


BAKER'S COCOA IS PURE

Purity in cocoa means carefully selected, scrupulously cleaned cocoa beans, scientifically blended, skilfully roasted, and with the excess of fat removed, reduced to an extremely fine powder by a strictly mechanical process, no chemicals being used, the finished product containing no added mineral matter.

AND IT HAS
A DELICIOUS FLAVOR

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WILL NOT AFFECT RESULT OF WAR

Lord Robert Cecil Speaks of Italian Reverse — Economic Side of Conflict to Count Largely

London, Nov. 2.—Lord Robert Cecil, minister of blockade, in his weekly talk with the Associated Press declared yesterday that there was not the least reason to suppose that the Italian reverses will affect the result of the war.

"What has happened may affect the duration of the war or it may not," Lord Robert said. "Sooner or later, the economic side of the war is as likely as anything else to produce the desired effect, according to the extent of the resources of the allied powers and the enemy to carry on an economic offensive."

In this connection Lord Robert pointed out the great preponderance of the Entente Allies resources. He added: "The Central Powers already are in a very precarious condition. I see nothing but greater economic ruin for them after the war, the longer it lasts."

He declared that the allies were doing, and will do, all possible for Italy and would regard the battle fronts in all the war theatres as one comprehensive front.

"What has happened only means that we and the other governments must make stronger exertions," he added in conclusion. "We cannot afford to neglect any chance. Our information is that the spirit of Italy is untouched and that there is no sign of disagreement or panic at the reverse, but only a strengthened determination to finish the fight."

5 months on an Ice Floe

Bovril saves life of Shackleton's Men

SIR ERNEST SHACKLETON writes:—

"When the Endurance sank in the Weddell Sea, we had to seek refuge on the shifting ice. Most of the stores had to be scrapped, as the avoidance of weight was of great importance. It was then that the Bovril rations were of such splendid help. During our five and a-half months' drift on the floe, the Bovril rations formed one of the staple diets; and after the ice broke up, and we took to the boats, they were our mainstay. I think it is not too much to say that without them, few, if any of us, would have survived."

In spite of the increase in the cost of Beef (the raw material of Bovril) there has been no increase in the price of Bovril during the War.

Body-building power of Bovril proved to be from 10 to 20 times the amount taken



McAVITY'S MESSENGER

The "Universal" Coffee Mill

(For fastening to wall.)

This Mill means kitchen efficiency. Whole-bean coffee, carried in the one-pound glass container and ground as needed, goes farther because it retains its full strength and aroma.

Each \$1.25

Mrs. Potts' Sad Irons Cold Handle



Nickel plated The set \$1.70
Plain The set 1.60
Extra Handles Each .15

GERMAN SUBMARINE FROM U. S. PATENTS

Theft of Plans Revealed on Examination of Captured Boat Aiding Liberty Loan

New York, Nov. 2.—Following an intensive study of the German submarine mine layer U-C-5, now in Central Park, and renamed U-Buy-a-Bond, experts have reached the conclusion that Germany had deliberately stolen American brains and ingenuity to further its undersea campaign against belligerents and neutrals. The U-C-5, which early in the year was captured with its crew by the British naval forces, was brought to New York to stimulate interest in the sale of Liberty Bonds.

Important, however, as its function was in arousing public interest in the bond sale, that service, it was declared today, had been far transcended by the discovery that to the minutest detail the German mine layer was constructed along lines originating in this country. In brief, the design of the German mine layer almost duplicated that of the Holland type of submarine, built for the United States navy by the Electric Boat Company, even down to the characteristic spindle-shape and non-water-tight superstructure.

It developed that so soon as the U-C-5, which had come across the Atlantic in three sections on the deck of a big steamship had been set up, the Submarine Boat Corporation, the present owner of the Holland patents, started an investigation aboard the craft to learn its secrets of construction. With this end in view the corporation employed patent lawyers to make a minute examination of the undersea vessel with a view to determining whether American-owned patents had been infringed. The submarine boat officials who had previously made a casual examination of the hull and mechanism of the Teutonic craft were struck with the similarity between the construction and equipment of the German vessel and that followed by their own company in turning out submarines for the United States navy.

Who Should Buy Canada's Victory Bonds, and Why

WHO wants to help win the war?
Who wants to give our soldiers all the support which their bravery and self-sacrifice and imperative needs demand of our gratitude and our patriotism?
Who wants Canada to do her full part in producing food, metals, ships, munitions and clothing for our fighting men; her full part in winning the war?
Who wants to help Britain to buy in Canada all she wants to buy of the products of Canada's fields and industries and labor?

From the mighty heart of Canada hear the full-throated answer roll from the Atlantic to the Pacific, echo back and up from the southern frontier, far and away into the frosty wastes of the Arctic circle:

"Every Canadian Loves His Country and will do His Full Duty"

AND every woman whose son or husband, or brother or father is fighting in France, because it means support and comfort and victory to him, sends up a prayer that Canada will provide the money to help him win the war for home and freedom.

Every boy and girl, because they want to have a part in winning the war, and in writing Canada's name into a glorious chapter of the world's history, will help Canada to raise the money by buying Victory Bonds.

THEN from the business point of view: The farmer will buy Victory Bonds because it will enable him to continue to supply the armies and the people of Great Britain with live stock, grain and the other products of his fields. The farmer must have a market for his produce and it is essential to Canada that Britain shall be enabled to pay cash for that produce with money provided by Canada's Victory Bonds.

Canada's Victory Bonds make it possible for Canada and her farmers to continue doing business with Great Britain and our allies and it is supremely necessary that the farmer shall continue to produce, and that Britain shall continue to buy his products.

Every man in Canada who works for his living or operates a business of any kind can help himself and help Canada to win the war by buying Victory Bonds. When he buys Victory Bonds he helps to maintain that general prosperity which is essential to his own.

And the prosperity of each individual is indispensable to the nation, because it is from individuals that the nation must get the money to win the war.

It is both Good Business and True Patriotism for every Canadian to buy Canada's Victory Bonds to the utmost of his or her ability

Issued by Canada's Victory Loan Committee in co-operation with the Minister of Finance of the Dominion of Canada

CARPET CLEANING AND RUG-MAKING

The manufacturing of fine Rugs from your old carpet. A saving of one-half to you.

Send for free booklet containing valuable information, prices, shipping instructions, etc.

PUT YOUR NAME ON THIS COUPON NOW.

THE MARITIME RUG WORKS
368-370 Main Street, St. John, N. B.
Put your name on this coupon and send it in.

Dear Sirs:—Please forward me one of your free booklets.

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Unequaled as a substitute for Mother's Milk

Gail Borden EAGLE BRAND CONDENSED MILK

THE ORIGINAL

Keeps Pure & Wholesome
Easily Prepared
Readily Digested

The Turn-Table Apple Parer

A strong, rapid, durable machine, built upon the principles which have stood the test for nearly half a century. Pares very close at both ends of apple. Push-off is automatic.

Each \$1.25

Bread Boards



10-12 inch Each 60c
11 inch Each 90c

Bread Knives



Each 20c to 90c

Kitchen Saws



Inches 12 14 16
Each 75c 75c 80c

Bissell's Carpet Sweepers



Champion \$3.25
Grand Rapids 3.75
Boudoir 4.25
Elite 5.00
Crystal 6.25

Cash Boxes

Made of Heavy Tin, Black japanned, Gold Trimmings.

Inside Cash Tray, Brass Handles and Name Plate, Four Lever Locks, Two Keys.

Size 9 10 12 14
Each \$1.85 \$1.50 \$2.00 \$2.50

The Turbine Egg Beater and Cream Whip

Made on the same principle as the great turbines on the fastest ocean steamers and battleships.

The Turbine eclipses the ordinary egg beaters because it makes 600 revolutions without any splash. It will beat an egg in 15 seconds, and a half pint of cream in 2-1/2 minutes. Easy of action, and has no cast iron parts to break when dropped.

Each 20c

T.M. McAVITY & SONS, LTD.