

BAKER'S BREAKFAST COCOA

The food drink without a fault.

Made of high grade cocoa beans, skilfully blended and manufactured by a perfect mechanical process, without the use of chemicals. It is absolutely pure and wholesome, and its flavor is delicious, the natural flavor of the cocoa bean.

The genuine bears this trade-mark and is made only by

WALTER BAKER & CO. Limited.
Montreal, Can. Dorchester, Mass.

Established 1870

Food Saving in the Home

Splendid Example of Canadian Women



LADY FOSTER

MAGIC BAKING POWDER

CONTAINS NO ALUM

It is a pure phosphate baking powder and is guaranteed by us to be the best and purest baking powder possible to produce.

The perfect leavening qualities of "Magic" combined with its purity and wholesomeness make it the ideal baking powder.

The ingredients are plainly printed on the label and our half century reputation should be sufficient guarantee of the high quality of these ingredients.

E.W. GILLET COMPANY LIMITED
WINNIPEG TORONTO, ONT. MONTREAL

Would You Like to Earn \$1 or \$2 Daily the Year Round at Home

The hosiery trade is booming, and the Demand far exceeds the Supply. We gladly take all the goods you can send us.

We must have more workers at once to help us keep pace with the demand. The Auto Knitter is sent on favorable terms to reliable persons, and we furnish full instructions how to knit socks, etc., also all yarn needed. The work is simple and easily learned; the Auto Knitter is a high-speed machine, and works by turning a handle. Our fixed rates of pay guarantee you a steady income the year round, no matter where you live, but our workers often largely increase this by working for private customers, and raising of pigs and chickens.

None too optimistic about the food situation, Lady Foster thinks that Canada has a long way to travel yet in its conservation measures.

"I am entirely in accord with the aims and purposes of rigid food control," she declared. "In many respects better, quicker results can be secured by elimination of food waste, restriction and discrimination in the use of foods than by possible preparations for increased production, and it is quick and immediate relief which is now imperatively needed by our suffering European Allies."

She does not mean by this that any effort should be spared to further the cause of production, but rather she thinks that all classes should "get busy" now—staying wherever they can save—substituting wherever they can substitute—and procuring wherever they can produce.

"Leaving out for the moment the poor or homes in which necessity curbs waste and extravagance almost, or quite the limit, a cursory glance into the homes of many of the rich and well-to-do reveals conditions of carelessness and extravagance which are quite unparalleled with those prevailing in peace times."

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Auto-Knitter Hosiery (Canada) Co., Limited
DEPT. 7A, 25 COLLEGE STREET, TORONTO

"There is practically no restriction in the quantity or variety of consumption and no sacrifice in Canada comparable with that being made in England or France or Italy. Probably one-half is a moderate estimate of what could be saved if even the British standard were practiced. If all information at hand can be relied upon, something akin to famine threatens the population of allied countries, and we should, out of our abundance, make instant response," Lady Foster.

Lady Foster's ideas about food control are practical first and theoretical next. She believes in women keeping pigs and raising chickens—in fact, going in for anything that means increased food production at the present time.

She cannot see why there should be any prejudice against keeping a pig, and it is her view that women should go in for farming on an extensive scale this year, trying out every branch of agriculture and specializing in gardening and the raising of pigs and chickens.

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Unequalled as a substitute for Mother's Milk

Eagle BRAND CONDENSED MILK

Keeps Pure & Wholesome Easily Prepared Readily Digested

The Results of 1917

The Thirty-first Annual Report of The Manufacturers Life Insurance Company shows a record of growth unsurpassed by previous achievements.

The new assurances amounted to the large sum of \$16,485,403, and the Insurance in Force, \$98,128,631.

The gain in insurance, \$9,010,272, was the largest in the history of the Company.

The increase in Assets was \$1,891,348. The Assets now total \$24,585,783.

The Income exceeded \$5,100,000 and also established a new record.

The mortality was again very favorable, despite the extra claims imposed by the war, being more than 25% below that provided for.

Notwithstanding the fact that the Company made large purchases of War Bonds during the year, the average rate of interest earned was 6.52%.

The Surplus, exclusive of Special Reserve, now amounts to \$2,530,054.54. This Surplus, compiled under the Canadian Government Standard, would amount to \$3,670,589.54, showing a gain over the previous year of \$226,805.69.

The Manufacturers Life Insurance Company

HEAD OFFICE, - TORONTO, CANADA
THE E. R. MACMURDO CO., LIMITED.
Managers for the Maritime Provinces, St. John, N. B.

Gladstone's Peace Policy was a Factor in Present Fight

British Liberals recently celebrated the anniversary of the birth of their greatest chief, William Ewart Gladstone, born 105 years ago. Supreme as he was among the statesmen of the nineteenth century, Gladstone's policies are in part responsible for the war which is now raging. The man who brought about

the gradual enfranchisement of the masses, popular education, equal taxation, financial reforms and other great advances in democracy, was notably weak in his foreign policy. The maintenance of peace was dearer to him than national prestige, and his vacillation was indirectly the cause later of the wars in South Africa and the Sudan, and a contributing cause in the present tremendous struggle.

At the close of the Franco-Prussian war Gladstone held it within his power to curb Prussia in its demands upon France. His sympathies were with that

Women's War Work in United States

Items in the News Letter issued by the women's committee of the Council of National Defence tell of the roused enthusiasm of the women of the United States.

In the mountain regions of Idaho the women engaged in the registration campaign have ploughed through many feet of snow in blinding storms, sometimes on skis. In other regions, where the teams are used, they have gone up to the hubs in mud, and in some sections of the dry-farm districts they went through deep dust. The division reports 85,000 women signed for war service and every county clamoring for more cards. Where the roads were impassable work has been carried on by mail.

"We have been so pleased over the enthusiasm of our foreign colonies," writes a worker. "Even among the Hungarians the women are pledging their services. In Pocatello a Greek tailor closed his shop and registered all the Greek women for the registrars, and in the Italian colony in Shoshone county one woman offered to knit a pair of socks a day." The city and county chairmen of registration in Boise and Ada county held a school for registrars for two days, at which 250 women, all volunteer registrars, attended.

During the Wyoming registration the streams were raging in a number of the counties. In order that the women might register on the day designated the cowboys volunteered to swim the creeks and deliver registration cards.

A RATIONING STANDARD.

(Toronto Globe)

The British Food Controller has put the people of the United Kingdom on a meat ration of approximately one pound per week. If the holder of a meat card is content to use inferior grades he can obtain slightly over a pound with the cards, four of which, each permitting the purchase of ten cents' worth of meat, are available weekly. Half a coupon surrendered in a restaurant entitles the person giving it up to a meal of cooked meat. Children under ten are given half the ration of a grown-up person.

In Germany the meat ration, consisting largely of pork, is about three-quarters of a pound weekly, and is regarded as insufficient to sustain in condition the average adult accustomed to a meat diet. The figures give Canadian housewives a standard of comparison. How does the consumption of flesh food among us compare with that of Britain? Despite meatless days, and the economies practiced in other directions, it is fairly certain that Canada has not yet begun to practise real economy in the use of meat. There must be plenty of people among us still getting away with half a pound of flesh food a day instead of a pound a week. To them the British meat regulation comes as a challenge and a warning.

A New York electrician has invented a device small enough to be carried in a pocket, which enables a person to use a telephone without persons near him overhearing his conversation.

FREE PUZZLE PRIZE \$200.00

In Cash now to be Given Away FREE. In addition to the sum of \$4000.00 In Cash that we have previously Given Away.

1st Prize, \$50.00 in Cash. 2nd Prize, \$40.00 in Cash
3rd Prize, \$35.00 in Cash. 4th Prize, \$25.00 in Cash
5th to 9th Prizes—Each \$10.00 in Cash.

TOGETHER WITH MANY MERCHANDISE PRIZES

WAR PUZZLE



Above will be found the picture of a modern Tank of the kind that is being used with such success in the present war. At a glance the Tank appears to be all there is in the picture, but by careful scrutiny the faces of several soldiers will be found. There are 11 of them in all. Can you find them? It is no easy task but by patience and endurance can be accomplished.

You may win a cash prize by doing so. Many have done this as will be shown by the names and addresses which we will send you. If you find the faces mark each one with an X, cut out the picture and send it to us, together with a slip of paper on which you have written the words "I have found all the faces and marked them." Write these nine words plainly and neatly, as in case of loss, both writing and neatness are considered factors in this contest.

This may take up a little of your time but a TWO HUNDRED DOLLARS in cash and many merchandise prizes are given away. It is worth your time to take a little trouble over this matter. Remember all you have to do is to mark the faces, cut out the picture and write on a separate piece of paper the words "I have found all the faces and marked them." WE DO NOT ASK YOU TO SPEND ONE CENT OF YOUR MONEY IN ORDER TO ENTER THIS CONTEST.

Send your answer at once; we will reply by Return Mail telling you whether your answer is correct or not, and we will send you a complete Prize List, together with the names and addresses of persons who have recently received over Four Thousand One Hundred Dollars in Cash Prizes from us, and full particulars of a similar contest that must be fulfilled. (This condition does not involve the spending of any of your money.)

Winners of cash prizes in any of the competitions will not be allowed to enter this contest. This Competition leaves business as of undoubted integrity, who have no connection with this Contest, whose decision is final.

Send Your Reply Direct to
GOOD HOPE MANUFACTURING COMPANY
31 LATOUR STREET, MONTREAL, CAN.

country, and when the Germans demanded the cessation of Alsace and Lorraine Gladstone asserted that England would not agree to it. In this stand he was supported by Austria, which feared the aggression of Prussia, but when it seemed that war might be the result of continued opposition to the Prussian project, Gladstone weakened, and Alsace-Lorraine passed to the Germans.

The efforts of the French leaders to induce Great Britain and Austria to intervene and prevent the annexation by Prussia of Alsace-Lorraine are described in detail in "A Diplomat's Memoirs," written by Frederic Retlinger, secretary to Jules Favre, the vice-president of the French provisional government in 1870. Retlinger was dispatched first to Vienna, where he obtained assurances that the Austrian government would join with England in preserving the territorial integrity of France.

Retlinger admits that at that time Great Britain, in common with all the countries of Europe save Prussia, was totally unprepared for war. "Only one power was prepared at the moment of the shock," he says, "and that power was exactly the one which France, herself unready, had chosen for an enemy. Outside Prussia no one in Europe had resources, war, and no one was armed or in condition for a campaign."

Under such circumstances Gladstone had reason to hesitate about opposing the will of the victory-drenched Prussia; yet the struggle he avoided was only postponed, and when it came Britain was still unready, and Germany more powerful than ever. It now remains for the Allies, with the assistance of the United States, to break that power, which has grown to be a menace to the peace of the world.

Made to Order.

The darkey preacher was describing him one blustery Sunday morning with "It's a col' place chuck full of ice an' snow an' yuh o' blood don't nevah git any more warm." "What's this?" inquired the colored bishop.

"Yo' don't know my congregation, boss. Ef I was to tell 'em that hell was hot, all these shivering 'ol niggers 'd be alim' to go straight there."

New York magistrates are urging that chauffeurs be forced to pass a competence test before being licensed.



CROWN BRAND CORN SYRUP

Everybody's Favourite Table Syrup

In 2, 5, 10 and 20 lb. Tins — and "Perfect Seal" Glass Jars.

Write for Free Cook Book

The Canada Starch Co., Limited - - Montreal