Never Sits Down at the Table Passenger Trade Shows Mil-Without Thanking Tanlac lion Dollar Increase Already Without Thanking Tanlac for Her Restored Health.

C. S. L. SHIPS IN **BIG BUSINESS**

Baby's Own Soap Keeps the skin ealthy and sweet.

CANADIAN CLUBS ASK LL. GEORGE TO VISIT CANADA

Sir Arthur Currie Delivers Brilliant Address at Annual

Why Do People Take Monkey Glands?

MADE BIG WINNING IN A FEW HOURS

Cuticura Soan Shaving Soar





Let the Apex Do Your Cleaning

FREE TRIAL PERIOD

PHONE OR MAIL COUPON AT ONCE

Tell us you want an Apex Cleaver sent to your home. Our demonstrator will bring your Apex and show its many wonderful uses, all without obligation. After free trial, a small initial payment makes the Apez yours to keep,—balance on easy monthly terms.

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SHOES FOR CANADIAN

To the People of Canada

HERE are many things which you need not buy unless you choose. But footwear is not among them. You must have shoes. From the standpoint of your health, as well as for comfort and appearance, good shoes are a necessity. And that fact alone places upon the manufacturer of shoes a responsibility which he must at all times appreciate.

That responsibility to the Canadian public is shared by the 158 manufacturers of shoes in Canada, from whom you buy nearly \$50,000,000 worth of footwear every year.

The fact that we have built up an industry of such magnitude is the best evidence that we do appreciate this responsibility. One may think that our responsibility ends when we have produced footwear of honest value and sincere workmanship, and have placed it on the shelf of the retail store where it is accessible to you. That is one essential service which our industry is called upon to render.

But we cannot dismiss our responsibility quite so easily. We believe that we should do more than that.

Good shoes are of such daily importance that we ought to make public certain facts and conditions which govern the quality of the product we make, and the value which you receive for your money. We ought to point out clearly, the part which you play, and the influence which you exercise, in establishing those conditions. We should urge upon you, your own responsibility in the matter, and show you just how you can help to maintain the quality of the footwear which we offer you.

This is the first advertisement of a series which will be devoted to that

Canada produces footwear of every desirable type, and of standard quality in all grades. When you buy Made in Canada Footwear you are assured, at fair prices always, of the utmost that modern skill can produce in Comfort, Service and Style.