

O'KEEFE'S PILSENER



So Light is it and So Good is it that it Stands by Itself.

Brewed Right? Yes, indeed. Bottled Right? Yes, Positively. Acts Right?

No one ever said it didn't.

"The Light Beer in the Light Bottle"

The O'Keefe Brewery Co. of Toronto, Limited have reformed—or perhaps he was celebrating his pleasure at his release.

After all, living in California may be a pretty tame affair for one who has lived the wild, free life of a Cabinet Minister, and one may be driven to write out resignations just to recall the exciting times on the old homestead.

Residents of St. Louis, a suburb of Mont-Residents of St. Louis, a suburb of Montreal, are complaining because they are being held up almost nightly by a gang of robbers, who have become fat, wealthy and exclusive. Well, what do the St. Louis people want, anyway? Do they expect these fellows to speak seven languages, wear a crest, or go in for art? All these things take time, and the people have only to be patient.

A market report says that beans are quiet, with hand-picked at \$1.50, but what this country needs most is something that will keep the crop of one-fifty hand-picked "has-beens" from turning over on the shelf after they have been laid away to rest.

Among the curious industries of the East is one by which the people of the Maritime Provinces convert dogfish into oil and glue. All very well as long as the dogfish behave themselves, but wouldn't it be dreadful if one of the bottles was to bark or growl at a person as he was pouring the stuff over his pancakes!

While the Inland Revenue Department is analysing various food products for adulterants, could they not enlarge the field of their investigations and include also the fat, dark brown, prize cigars that one gets at the summer resorts when they ring the cane? Judging from the taste, they appear to be composed largely of rags, felt or cotton waste with a dash of machine oil or cotton waste, with a dash of machine oil to give a flavour.

Smash goes another gilded dream. In the camp at London, it is asid there is one whole company of the 28th (Perth) Regiment composed of total abstainers. This may be all right for the camp, but think what it means to the dime-novel-consuming small boy, who is thus deprived, at one blow, of his roystering, swashbuckling, jamboree-loving hero who would rather fight than eat! fight than eat!

Judging from the frequency with which these things are happening these fine days, it looks as if the most popular game this summer was that of separating immigrants and foreigners up dark alleyways from their money and their teeth.

Vancouverties are to have a baby show among other sports on Dominion Day, and a number of eligible gentlemen are now busy thinking up excuses for dodging the job of judge. It if it not too late to make the suggestion, we would like to advise the man who undertakes this contract to go on the field clad in a deep sea diver's outfit. They're tough, and will stand a lot of mauling.

A Busy Bell

On the watch tower of the Vela, at the Alhambra, Spain, there is a silver-toned bell which the Moslems rang as a signal to let on the water in the gardens and the fountain in the city below. Its sound can be heard at Liga, thirty miles away. The maiden who strikes it on a certain day is sure of a husband before the year is out, and of a good one if she rings loud enough. On fete days it is lively for the bell.

Newest Canadian Club

Amid considerable enthusiasm, and with an initial membership of fifty-six, a new Canadian Club was launched at Woodstock, Ont., last week. The officers are: President, Malcolm Douglas; First Vice-President, Dr. A. B. Welford; Second Vice-President, B. Blair; Secretary, A. M. Overholt; Treasurer, Dr. A. M. Clark; Literary Correspondent, John Markey.

WANTED

An Organist and Choir Master for St. Peter's Church, Carlton Street, Toronto, apply to A. J. Russel Snow, 4 Wellington Street East, Secretary of the Musical Committee.

Munro's Canadian Anti-Fouling Copper Paint

Made in three shades

CREEN RED BROWN

A reliable metallic Anti-Fouling Paint for ships' and all sailing craft bottoms. Directions for use on each package.

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No matter whether it was

Cosgrave's Pale Ale Half and Half

Porter

that you have been trying, you found each of them up to the mark, didn't you?

That's because they are brewed right, matured properly, and wholesome.



The Cosgrave Brewery Co. of Toronto. Limited

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