

Do Your Bit—
ECONOMIZE
SENSIBLY!



REAL FOOD VALUE in this Delicious Confection

Four ounces of Cowan's Maple Buds contain sufficient nourishment for a lunch for those not doing heavy manual labour. Doesn't this suggest a happy variation for lunch time, besides emphasizing the confection worth while.

COWAN'S

MAPLE BUDS

A dainty Solid Chocolate

FOOD CONTROLLER SAYS MEATLESS DAYS RESULT IN GREAT SAVING

MONTREAL, Oct. 11.—Hon. W. J. Hanna, food controller, in an interview here last night, said, with reference to newspaper critics: "With an election imminent, there are a great many newspaper that cannot apparently resist the temptation to make capital out of it against the food controller."

The food controller's chief object in visiting Montreal yesterday was to confer with the Board of Trade on the proposed appointment of a committee that would be representative of all the boards of trade of Canada, to be at the controller's disposal to deal with all questions involving special trade knowledge. It was agreed that representatives of the Montreal Board of Trade and Chamber of Commerce, the boards of trade of Toronto and Winnipeg, with representatives from the Maritime Provinces and the Western Provinces, should comprise the committee. Mr. Hanna, in the interview, said the fixing of prices was a misnomer. "In fixing the price of commodities here," he said, "whether milk, potatoes, fruit or bacon, we can do so only by finding out what is a fair allowance to the producer, to which we must add the fair cost of distribution, which will take time, and a lot of expert work."

Mr. Hanna stated that the result of meatless days each week, with incomplete figures, showed a saving of several hundreds of tons of beef and bacon, as compared with the months immediately preceding.

I'd give it her—whose pure heart of gold
Lov'd only me—and enthroned me there;
I'd bless the boon of its sheltering care
For one true heart in this world of woe
Is priceless—when love hath told you so.

A TOAST TO WOMAN.
When day with sorrow out-rivals night,
The morrow pall'd by an inky blight,
And those who loved you when fortune blest
Have fled—by sadness your soul's oppressed,
There's one sweet drop in your dregs of woe—
If one woman loved you and told you so.
Were this world mine, with its wealth untold,
I'd give it her—whose pure heart of gold
Lov'd only me—and enthroned me there;
I'd bless the boon of its sheltering care
For one true heart in this world of woe
Is priceless—when love hath told you so.

Earth holds no bliss, nor heaven above
Hath not more pow'r than one woman's love,
To shield, to guide, to bless and to save
From cradle, altar, e'en to the grave,
That's grander, nobler, or purer than
A woman's love for a thoughtless man.
Then drink to woman—pure and true!
God grant that one loves each of you!

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.

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572 QUEEN STREET.

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Regular and Indian Paper Editions. Write for specimen pages, illustrations, etc. Free, a set of Pocket Maps if you name this paper. G. & C. MERRIAM CO., Springfield, Mass.

Albert Rosevear, a one-legged chauffeur of Chicago, has exchanged shoes with R. E. Van Horne. One had lost his right and the other his left leg.

NOT LIKELY TO BE A COAL SHORTAGE

(Canadian Press direct wire.)
Washington, Oct. 10. — Whether there would be a coal shortage in the United States this winter depends, Dr. H. A. Garfield, the fuel administrator declared today, only on the extent of the demand, which has not been disclosed.

"If our industrial development, from the war and other causes," said Dr. Garfield, "has grown beyond our ten per cent. increase in production over last year, then we must go short. We have no figures at hand to tell what that development has been."

Dr. Garfield's statement was made in connection with an announcement of the lifting of the embargo on coal exports to Canada. Permission for shipments to go forward again was given when it was found that they would not endanger the supply of the northwestern states.

"This action was taken," it was announced, "because it is essential that Canada's war industries be kept going at full blast in order that she may remain an effective ally of the United States in the war. The American northwest will be properly supplied."

So fill your glass and, standing all,
To woman drink! The worst who fall
And sin through love and go astray
Is better than he who led the way.
—Kate Thyson Marr.

SMALLPOX AMONG INDIANS.

(Canadian Press direct wire.)
Buffalo, Oct. 10.—An outbreak of 15 malignant smallpox cases on the Cattaraugus Indian Reservation has caused the state health commissioner to declare an important and stringent quarantine. Every road in the section will be closed.

Cook's Cotton Root Compound.

A safe, reliable regulating medicine. Sold in three degrees of strength—No. 1, \$1; No. 2, \$3; No. 3, \$5 per box. Sold by all druggists, or sent prepaid on receipt of price. Free pamphlet. Address: THE COOK MEDICINE CO., TORONTO, ONT. (Formerly Weston.)

NEW BOOK ON EARL GREY

(Canadian Press direct wire.)

London, Oct. 10.—(via Reuters Ottawa Agency)—A new book, entitled "Earle Grey: A Last Word" will be published shortly. It will contain a message to Harold Begbie for his fellow-citizens of the British Empire, with the object of encouraging those who are working for ideal causes, and securing attention to those causes from those hitherto indifferent to them.

Viscount Bryce, who has contributed to the book, says "No more beautiful or more loveable character has adorned our generation."

Lord Milner declares: "Great as was Earl Grey's achievement it is entirely dwarfed by his personality."

The message itself is stated to be full of inspiration and encouragement and will be regarded by lovers of the Empire and believers in anglo-Saxon unity as something of a battle cry.

REGULATING GENEROSITY.

A plan whereby the generous gifts of people interested in providing extra comforts for the patients in the Military Convalescent Homes will not be showered upon one institution while another fares like a step-child, has now been put into action in Districts 1, 2 and 3 with the appointment of Mrs. Arthur Van Koughnet as Honorary Superintendent of comforts for Military Hospitals in those districts.

An office has been fitted up at 71 King street, Toronto, by the voluntary workers, who comprise her staff, and their friends. Organizations which wish to assist in making the convalescent Tommies happy during their stay in the hospitals have only to consult this office to find just what is most wanted, and where.

The workers are in close touch with every hospital and home, and a very efficient index system makes it possible for them to put their fingers immediately upon the needy spots. Much wasteful duplication is thus done away with, and generosity goes much farther.

CANNED CORN WAS A HIGH EXPLOSIVE

(Chicago News.)

"When you start to can your own vegetables," said the lady from Wisconsin at the ladies' guild, when the time for discussion arrived, "you want to be careful what you're doing, for canning stuff is no easy matter."

"I have canned things myself. Once when my aunt was away from home on an extended visit, my uncle sent for me to come out to his farm and keep house for him. I was ever so glad because I saw an opportunity to distinguish myself as a housekeeper and try out a few of the schemes that I had read about—and I want to say that some of the things you read are all right for reading and discussion, but that's as far as you want to go."

"In the magazines I had seen pictures of the prettiest girls, all dressed up and coiffured and massaged and cold creamed and talcum powdered and manicured, engaged in canning beans through a series of pretty and engaging poses. It was most attractive. I decided that I would can vegetables just as soon as I got to the farm."

"The first thing I decided to can was corn. There was plenty of lovely corn on my uncle's place and I tried to can it all. I placed it on a shelf in the cellar under the dining room table."

"I don't know how long after this the explosion came, but it came very suddenly. It interrupted a meal when the lid of the can hit the under side of the dining room floor."

"I suppose there was something a bit wrong with that one can, because none of the other cans exploded—not then. It was a week before the next one blew up. Then we had an explosion every day for a month."

"Always at meal time?" Inquired the president of the guild, softly.

"No. The explosions did not always

SUFFERED TERRIBLY For Four Days and Nights From

DIARRHOEA

Diarrhoea arises from many causes such as change of diet, change of water change of climate, catching cold, the eating of unripe fruits or anything that will cause an excess of bile.

On the first sign of any looseness of the bowels it should not be neglected, but should be looked after immediately for if not diarrhoea, dysentery or some other serious bowel complaint may ensue.

Miss Florence Harfield, 325 Lauder Ave., Toronto, Ont., writes: "I was troubled with a violent attack of diarrhoea. I suffered terribly with it for four days and nights, and finally I became so weak I did not think I could stand it any longer. My sister advised me to try a bottle of Dr. Fowler's Extract of Wild Strawberry. I did so, and after I had taken three doses I felt a whole lot relieved. I kept on taking it, and by the time I had taken six doses, the diarrhoea had completely stopped. It did not leave me constipated. I think it a wonderful remedy, as it is so quick to act. I will recommend it to all my friends."

There are so many spurious "Strawberry" preparations sold that you should see that the name "Dr. Fowler's" is on every bottle you buy. Price 35c. Manufactured only by The T. Milburn Co., Limited, Toronto, Ont.

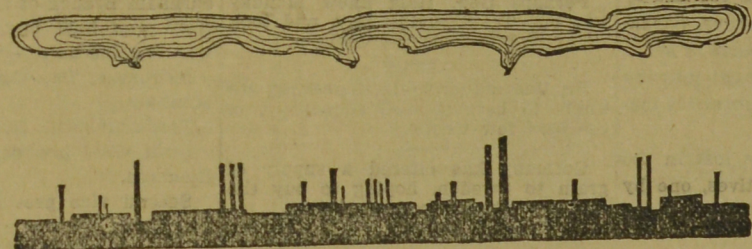
LAURIER ENTERTAINED.

(Canadian Press direct wire.)
Toronto Oct. 10.—Sir Wilfrid Laurier was entertained to dinner last night at the Ontario club, after spending another busy day conferring with supporters all over the province.

Mr. and Mrs. A. T. Murchie of St. Stephen, are at the Barker House.

occur at meal times. They confined themselves to no particular hour, but occurred indiscriminately at all hours of the day and night. We had company on the evening of the grand finale. There was a rattle of musketry that sounded like—

"Your time is up," declared the president, along with the falling gavel.



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 brisk it can be made by Advertising? Do you realize 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 503 Lumsden Building, Toronto. Enquiry involves no obligation on your part—so write, if interested.

FARM FOR SALE.

The subscriber offers for sale her farm at Mauderville of 200 acres, including a large tract of woodland containing pulp wood and hard wood; will also sell a quantity of farm machinery, and eight tons of good hay. For further particulars apply to MRS. R. C. FITTON, R. F. D. No. 2.

WANT ALIENS CONSCRIPTED.

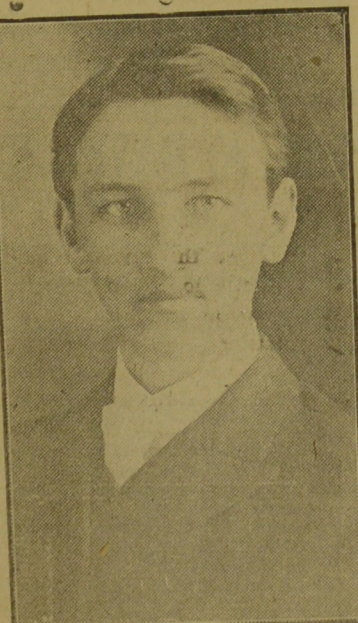
(Canadian Press direct wire.)
Regina, Sask., Oct. 10.—The Army and Navy Veterans last night passed a resolution calling on the Dominion government to conscript alien enemies and others not friendly to the cause for which our soldiers are fighting, for necessary productive purposes.

CASTORIA

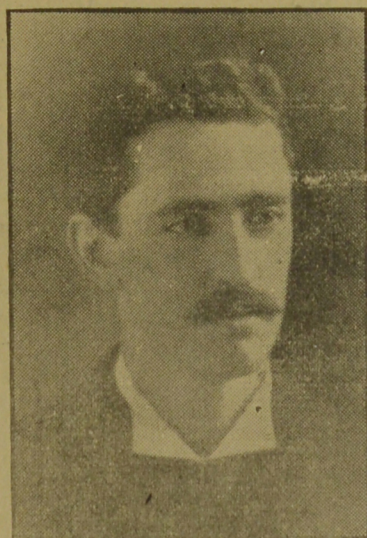
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J. A. REID.