

The most capable Housewives say
Mother's Favorite
 is the Best Bread Flour on the market.

Why not give it a trial?

Wholesale by

G. W. HODGE

KODAKS AND BROWNIES

From the kindergarten days up, there's wholesome fun for the children, and lasting joy for all the family, in the Kodak and Brownie pictures the children make—and Christmas day, with its home pictures, is an excellent time to start.

Come in and see our stock of Kodaks and Brownies. There's no obligation.

C. FRED CHESTNUT THE QUALITY DRUG STORE
 572 Queen Street.

We Sell the Famous
Sherlock-Manning Player Piano

All the Latest Sheet Music on hand

E. O. MacDonald
 Music Store 560 Queen Street

New Supply of
Vaccination Shields
 15 cents

WILEY'S PHARMACY, York Street



I wonder what's wrong with my Tea?



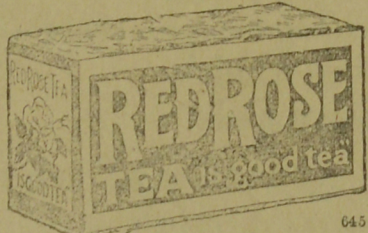
My! This certainly IS good Tea

The woman on the left bought some "cheap" tea. You can see she's not pleased. She's sorry now she tried to save a few cents by buying the "cheap" tea.

How different with the woman on the right. The fragrance of her tea tells her how good it is. She paid a few cents more for Red Rose Tea than the other woman paid for her "cheap" tea—and besides Red Rose will prove more economical in the end!

Because of the rich flavor and vigorous strength of the Assam teas of which Red Rose chiefly consists, it will make 250 cups to the pound, or about a fifth of a cent a cup. So cheap that the very poorest can afford it, so good that the rich can find nothing better.

Kept Good
 by the
 Sealed
 Package



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

Red Rose Coffee is as generously good as Red Rose Tea

WHAT SHE HAD IN HER MIND

(Chicago News.)

"I confess to eavesdropping last evening, said the little maid behind the counter to the floor walker. "It was most amusing. I picked the receiver off the hook and heard a sweet voice say:

"No, Walter, do tell me what it is you have for me."

"No, I won't"; so don't ask me any more."

"But, dear, you have me so curious I'll never rest a single little moment until I know."

"Your birthday is some time in April, isn't it—now what do you think I would get you?"

"Well, you know, the birthstone for April is a diamond."

"What of it?" laughingly inquired the young man at the other end.

"I'm just wondering what it can be."

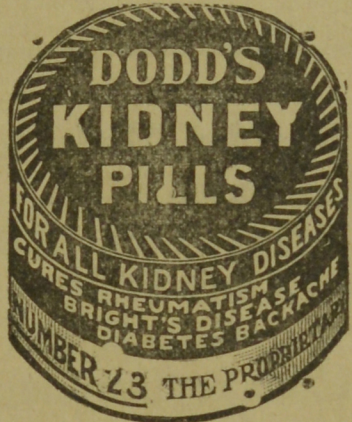
"Oh, the curiosity of a woman! Just wait; when I get there I'll put it on. Oh, hang it all, I'll bring it over. You almost made me tell you what it was. What's this, a quiz test?"

"Now, I'm ten times more curious than I was a few minutes ago. Is it large or small? Can you carry it? Is it something to wear? Oh, Wait!"

"Evelyn, please don't ask so many fool questions. I've asked you to wait. Just dismiss it from your mind. Let's change the subject."

"Birthday, eighteen, April, diamonds! Oh, but don't keep in all this anxiety."

"Edith said it would fit all right—I mean she said she thinks you will like it."



THE TONIC THAT BRINGS HEALTH

"Fruit-a-tives" Builds Up The Whole System

Those who take "Fruit-a-tives" for the first time, are often astonished at the way it builds them up and makes them feel better all over. They may be taking "Fruit-a-tives" for some specific disease, as Constipation, Indigestion, Chronic Headaches or Neuralgia, Kidney or Bladder Trouble, Rheumatism or Pain in the Back. And they find when "Fruit-a-tives" has cured the disease, that they feel better and stronger in every way. This is due to the wonderful tonic properties of these famous tablets, made from fruit juices. 50c. a box, 6 for \$2.50, trial size, 25c. At all dealers or sent postpaid by Fruit-a-tives Limited, Ottawa.

For the first time in the history of the law club arguments at the University of Pennsylvania two young women took part in a recent mock murder trial held at the university.

like it."

"Why, that reminds me. Edith let me wear her diamond engagement ring for a few days and asked how it fit and how I liked it. Oh! Wait, it is all dawning on me now—but don't you think we're too young? And I know mamma will object. I really don't know what to say or do. We should have talked it over with her. You're so impulsive Walter—why, you didn't even ask me! Mamma will be so surprised; you know how adverse she is to young people's becoming engaged. I don't know whether she'll let me accept it or not. I think—"

"I believe she said all that in one breath, when the young man interrupted with:

"Here, what's all this about? I'm sorry if I led you to believe it was a solitaire. As long as you have guessed it, I will say that it is a ring. I thought you might like a signet ring, and on account of a diamond being your birthstone, I had a chip set in. You're not disappointed, are you?"

"Well, not exactly. I'll see you this evening. Good-by."

The floorwalker's comment was brief. "The poor fish!" he said.

Big Bargains in Boots and Shoes McKAY & CO.

Commencing at 9 a. m. SATURDAY, DECEMBER 15th, and continuing until New Year's Eve.

Read some of our Special Bargains, then come, see and purchase them.

	Regular Price.	Sale Price.
Ladies' High Cut Calf Bals.	\$6.75 and \$7.50	\$5.90
Ladies' Calf Button Boots.	\$4.00 and \$4.50	3.15
Ladies' Patent Gun Metal and Dong. Pumps	\$2.50, \$2.75 & \$3.00	2.00
Ladies' Suede Pumps	\$3.00 and \$3.50	2.40
Ladies' Satin and Silk Pumps, \$3, \$3.50 & \$4.00		2.00
Ladies' Patent Boots	\$4.50, \$5.00, \$5.50	3.75
Ladies' Patent Boots	\$3.50, and \$4.00	2.95
Ladies' Dong. Boots	\$3.00	2.35
Ladies' Dong. and Gun Metal Low Shoes \$3, \$3.50		2.35
Ladies' Patent Low Shoes	\$3.00, \$3.50 and \$4	2.60
Men's Calf Bals.	\$5.00 and \$5.50	4.25
Men's Gun Metal Button	\$5.50 and \$6.50	4.65
Men's Tan Calf Boots	\$6.00 and \$7.00	5.50
Men's Patent Boots	\$5.50 and \$6.00	4.00
Men's Tan Patent and Calf Low Shoes, \$4.50, \$5, \$5.50		3.85
Men's Heavy Working Boots.	\$4.75, \$5 & \$5.50	4.00
Men's Hockey Bals.	\$2.50, \$3 & \$3.50	2.00
Boys' Kip and Dong. Bals.	\$2.00 and \$2.25	1.60
Boys' Calf and Kip Bals.	\$3. and \$3.50	2.40
Boys' Heavy School Bals.	\$3.75 and \$4.75	3.25
Boys' Hockey Bals.	\$2.50 and \$3.00	2.00
Girls' Cravenette high cut Boots, wool lined	\$2.85	2.30
Girls' Hockey Bals.	\$2.25	1.85
Childs Cravenette high cut Boots, wool lined	\$2.25	1.80

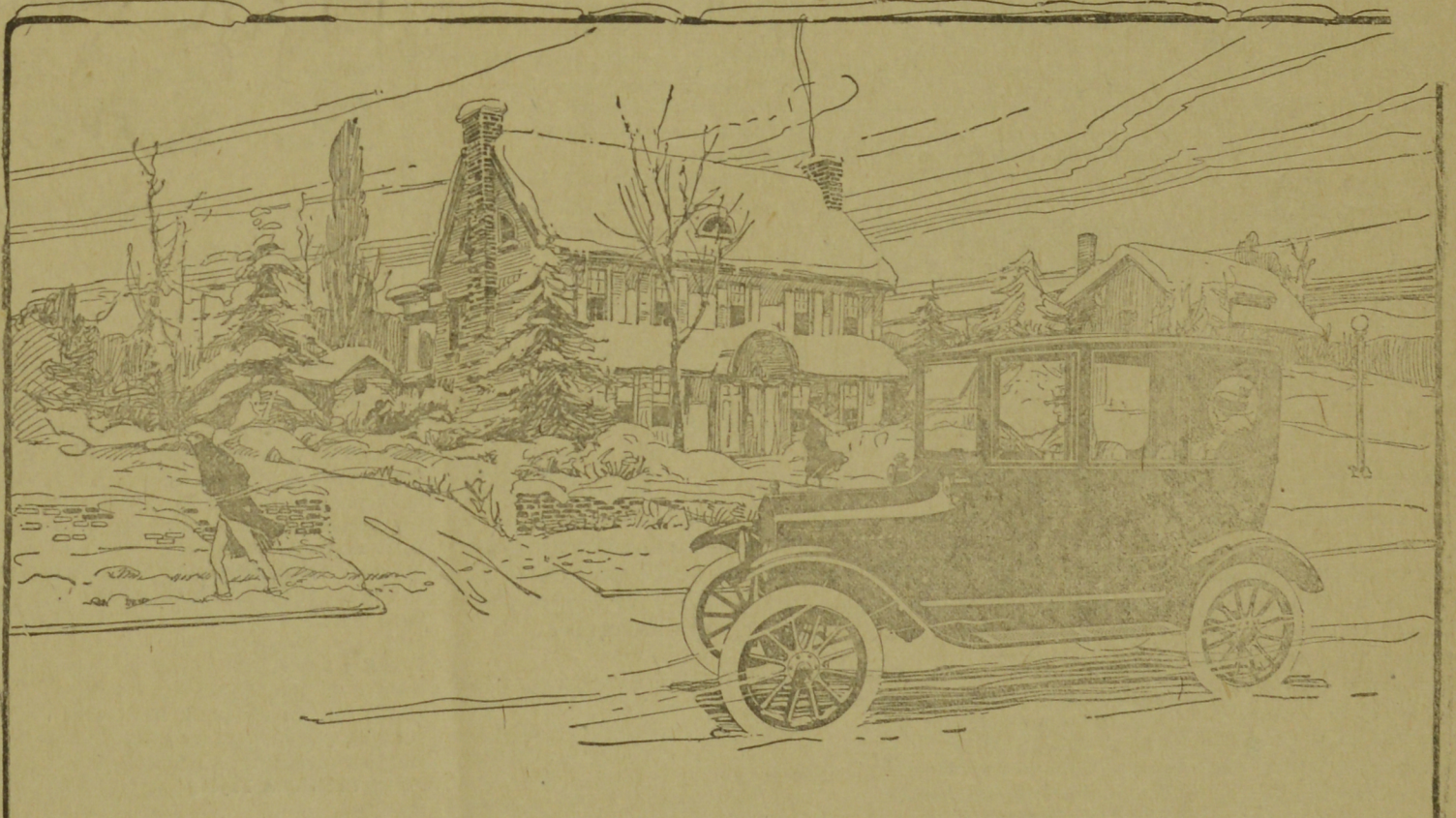
20 per cent. discount on all other purchases of Footwear.

Now is the time and here is the place to get good serviceable Christmas presents. Come before they are all gone.

Would ask our patrons not to ask for coupons, as we are discontinuing giving same. We will, however, continue until January 15th, 1918, to redeem all outstanding coupons.

Don't forget the place.

McKAY & CO - - 306 QUEEN STREET



The Ideal Car for All Seasons

WINTER cold and drifting snow do not mar the comfort of motoring in a Ford Sedan, the car that completely protects you from every weather at all times.

High winds cannot blow you "to pieces". Irritating dust and rain can be entirely shut out, while on warm, pleasant days the windows may be lowered, so that the air circulates freely.

The Ford Sedan is a dignified business and family car. It gives the motorist the utmost protection and comfort. Simply to ride in it, is to want it.

Ford
 THE UNIVERSAL CAR

F. O. B. FORD, ONT.

Touring - - - \$495
 Runabout - - \$475
 Coupelet - -
 Sedan - - -