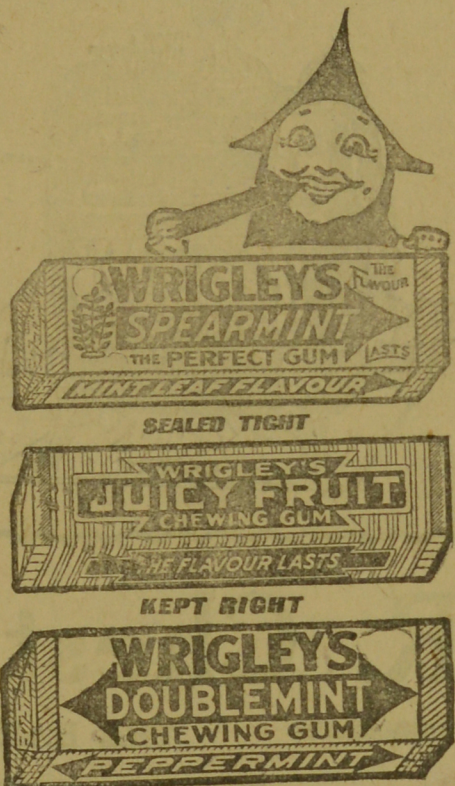
Needless to caution you to get WRIGLEY'S, the filtered, the clean, gum.

For millions have made it their positive choice, having tried others.

So, if you forgot your tooth-brush this morning, why, Wrigley a bit!

Chew it after every meal

Made in Canada



PUT WRIGLEY'S IN YOUR FIGHTER'S CHRISTMAS BOX. It costs little, but gives a lot of comfort and refreshment. Not only a long-lasting confection, but a nerve-steadier, a thirst-quencher, a pick-me-up. Every Christmas parcel should contain some WRIGLEY'S GUM.

Imperial Beef, Iron and Wine

When you are tired, fatigued or over-nervous, IMPERIAL BEEF IRON AND WINE is the best tonic. It will quiet your nerves, strengthen you physically and give you the vivacity that comes of perfect health. IMPERIAL BEEF IRON AND WINE is a nerve food and a body builder. There is nothing "just as good." Price 75 cents.

C. Fred Chestnut
572 QUEEN STREET.

The Quality Drug Store

NORTHCLIFFE DEFENDED FOOD CONTROLLER

(Canadian Press direct wire.)

Montreal, Oct. 9.—Asserting that the urgent insistence of strict food control was not yet understood in Canada, Lord Northcliffe, head of the British War Mission to the United States, warmly defended Food Controller W. J. Hanna in the course of an address to the Canadian Club this afternoon. His Lordship said that Mr. Hanna had been subjected to the same series of attacks that were shown

ered upon the British and United States food controllers.

"The food controller in a democratic country," said Lord Northcliffe, "needs the courage of a lion, the eye of a hawk and the side of a buffalo." It amounted to this, remarked His Lordship, that unless the food question was taken up vigorously in Canada as it had been in Great Britain, there must be a cutting down of the rations of the soldiers at the front. There must not only be an elimination of all waste but the farmers must be stimulated to increase the production of beef, pork, cheese, butter and milk.

Fighting for Ideals.

In discussing after-the-war conditions Lord Northcliffe said that the men who were dominant in the field today will be dominant on their return. They were fighting not for pay but ideals. Let them hope that they would find leaders capable of advising them as to their policy and their votes. They might thus usher in a new factor of the highest importance for good government. Their power in elections in democratic countries would be supreme.

LET THE PEOPLE REMEMBER.

(Regina Leader.)

Premier Borden tells us men are so badly needed at the front that conscription must be resorted to, but he contemplates the continued employment of men in the non-essential work of making liquor. Sir Thomas White urges thrift in order that every possible dollar may be saved for investment in war loans, but he approves of the continued waste of money in the buying of soul and body destroying booze, and the Department of Inland Revenue ponderously explains that the money being so wasted is for whisky manufactured before the war began. What difference does that make? The money is wasted and lost to the state. When the time for voting comes the temperance and real Win-the-War people of Canada will have to take the Borden government's attitude on the prohibition question into consideration before marking a ballot for a candidate standing in support of that government. In the meantime the pressure on the government to act should be vigorously applied all over the country. The Borden-Big Interests Government has a most profound respect for votes, and if it is made to realize that its political life is in danger, it will likely capitulate. If it does not, the people must destroy it if they would destroy the liquor traffic. The traffic only lives today because the Borden-Big Interests Government wills that it should live.

Correct advertising—We know the kind you want, and we will stand back of every mule we sell.

An authority estimates the number of known languages and dialects at 3,424.

A DESCRIPTION OF VON HINDENBURG

An American journalist with a French name had an interview with General Hindenburg back in 1916 and his impressions of the great warrior are quoted in the latest number of the "Literary Digest."

Now for my impression of Germany's—and as some people try to make us believe—the world's greatest military genius. The might be summed up in two words, "Strength and cruelty." Hindenburg stands over six feet high. His whole personality radiates strength—brute animal strength. He was, when I met him, sixty-nine years of age, but looked much younger. His hair and moustache were still pepper-and-salt color. His face and forehead are deeply furrowed, which adds to his forbidding appearance. His nose and chin are prominent, but the most striking feature of the man's appearance is his eyes. They are steel blue and very small, much too small for his head, which in turn, is much too small compared to his body. But what the eyes lack in size they fully make up in intensity and penetrating powers. Until I met Hindenburg I always thought that the eyes of the Mexican rebel Villa were the worst and most cruel I had ever seen. They are mild compared with those of Hindenburg.

Speaking about cruelty, one story about Hindenburg is worth retelling. When the Russian General Rennenkampf was forced to evacuate Interburg in the winter of 1915 he was unable to find transport for about 50,000 loaves of bread and he ordered paraffine poured upon the lot. When the Germans entered the town and saw what had been done with the bread Hindenburg was frantic with rage. The next day, after he had calmed down, he said to one of his aides:

"Well, it seems to be a matter of taste. If the Russians like their bread that way, very well; give it to the Russian prisoners."

The order was carried out. Such is the formidable personality at the head of the German Armies. But after all, he can boast no victories save those over the ill-armed and ill-supplied forces of Russia. He has not gained a single foot on the Western line.

FABER'S ALIBI FOR BONEHEAD

Chicago, Oct. 8.—Urban Faber, late of Cascade, Ia., Chicago American league pitcher and base-running strategist of sorts, left behind, with his friends, last night, an explanation of his attempt to steal third base yesterday at a moment when Weaver was exercising squatter sovereignty in that precise spot.

"When I hit and reached second on

The Name

"SALADA"

on a sealed packet is our absolute guarantee that the Tea contained therein is "Pure and Good".

E234

Black, Natural Green } Steadfastly
or Mixed } Refuse Substitutes.

T. P. O'CONNOR MADE GREAT SPEECH IN NEW YORK.

Another Distinguished Guest Was Major Bishop, Canada's Greatest Airman—The Latter Gave an Interesting Account of His Experiences on Western Front

New York, Oct. 8.—An event of great importance, inasmuch as it was the medium of speeches of remarkable interest, was the first dinner of the season held last night by the Canadian Club. There was a fine gathering at the Hotel Baltimore, and the chairman, Mr. Thomas D. Neelands, explained in rough outline the programme the club has in mind for the season.

The array of speakers left nothing to be desired. Among those at the President's table were Mr. T. P. O'Connor, the Irish leader; Mr. Richard Hazletown, member of the British house of Commons; Mr. Daniel Blumenthal, known as the uncrowned King of Alsace-Lorraine; Mr. Henry Hoyle, a New South Wales minister, who is on a mission to America; Major W. A. Bishop, the intrepid Canadian aviator, and Lieut. Col. C. D. Warren.

"Tay Pay" O'Connor was in splendid form. Incidentally the Irish leader mentioned that in a few days he will celebrate his 70th birthday. He looks much younger, and spoke with the force and vigor of a young man. "I've read Bernhardt and Nietzsche," said Mr. O'Connor "but I thought they intended war on men by men. The Germans have practiced war by men on

the throw to the plate." Faber is quoted as explaining, "I saw Weaver rounding third as I pulled and thought he had scored. Perritt took a slow windup and I lit out for third. That's how it happened."

women and babies." He gave much sound advice veiled in clever worded sentences, to the Irish in this country. "Are you going to support the despoiler of Belgium or the champions of democracy?" he asked. "You must be pro-German or pro-American. Which will it be?"

The British

In the course of the speech, Mr. O'Connor made some interesting references to the position of the British colonies. "Canada and Australia, have clearly demonstrated their right to be taken into consultation in shaping the policy of the Allies, a policy for which so many thousands of their sons fought and died."

Major Bishop made a great hit. It was not so much the story of his own achievements—he was extremely modest about the German fliers he, himself had bagged—but the description he gave of the daily routine of the aviator on the front was easily the clearest and best any New York audience has been privileged to hear. He told of the dangers to which the fliers were exposed, from the point of a man who had little personal interest in them but was merely relating them as part of a connected story. Listening to his recital, one conjured up a remarkably clear picture of the everyday life of the aviator which from Major Bishop's accounts, is a succession of thrills.

Major Bishop, who was introduced as Canada's greatest airman, was received with tremendous applause.