



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

BUSINESS AND INDIVIDUAL PATRIOTISM

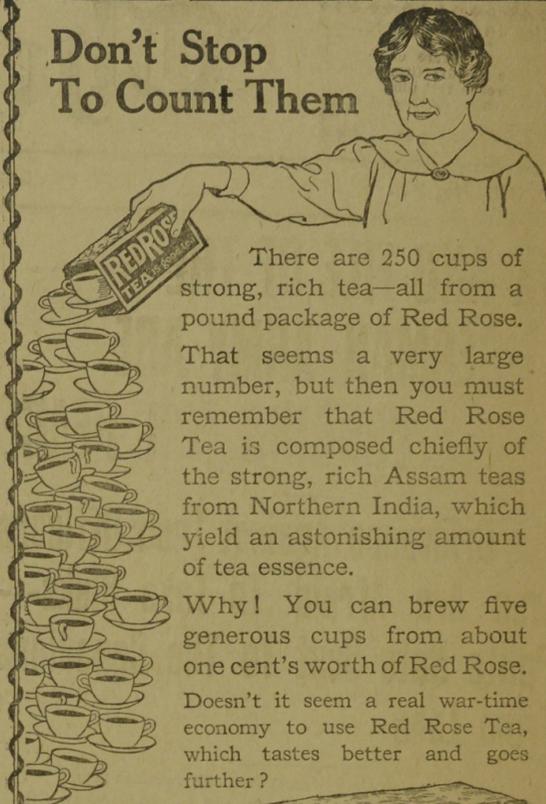
(W. Hard in New Republic.)

The only way out of the present price market is backward—backward to prices within sanity. But how can that way be built? Certainly not by the individual effort of the individual producer.

If I own a keg of nails, and if all my customers are crazy for nails, as they are, and if one of them offers me \$3.20 and the next \$3.50 and the next \$4, it is useless to tell me that the boys in France are dying. The boys in France are dying under concerted binding orders, for concerted binding purposes, with concerted binding enthusiasms. I am an utterly unbound and unordered individual, competing with numerous other utterly unbound and unordered individuals, each of whom may desert at any moment from the \$3.20 price to the \$4 price, and all of whom I strongly suspect of having already deserted, leaving me to die in my dugout.

Of what avail is it for senators and representatives to attack such situations with a fire of moral maxims levelled at the "patriotism" of the individual business man? Of what avail is it to try to make out that such situations can be mastered, that prices can be controlled, that the market can be stabilized, by a sort of individual industrial volunteering? Individual industrial volunteering is as absurd, as unjust, as ineffective, as individual military volunteering. Every senator, every representative, who really wants to see consumers protected against oppressive prices of primary commodities, will surely be driven to doing his best to help the administration to devise a competent method of public price control.

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

SIR WILFRID IN MONTREAL

Montreal, Sept. 30.—Sir Wilfrid Laurier arrived in this city this evening and is staying at the Windsor Hotel. He will meet prominent members of the Liberal party to-morrow, when it is expected a date will be fixed for the commencement of the Liberal election campaign in Montreal. It will probably start with a big open air mass meeting.

After more than a century of existence as a man's institution, the College of Physicians and Surgeons—the medical school of Columbia University—has opened its doors to women.

TAXIDERMIST

Moose, Deer and Caribou Heads Mounted True to Life by the best improved methods, at reasonable prices. Game Heads bought and sold. Send for shipping tags and price lists.

GEO. A. DAVIS TAXIDERMIST, 281 Queen St. Fredericton, N. B., Phone 577-31 Vanceboro, Maine.

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—no write, if interested.

Pay Will Be The Same

Men selected under the Military Service Act will receive the same pay as those now on active service receive. Pay will start from the time a man reports for duty. Money from the Patriotic Fund and Separation Allowance will also be available for selected men.

Canadian soldiers are well paid. The fact that wages in Canada are generally higher than those paid in Europe is recognized in the system of remuneration for men on active service. Clothing and all equipment in addition to food is also supplied to the Canadian soldier, leaving him with no expense except personal incidentals.

The rate of pay for men in the Canadian Expeditionary Force, other than commissioned officers, is as follows:

	Pay	Field Allowance
	\$2.00	30 cts.
Warrant Officers		
Regimental Sergeant-Major, if not a Warrant Officer	1.85	20 "
Quartermaster-Sergeants	1.80	20 "
Orderly Room Clerks	1.50	20 "
Orderly Room Sergeants	1.50	20 "
Pay Sergeants	1.50	20 "
Squad, Batt., or Co. Serget-Major	1.60	20 "
Colour-Sergeant or Staff-Sergeant	1.60	20 "
Squad, Batt., or Co. Q.M.S.	1.50	20 "
Sergeants	1.35	15 "
Lance-Sergeants	1.15	15 "
Corporals	1.10	10 "
Lance-Corporals	1.05	10 "
Bombardiers, or Second Corporals	1.05	10 "
Trumpeters, Buglers, and Drummers	1.00	10 "
Privates, Gunners, Drivers	1.00	10 "
Sappers, Batmen, etc.	1.00	10 "

As in the case of those already gone overseas, Separation Allowances will be available for those dependent for livelihood upon selected men. The Separation Allowance is \$20.00 per month for the rank and file, \$25.00 for sergeants and staff-sergeants and \$30.00 for warrant officers. The experience is that many men can afford to assign half their pay to dependents, in addition.

A considerable number of men who have enlisted in the Canadian forces have found themselves better off under the army rate of pay, which is granted in addition to board, lodging, clothing, equipment, transportation, etc., than they were while in civilian positions. Their wants are provided for, and they receive a steady addition to the bank account each month.

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