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86,000 Injured 10,000 Killed

These official figures for the latest fiscal year represent the unprecedented record of injury and slaughter on the railway systems of the United States. The epidemic of wrecks is rapidly increasing. Since July 1st 268 lives have been lost in railway wrecks, not counting hundreds of casualties. The reason back of almost every recent smash-up can be almost invariably expressed in the two words:

"I FORGOT"

Either the despatcher, the operator, the conductor, the engineer, or the brakeman FORGOT something vitally important. Beyond every mechanical safeguard, every provision of "standard code," or special rule lies the "human factor," and the most important element in this factor is MEMORY. This is true of every branch of the operating department of every railway, and it is true of almost every other responsible position in active life. If you want your memory as infallible as it is possible to get it, study "Assimilative Memory:

How to Attend and Never Forget"

which is the title of the book that contains the complete LOISETTE MEMORY SYSTEM. This system, which formerly has been sold only under the most rigid restrictions and at a high price, develops and brings into action dormant and hitherto unused memory power. It gives a right direction to mental functions and powers, completely abolishing mind-wandering and insuring ACCURACY and PRECISION of thought. It increases by many fold the value of every mind. 12mo, cloth. \$3.00 post paid.

NORMAN RICHARDSON,
12 E. Wellington St., Toronto.

in 1880, major in 1887, major-general in 1898, and was attached to the Ministry of War. In 1903 he was commander of the Twenty-second Division, and in 1906 became general of infantry and commander of the Second Army Corps. In 1909 he was Hessian Minister of War. He married on December 10, 1874, Fraulein Augusta von Dewall and has three sons in the army.

General Van Benckendorff von Hindenburg is a general of infantry in the German army. The Kaiser has bestowed upon him several decorations, and he has served as commander of the Foot Guards in Berlin, a position of honor.

Admiral Alfred Von Tirpitz, head of the Kaiser's navy, was born on March 19, 1849, at Kustrin-on-the-Oder. He entered the navy in 1865, cruised in the Baltic, the Mediterranean and the Atlantic, and became second lieutenant in time to take part in the Franco-Prussian war on board the Koenig Wilhelm. Service in South America, the West Indies and the Mediterranean followed. In 1870 he was appointed commander of the Zieten, in 1881 transferred to the Blucher, and in 1885 to the Blitz. In 1895 he became rear-admiral, in 1896 chief of squadron at Eastern Asiatic waters, and in 1898 Secretary of State to the Admiralty. He became admiral in 1907.

The Austrian Commanders.

General Moritz Von Auffenberg is one of the most notable officers of the army of Austria-Hungary. He rose to the grade of general of infantry through a brilliant career, which began when he became a lieutenant in the royal army in 1871.

General von Auffenberg was born in Troppau, Austria, on May 22, 1852. He received his military education in the Royal Cadet School, at Hainburg, Austria. After long service in the field, with regular promotions, he became a brigadier-general in 1910. In 1905 and again in 1912 he served as Minister of War.

General Viktor Dankl is a commander of a division of infantry in the army of Austria-Hungary. He is regarded as one of the most efficient officers in the service of Emperor Francis Joseph. He was graduated from the Royal Cadet School at Hainburg, Austria.

The British Case

WHITE papers containing official documents showing the diplomatic negotiations preceding the war, are not easily read. Like in reading a dictionary, the thread of the narrative is difficult to follow. The Victoria League in England has met this difficulty by preparing a pamphlet, "Why Britain is at War," written by Sir Edward Cook and now obtainable in Canada through MacMillan & Co., the publishers. It sets out in brief form the story from the diplomatic correspondence and from speeches of the Ministers who conducted the negotiations by which it was sought to prevent, or at least limit the sphere of the conflict. The price of the pamphlet post paid is ten cents.

Implement Prospects

(Concluded from page 10.)

amount of the revenue gained by the export of foodstuffs. But if Canadian farmers buy from Canadian makers the stream of currency will flow eastward. Certain steel works which are now running on half-time, if not indeed closed down part of the month, will begin to receive orders for pig iron for the implement foundries. Makers of canvas will commence to feel the growing demand for canvas for the binders. Makers of oils, varnishes, paints, split keys, bolts, nuts, certain kinds of castings—all of these will feel the current of money flowing eastward to Canadian implement concerns. Each of these allied industries will receive that much more. Each will have that much more to pay out for wages, or for supplies to other industries. Each of those other industries will have money to spend on more wages and more supplies, and meantime, the wages, thus set in circulation, will go to the

clothing-maker, the grocer, the butcher, the street car companies—to the whole community!

Implement men, generally, seem to feel that collections in the West this fall will be good. The crop, according to their reports, will grade low, but is fairly evenly distributed. This will help solve immediate financial considerations. The prospect for future orders from the Canadian field promises to be bright.

"What are the prospects for unemployment in your trade this winter then?" asked the writer.

"We can say nothing definite, but unofficially, and without prejudice, it would seem to us something like this," said the Executive above referred to. "We should ordinarily be running on our foreign orders this winter. Failing those orders it is altogether likely we shall take up our Canadian orders this winter, running the factories all during the cold weather. This may not be possible on the ordinary scale. We may have to close down two or three days per week, but at least we should like to distribute the work over the hard months, and make sure of looking after the married men, anyway. Speaking for our own organization, the reason we closed when we did was to allow the idle period to come at a time when our men could most easily find other employment and when weather conditions would cause them least danger of hardship. By conserving the work until the winter begins we can hope to prevent hardship. As a matter of fact, men who were laid off by us recently, and whom we wanted to get back again for some special work, had all found work and could not come back. Six out of eight had found positions."

To sum up: the implement men expect good Canadian trade and will probably prepare for it during the coming winter, thus giving employment to Canadian workmen, and orders for raw materials to other Canadian manufacturers.

Zeppelin Menace

(Concluded from page 7.)

a London fog. At this time of year westerly winds are a bad factor. A Zepp is as much at the mercy of a wind as one of the old sailing tubs of Nelson's day. With one wind on land there may be quite another on the sea. The winds of England, like the fogs of England, are all in her favour. And no Zepp, even if it could make the round trip from a neighbouring base, could afford to do it and waste its precious cargo of explosives without hitting something worth while.

So far as can be determined, the

chief use of the Zeppelin in this war is to act as the terrifying phantom of the airship fleet. London has less fear of the Zepps now than she had a month ago. If the Zepps had been as efficient as they were cracked up to be, the Kaiser would have commissioned Count Zeppelin to invade England long before this.

The certain destruction of one Zeppelin in its shed at Dusseldorf, practically admitted by the German press, makes it clear that in the warfare of the air England has already begun to get a reputation that some day may equal her exploits at sea. The Zeppelin, which is the chief hope of the German air navy, is a very unwieldy and hazardous engine of destruction, depending too much on favourable conditions which do not always exist. Its tremendous length of over 500 feet, the necessity for flying at a great height so as to be out of range of air-guns, and the need for the use of a bomb-dropping car suspended thousands of feet below the gas-chamber of the Zeppelin, all combine to make these dreadnoughts of the air much less useful in real air-fighting than naval dreadnoughts are at sea.

The Lemon-Squeezers

(Life, New York.)

THE inhabitants of a city placed their city in the hands of certain representatives, because they were too busy attending the races and baseball games to run it themselves.

The representatives turned themselves into politicians and sold the franchises to the capitalists.

The capitalists inaugurated a system of transportation, gas, water and other necessities and made so much money and gave such poor service that the people became suspicious.

They therefore appointed a public service commission to keep tabs on the capitalists and politicians.

This worked until the P. S. C. became owned by the capitalists and politicians, and then the people appointed a super-public service commission to keep tabs on the ordinary public service commission.

Then it was found necessary to appoint an ideal commission to watch the super-commission.

And a superlatively super-ideal commission to watch the plain-ideal commission.

There then being no further object in living in the city, as it had practically reached its ultimate destiny, the inhabitants thereupon left it, and went off somewhere else and started another city where they could do the same thing all over again.

At Toronto Theatres

WHEN a musical comedy has stood the test of a year's run at a Broadway theatre, little further recommendation is required. This is the case with Klaw and Erlanger's production of "The Little Cafe," appearing at the Princess Theatre this week, with its original cast of over a hundred people. The piece is an adaptation of Tristan Bernard's rollicking French farce, "Le Petit Cafe," but it has none of that French nastiness which invariably is considered by theatre-goers part of French comedies. It is a musical comedy by experts—a deft finished evening's entertainment, filled with bright, catchy melodies, much droll fooling and a sumptuous superstructure of pretty women and beautiful gowns.

The following week Maude Adams will appear in J. M. Barrie's new comedy, "The Legend of Leonora." The name of this delightful actress is in itself a magnet sufficient to attract large numbers of theatre-goers, and the fact that she has chosen a comedy by this author of ever-charming plays, should give an added interest to her appearance here. The play is frankly a fantasy. Barrie admits as much in the lines given over to the jester in the third act. But had Leonora ever existed in the flesh, she would have undoubtedly done the things of the play. There is real humanity under-

lying her motives, and Miss Adams makes her seem very natural and lovable. The theme of the work is motherhood. To begin with Barrie is novel, and after that he is whimsical, quaint, humorous, satirical, ironical and humorous in turn. The play in the hands of Miss Adams is proving to be immensely attractive.

AT the Royal Alexandra Theatre in Toronto this week the play, "Within the Law," written by Bayard Viellier, is the attraction, now for the third time, following a run of 650 performances on Broadway. Miss Catherine Tower takes the leading role, supported by Tom J. Evans, Harrison J. Tenné, Bernard Craney, William Lambert, Lucien Lane, Katherine Daly and Grace Spaeth. Strongly melodramatic in form, while legitimately dramatic in treatment, the play depicts the struggles of the heroine against the law in order to protect herself from the machinations of the law. The heroine is a store girl who, after struggle and imprisonment, finally gets her revenge.

Next week there will be a refreshing revival of Gilbert and Sullivan's "Pinafore" in the New York Hippodrome presentation, the first of that dimension ever put on the road. This naval comic opera will undoubtedly be popular at a time when England's navy is at war.