

MADE IN CANADA

Send the boy to school with bodily vigor and mental vim that will put him to the front in study or play. You can't build the boy out of sermons and books alone. Give him

SHREDDED WHEAT

a hot, nourishing dish containing all the muscle-building, brain-making material in the whole wheat grain made digestible by steam-cooking, shredding and baking. Warm the Biscuit in oven and pour hot milk over it and you have a deliciously nourishing, warm breakfast.

Shredded Wheat is made in two forms, BISCUIT and TRISCUIT—the Biscuit for breakfast with milk or cream, or with fruits; Triscuit, the wafer-toast, delicious for luncheon with butter or soft cheese, or for any meal as a substitute for white flour bread.

Made at Niagara Falls, Ontario
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40-J

breaker—that can almost be taken for granted. If the British War Office has not already adopted the major general's plan it is probably because it promises too much. Sir Sam is nothing if not sanguine and the British War Office knows that. It is the one failing in a great man and though it leans to virtue's side frequently it comes into conflict with the statistics. When Sir Sam was over in England this summer he made the statement that Canada could furnish a million and a half men if necessary. Perhaps it could, especially if Sir Sam's plan—which mark you is not conscription—was followed but it looked almost too good to be true and it started the Englishmen figuring. Even after subtracting the half million Sir Sam might expect to come over from the United States and enlist, and leaving Canada with a scant million to provide, they couldn't see how Sam was going to get them in a country of eight million people, of whom a considerable proportion were old men and infants, women and children, and ineffective, not to mention those who might have to stay at home to keep the wheels turning. They have formed the habit of reckoning these things rather closely in England, and when they squeezed the radiant optimism out of Sir Sam's words they thought more of him as a hero and less of him as a mathematician than they had done before. In fact, Sir Sam's high hopes, jubilantly expressed, let him down a peg or two with the hard-headed Britons.

GREAT ANNOUNCER.

The trouble was that Sir Sam did not go into details. He is a great announcer, but a poor explainer, as the present position of the Shell Committee indicates. Sir Sam announces that it is all right, that it is the best Shell Committee that ever was, but he does not explain why three dispassionate observers, in the person of D. A. Thomas and two ammunition experts from Great Britain, are laying hands on it to reorganize it and to squeeze out the excessive profits. The Ottawa Citizen has shown that in one item alone, the "machining" of the shells, it has been the practice of the manufacturers at one time to charge five times as much as it cost in Great Britain, that even now it costs three times as much and that manufacturers who would do it for only half as much are not allowed to have a look in.

VELVET IN SHELL ORDERS.

In fact there has been so much "velvet" in shell orders handed out in Canada that at least one contractor who had bitten off more than it could chew found it could sublet to manufacturers in the United States and still come out with a sultan's ransom in the way of profit. Which was done accordingly.

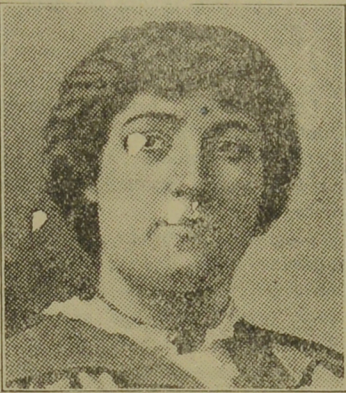
Such transactions are in line with the experience of the small arms manufacturers in the United States, who, it is alleged, had agreed on a price of twenty-five dollars per thousand rounds of the standard cartridge but were told to charge twenty-seven dollars and invoice the goods at thirty-five. This story has yet to be denied. At all events there is or has been enough excess profit in munition manufacturing in Canada and speculation in war stocks for the finance minister to confiscate say nine-tenths of it in the way of taxes. No patriot will ask for more than ten per cent. net, particularly in times when so many other people are making nothing. As a matter of fact, if he is a real patriot, he ought to be satisfied to clear expenses and make no money out of the empire's agony but perhaps that would be too much to expect of human imperfection. Meanwhile it is up to the government either to insist on a small legitimate profit for the munition maker or to tax their excess profits back into the dominion treasury and help to pay off our war debt to England that way.

SLACK ON EQUIPMENT.

Sir Sam announced the other night that one hundred and seventy thousand men had been enlisted in Canada but that equipment and training were at least fifteen thousand men behind the schedule. This partly explains Sir Sam's discouraging statement that two men were offering for every one needed but it does not explain why the equipment got so far behind that thousands of men are drilling without uniforms. There are, of course, several complete and satisfactory explanations, but not one of them can be put forward by the gallant knight who is in charge of the militia department. One is that the patronage list operat-

HER DREAMS CAME TRUE

Life Unbearable from Indigestion
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MELIE C. GAUDREAU

Rochon P.Q., Jan. 14th, 1915.

"I suffered for many years with terrible Indigestion and Constipation. I became thin and miserable. I had frequent dizzy spells and became so run down that I never thought I would get well again.

A neighbor advised me to try 'Fruit-a-tives'. I did so and to the surprise of my doctor, I began to improve and headwinds melted away with 'Fruit-a-tives'. I continued this medicine and all my Indigestion and Constipation was relieved. I consider that I owe my life to 'Fruit-a-tives' and I want to say to those who suffer from Indigestion, Constipation or Headaches, try 'Fruit-a-tives'. Give this lovely fruit medicine a fair chance and you will get well the same as I did."

CORINE GAUDREAU.

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

ed to exclude perhaps half the possible manufacturers. Another is that the middleman with a pull but no plant was allowed to grab off orders which he peddled about until he got a factory, that would do it cheap enough to give him the big bite. The third is that the government made no provision with the mills for an emergency supply of khaki and that such supply as was in stock was steered toward a favored few while other clothing manufacturers with less influence, stuck around until the big fellows got through. The fourth reason is that the government has neglected and still neglects to provide at some central point an assembling house for raw materials from which the manufacturers of war products, other than arms and ammunition, can replenish. In short, there has been no attempt at industrial organization, outside the making of guns, shells and powder, which are only half the game after all.

"BELL HOP" MADE CLEAN UP IN STOCKS

(New York Herald.)

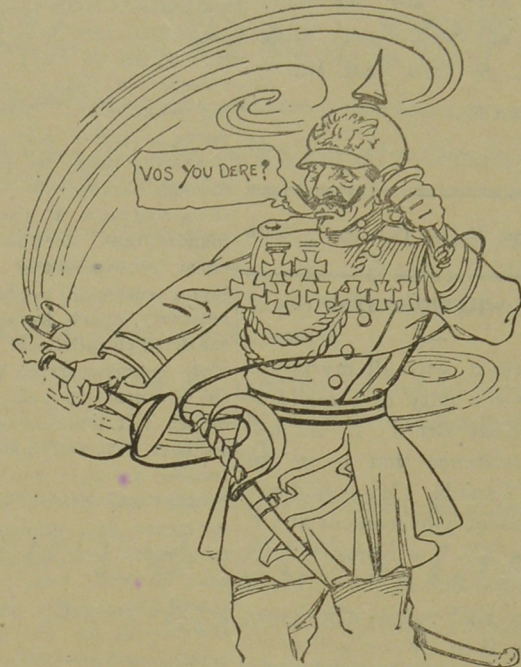
Other jellboys in the Waldorf Astoria Hotel could not understand why one of their number, John O'Boyle, at as usual on the bench, jumped at the call of "Front" and carried messages or packages and even took small tips just as he and they always had done. They had discovered that O'Boyle was wealthy, financially born down with upwards of \$11,000, they say he has made on the Stock Exchange. O'Boyle is a quiet, neat lad and has been in the hotel's service for several years. He saved his money and had about \$250 when information gained from tenants of the hotel caused him to invest it, though not on a narrow margin in Third Avenue Railroad stock.

His savings increased most satisfactorily when the talk of all about him and advice from men he trusted caused O'Boyle to transfer his investment to one of the war stocks, which was among one of the first to rise and the furthest to go. John sold out when he had a fine profit. It did not let him sleep well enough so he went back to railroads. When the Erie he bought around twenty-nine reached forty-four O'Boyle felt that it was moving too fast to be safe. He sold for about \$11,000, put his money in savings banks and kept right on working at the Waldorf.

Some original touches are the capes of metallic tulle set on the back of the bodice or a band of roses.

There is once more an inclination in evening dresses to adorn sleeves and replace them with jeweled shoulder straps.

Some tailored suits have coats that drop below the hem of the accompanying skirts.

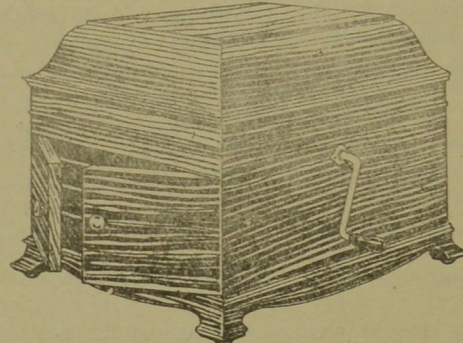


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